



bright link[®]
brand essentials



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Brand Foundation

Introduction

Welcome to the Bright Pink ® book of Brand Essentials.

Bright Pink ® is the only national non-profit focused on the prevention and early detection of breast and ovarian cancer in young women, while providing support for high-risk individuals.

As a registered 501(c)(3) organization, every dollar contributed to Bright Pink is not only tax deductible, but also fuels life-saving programs.

This book gives brand building and asset creation guidance to ensure that every Bright Pink execution reflects who we are.

Be Brilliant. Be Bold. Be Bright Pink. ®

Brand Foundation

Our Heritage

Bright Pink® was founded in 2007 in Chicago, IL by Lindsay Avner. Inspired by her own family's journey with breast and ovarian cancer, Lindsay created Bright Pink for others like her — young women who had never been diagnosed with breast or ovarian cancer and had the power to be proactive.

What started as an online resource has since blossomed into a national organization, reaching hundreds of thousands of young women each year and inspiring them to take control of their breast and ovarian health.

Brand Foundation

Our Inspiration

Bravery

Compassion

Possibility

Empowerment

Community

Perseverance

Brand Foundation

Our Inspiration

Bravery – Bigger than Boldness

We're inspired by women who take control.

Brand Foundation

Our Inspiration

Compassion – No talking down or looking up.

We're inspired by those who stand behind you.

Brand Foundation

Our Inspiration

Possibility – It's not wishful thinking. It's doing.

We're inspired by the idea of 52 million women taking action.

Brand Foundation

Our Inspiration

Empowerment – Personal journeys start with you.

We're inspired by giving people the boost they need to get going.

Brand Foundation

Our Inspiration

Community – Accessible to all, none alone.

We're inspired by bright connections and substantive relationships.

Brand Foundation

Our Inspiration

Perseverance – It takes work.

We're inspired by the conviction and determination of those who take action.

Brand Foundation

Our Inspiration

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Brand Foundation

Our Values

Real Community

Responsibility

Expertise

Boldness

Real Community

We understand that every movement is made up of individuals.

We're here to create ripple effects.

We're here to build an inclusive community of brightened up women.

Responsibility

We believe that women need to be proactive about their health.

We seek to show them just how to do that — and how to spread the message.

We pledge to keep our mission front-of-mind in all that we do.

Expertise

We understand that credibility is at the core of our ability to execute effectively.

We pursue the compelling mixture of skill, savvy, and approachability that will create the most potent throughline to efficacy.

Boldness

We don't believe in sugarcoating.

We're here to show the way, call to action, inspire, empower, and — when appropriate — delight.

We're here to tell women: You have the strength to be bold.

Brand Foundation

Our Values

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Brand Foundation

Our Mission

Our mission is to save women's lives from breast and ovarian cancer by empowering them to live proactively at a young age.

Brand Foundation

Our Audience

The 52 million young women in the US, between 18 and 45 years old, who have never been diagnosed with breast or ovarian cancer. They have the power to be proactive, to reduce their risk for these diseases, or detect them at early non-life-threatening stages.

Brand Foundation

Our Approach

Methods

Our innovative programs and tools educate, equip, and empower young women to be proactive with their breast and ovarian health.

Educational Program

Brighten Up™ Educational Workshops

Emerging Medical Professional Workshops

Support Programs

PinkPal®

Experiential Outreach Groups



Verbal & Style Guidelines

Organization name

Please use our full name — “Bright Pink” — in all materials to establish our brand presence. The name in text should be capitalized as a proper noun, as two separate words, and set in the same typeface as the rest of the text.

Bright Pink® should be used with a superscript ® upon first mention in a document.

Use the following guidelines when referring to Bright Pink to ensure accurate portrayal and consistent representation of the brand.

Correct Name

Bright Pink

Correct Descriptors

Breast and Ovarian Health Non Profit

Incorrect Names

BrightPink

Be Bright Pink

Bright Pink NFP

The Bright Pink Foundation

The Bright Pink Organization

Incorrect Descriptors

Breast Cancer Awareness Organization

Breast Cancer Organization

Breast/Ovarian Cancer Research

Survivor/Fighter Support

Verbal & Style Guidelines

The Bright Pink ® tone should exhibit sincere warmth, playful elegance, and visionary courage throughout communications.

