

STYLE GUIDE & MESSAGING

2021-2022

**VCU-MARQUETTE
CHALLENGE**



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CHALLENGE**
2021-2022

Thank you for participating in the student-led Marquette Challenge. For additional questions, please contact us:

Rachel Parrent

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MarquetteChallenge.com

Logos and Colors



Primary 2021-2022 VCU-Marquette Challenge Logo

Use this logo for all online communications and all print materials that allow for full color printing. For screenprinting and other purposes that require a single color logo, use the single color logo. You can download several versions of this file at MarquetteChallenge.com/logos

Do not crop the logo or alter the text. If you need logo files in additional formats, please contact us at LynnMehaffy@Foundation4pt.org.



Single Color 2021-2022 VCU-Marquette Challenge Logos

Use this logo for all print purposes that require single color use or when using the logo on a dark background.

Color Palette



Dark Blue

HEX #005371

RGB 0/83/113



Cerise

HEX #A2355C

RGB 162/53/92

Who, What & Why



ABOUT THE CHALLENGE

The Marquette Challenge is a grassroots, student-led fundraising effort to advance the mission of the Foundation for Physical Therapy Research (FPTR). Each year, hundreds of physical therapist (PT) and physical therapist assistant (PTA) students – with the support of program directors, faculty, and community – hold fundraising events across the U.S.

STUDENTS GIVE FORWARD TO THEIR FUTURE PROFESSION

- The Challenge is critical to our ability to carry out the mission of the Foundation for Physical Therapy Research.
- Since 1989, more than 300 schools have participated, raising \$4.5 million for research.
- Funds raised through the Challenge provide funding for clinical researchers and support the rigorous scientific review process that sets FPTR apart in physical therapy research funding.

Faculty and students at Marquette University launched the first Challenge in 1989. Now, each year a cohost is selected based on the top fundraising school for the previous year's Challenge. Virginia Commonwealth University (VCU) will cohost the 2021-2022 Marquette Challenge. Although there is a friendly competition between schools, the most important thing is participation at any level.

"A Challenge Like No Other"

STUDENTS GIVE FORWARD...

The Challenge connects students with research in a meaningful way. **Student participants gain leadership skills and develop networks that contribute to their professional growth.**

Amid the ongoing challenges of COVID-19, Challenge fundraisers connect students with their classmates and communities. **Today's forward-thinking Challenge participants are poised to be future leaders in physical therapy.**

RECOGNITION FOR STUDENTS

- Schools can earn prizes and recognition for fundraising totals as well as special awards for creativity and novel participation.
- The top fundraising school earns co-naming rights for the next academic year's Marquette Challenge.
- Every donation, big or small, makes it possible to fund scholarships, fellowships, and research grants.

Looking for more resources and ideas? Visit the toolkit at MarquetteChallenge.com.