National
Multiple Sclerosis
Society

Community Event Marketing / Branding Guidelines

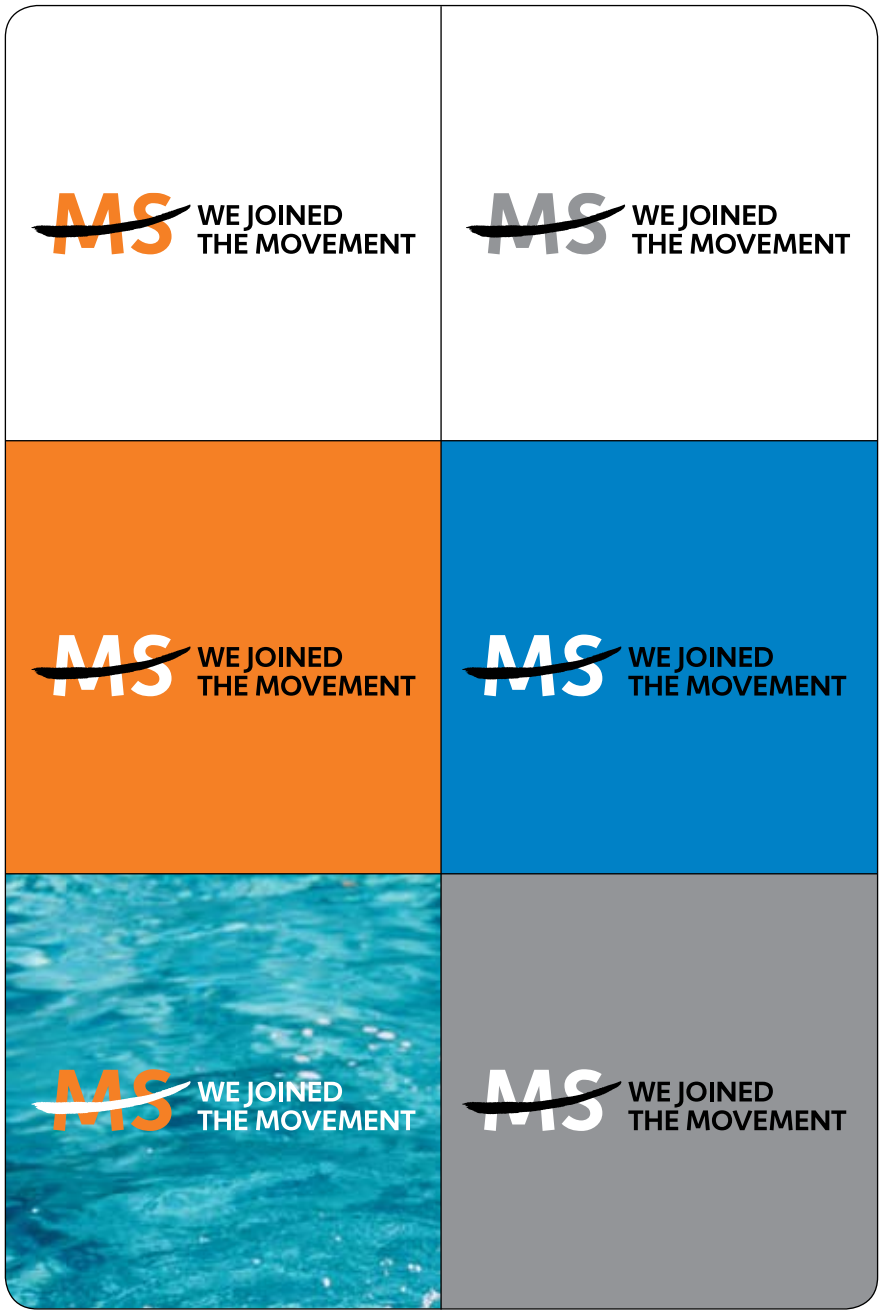
MS WE JOINED THE MOVEMENT

The National Multiple Sclerosis Society is extremely grateful that you are interested in "Joining the Movement" and working toward a world free of MS through a Community Event or fundraising activity. Please consider the following guidelines when developing marketing materials and promoting your Community Event.

A special logo has been developed that designates that a third party supporter has "Joined the Movement" through a Community Event. The Society will provide access to this logo in various formats for your use.

The Society must review and approve the marketing materials that include mention of the Society and/or use the "Join the Movement" Community Event logo.

Please do not use the National MS Society logo. Use of the National MS Society name (other than as a beneficiary as specified below), logo, or any of its licensed marks is prohibited by third parties. The Society owns the registration for the National Multiple Sclerosis Society name, logo, 1-800-FIGHT MS toll free number, "Join the Movement" and corresponding event and fundraising logos (i.e. bike MS, walk MS, Challenge Walk).



color usage

In addition to the minimum/maximum color combination guidelines, it is also important to adhere to the coloration guide on different backgrounds. Here is a range of alternate color combinations that are permitted.

Examples include: the logo in its primary color; on dark colors the gesture is made white for contrast; a black-and-white version, for instances in which there is a limited print budget or b&w copies are anticipated; on an image, the MS letters have been made orange, while the gesture and society name are white.

one-color logo

Where shades of black (grey) are not an option, this one-color version of the logo should be used. Although, this use is permissible, 2-color printing is recommended as it is a better representation of the brand.

logo usage with community events

When a Community Event benefits more than one charity/non profit organizations, this specially designated Community Event logo should appear in the same size as the other charity/non profit's logo. The National MS Society reserves the right to revoke the use of this logo at any time.

The Society operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, the Society requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. $1 from the sale of each item). You must be able to comply with this requirement if applicable.

Similarly, event advertising, promotion and associated materials must state that the proceeds of an event will benefit the Society, but should not imply or state that the Society is the host, sponsor or endorser. Any sponsor of the event should be clearly identified: (i.e. The Elks Club, Bob's Variety, The Smith Family, is hosting X event, "with 75% of net proceeds benefiting the National Multiple Sclerosis Society.")

About the National Multiple Sclerosis Society

MS stops people from moving. We exist to make sure it doesn't. The National MS Society addresses the challenges of each person affected by MS by funding cutting edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move their lives forward. We are people who want to do something about MS NOW, and are dedicated to achieving a world free of MS. Join the movement at www.nationalMSsociety.org.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at www.nationalMSsociety.org or 1-800-344-4867 to learn about ways to help people with multiple sclerosis and about current research that may one day reveal a cure.

Please feel welcome to use the following content describing the National MS Society in marketing/promotional materials. Depending on the nature of the event and number of participants, the Society may be able to provide educational literature and informational material for distribution.