

# PINK

- for all -



WE MAKE PEOPLE BETTER  
**THE VARSITY PROJECT**  
A COMMUNICATION CONSULTANCY

**PINK**  
**2DAY**

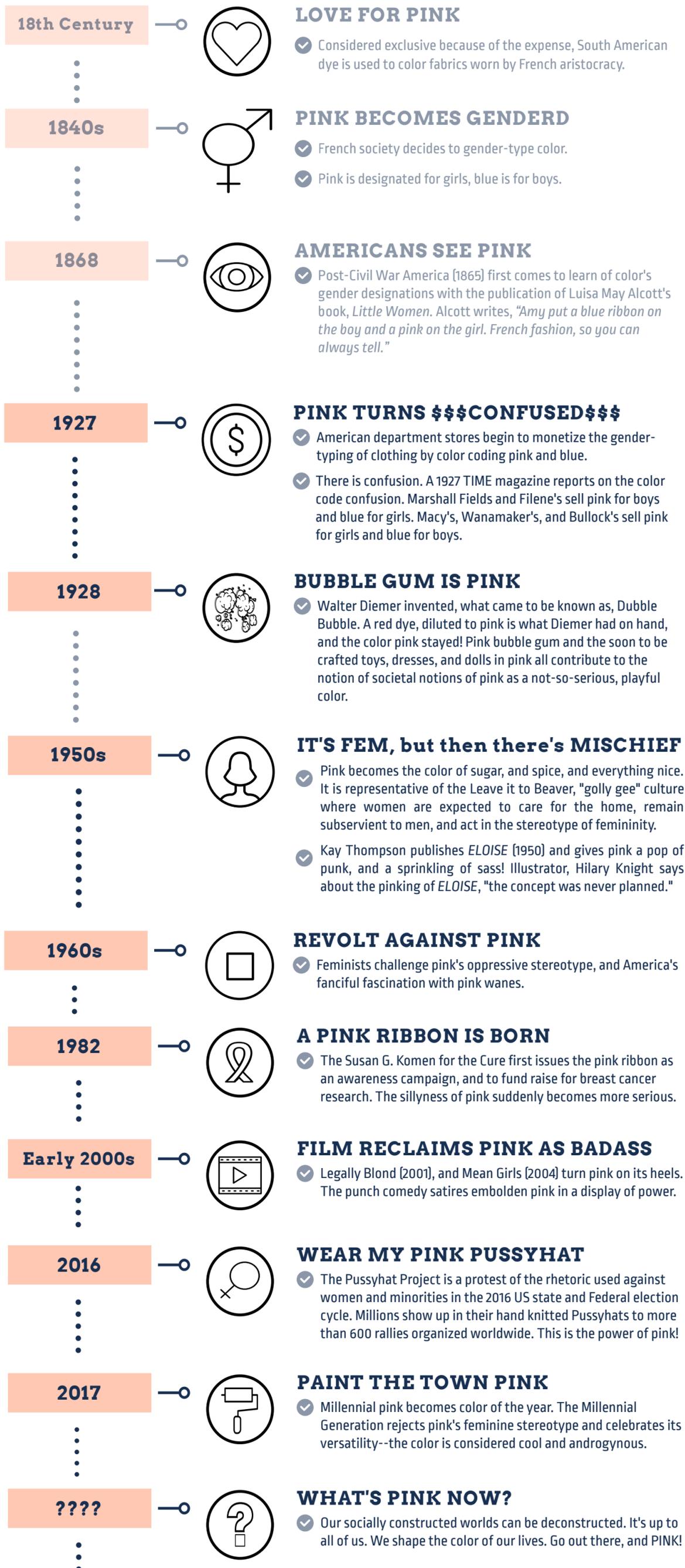
The Varsity Project made the decision to brand our website PINK. It goes against the norm, and that's the point--to challenge what has been normalized, ask questions, and begin conversations that help us progress. The firm develops simple solutions to solve big problems. We specialize in working with high-stakes, high-risk industries, including aviation, healthcare, education, construction, banking, tech firms, and startups. Our goal is to improve performance, mitigate risk, and empower leaders.

A RECENT HISTORY  
OF PINK from the  
1700s to TODAY

## HOW WE CAME TO LOVE AND HATE PINK

"Pink is the most divisive color in American society."

-Valerie Steele-



## HOW DO YOU PINK?



Let's start a conversation, and get to work!

[www.TheVarsityProject.com](http://www.TheVarsityProject.com)

*Looking for more?*

Check out FIT's online exhibit, *Pink: The History of a Punk, Pretty, Powerful Color*  
An associated book authored by Valerie Steele can be found under the exhibit's name.