

Four Diamonds

Brand Guidelines

FOUR  DIAMONDS
— Conquering Childhood Cancer —



PennState Health
Children's Hospital

Logos



Text Reference

Should always be referred to as "Four Diamonds" (i.e. The mission of Four Diamonds...)
It should not be referred to as "The Four Diamonds", "Four Diamonds Fund", or "The Four Diamonds Fund."



Text Reference

Should always be referred to as "Mini-THON®" (i.e. The mission of Mini-THON® is..."),
or "Mini-THON®s" when talking about multiple Mini-THON® events (i.e. Mini-THON®s have raised...).

Additional Logos



Text Reference

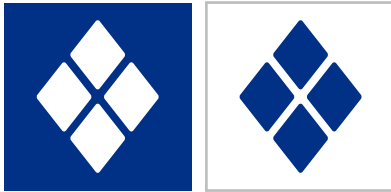
Should always be referred to as "Team FTK®" (i.e The mission of Team FTK® is...")



Text Reference

Should always be referred to as "THON™" (i.e The mission of THON™ is..."), or as "The Penn State IFC/Panhellenic Dance Marathon™."

Additional Logos



The Diamond Graphic

This diamond may be used as an additional graphic element for Four Diamonds materials. It may be used independent of the Four Diamonds mark, as in the example of a social icon, when the full Four Diamonds logo is too large to use.

Knockout Versions

FOUR  DIAMONDS
— Conquering Childhood Cancer —



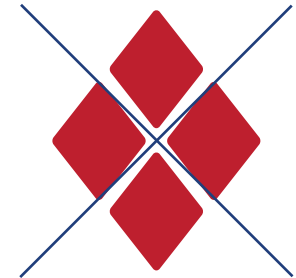
PennState Health
Children's Hospital

mini  thon
— FOUR DIAMONDS —
Conquering Childhood Cancer

TEAM **FTK**[®]
FOUR  DIAMONDS

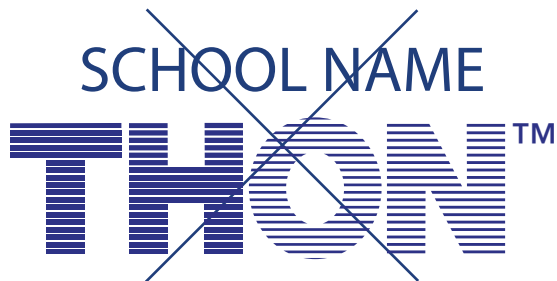
THON[™]

Improper Use of Logos



School names or Mini-THON event logos should be co-branded side-by-side with the Mini-THON logo. The Mini-THON logo should appear on the left with the school name/event logo on the right.

The diamond graphic color may not be changed.



Improper use of the THON logo.





Not the current Four Diamonds logo.



Not a current Four Diamonds mark.

Sizing Guidelines

FOUR  DIAMONDS — Conquering Childhood Cancer —	0.92 in.	 PennState Health Children's Hospital
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~~**FOUR**  **DIAMONDS**
— Conquering Childhood Cancer —~~

~~ **PennState Health**
Children's Hospital~~

~~ **PennState Health**
Children's Hospital~~

~~**FOUR**  **DIAMONDS**
— Conquering Childhood Cancer —~~

Trademarks

Appropriate Trademarks

Four Diamonds Mini-THON®

Mini-THON®

Team FTK®

Penn State IFC/Panhellenic Dance Marathon (THON™)

THON™

FTK®

For the Kids™

FTK®- For the Kids™

Fundraise Your Way FTK®

Conquering Childhood Cancer™

Partners In The Fight™

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

Nomenclature

First Reference

Penn State Children's Hospital

Four Diamonds

Four Diamonds Mini-THON®

Second Reference

Children's Hospital

Four Diamonds

Mini-THON®

Sample Usage

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

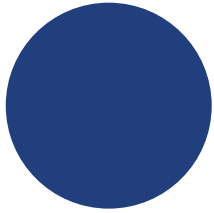
Mini-THON® empowers students to take a stand against childhood cancer by raising money for Four Diamonds at Penn State Children's Hospital.

Four Diamonds inspires, empowers and activates youth and young adults in the fight against childhood cancer.

The mission of Four Diamonds is to conquer childhood cancer by assisting children treated at Penn State Children's Hospital and their families through superior care, comprehensive support, and innovative research.

Colors

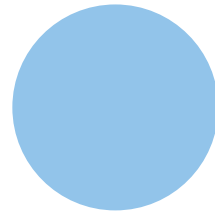
Primary Colors



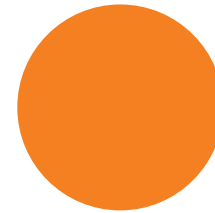
Blue
HEX #233F7C
C72 M49 Y0 K51
R35 G63 B124
 PMS 287C



Green
HEX #A6C736
C17 M0 Y73 K22
R166 G199 B54
 PMS 7488C



Light Blue
HEX #91C5EC
C39 M17 Y0 K7
R145 G197 B236
 PMS 284C

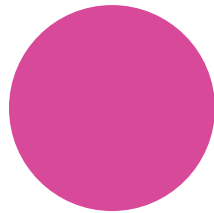



Orange
HEX #F48024
C0 M48 Y85 K4
R244 G128 B36
 PMS 158C

Secondary Colors



Gold
HEX #FFCA15
C0 M21 Y97 K0
R255 G202 B21
 PMS 158C



Pink
HEX #E93CAC
C6 M70 Y0 K0
R233 G60 B172
 PMS 212C

Primary Colors by Area

Four Diamonds primarily uses **blue**, **orange** and **light blue**.

Mini-THON primarily uses **blue**, **orange**, **light blue** and **green**.

Team FTK primarily uses **blue** and **light blue**.

Fonts

Montserrat is utilized in Four Diamonds marketing materials, web pages and signage, usually serving as the primary text font.

- Montserrat Regular AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz
- **Montserrat Bold** **AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz**

Merriweather is utilized as an accent font in Four Diamonds marketing materials.

- Merriweather Regular AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz
- **Merriweather Bold** **AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz**
- **Merriweather Ultra Bold** **AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz**

Myriad Pro is utilized in Four Diamonds correspondence including letterhead, email and PowerPoint.

- Myriad Pro Regular AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz
- **Myriad Pro Bold** **AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz**
- Myriad Pro Light AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz
- **Myriad Pro Bold Condensed** **AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz**

Photo Guidelines

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

- Clear, in-focus photos
- Correct diamond hand gesture
- One subject that the eye is drawn to first
- Colorful and vibrant
- Appropriate lighting
- Variety of photos featuring groups and individuals who are having fun



There is no clear subject in the photo.



Displays the incorrect use of the Four Diamonds hand gesture.

Photo Examples



Photo Examples Continued

