

MEDIA + BRAND GUIDE

2025





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, has placed their free-vend tampon and pad dispensers in 60k+ bathrooms, raised \$17m+ in venture capital, and donated over 7 million organic cotton tampons and pads to menstruators in need. *We call this people helping people. PERIOD.®*





Fonts and Colors



Primary Font

Montserrat

abcdefghijklmnopqrstuvwxyz
0123456789

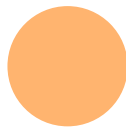
Color Palette



Coral

#FE5442

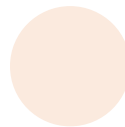
CMYK: 0, 82, 75, 0
RGB: 254, 84, 66



Melon

#FFB46F

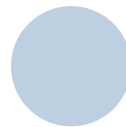
CMYK: 0, 34, 62, 0
RGB: 255, 180, 111



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

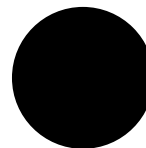
Borders, buttons, logos,
primary areas of color



White
#FFFFFF

When To Use

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

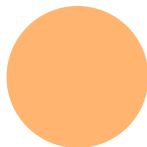


Black
#000000

When To Use

Most text

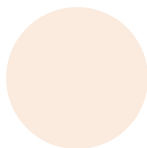
Accents



Melon
#FFB46F

When To Use

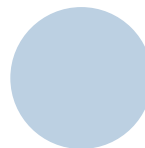
Complimentary text when coral
text is used, illustrations,
occasional hand-drawn sprigs



Pastel Coral
#FBEADE

When To Use

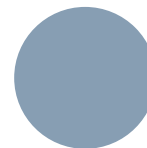
Background and illustrations



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 🌟

30K

Instagram Followers
[@goauntflow](#)

20K

TikTok Followers
[@goauntflow](#)

4K

Threads Followers
[@goauntflow](#)

14K

LinkedIn Followers
[@AuntFlow](#)

7K

Facebook Followers
[@goauntflow](#)



Impact Partnerships

Download our
2024 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.



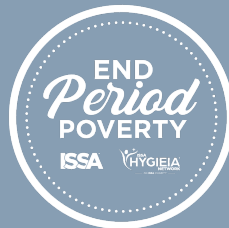
Project Marilyn

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

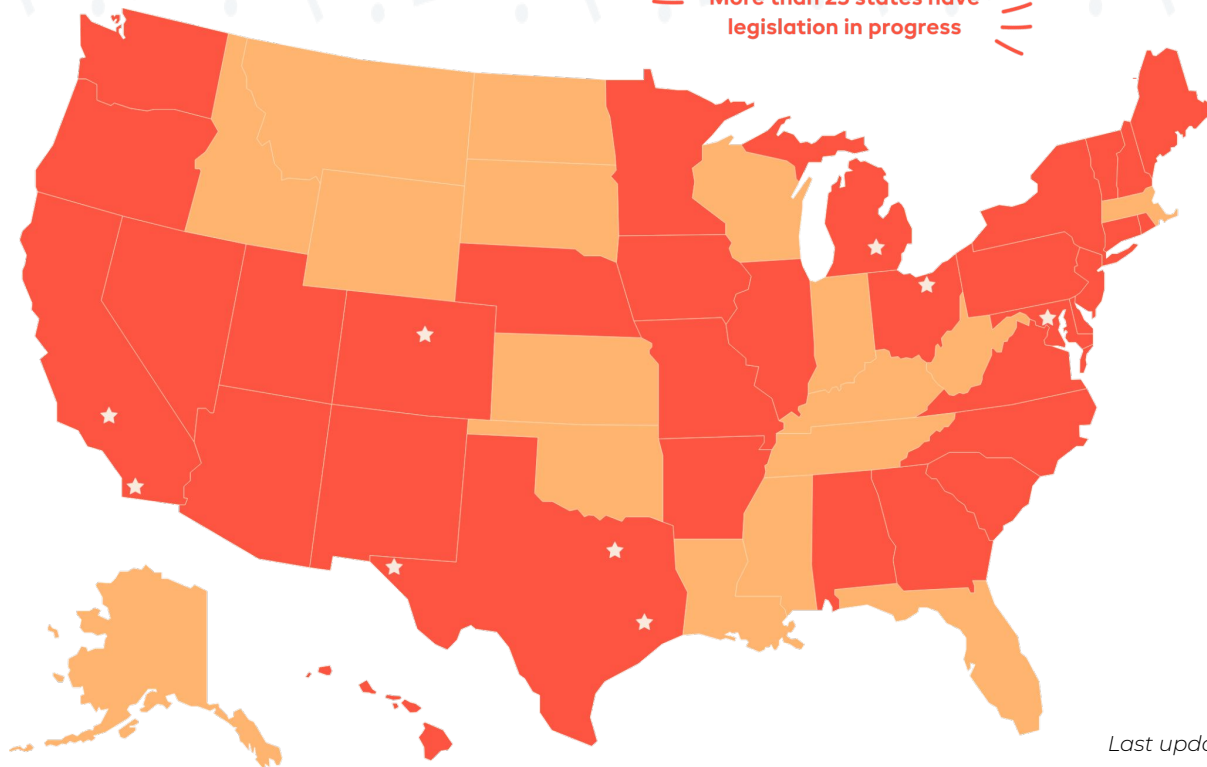
A multi-faceted advocacy and lobbying effort in support of public policies to increase access to period products, dispensers and disposal solutions in away-from-home venues.

Legislation Wins for the Menstrual Movement

More than 25 states have
legislation in progress

KEY

- Menstrual Equity Legislation
- No Menstrual Equity Legislation
- Cities with Menstrual Equity Legislation



Last updated 4/11/2025



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

PRODUCT
PHOTOS
&
PRESS
RELEASE

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



AUNT
flow



Articles are
linked!

*teen*VOGUE

FORTUNE



yahoo!
news

Forbes

THE CUT



BUSINESS
INSIDER

BeautyMatter



HER CAMPUS™



CENTER FOR
PRIMARY CARE
HARVARD MEDICAL SCHOOL



✨ Claire Quotes ✨

“After getting my period unexpectedly in public without the supplies I needed, I thought to myself, “Toilet paper is offered for free, why aren’t tampons and pads?” At that moment, I knew that I wanted to dedicate my life to ensuring everyone has access to period products.”

“Menstruation should be an inclusive conversation, for all menstruators. That’s why we refer to all pads and tampons as ‘period products’ rather than ‘feminine hygiene products’.”

🌟 Downloadables 🌟



[Aunt Flow Logos](#)



[Claire Headshots](#)



[Product Photos](#)



[Team Photos](#)





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 goauntflow.com



Let's Work Together

Making the world better for people with periods.