Sincere Warmth

We Are:

Genuine
Forthright
Inclusive
Trustworthy

We Are Not:

Exclusive
Pretentious
Therapists
Aloof

Playful Elegance

We Are:

Charming
Witty
Spirited
Classy

We Are Not:

Unprofessional
Flippant
Snobby
Old-Fashioned

Visionary Courage

We Are:

Brave
Empowered
Intelligent
Dynamic

We Are Not:

In-Your-Face
Shocking
Grandiose
Unrealistic

Verbal & Style Guidelines

Bright Pink's brand is a registered trademark, meaning that it is recognized as the property of Bright Pink by the U.S Patent and Trademark Office. The brandmark should carry the associated legal symbol ® in superscript in the uppermost right corner after every graphic treatment to protect Bright Pink from trademark infringement.

Please also use the legal symbol ® in superscript in the uppermost right corner after the first mention of Bright Pink in body copy on a particular document or webpage.

Various sub-brands within Bright Pink are also registered trademarks and should also carry the associated legal symbol ™ or ® in superscript.



Awareness To Action™
Be Brilliant. Be Bold. Be Bright Pink®
Breast Check Reminder™
Bright Reminders™
Brighten Up™
FabFest™
PinkPal®
Underwire Alerts®
ViPink™

Verbal & Style Guidelines

Bright Pink's brand is supported by a tagline that captures the outlook and goal of our mission.

Be Brilliant. Be Bold. Be Bright Pink ® can be used in conjunction with our brandmark to reinforce the attributes of our organization. The tagline is placed with the logo to strengthen the values and approach of our work.

When determining if use of the tagline is appropriate, consider:

Space:

Is there adequate space to include the tagline without detracting from the overall messaging?

Content:

Does the tagline support the piece in question?

Visual Appeal:

Does the tagline add to the current composition?

Be Brilliant. Be Bold. Be Bright Pink.®

Be Brilliant. Be Bold. Be Bright Pink.®

Be Brilliant.
Be Bold.
Be Bright Pink.®

Be Brilliant.
Be Bold.
Be Bright Pink.®

Verbal & Style Guidelines

Logo

Use this logo to brand any and all Bright Pink communications.

This mark must be used as shown, with no variation of color, configuration, elements or proportion.

Bright Pink is a registered trademark and should include a superscript ®.

The logo features the word "bright" in a lowercase, rounded, sans-serif font. To its right is a large, stylized, magenta-colored flourish that loops and curves, resembling a ribbon or a calligraphic element. Below this flourish, the word "link" is written in the same lowercase, rounded, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the word "link".

bright link®

Verbal & Style Guidelines

Sizing

For the sake of legibility, the logo must never be printed smaller than 1.25" height or 60px on screen.



Verbal & Style Guidelines

Clear Space

Logos need clear space –a measured boundary around the logo that should always be kept clear from any other elements, type, or information.

This clear space is the invisible dedicated area around the logo that protects and solidifies the logo.

This area should never be breached.

This space is measured by using the n in the word Pink on all sides of the logo.



Logo usage

What NOT to do

Our logo is a key component of our brand. Deviations from the established standards compromise the integrity of our visual identity.

Here are some example of what not to do:

Do not outline, italicize, widen, narrow or distort the logo in any way. Do not put the logo in any other color than Pantone 226 C or white.

Do not use any effects on the logo — drop shadow, shading, gradation, watercolor, borders, shapes etc.

Do not change the size relation between the words within the logo.

Do not change spacing, justification, kerning, or leading of any version of the logo.

Do NOT distort logo.



Do NOT change colors of logo.



Do NOT make the logo black.



Do NOT rotate the logo



Do NOT put a drop shadow on logo.



Do NOT outline the logo



Do NOT make the logo white on black.



Do NOT add texture or gradient to the logo



Verbal & Style Guidelines

Logo

The Bring Pink logo should always be in pink.

The only exception to this rule will be when materials are being printed only in black and white and there is no other option.

Examples include: Newspapers or copies.

In this specific case the logo must be in our grey, Pantone Cool Gray 11 c.

The logo for Bright Link, rendered in a dark grey color. The word "bright" is in a clean, sans-serif font. The word "link" is in a script font, with a large, stylized loop on the letter 'l'. A registered trademark symbol (®) is located at the top right of the word "link".

bright link®

Color

Primary Color Palette

Our signature pink (226C) is our primary color and a powerful differentiator from the soft pinks typically used by breast cancer organizations. Though it's our primary color, it is to be used sparingly and subtly. Suggested uses include: logo, headers, arrows, illustrations, and buttons.

RGB and web colors are for screen use only. CMYK and Pantone numbers are for print.



