

rethink *pink*



## Cause

While it's a positive sign that breast cancer is openly talked about and discussed, very few people know about the disease beyond pink-filled marketing campaigns. Because campaigns tend to only promote awareness, not facts about the disease, many women are not truly informed about breast cancer. Surveys have shown that women believe that screening doesn't just find breast cancer, but actually prevents it. This "over-awareness" can lead to over-treatment. The more informed women are about the facts of the disease, as well as how other women have experienced it, the more they will be able to make informed decisions for their futures.



## audience

The audience for this campaign is women, and specifically, young women between the ages of 18–30. 1 in 8 women is at a lifetime risk of getting breast cancer.

I chose to target this audience because I want younger women to be informed about how misleading breast cancer awareness campaigns can be. There is a much lower risk for breast cancer in young women, so I want to encourage them to learn about it early on.



## call to action

This campaign is a tool to create awareness. The current breast cancer awareness movement too often pushes unnecessary procedures and incorrect information on young women. There is a low risk of development of breast cancer in younger women, but they are surrounded by an environment telling them that breast cancer is everywhere and happening to everyone. The *Rethink Pink* campaign aims to encourage women to look further into medical information and personal stories before making assumptions about breast cancer risks and treatment.

typography

Two fonts were used for this campaign. The primary typeface, used for all body text and subtitles, is Futura Light. Futura Bold is used in cases where emphasis is needed. The accent typeface is handwritten using digital brushes.

Aa

Futura was chosen for its clean, geometric characters. I wanted a typeface that would make a strong contrast to the handwritten font accenting the campaign.

Aa

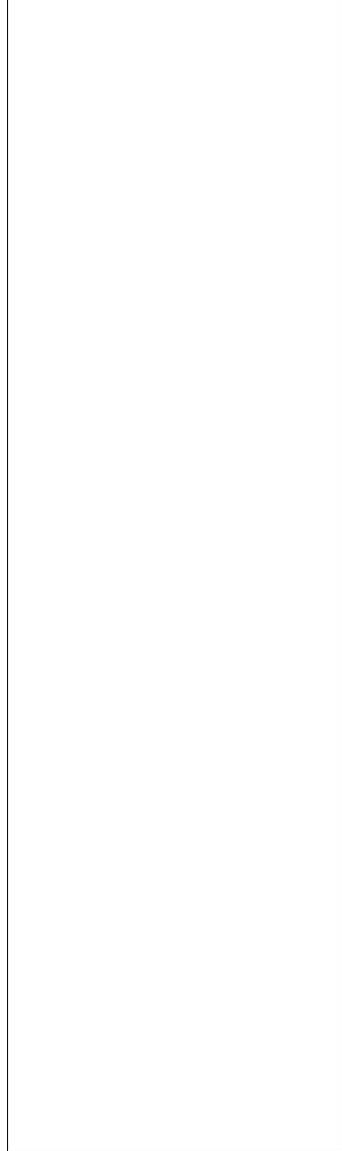
The accent typeface is handwritten. This style of typography was chosen to mimic the hand-drawn, sketchy feel of the illustrations in the campaign.



