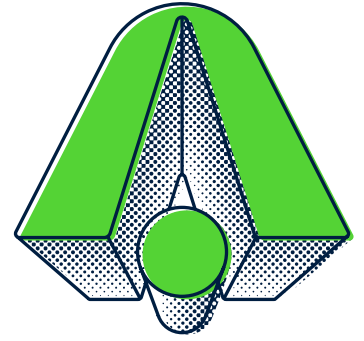


Positioning Guide



Mission



What is BellRinger?

BellRinger is a bike ride and community movement funding breakthrough cancer research at Georgetown Lombardi Comprehensive Cancer Center. We achieve this through individuals and teams joining us to fundraise and ride in our annual bike ride. Our movement is powered by the strength of our Riders, and our community grows as donors, volunteers, and partners join in to further our impact.

What are BellRinger's goals and aspirations?

First, BellRinger is committed to ending cancer. We believe that cancer research saves lives, so we were founded by Georgetown University to fundraise in support of research at Georgetown Lombardi Comprehensive Cancer Center.

Secondly, we believe in the innovative research and treatment taking place at Georgetown Lombardi. Our movement aims to raise awareness for the incredible efforts of Georgetown Lombardi and highlight the life-saving work happening in our Riders' own backyards.

Third, BellRinger desires community. We aspire to be a mainstay in the DMV area and build a large support system of Riders, volunteers, and donors. To us, this means Riders coming back year after year, neighborhoods lining the BellRinger route with signs of support, seeing our bell placed in the windows of locals businesses, or even two people sharing a smile and nod as they pass each other on the street both wearing BellRinger t-shirts. We want our brand to live subtly in the minds and actions of the people who are in our secret, who have experienced the excitement of joining together in a movement and a celebration.

Where does the money go?

All Rider-raised funds support cancer research at Georgetown Lombardi Comprehensive Cancer Center. Georgetown Lombardi has been a distinguished leader in cancer research since 1970 and is the only NCI-designated Comprehensive Cancer Center in the Washington DC area. With a focus on linking scientific discovery, compassionate care, quality education, and community partnership, Georgetown Lombardi is committed to being a local resource with an international impact.

**"We believe that
cancer research
saves lives."**



What is BellRinger weekend?

BellRinger Weekend is a celebration. Consisting of Opening Ceremony and the Ride, this weekend brings together Riders, Virtual Riders, volunteers, and supporters to honor our collective commitment to end cancer.

BellRinger Weekend kicks off on Friday evening with our Opening Ceremony at Georgetown University. Riders and their guests will gather with their Teams for food, drinks, and live music. We'll share stories and celebrate our impact as we gear up for Ride Day.

Early Saturday morning, Riders cross the start line together and trek through D.C. guided by law enforcement, fueled by rest stops, and cheered on by supporters. They'll journey into Maryland and roll into finishes lined with family and friends where we celebrate all over again.

It can be difficult to truly explain the experience of the Ride—hundreds of Riders ahead and behind you, supporters cheering you on, the victorious feeling of climbing a hill and coasting down the other side. But it's our goal to make the Ride a meaningful part of everyone's BellRinger experience—Riders, volunteers, and supporters alike.

How can I participate in BellRinger?

There are endless ways to participate in BellRinger. From riding, donating, hosting an event, even sharing a post of ours on social media—any and all engagement supports our cause. At our core, there are three ways to participate:

1. Ride.

Riders choose from three ride distances (25, 50, and 100 miles) and commit to fundraising for cancer research. We encourage Riders to join or start a Team to ride alongside friends and colleagues.

2. Virtual Ride.

If someone is excited about BellRinger but unable to attend BellRinger Weekend, we still encourage them to join in and participate in their own way. Virtual Riders make a fundraising commitment of \$500 and are invited to craft their own "Ride" experience by making a commitment to a personal activity. This could be designing their own bike route on Ride day, going on a hike, volunteering in their neighborhood, etc. Whatever activity they choose, this commitment is a motivator for their fundraising.

