**Branding & Marketing Guidelines**

Whether it’s for a meetup, fundraising event or regional conference, you will need a flyer to spread the word to the community. To ensure we are in compliance with certain nonprofit regulations, please use these guidelines when creating your marketing materials.

Please send to [salband@angioma.org](mailto:salband@angioma.org) to have your materials approved prior to distribution. In addition, please reach out to Stephanie if you need help creating materials, online registration links, etc.

The flyer should include the following:

* The name of the event
* Angioma Alliance logo, please do not alter the logo in any way. We have different versions, let us know if you need the logo in a different format or layout.
* Date, time, address of event
* Link to register or RSVP email
* Cost to register
* Program and highlights of event
* Sponsor logos
* Angioma Alliance tax id #02-0600697
* For a fundraiser, please include this statement about
  + “All proceeds benefit Angioma Alliance, a 501c3 organization dedicated to people affected by cavernous angiomas and their loved ones, health professionals, and researchers. Because Brains Shouldn’t Bleed®.”
  + If the event is a patient conference or patient-focused activity, it should read, This event is brought to you by “Angioma Alliance, a 501c3 organization dedicated to people affected by cavernous angiomas and their loved ones, health professionals, and researchers. Because Brains Shouldn’t Bleed®.”
* This statement about Cavernous Angioma, “Cavernous angiomas are mulberry-shaped leaky blood vessels in the brain and spinal cord. Cavernous angiomas can hemorrhage causing devastating effects including stroke, seizure, paralysis and death. 1 in 500 people have at least one cavernous angioma and many of these patients have multiple lesions. The only known treatment for cavernous angiomas is brain or spinal cord surgery, but this isn’t an option for everyone. For more information go to www.angioma.org.
* Your contact information
* [www.angioma.org](http://www.angioma.org) website