

ALS
THERAPY DEVELOPMENT
INSTITUTE

STYLE

GUIDE

2017

MESSAGING /

NEED /

Most people with ALS survive 2-5 years after their first symptoms. With no known cure, ALS is a death sentence.

VISION /

Dedicated to finding a cure for ALS.

POSITION /

We are the world's foremost drug discovery center focused solely on ALS.

MISSION /

The ALS Therapy Development Institute and its scientists actively discover and develop treatments for ALS. We are the world's first and largest nonprofit biotech focused 100 percent on ALS research. Led by people with ALS and drug development experts, we understand the urgent need to slow and stop this disease.

CALL TO ACTION /

ALS is not incurable, only underfunded. Support us in our race against time.

OUR INNOVATIVE SCIENCE AND CUTTING EDGE APPROACH HAVE RESULTED IN /

- The identification of a promising treatment for ALS: AT-1501.
- The largest database of preclinical drug studies in animal models of ALS.
- The world's first and largest Precision Medicine Program for ALS.
- The largest database integrating ALS genetics, voice recordings, lifestyle, demographics, and accelerometer data.

OUR NAME /

Our organization name is “ALS Therapy Development Institute.”

Note the following **IMPORTANT** guidelines:

- The name can be preceded by a **lower case “the”** in sentences that refer to the organization i.e. “...research taking place at the ALS Therapy Development Institute.” If the name appears at the beginning of a sentence, “The” can be in sentence case (i.e. uppercase “T”). Example: “The ALS Therapy Development Institute (ALS TDI) announced a new research collaboration...”
- **ALS Therapy Development Institute** is what we should be referred to in all cases, and where/when not possible, the only other acceptable alternative is **“ALS TDI.”** Note the space between “ALS” and “TDI.”
- When writing a paragraph or longer and we expect to reference our organizational name on more than one occasion, the rule of thumb for the first mention is to refer to us in **our full name followed by the acronym in parenthesis**, but in sentences thereafter to refer to us simply using the acronym. Example: “The ALS Therapy Development Institute (ALS TDI) announced a new research collaboration with Denali Therapeutics to investigate potential new endpoints for use in ALS clinical trials. ALS TDI and Denali will evaluate and analyze data sets collected through the first-of-its kind Precision Medicine Program.”
- If you have questions, contact Colette O’Neill at coneill@als.net or 617.441.7269.

PRIMARY LOGO

There are two orientations for our primary logo: stacked and horizontal. The general rule of thumb is to use the stacked orientation in all applications, but in certain design scenarios, when the design, layout or space are not conducive to the stacked orientation, then the horizontal orientation can be used.



STACKED



HORIZONTAL

There are many 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 i.e. black or white. A black variant can be used on a background of any color, except for black (obviously) and a white variant (also known as knock-out) can be used on a background of any color including black.



STACKED BLACK



HORIZONTAL BLACK



STACKED WHITE/
KNOCKOUT



HORIZONTAL WHITE/KNOCKOUT

INCORRECT LOGO USAGE

There are many reasons why we adhere to brand guidelines as they are laid out. It is critical that we do not stray from these guidelines, and in particular with our logo. 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 drop shadow etc. Below are examples of what we cannot do with the logo.



CANNOT RESIZE ANY ELEMENT OF LOGO



**CANNOT RECOLOR ANY ELEMENT OF LOGO
E.G. TEXT OR HORIZONTAL LINE**



**CANNOT APPLY DROP SHADOW
OR OTHER EFFECTS TO LOGO**

PARTNER/COMMUNITY EVENT BRANDING

When our brand is included in marketing and promotional materials for community/third-party/family fund events, account liaisons should follow all guidelines for logo usage. The logo should not be manipulated in any way. Where and when possible, it should be placed adjacent to any existing community event/family fund logos to illustrate the partnership between the two entities. It is also important to note the rules surrounding the name of our organization, as outlined on the third page above. If there are any questions, please contact Colette O'Neill at coneill@als.net or 617.441.7269.

BRAND COLORS



Corporate purple

Pantone 2592 C
CMYK 50 89 0 0
RGB 144 65 153
HEX #904199



Corporate black

100% Black
CMYK 0 0 0 0
RGB 0 0 0
HEX #000000



Corporate white

100% White/Paper
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

TYPEFACE

Gotham Narrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Narrow Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Gotham Narrow Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Narrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



- Headings must be in Gotham Narrow Bold.
- Sub-headings must be in Gotham Narrow Medium.
- Body Text must be in Gotham Narrow Light.
- Quotations/titles etc must be in Gotham Narrow Light Italic.

DIGITAL ALTERNATIVES

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*



- Headings must be in Arial Bold.
- Sub-headings must be in Arial Bold, but smaller type.
- Body Text must be in Arial Regular.
- Quotations/titles etc must be in Arial Italic.