Organization Website:

<https://www.stanthonysf.org/>

***Brand Promise: Brand book attached for more information***

The Power of Human Connection

We value human connection with our employees, our guests, and the community at large—specifically a community that seeks to understand, care for, and connect with San Francisco’s impoverished, disconnected, and outcast. This brand promise supports a paradigm shift away from ‘solving poverty’ and embodies Franciscan values.

**Event Description:**

Pitching pennies to raise money for St. Anthony’s programs has evolved into a beloved San Francisco tradition for generations. 40 years of Penny Pitch is possible because of community members throughout San Francisco who generously give of their time and resources to help provide essential support to San Franciscans living in poverty.

The event was founded in San Francisco’s North Beach. After a hiatus of about 7 years, we are returning to the North Beach neighborhood for the2018 Penny Pitch.

Last year’s event site: <https://www.stanthonysf.org/sfpennypitch/>

**Does not need to include:**

* Our logo
* Our brand colors (as listed in Brand Book)

**Needs to include:**

Words:

* 41st Annual Penny Pitch
* Back to the ‘Beach
* St. Anthony’s or benefiting St. Anthony’s or to benefit
* Image of a penny or coin

**Nice to include:**

Wording:

* Italian Colors
* North Beach Skyline- Coit Tower, Transamerica Tower, Sts. Peter and Paul Church
* SFIAC Logo (location of event)

<https://e251051821adc0165526-f9d1264140c114ef785f2f15cba38c50.ssl.cf1.rackcdn.com/1322871-custom.png>



Former logos: DO NOT USE DESIGN OR ELEMENTS FOR NEW LOGO