R215 G0 B109

#D7006D

C12 M100 Y26 K0

Pantone 226 C


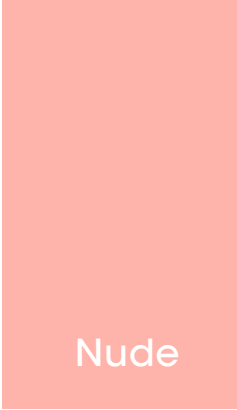
Colors

Secondary Colors

Pantone Red 032C is our accent and contrast color to the signature pink. This color is to be used sparingly throughout branding in contrast to the pink, as well as a stand alone color. suggested uses: headers, arrows, buttons, illustrations. These colors should be layered onto white at all times.

Pantone 169C is to be used to when a lighter non-bright color is needed. These colors should be layered onto white at all times.

RGB and web colors are for screen use only. CMYK and Pantone numbers are for print.

	
Red	Nude
R246 G50 B0	R255 G180 B170
#F6323E	#FFB4AA
C0 M93 Y76 K0	C0 M37 Y24 K0
Pantone RED 032 C	Pantone 169

Color

Typography Color

Excluding header typography, all type should be in Pantone Cool Gray 11c. Alternatively, Bright White C0 M0 Y0 K0 may be used if on a colored background.

RGB and web colors are for screen use only. CMYK and Pantone numbers are for print.



R85 G85 B89

#555559

C65 M57 Y52 K29

Pantone Cool Gray 11C

Colors

Background Color

All backgrounds should be bright white. This includes backgrounds online as well as paper collateral.

RGB and web colors are for screen use only. CMYK and Pantone numbers are for print.



R255 G255 B255

#FFFFFF

C0 M0 Y0 K0

Colors

Illustration Colors

Illustrations can use primary and secondary color palettes as well as this one. Illustration colors are to be used sparingly, a dot here, or a stroke there. Colors include: Pantone 115 C, Pantone 354 C, Pantone 1655 C, Pantone 2995 C.

RGB and web colors are for screen use only. CMYK and Pantone numbers are for print.

			
Yellow	Green	Orange	Blue
R255 G217 B35	R0 G174 B65	R255 G76 B0	R0 G167 B225
#ffd923	#00ae41	#FF4c00	#00a7e1
C1 M12 Y94 K0	C94 M0 Y100 K0	C0 M84 Y100 K0	C80 M12 Y1 K0
Pantone 115 C	Pantone 354 C	Pantone 1655 C	Pantone 2995 C

Verbal & Style Guidelines

Ribbon

The ribbon “P” is only to be used when the necessary application is smaller than the minimum logo requirements.

Examples include: web favicon, and app icon.



Verbal & Style Guidelines

Typography

ITC Avant Garde is a primary font.

This font will be used in all branded communications.

While many variations are available, please use bold and medium to ensure the correct typography.

ITC Avant Garde is to be used for headlines and short copy.

The secondary type faces is Scala Sans.

Scala sans should be used for all subtitles and body copy.

ITC Avant Garde

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(.,:;#!a?)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(.,:;#!a?)

Scala Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(.,:;#!a?)

Verbal & Style Guidelines

Font Hierarchy

This page is a guide to our typestyles, sizes, and their general relation to each other.

This paragraph shows the general heirarchy of the fonts and look for the brand.

ITC Avant Garde will be the default font used for headlines and/or subheadlines, and any short copy.

Our secondary typeface, Scala Sans will be used for body copy, general text and descriptive copy.

T1
(Title)

ITC Avant garde bold
AaBbCc0123456\$%&

H1
(Headline)

ITC Avant Garde Std regular
AaBbCc0123456\$%&

SB1
(Subtitle)

Scala Sans
- Regular
AaBbCc0123456\$%&

BC
(Body Copy)

Scala Sans
- Regular
AaBbCc0123456\$%&

Illustration Style

Illustrations are vibrant, simple, fun, and approachable. Illustrations of people should be real women of all shapes and colors.

