



ALS
THERAPY DEVELOPMENT
INSTITUTE

Logo Guidelines

2020



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Brand Overview

OUR MESSAGE

Problem

Most people with ALS only survive 3-5 years after their first symptoms.

Position

We are the most comprehensive drug discovery lab focused solely on ALS research. Our cutting-edge approach to ALS research incorporates every aspect of drug discovery and development, under one roof, to find potential treatments as quickly as possible.

Mission

To discover and develop effective treatments for ALS.
To end ALS.

Tagline

Dedicated to curing ALS.

Call to Action

ALS is not an incurable disease, it is underfunded. Support us in our mission to end ALS.

Boilerplate Language

The ALS Therapy Development Institute (ALS TDI) and its researchers quickly discover and validate potential treatments for ALS. It is the world's first and largest nonprofit biotech focused 100 percent on ALS research. Led by drug development experts and people with ALS, ALS TDI understands the urgent need to slow and stop this disease.

Located in Cambridge, MA, ALS TDI employs more than 30 full-time scientists and researchers with expertise across all areas of drug discovery. ALS TDI is recognized as an international leader in preclinical and translational ALS research, and partners with pharmaceutical companies and biotechs around the world. Awarded the highest nonprofit rating – four stars – on Charity Navigator, ALS TDI spends 87 cents of every dollar raised on finding effective treatments and cures for ALS. Learn more at www.als.net.

OUR COMPREHENSIVE APPROACH TO ENDING ALS

We learn about ALS from people with ALS.

We believe that best way to learn more about this disease is to partner with people with ALS. Through our first-in-kind ALS Precision Medicine Program, we partner with people around the world to collect medical histories, family histories, genetics, biomarkers, and patient cell biology to better understand the processes that drive and influence ALS.

We aim to make clinical trial faster and more efficient.

Clinical trials for ALS currently require too many participants. That slows the studies down and makes them very costly. Using emerging technologies, we hope to make clinical trials more efficient to reveal the most promising treatments faster.

We operate one of the largest preclinical drug validation programs in ALS.

There are too few potential treatments in clinical trials for ALS. We need a robust, high quality drug pipeline to ultimately treat every person with ALS. More treatments mean more hope.

We create and validate many models of ALS to study the disease and rigorously test potential treatments.

ALS is extremely complex involving a myriad of biological pathways. To test drugs more rigorously, we use a variety of both cell and animal models to account for all of the complexities of ALS.

OUR ACHIEVEMENTS

- We are the first nonprofit biotech in any disease to invent a potential treatment, AT-1501, and bring it from our own lab, through FDA review and into clinical trial.
- We created the world's first ALS Precision Medicine Program (PMP), a telehealth initiative, that partners with people with ALS around the world to collect and analyze medical histories, family histories, genetics data, biomarkers, and patient cell biology to better understand the processes that drive and influence ALS.
- We set the worldwide standards in preclinical drug screening in models of ALS.
- We partner with Google, leveraging their expertise in artificial intelligence to analyze the “big data” collected from our PMP. We are working to develop sensitive measures of ALS disease progression in order to increase the pace of ALS clinical research.
- We have rigorously tested over 400 drugs in animal models of ALS—more than any other ALS research lab in the world.
- We are developing additional animal and cell-based models of ALS to test more potential treatments.
- We established a robust cell banking, cell reprogramming, and genome editing capability for iPSC generation and cell-based drug screening, allowing us to identify more promising leads.
- ALS TDI collaborates with organizations around the world to screen potential treatments at our lab. We have pre-clinically validated several potential treatments for ALS, including: a monoclonal antibody from Neurimmune, a viral vector delivery of an ASO from the Institute of Myology, and a small molecule drug, Copper ATSM, identified at the University of Melbourne.

Logo Usage

LOGO USAGE AND PERMISSIONS

As an ALS TDI partner, you are granted permission to use our logos in your marketing brochures, flyers, and web pages, provided our brand guidelines are followed. Use of our logo on other marketing collateral (including, but not limited to, pens, pins, t-shirts, mugs, etc...) requires the ALS TDI Marketing Team’s written permission. Please email marketing@als.net for approval of logo usage.

LOGO

The ALS Therapy Development Institute logo proudly displays our name, in full, to emphasize our focus and expertise in ALS research.



The printed logo

- should never be smaller than 3/4 inch wide.
- should be CMYK. (see page 11)

The web version logo

- should be large enough to read at least “ALS” and “Institute” but can be smaller, like favicons.
- should be RGB or Hex. (see page 11)

TWO ORIENTATIONS

There are two orientations for our primary logo: stacked and horizontal. Use the stacked orientation in most applications. If you find it inappropriate in your situation, use the horizontal orientation.



Primary, Stacked Orientation



Secondary, Horizontal Orientation

LOGO VARIANTS

There are occasions when using our full color logo will not be possible, and we will be forced to use either one color or no color at all (black or white). The all-black variant can be used on light backgrounds and the all-white variant (also known as knock-out) can be used on dark backgrounds.



All-black, stacked orientation.



All-black, horizontal orientation.



All-white, stacked orientation



All-white, horizontal orientation

INCORRECT LOGO USAGE

ABSOLUTELY NO ALTERATIONS SHOULD BE MADE TO THE LOGOS PROVIDED, and that includes re-coloring, re-sizing, using a different type, omitting the horizontal line, adding a dramatic shadow etc. Below are examples of what you **CANNOT** do:



Do not alter the size of elements or change the color to all ALS TDI Purple.



Do not alter the color to white and ALS TDI Purple on a dark background.



Do not alter the color of elements to anything outside ALS TDI Purple.



Do not apply nonfunctional effects on the logo. A subtle drop shadow directly behind the logo is fine if you need to add more contrast to the logo on top of a photo.

BRAND COLORS

We use a monochrome color scheme but a limited color scheme of tints and shades of ALS TDI Purple is acceptable.



ALS Therapy Development Institute Purple

Pantone 254 C
CMYK: C45 M90 Y0 K0
RGB: R144 G65 B153
Hex: #904199



Black

CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
Hex: #000000

White

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
Hex: #ffffff

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