#3b3839



#f4bcc6



#ffffff

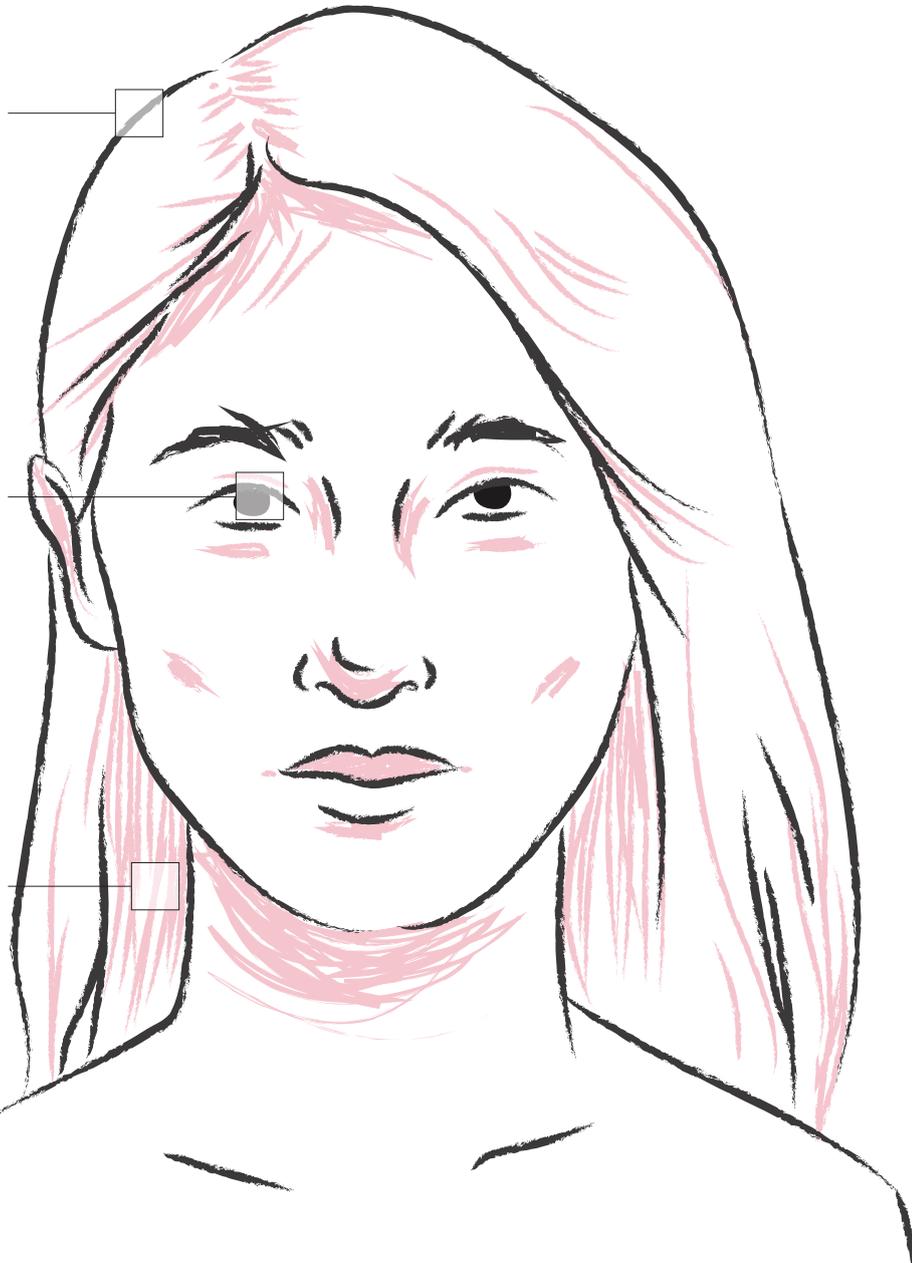
## color

Because pink is so widely associated with the breast cancer awareness movement, I wanted to make sure it was a key color in my campaign. However, I wanted to avoid the oversaturation of pink that most campaigns employ, as well as the cute, bubblegum pink color that products use to indicate breast cancer awareness. I used a pale shade of pink that would stand out against the black, white, and grey I used. The light pink has a more serious, rather than playful, tone.

Line width is varied to mimic pen pressure, showing the hand drawn quality of the illustrations.

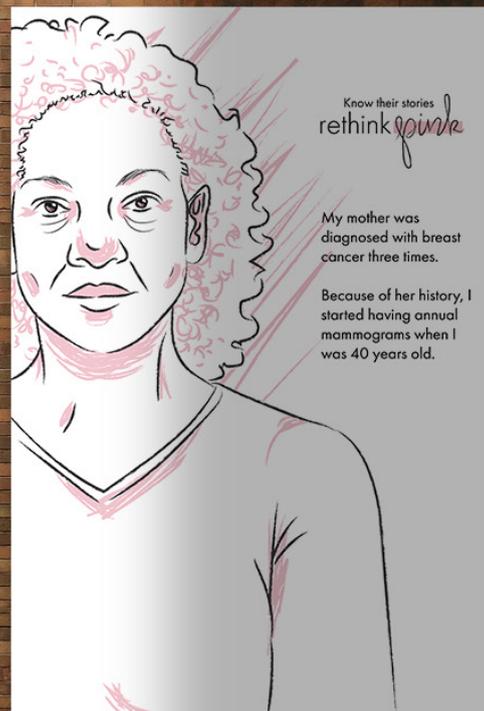
Eyes are flat black in screen and smaller print illustrations. Full size posters have detailed eyes to enhance personal connection.

Pink is used sparingly in shadows. Faces use more shadows as contouring, bodies use fewer shadows.



## illustration

Illustration is the central brand element of Rethink Pink. The campaign uses close-up portraits drawn in a style that mimics pencil sketches. Keeping the portraits on a white background with only light pink shadows makes the illustrations raw and bare. This gives the campaign a serious tone. The closeup portraits personalize the campaign by showing the faces of people who audiences can relate to. The portraits in the campaign are diverse in age, race, and size, because breast cancer is a disease that can affect any woman.