3. Volunteer.

BellRinger depends on a committed group of volunteers who are invested in making BellRinger Weekend the best it can be. Depending on interests, volunteers can choose from tons of opportunities at the Weekend kick-off events and throughout the route on Ride Day to support Riders and our cause.

Brand Overview

BellRinger aspires to be recognized as a grassroots movement—when people think BellRinger, they think about the friends and coworkers they know who ride or the local brewery that hosted a fundraiser with BellRinger. In this way, the BellRinger experience and enthusiasm are designed to be carried by participants and resonate beyond Ride weekend. Our brand is designed to be aspirational, optimistic, and approachable. We show confidence in achieving our goals and are genuine in our recruitment of Riders and corporate partners. Equally, we want Riders, volunteers, donors, etc. to be proud of their involvement—to wear their BellRinger gear, post about their involvement, and feel a sense of belonging. Our brand is designed such that BellRinger becomes a small part of each participants' identity.

In execution, our brand is talked about and presented in a polished and genuine way. The things we say, we believe. To capture this, we want to speak like we would to our friends and family, not in business jargon or clichés. The content we create is intentional and executed with excellence. Our brand looks modern and playful through fun and simple illustrations, consistent use of color, and innovative design. Above all, we are consistent in how we present ourselves and our goals, whether in person, online, or on paper.

Brand personality

Aspirational.

We're optimistic and confident about achieving our goals.

Authentic.

BellRinger is approachable and genuine, we're storytellers, bike riders, community members, who believe in our mission and want others to join in.

Community-led.

While BellRinger is an extension of the mission of Georgetown Lombardi, it also belongs to the greater DC community as a grassroots effort. In this way, BellRinger will be influenced by every Rider, donor, and volunteer.



Visual Guidelines: Logo Usage

BellRinger Logo



BellRinger Wordmark



BellRinger/Georgetown University Lockup



The BellRinger wordmark lockup consists of the BellRinger bell icon, custom logotype, Georgetown University, and Lombardi Comprehensive Cancer Center.

In order to preserve the integrity of the logo lockup, it is important that no other logos, type, or graphics infringe on its space. The minimum clear space surrounding the wordmark is equivalent to the height of the bell icon.



Visual Guidelines: Color

Navy blue:

All standard copy and bold font



PMS 282
CMYK: 100, 68, 0, 54
RGB: 4, 30, 66
HEX: #041E42

Grays:

Serve as accent colors when needed (occasionally in illustrations, backgrounds, in presentations, etc.)

No standard copy



Cool Gray 10
CMYK: 62, 53, 47, 19
RGB: 99, 102, 106
HEX: #63666A

Neon green:

Rarely used to preserve its impact

Used primarily on navy background

No standard copy



PMS 802
CMYK: 67, 0, 100, 0
RGB: 58, 213, 49
HEX: #3AD531



Cool Gray 4
CMYK: 12, 8, 9, 23
RGB: 187, 188, 188
HEX: #BBBCBC

Denim blue:

Only used in icons, visuals, and text as accents—never backgrounds or in large quantities



PMS 293
CMYK: 100, 69, 0, 4
RGB: 0, 61, 165
HEX: #003DA5

Black:

Should never be used within any BellRinger marketing materials other than small font copy



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Visual Guidelines: Typography

Owner's XNarrow Bold

Used for in-text headlines/titles.
Commonly employed in all caps.

GEAR UP: END CANCER

A RIDE THAT RESONATES

Aa
OWNERS
XNARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Sofia Pro Bold

Used for very large document
titles, sub-headers, and within-
document bolding.

INSPIRE — EMPOWER

BellRinger is a community movement powered by the strength of our Riders. To ride in BellRinger is to make a commitment to our collective support of cancer research and community care. Choose from multiple ride distances, make a fundraising commitment, and join a team to ride alongside friends, family, and colleagues.

REGISTER TO RIDE TODAY!

Aa
Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa
Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()