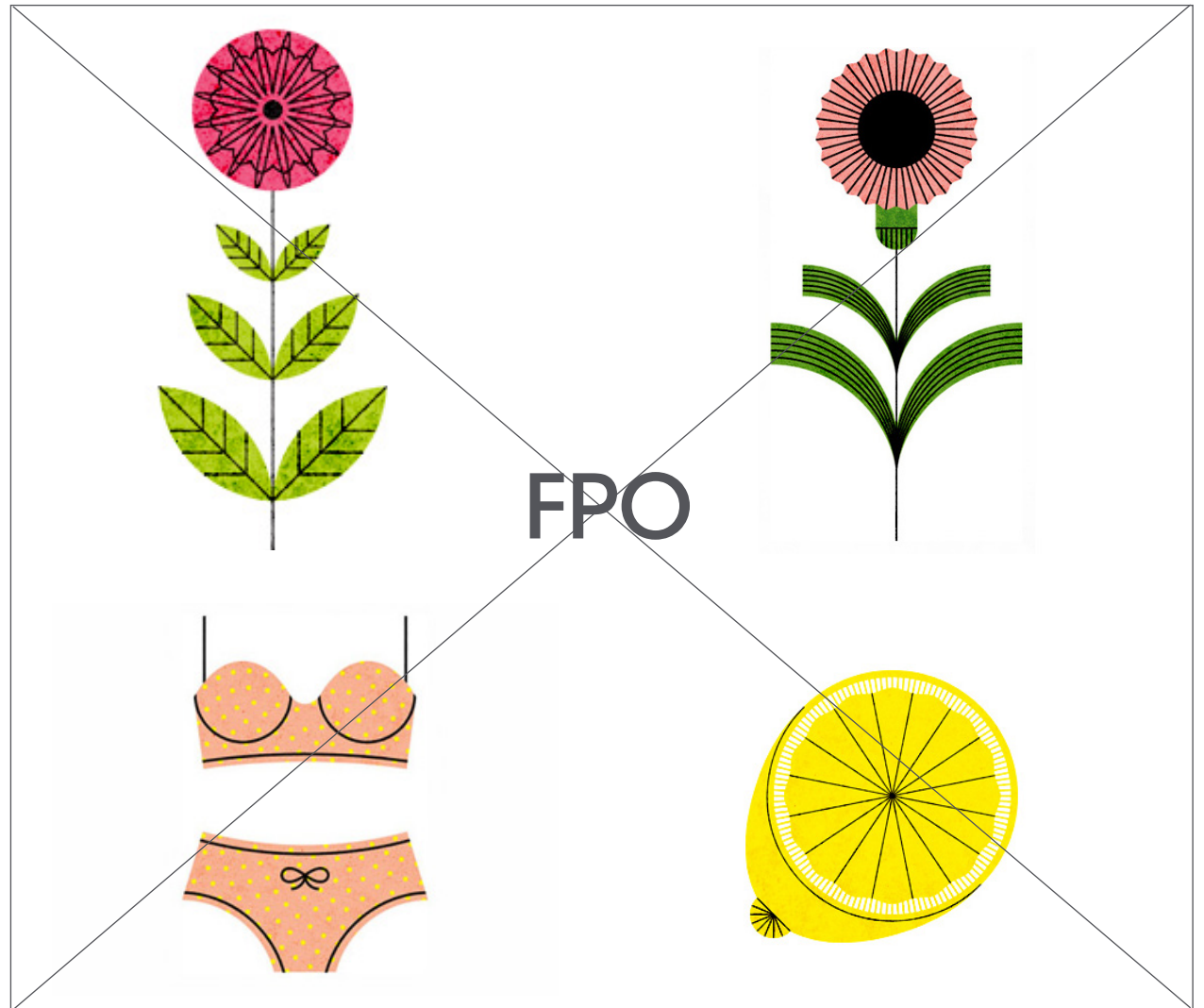
Illustrations are vector illustrations that may also utilize subtle textures. Illustration dimensionality is flat, without drop shadows.

Illustrations must utilize the approved illustration color palette.

Colors are to be used sparingly, with no more than three in a single illustration. Black lines create the form and outline of the objects.

Verbal & Style Guidelines

Illustration Examples



Photography

Photography

Bright Pink uses photography as a powerful tool to express our values and culture. Every image should uplift the brand, showcase our diversity, welcome the viewer, and feel organic.

Verbal & Style Guidelines

Photo Creation: Style

All photography should be consistent in look and feel.

Photos should not be heavily filtered or treated. Photos should contain vibrant pops of color — for example, a bright piece of clothing, makeup or accessory worn by the subject.

Light and environment are organic: women showcased in real life versus a studio.

Backgrounds should be minimal to the extent that they can be blurred: the focus is on the woman.

Props are to be used with extreme limitation.

A prop is defined as an object that appears in the foreground of the photo that is not naturally occurring and is interacting with or being handled by the subject matter.

Poses, expressions, and surroundings should feel natural.



Verbal & Style Guidelines

Photo Creation: Content

Subjects are real women of all shapes, sizes and colors.

Photos should contain a mixture of both single subjects and groups of women.

Group photos should feature women from a variety of races and ethnicities without feeling forced or unnatural.



Be Brilliant. Be Bold. Be Bright Pink.®