

**(KEEP A
BREAST)**

2024 BRAND GUIDE



KEEP A BREAST

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The Keep A Breast Foundation is a global 501(c)(3) nonprofit that focuses on breast cancer prevention and breast health education accessibility for all. Since it was founded in 2000, KAB has acknowledged the vision and power of young people—engaged, actively seeking knowledge and eager to establish their identities through meaningful action.

KAB aims to empower young people to become their best health advocates while uplifting art and creative expression as powerful education tools.

OUR MISSION

To reduce breast cancer risk and its impact globally through art, education, prevention, and action.

OUR MANTRA

Art. Education. Prevention. Action.

OUR TAGLINES

i ♥ boobies![®] and *Check Your Self!* are two of our enduring taglines that have brought visibility to KAB's work for nearly a quarter-century.

i ♥ boobies! is a way to reach a widespread, global audience with an eye-catching statement that invites curiosity and sparks conversation.

Check Your Self! is a bold rallying cry, with a simple aim behind it: do your self-checks to stay on top of your health.



The Keep A Breast Foundation™ is headquartered in Yucca Valley, California. 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.

KEEP A BREAST LOGO USE

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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.
- Do not place the logo into a background shape.
- Logo may be used only on backgrounds: black, white, or color exceptions in guide.

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



LOGO MARKS

2024 BRAND GUIDE

WHAT LOGO



HEART LOGO



I LOVE BOOBIES!



I LOVE BOOBIES! HORIZONTAL



LOGO MARKS - MANTRA

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MANTRA

Art. Education. Prevention. Action.

Art. Education. Prevention. Action.

art. education. prevention. action.

art. education. prevention. action.

ART. EDUCATION. PREVENTION. ACTION.

ART. EDUCATION. PREVENTION. ACTION.

MANTRA STACK



MANTRA APP



MANTRA SCRIPT

Art Education
Prevention Action

Art Education
Prevention Action

LOGO MARKS - PROGRAMS

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KAB APP



GIVE BACK GRANT



FIT 4 PREVENTION (F4P)



F4P HEARTBOLT



COLOR GUIDE

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	WEB #	RGB	CMYK	PANTONE
WHITE	ff ff ff	255-255-255	0-0-0-0	
PEARL	fcecf1	254-236-234	0-8-4-0	705c
PINK	facad1	250-202-209	0-25-7-0	189c
FUCHSIA	ef5099	242-78-153	0-89-13-0	212c
LEMON	ffe35e	255-227-94	0-8-75-0	128c
INDIGO	003594	0-53-148	100-60-0-10	661c
NAVY	003259	26-45-93	90-89-30-31	2757c
BLACK	000000	00-00-00	60-40-40-100	

COLOR COMBOS

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COLOR USE

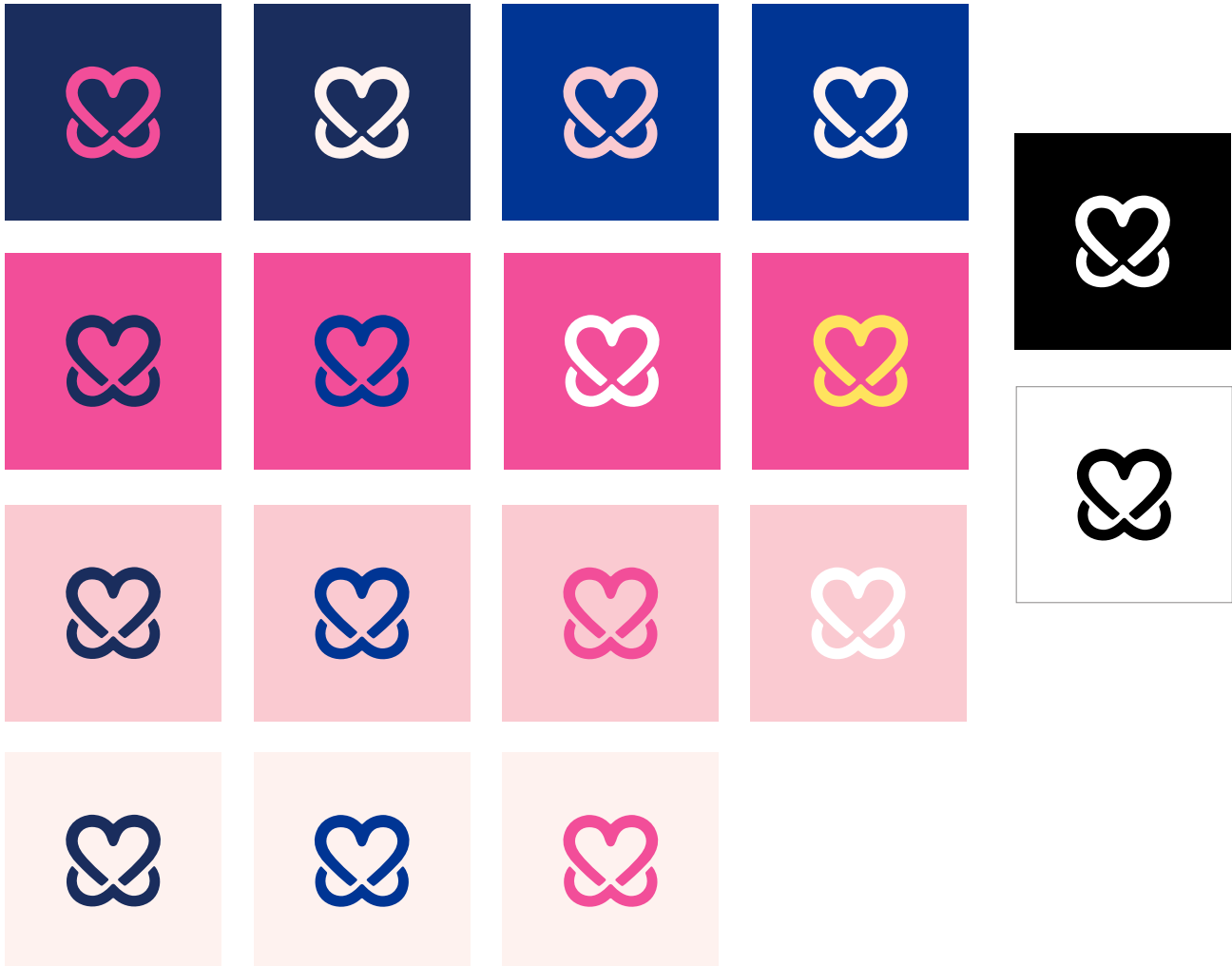
PRIMARY



SECONDARY or ACCENT



ACCEPTABLE COLOR COMBOS



TYPOGRAPHY

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FUTURA Std Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&



- 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



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&

- 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

TF Hillmark



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&

- KERNING -10
- SCALE: HORIZONTAL 76% - VERTICAL 100%
- UPPER AND/OR LOWER CASE USE
 - NO ALL CAPS
- HEADINGS

KAB TAGLINES

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I love
Boobies!

Check
yourself!

I love boobies!

Know your
normal

Prevention
is the cure

BACKGROUND TREATMENTS

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100% WHITE KAB HEARTS ON PEARL



20% WHITE KAB HEARTS ON INDIGO