

# Branding Guide



SUPPORTING PATIENTS • FUNDING CARE • PROVIDING HOPE

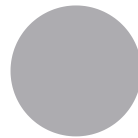
## Primary Colors



Dark Pink

RGB: 234/119/175

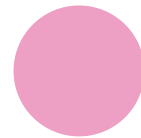
Hex: #ea77af



Grey

RGB: 174/176/179

Hex: #aeb0b3



Light Pink

RGB: 240/159/197

Hex: #F09FC5

## Tag Line

Supporting **Patients**.  
Funding **Care**.  
Providing **Hope**.

## Fonts

Century Gothic

**Century Gothic Bold**

## Mission

To provide essential support services for breast cancer patients to ease the stresses of everyday life, allowing the focus to be on family, recovery and healing. Providing transportation to medical appointments, light housekeeping, nutritional and grocery assistance, childcare reimbursement, nutritious prepared/delivered meals and integrative therapy services free of charge through our Healing Together Patient and Family Care Program and Metastatic Breast Cancer Support Program help to relieve a patient's burden while in treatment. The Ellie Fund is honored to provide assistance to breast cancer patients residing in and/or receiving treatment in Massachusetts.