



# PINK ♀ FUND STYLE GUIDE

[WWW.PINKFUND.ORG](http://WWW.PINKFUND.ORG)

# 2024

# OUR MISSION

Improving the lives of people in treatment for breast cancer through household bill payments, community engagement, and education.

## REACH

**10K** SOCIAL  
MEDIA

**120K** WEB  
VISITS

**14K** EMAIL  
DISTRIBUTION

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LOGOS  
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COLOR GUIDE

**OVERVIEW**



PINK  FUND

REAL HELP FOR THE OTHER PART OF THE FIGHT™

PINK  FUND

REAL HELP FOR THE OTHER PART OF THE FIGHT™

PINK   
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REAL HELP FOR THE  
OTHER PART OF THE FIGHT™

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FUND

REAL HELP FOR THE  
OTHER PART OF THE FIGHT™



LOGOS

**HEADLINES**  
**BEBAS NEUE BOLD**

Body Copy

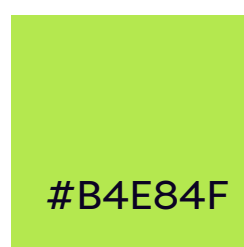
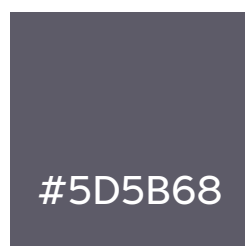
Filson Pro font family

**TYPOGRAPHY**

## MAIN COLORS



## SECONDARY COLORS



COLORS