## Posters

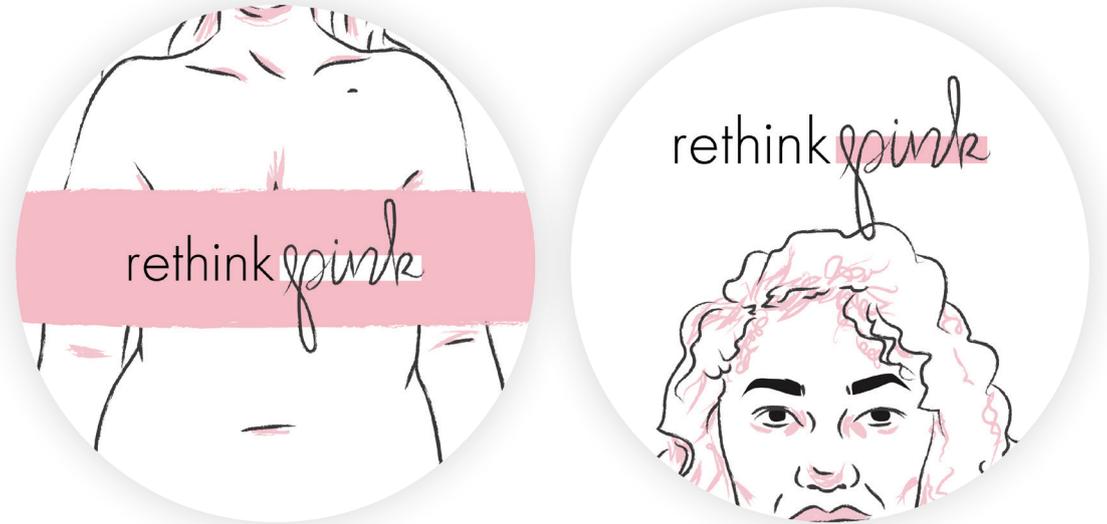
Each poster features a portrait of a woman and quotes from breast cancer survivors about their personal experiences with the disease. The posters will hang in public streets in order to reach the widest possible audience.

The posters are hung in a series of three, with each poster sharing a different experience in dealing with breast cancer— diagnosis, treatment, and aftermath. They are large-scale to grab attention from far away and to allow more people to read them as they walk past the posters.

## Stickers

The stickers are designed to counteract the merchandise that provide an offensive, rather than supportive, voice in the breast cancer awareness movement. Stickers that say "I Heart Boobies" infantilize the realities of breast cancer and make the movement about saving breasts, not people.

The Rethink Pink stickers emphasize real people and their stories through two different sticker designs. The cross bar design covers a woman's breasts to emphasize that the breast cancer awareness movement goes behind "boobies." The righthand sticker features a woman glancing out over the edge of the sticker, reminding people looking at it of the women living with the disease and at risk of it.

