

CONQUERING CHILDHOOD CANCER

Mini-
THON®

FOUR ♦ DIAMONDS

Brand Guidelines

FOUR ♦ DIAMONDS
— Conquering Childhood Cancer —



PennState Health
Children's Hospital

Logos

Primary Logo: Stacked



Alternate Stacked Logos



One-Color Blue



One-Color Black



Reverse* White



Reverse* Blue & White



Paint Splatter

*Reverse logos are shown on suggested background colors. They may be used on any color, as long as visibility is not obscured.

Logos

Primary Logo: Horizontal



Alternate Horizontal Logos



One-Color Blue



One-Color Black



Reverse* White



Reverse* Blue & White

*Reverse logos are shown on suggested background colors. They may be used on any color, as long as visibility is not obscured.

Logos

Primary School Logo: Stacked



Primary School Logo: Horizontal



Logos

Alternate School Logos

You may pair the Mini-THON logo with your school name or other element, but **you must use the full Mini-THON logo as provided, including the Conquering Childhood Cancer tagline and the Four Diamonds logo.** You **MAY NOT** use the words “Mini-THON” in any typeface or style other than what is provided.

DO pair the full Mini-THON logo with your school elements.



School Name
10th Annual



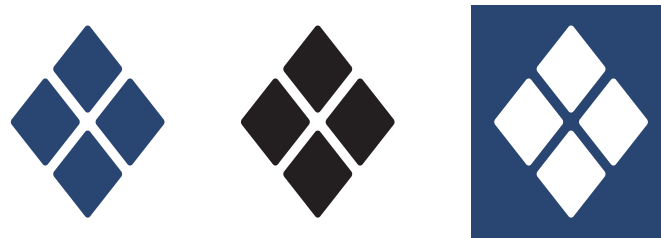
DO NOT use the words Mini-THON in any style other than what is provided.



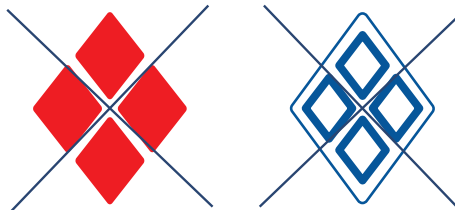
Logos

The Diamond Graphic

The diamond graphic may be used as an additional graphic element for Four Diamonds and Mini-THON materials. It may be used independent of the Four Diamonds or Mini-THON mark **only when the full Four Diamonds or Mini-THON logo is too large to use**. The most common example of this is using the diamond as a social media icon. The diamond graphic may be used in one-color blue, one-color black, or reverse* white as shown below.



The diamond graphic **MAY NOT** be used in any other color. Additionally, the old version of the diamond graphic **MAY NOT** be used. See samples below.



*Reverse graphic is shown on suggested background color. It may be used on any color, as long as visibility is not obscured.

Improper Use of Logo

Do NOT:



Change the font or otherwise recreate the logo.



Manipulate, skew or stretch the logo.



Use partial or incomplete logos, or create new combinations.



Use the single-color logo in any color other than what is provided.



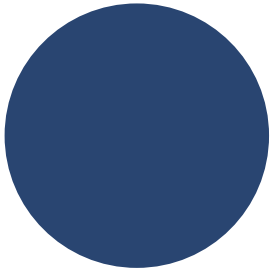
Create new color combinations of the logo other than what is provided.



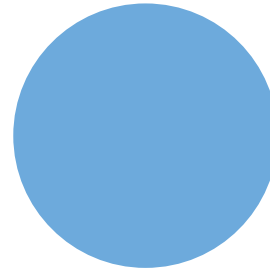
Use the logo on a background color that obscures the logo and/or its visibility.

