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:

1. Reduce breast cancer risk.
2. Reduce the prevalence and severity of adverse effects during breast cancer treatment.
3. Reduce post-treatment relative risks of recurrence, breast cancer mortality and all causes.
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 THAN VERTICALLY.

B A R B E L L S  F O R  B O O B S
B A R B E L L S  F O R  B O O B S
B A R B E L L S  F O R  B O O B S
B A R B E L L S  F O R  B O O B S
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.
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