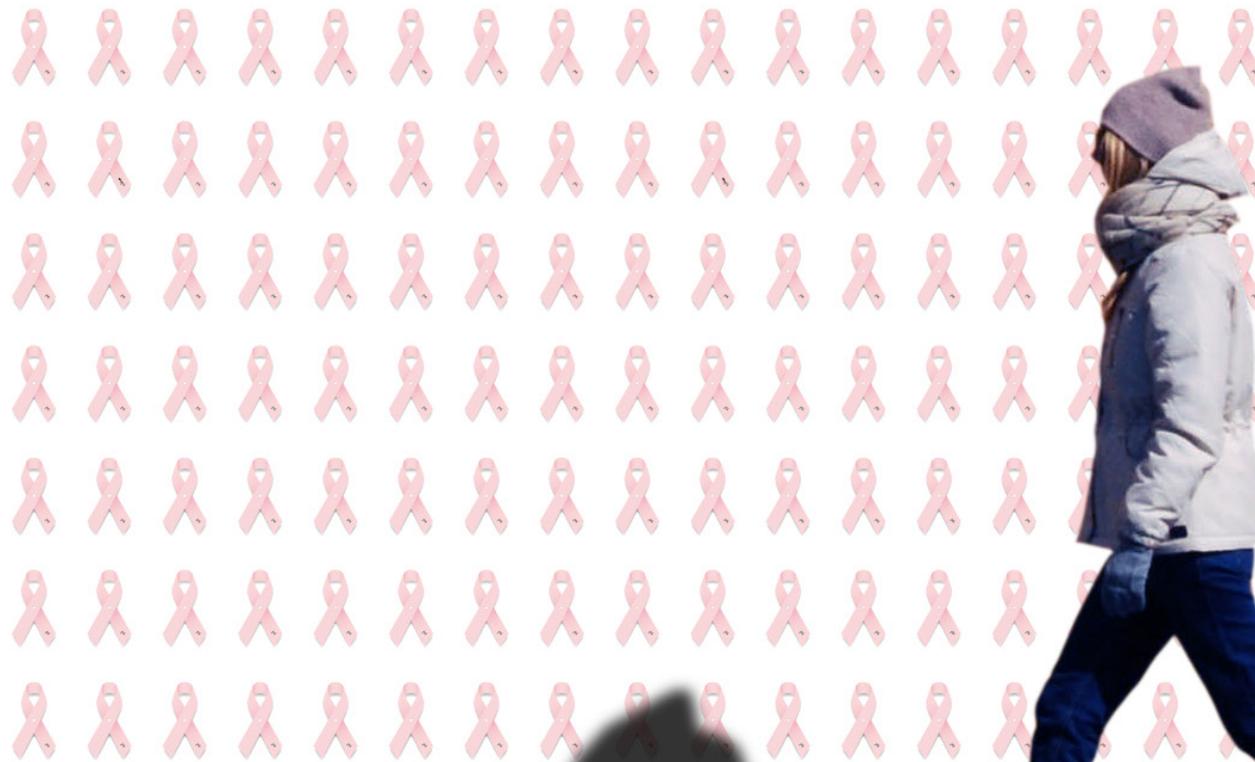


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The current breast cancer awareness movement too often pushes unnecessary procedures, incorrect information, and fear propaganda on young women.

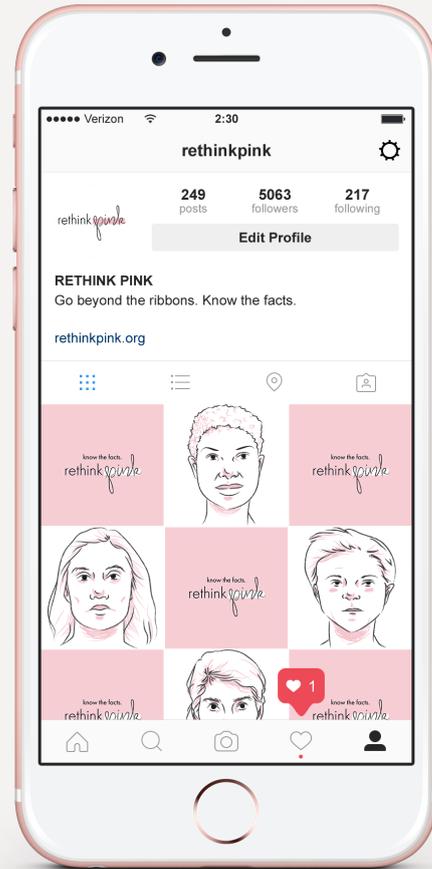
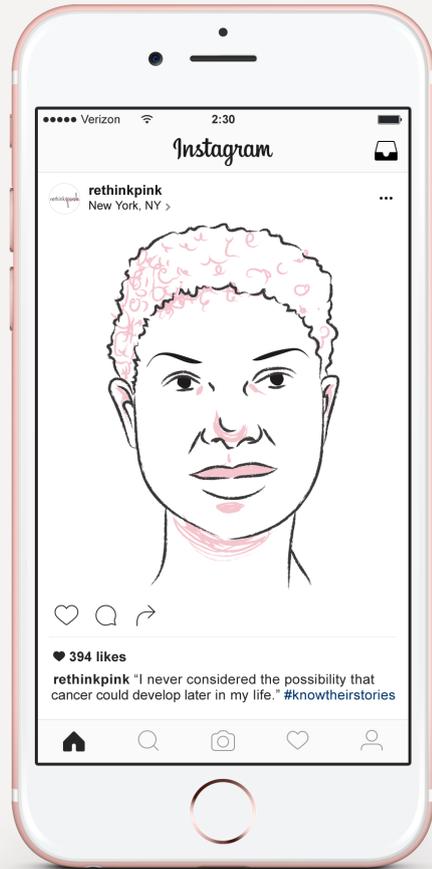
Take a ribbon.  
Learn what's fact and learn what's fiction.

rethink**pink**.org



### Ribbon Installation

One element of Rethink Pink will be a 3D installation, featuring a wall of pink ribbons. On some ribbons, facts are printed, on others, fictional statements, about breast cancer and the surrounding movement. Because breast cancer awareness campaigns often spread false information, or lead to false assumptions, it's important to know what is true and false for the sake of your own health. The ribbons are pinned to the board, so that if taken off, they can be pinned to clothing, just like typical breast cancer awareness ribbons. What makes these ribbons different is that they create learning beyond just a fabric ribbon.



## Social Media

Because social media is such an integral part of interaction in today's society, part of the campaign will be targeting the audience through videos and photos on Instagram. Every other post will feature a short instagram video with a fact about breast cancer, or a portrait of a woman with a quote from her about her personal story with breast cancer.

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Graphic Design 2  
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Set in Futura Light