Color Palette

Primary Colors



Four Diamonds Blue
C72 M49 Y0 K51
R44 G70 B114
HEX #2C4672
PMS 287

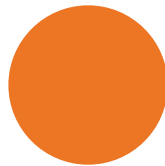


Four Diamonds Light Blue
C55 M21 Y0 K0
R106 G170 B228
HEX #6AAAE4
PMS 284

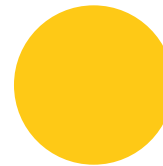
Secondary Colors



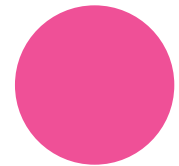
Four Diamonds Green
C56 M0 Y93 K0
R120 G214 B75
HEX #78D64B
PMS 7488



Four Diamonds Orange
C3 M66 Y99 K0
R238 G118 B35
HEX #EE7623
PMS 158



Four Diamonds Yellow
C0 M21 Y97 K0
R255 G201 B23
HEX #FFC917
PMS 012



Four Diamonds Pink
C0 M83 Y5 K0
R244 G81 B151
HEX #F45197
PMS 212

Text and Nomenclature

Text Reference

Mini-THON[®] is a registered trademark of Four Diamonds.

Per AP style, appropriate trademarks should be used in the first reference of each program or tagline, but should be removed in additional references.

In its first reference, Mini-THON should always be referred to as “Four Diamonds Mini-THON[®].” All additional references can be referred to as “Mini-THON.”

Mini-THON should always be referred to as “Mini-THON” or “Mini-THONS” when talking about multiple Mini-THON events.

Samples

Local students organize a Four Diamonds Mini-THON[®] to benefit children fighting cancer at Penn State Health Children’s Hospital.

Mini-THON empowers students to take a stand against childhood cancer by raising money for Four Diamonds at Penn State Health Children’s Hospital.

Four Diamonds inspires, empowers and activates youth and young adults in the fight against childhood cancer. Their mission is to conquer childhood cancer through superior care, comprehensive support and innovative research.

Since 1993, Mini-THONS have been making a difference in the lives of kids and families fighting pediatric cancer. With tens of thousands of student volunteers in more than 200 schools, Mini-THONS are bringing hope to families in need and giving back to their community.

Fonts

Montserrat

Montserrat is utilized in Four Diamonds Mini-THON marketing materials, web pages and signage, serving as the primary text font. Montserrat comes in a variety of styles. Below are two samples.

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890

Montserrat Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890**

Merriweather

Merriweather is utilized as an accent font in Four Diamonds Mini-THON marketing materials. Merriweather comes in a variety of styles. Below are two samples.

Merriweather Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890

Merriweather Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890**

Photo Guidelines

Included below are recommendations for capturing powerful photos to help share the mission of Four Diamonds:

- Clear, in-focus photos
- Photos that use the correct diamond hand gesture
- Photos that feature one subject that the eye is drawn to first
- Colorful and vibrant photos
- Photos that use appropriate lighting
- Capture a variety of photos featuring groups and individuals who are having fun
- Use photos that showcase the diversity of your Mini-THON
 - Diversity in Mini-THON includes students of varying ethnic backgrounds and gender identities, but also individuals from various age groups. Be sure to capture photos that include not only students, but your teachers, advisors and volunteers as well.

DO NOT:

- Use photos with no clear subject
- Use photos that display the incorrect use of the Four Diamonds hand gesture

On the following page, you will find sample photos that will give you a visual representation of the criteria listed above.

Photo Guidelines

DO NOT use photos that display the incorrect use of the Four Diamonds hand gesture (photo 1) or have no clear subject (photos 2 and 3).



DO use clear, in-focus photos that are colorful and vibrant (photos A-F), show a diverse group (photos A-E), use the correct diamond hand gesture (photos A-D) and show individuals and groups having fun (photos A-F).



Mini-THON[®]

CONQUERING CHILDHOOD CANCER
FOUR ♦ DIAMONDS

Four Diamonds | Mini-THON[®]

P.O. Box 852 | Hershey, PA 17033
minithoninfo@pennstatehealth.psu.edu
717-531-6086 | FourDiamonds.org/mini-thon