

BRANDING GUIDE



THE CROSSING

FOR CYSTIC FIBROSIS

Bahamas to Florida Epic Paddle Challenge & International Championship



PIPER'S
FOUNDATION FOR



ANGELS™
CYSTIC FIBROSIS



Piper's Angels Foundation & The Crossing For Cystic Fibrosis



Cystic fibrosis (CF) is a rare, life-threatening genetic disease that primarily affects the lungs and digestive system. It causes thick, sticky mucus to build up in the airways and other organs leading to severe respiratory and digestive problems. Over time, this can result in lung damage, chronic infections, and complications that shorten life expectancy and decrease quality of life. Currently, there is no cure for CF.

Piper's Angels Foundation was created to provide critical support to individuals and families affected by this disease. Inspired by founder Travis Suit and his daughter Piper, who has CF, the foundation focuses on improving quality of life for those living with cystic fibrosis. Through innovative programs, community-building events like the Crossing For Cystic Fibrosis, and advocacy efforts, Piper's Angels is able to raise awareness, provide vital resources, and empower the CF community to live their best lives possible.





LANGUAGE & BRANDING

**Correct capitalization of the event title:
“The Crossing” or “X4CF” when shortened
or
“the Crossing For Cystic Fibrosis” for the full title**

Crossing For Cystic Fibrosis Logo

Primary Colors:

- Teal: PMS 3145; RGB 0, 132, 142; CMYK 100/36/38/8; Web Safe #00788C; 00848e
- Pink: PMS 219C; RGB 218, 24, 132; CMYK 7/100/9/0; Web Safe #DF1683; #da1884

Font:

- Sign Painter
- Market Pro
- Feeling Passionate

Piper’s Angels Foundation Logo

Primary Colors:

- Pink (PAF Wing): PMS 219C; CMYK 7/100/9/0; Web Safe #DF1683
- Darker Pink (Inside Wing): PMS 215
- Teal (PAF Wing): PMS 3135C; CMYK 100/23/30/0; Web Safe #008AAB
- Darker Teal (Inside Wing): PMS 3155
- Gold (Halo): PMS 124C; RGB 234, 170, 0; CMYK 7/35/100/0; Web Safe #EBA900; #eaaa00

Font:

- Poppins
- Sign Painter
- Market Pro
- Feeling Passionate
- Babas Nue
- Barlow Condensed



LOGOS

Click each logo to access the logo file to download it:

