



BRAND STANDARDS | 2020



Our Mission

We are a community taking action in breast cancer.

Barbells for Boobs is a 501(c)3 non-profit organization. We are providing [support and education](#) to incorporate physical activity as the foundation for breast cancer risk reduction, treatment, and survivorship. We strive to improve the quality of life and outcomes in individuals impacted by breast cancer.

Engaging in consistent physical activity has been proven an effective intervention to :



BRAND STANDARDS

OUR BRAND STANDARDS ARE A SET OF GUIDELINES TO
HELP OUR ADVOCATES, FUNDRAISERS, AND DONORS.

IF YOU HAVE ANY QUESTIONS REGARDING OUR
GUIDELINES OR STANDARDS PLEASE EMAIL US AT,
INFO@BARBELLSFORBOOBS.ORG

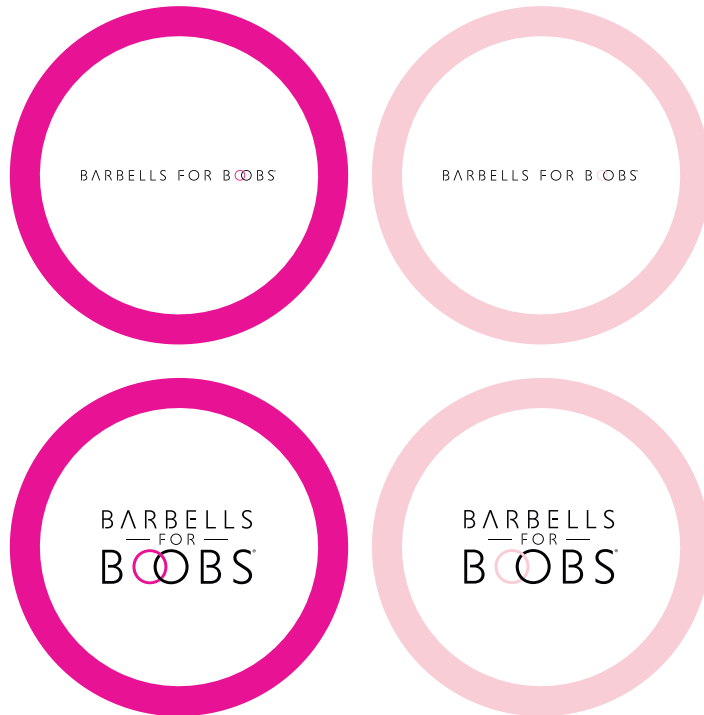
PRIMARY LOGOS

CIRCLE LOGO

TO BE USED WITH 1/2 OF VERTICAL HEIGHT OF LOGO

TO DETERMINE SPACING ALONG TOP AND BOTTOM

OF LOGO. PLEASE USE CIRCLE OR STACKED VERSION WHERE POSSIBLE.



PRIMARY LOGOS

HORIZONTAL LOGO

TO BE USED WITH 1/2 OF VERTICAL HEIGHT OF LOGO

TO DETERMINE SPACING ALONG ALL 4 EDGES.

BEST USED IN CASES WHERE WORKING AREA IS LARGER

HORIZONTALLY THEN VERTICALLY.

BARBELLS FOR BOOBS®

BARBELLS FOR BOOBS®

BARBELLS FOR BOOBS®

BARBELLS FOR BOOBS®

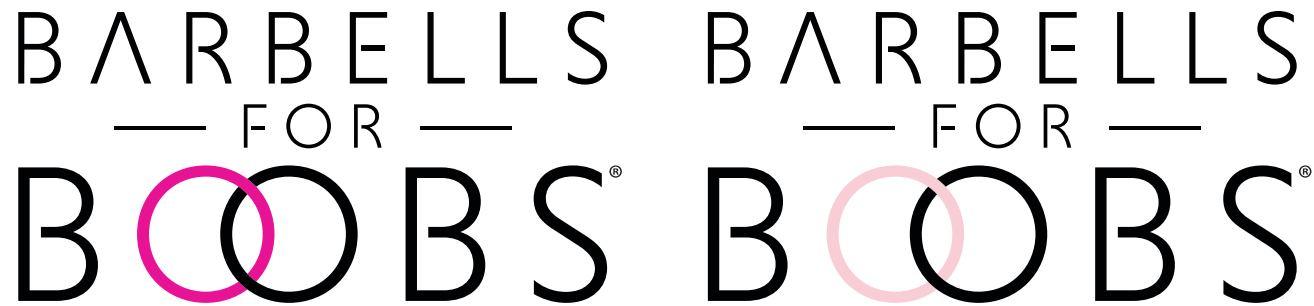
PRIMARY LOGOS

STACKED LOGO

TO BE USED WITH 1/2 OF VERTICAL HEIGHT OF LOGO

TO DETERMINE SPACING ALONG TOP AND BOTTOM

OF LOGO. PLEASE USE CIRCLE OR STACKED VERSION WHERE POSSIBLE.



COLORS



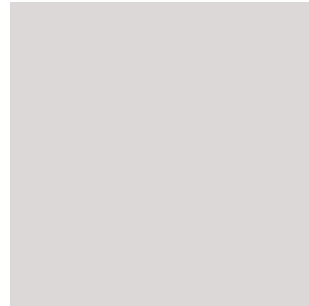
PANTONE
Rhodamine Red C

CMYK 5 97 0 0
RGB 22 6 149
HTML E50695



PANTONE
7422 C

CMYK 2 22 7 0
RGB 244 205 212
HTML F4CDD4



PANTONE
Cool Grey 1 C

CMYK 55 41 38 5
RGB 123 134 140
HTML 7B868C



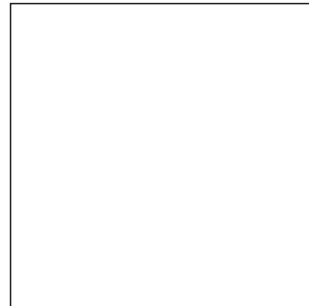
PANTONE
7467 C

CMYK 100 6 36 0
RGB 0 160 175
HTML 00A0AF



PANTONE
3242 C

CMYK 51 0 22 0
RGB 107 218 213
HTML 6BDAD5



PANTONE
White

CMYK 0 0 0 0
RGB 255 255 255
HTML FFFFFFFF



THANK YOU

THANK YOU FOR COMPLYING WITH OUR BRAND STANDARDS.
PLEASE FORWARD ALL ART WITH BARBELLS FOR BOOBS BRANDING
FOR REVIEW AT,
INFO@BARBELLSFORBOOBS.ORG