

**ALS**  
THERAPY DEVELOPMENT  
INSTITUTE

**STYLE**

**GUIDE**

**2018**

## 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 study findings in animal models of ALS, with more potential treatments screened each year.
- The world's first Precision Medicine Program designed to speed up drug discovery and therapeutic development for ALS.
- The only database integrating genetics, demographics, voice recordings, and accelerometer-derived movement data from hundreds of people with ALS.
- The development of algorithms and tools that assess ALS clinical progression and increase the pace of ALS clinical research.
- The overall improvement of world-wide standards of preclinical drug evaluation in ALS.
- The highest number of independent preclinical drug validation experiments conducted in current ALS development pipelines.

# 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](mailto: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 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 new 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](mailto:coneill@als.net) or 617.441.7269.

# BRAND COLORS



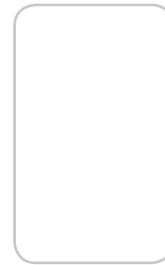
## Corporate purple

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

# PRIMARY

## 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.