Our Mission

Since 2000, The Keep A Breast Foundation has played an integral role in building breast cancer awareness and prevention methods among young people through art, education and face-to-face outreach. Keep A Breast has evolved from an art project, originally created to help one person, into the leading global youth-based breast cancer prevention organization serving millions. Constantly pushing the boundaries of the pink ribbon status quo, Keep A Breast has always encouraged young people to love their boobies, get to know their bodies, and be aware of changes. We empower young people to make better decisions about their future and their health.

Unlike other breast cancer organizations, Keep A Breast focuses on awareness, prevention, and early detection, with a primary audience between 25-34 years of age.

Our goal is to reduce the rate of breast cancer, not just treat it. We are constantly finding innovative ways to reach people all over the world. In October 2020, we launched a new app, the Keep A Breast app, with the added features of rewards, resources and connecting users to telehealth appointments with our partners at Carbon Health.

The Keep A Breast Foundation™ is headquartered in Yucca Valley, California as a 501 (c) (3) nonprofit. We are supported in fulfilling our mission by global affiliates in Europe, based in France, and partners in Mexico, Zambia, Kenya, and The Democratic Republic of Congo.
To preserve the integrity, legal rights, and strength of the trademarked logo, it must be used correctly, consistently and according to these guidelines.

- Do not modify, outline, skew, distort, angle or add to the logos
- Never change any aspect of the typefaces
- Always use approved electronic artwork
- Do not substitute or change colors. The only color exceptions allowed are noted in these guidelines
- Do not place the logo into a background shape
- Logo may be used on black, white, NOT colored backgrounds

**MINIMUM CLEAR SPACE**

To preserve the visual impact of our logos, never use less than the minimum clear space, as shown.

**MINIMUM PRINT SIZE**

- Corporate logos may never be smaller than 12.7mm (0.50") high
- Horizontal logos can be no smaller than 6.4mm (0.25") high
LOGO MARKS

WHAT LOGO

(KEEP A BREAST)

(KEEP A BREAST)

HEART LOGO

I LOVE BOOBIES!

I LOVE BOOBIES!

I LOVE BOOBIES! HORIZONTAL

i♥boobies!

i♥boobies!
<table>
<thead>
<tr>
<th>NAME</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAVY</td>
<td>2767 c</td>
<td>C: 100 M: 86 Y: 40 K: 36</td>
<td>R: 20 G: 45 B: 81</td>
<td>142d51</td>
</tr>
<tr>
<td>Lt. BLUE</td>
<td>644 c</td>
<td>C: 39 M: 20 Y: 7 K: 0</td>
<td>R: 154 G: 182 B: 211</td>
<td>9ab6d3</td>
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<tr>
<td>CORAL</td>
<td>190 c</td>
<td>C: 2 M: 70 Y: 16 K: 0</td>
<td>R: 235 G: 114 B: 151</td>
<td>eb7297</td>
</tr>
<tr>
<td>PINK</td>
<td>2365 c</td>
<td>C: 5 M: 36 Y: 0 K: 0</td>
<td>R: 233 G: 177 B: 208</td>
<td>e8b1d0</td>
</tr>
<tr>
<td>SHELL</td>
<td>663 c or 20% PINK</td>
<td>C: 4 M: 9 Y: 2 K: 0</td>
<td>R: 241 G: 230 B: 235</td>
<td>f1e6eb</td>
</tr>
</tbody>
</table>
COLOR COMBOS

ACCEPTABLE COLOR COMBOS
**FUTURA Std Medium Condensed**
- Kerning 0 - 200
- Scale: Horizontal & Vertical 100%
- Upper and/or lower case use
- Headings & body

**FUTURA STD BOLD OBLIQUE**
- Kerning 0 - 200
- Scale: Horizontal & Vertical 100%
- Upper and/or lower case use
- Headings

**Museo Slab 500**
- Kerning 0 - 200
- Scale: Horizontal & Vertical 100%
- Upper and/or lower case use
- Headings & body

**Museo Slab 300**
- Kerning 0 - 200
- Scale: Horizontal & Vertical 100%
- Upper and/or lower case use
- Body

**Gilligan Shutter**
- Kerning 0
- Scale: Horizontal 75% - Vertical 110%
- Upper and/or lower case use
- Headings

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Keep A Breast
i love boobsies
Check Yourself
Loving Boobies Sparks Conversation