

BRAND

GUIDE

2026





Hi! I'm Claire

I founded Aunt Flow after getting my period in public without the supplies needed. At 18-years-old, I dedicated my life to developing a solution to ensure businesses and schools could sustainably provide quality period products for free in bathrooms.

Since 2021, we've donated millions of products to menstruators in need.

We call this people helping people. Period.®

[Download Claire's Bio HERE!](#)

About Aunt Flow

Founded by Claire Coder in 2016, Aunt Flow ensures everyone has access to period products. Aunt Flow is the most efficient solution to provide period products for free to employees, students and guests. Aunt Flow offers a variety of high-quality period products as well as free-vend, ADA-compliant menstrual product dispenser systems that are now stocked in thousands of bathrooms in locations like nationwide K-12 schools, Princeton University, Google, Viacom and more.

Since 2016, Aunt Flow has placed their free-vend tampon and pad dispensers in 70k+ bathrooms, raised \$17m+ in venture capital, and donated over 7.6 million organic cotton tampons and pads to menstruators in need. *We call this people helping people. PERIOD.®*





Fonts and Colors



Primary Font

Montserrat

abcdefghijklmnopqrstuv
wxyz0123456789

Color Palette

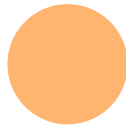


Coral

#FE5442

CMYK: 0, 82, 75, 0

RGB: 254, 84, 66



Melon

#FFB46F

CMYK: 0, 34, 62, 0

RGB: 255, 180, 111

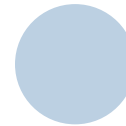


Pastel Coral

#FBEADE

CMYK: 1, 8, 11, 0

RGB: 251, 234, 222



Gray Blue

#BCD0E2

CMYK: 25, 11, 5, 0

RGB: 188, 208, 226



Logos ✨



Primary Coral Logo

Use on light color background and dark color background (not coral)



White Outline Logo

Alternate logo; Use only on coral or red backgrounds for contrast



Color Usage

Main Colors



Coral
#FE5442

When To Use

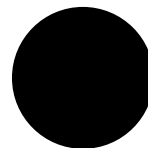
Borders, buttons, logos,
primary areas of color



White
#FFFFFF

When To Use

Background, text on coral or other
dark surfaces, text on dark buttons

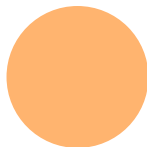


Black
#000000

When To Use

Most text

Accents



Melon
#FFB46F

When To Use

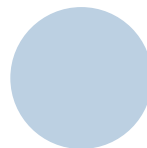
Complimentary text when coral
text is used, illustrations,
occasional hand-drawn sprigs



Pastel Coral
#FBEADE

When To Use

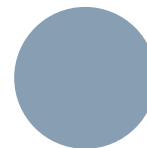
Background and illustrations



Gray Blue
#BCD0E2

When To Use

Illustrations, occasional
hand-drawn sprigs



Dark Blue
#879eb3

When To Use

Illustrations, occasional
hand-drawn sprigs

Trademarked Phrases ✨

Aunt Flow®

Period Party®

Toilet paper is offered for free, why aren't tampons and pads?®

People helping people. PERIOD.®

Changing the world, one cycle at a time.®

Menstruation Nation®

🌟 Celebrity Investors 🌟

Sophia Bush

Actress, Director
and Activist



Kelvin Beachum

NFL Offensive Tackle,
Arizona Cardinals



🌟 Social Statistics 🌟

35K

Instagram Followers
[@goauntflow](#)

25K

TikTok Followers
[@goauntflow](#)

4K

Threads Followers
[@goauntflow](#)

15K

LinkedIn Followers
[@AuntFlow](#)

7K

Facebook Followers
[@goauntflow](#)



Impact Partnerships ✨

[Download our 2025 Impact Report!](#)



PERIOD.

Global, youth-powered non-profit that is fighting to end period poverty and period stigma through advocacy, education, and service.



Hope & Comfort

Distributes basic hygiene products in the Boston area and across the state of Massachusetts to youth and families in need.



The Policy Project

Nonprofit, non-partisan organization that promotes solution-based policies to remove barriers to opportunity.



Project Marilyn

Dedicated to advancing menstrual equity and improving access to period products for individuals in need across Nevada.



Justice Necessary

Philanthropic initiative that has provided the funding for nearly 200 Aunt Flow dispensers to be installed throughout Colorado.



ISSA End Period Poverty

A multi-faceted advocacy and lobbying effort in support of public policies to increase access to period products, dispensers and disposal solutions in away-from-home venues.

Customer Testimonials

“I love that the company that I work for cares about my flow, supporting woman-owned companies, and saving the environment. When Viacom introduced Aunt Flow products in our bathrooms, I felt good that I have the opportunity to work for a business that cares so much.”

— Employee, Viacom



PRINCETON
UNIVERSITY

Google



WELLS
FARGO



Now available on
Amazon and
goauntflow.com

NEW
36-count pad and
tampon boxes for
your home!

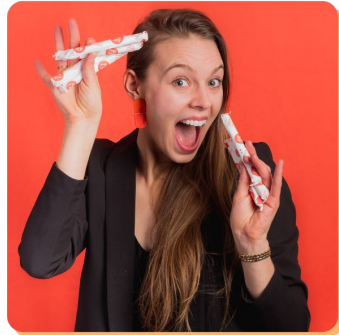
**PRODUCT
PHOTOS
&
PRESS
RELEASE**



Downloadables ✨



[Aunt Flow Logos](#)



[Claire Headshots](#)



[Product Photos](#)



[Team Photos](#)





FOLLOW US!

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 Instagram

 TikTok

 LinkedIn

 goauntflow.com

The background is a solid orange color. It features several decorative elements: large, thin, white and yellow wavy lines that overlap and curve across the space; clusters of small, white, horizontal dashes arranged in a roughly circular pattern; and two yellow wavy symbols resembling the infinity symbol or a double squiggle. The main text is centered in white.

Let's Work Together

Making the world better for people with periods.