



PINKYSWEAR

FOUNDATION

Helping Kids with Cancer

BRAND BOOK

Just before nine-year-old Mitch passed away from bone cancer, he made his dad pinky swear promise to always help kids with cancer – even after he was gone. Together, we carry on that promise and continue to support children with cancer and their families with everyday expenses including housing, food, and transportation.

PINKY SWEAR FOUNDATION

5555 W. 78th St., Suite E,
Edina, MN 55439

952.974.9600 | info@pinkyswear.org

CONTENTS

Introduction	1
Brand Overview	4
Brand Architecture	9
Visual Identity	11
Brand Voice and Tone	16
Applying the Brand	21

INTRODUCTION

The Pinky Swear Foundation brand is built on the guiding vision of our organization and the core principles for how we act, what we say, and how we say it.

Every Pinky Swear Foundation team member upholds our brand, regardless of title, seniority, or geography. Every touchpoint is an opportunity to reinforce our brand. As a result, it's important that we present and promote our brand with quality and consistency.

This book, which can be shared with board members, volunteers, partners, and other external parties, helps us create the consistent experience needed to maintain Pinky Swear Foundation as one of the leading childhood cancer support organizations in the United States.

The Pinky Swear Foundation Brand Book is the master resource for achieving a consistent brand, and is organized into several sections:

Brand Overview | Who we are, what we do, why we do it, who we serve

Brand Architecture | How it all fits together

Voice and Tone | The way we sound

Visual Identity | The way we look

Applying the Brand | How to use the brand

BRAND OVERVIEW



BRAND OVERVIEW

The Pinky Swear Foundation brand is communicated in two ways: through our strategic elements and our brand story. Strategic elements include our mission, vision, values, and core competencies. The brand story includes our brand promise, mission script, and donor script. This information should be used across all forms of organizational communication.

BRAND ELEMENTS

Our Mission | To help kids with cancer and their families with financial and emotional support

The mission describes what Pinky Swear Foundation does in an inspirational way, elevating the brand by communicating how we serve the childhood cancer community. We refer to kids with cancer, or those in remission from cancer, as ‘All-Stars.’

Our Vision | To say ‘yes’ to every family with a child battling cancer

Internally, use the vision to prioritize work and ensure it aligns with our overall goals and strategies. Externally, use the vision to demonstrate expertise, as well as to build brand recognition and our representation as a thought leader.



Our Values | Compassion, Collaboration, and Celebration

Our values guide how we work together to achieve our mission – the fundamental beliefs upon which our organization is based. They guide our interactions with each other and our audiences, keeping the families we support at the center of what we do.



Our Three Uniques

Our three uniques help explain the meaningful benefits we provide to our various audiences and communities that help us stand out from other organizations in a similar space.

1. Financial relief
2. Family-focused
3. Fulfilling a promise

Brand Story

Brand Promise | Childhood cancer changes everything. You can make a difference.

Just before nine-year-old Mitch passed away from bone cancer, he made his father pinky swear promise to always help kids with cancer – even after he was gone. Together, we carry on that promise and continue to support children with cancer and their families with everyday expenses including housing, food, and transportation.

MISSION SCRIPT | ALL-STARS AND THEIR FAMILIES

THE CHARACTER *What do they want?*

To help kids with cancer.

THE PROBLEM *What gets in the way of getting what they want?*

Villain: Childhood cancer.

External: The financial and emotional burden of a childhood cancer diagnosis.

Philosophical: Families should be able to focus on their kid and not worry about finances.

THE GUIDE

Pinky Swear Foundation

Empathy statement: Just before nine-year-old Mitch passed away from bone cancer, he made his dad pinky swear promise to always help kids with cancer even after he was gone.

Authority statement: 20 years later, Pinky Swear Foundation continues to support children with cancer and their families with everyday expenses including housing, food, and transportation.

THE PLAN

1. Cancer diagnosis
2. Learn about Pinky Swear - Online or social worker
3. Apply for support
4. Social work verification
5. Receive help

Agreement statement: *What fears can we help alleviate?*

We will help if we can. There is no shame in asking for help. We are not asking for anything in return.

CALL TO ACTION

Direct CTA: Get help so you can focus on your child.

Transitional CTA: Read our FAQs or reach out to a social worker.

SUCCESS

Receive help so you can focus on your kid.

TO AVOID FAILURE

Without help, families can't get to treatment, have long term financial hardship, and do not eat properly.

CHARACTER TRANSFORMATION

From hopeless, alone and overwhelmed to seen, supported, and stable.

DONOR SCRIPT | DONORS AND SUPPORTERS

THE CHARACTER *What do they want?*

To help kids with cancer.

THE PROBLEM *What gets in the way of getting what they want?*

Villian: Cancer.

External: Don't know how to help childhood cancer.

Internal: Frustrated and helpless.

Philosophical: It should be easy to help kids with cancer and their families.

THE GUIDE

Pinky Swear Foundation

Empathy: Cancer feels overwhelming when you don't know how you can help.

Authority: Just before nine-year-old Mitch passed away from bone cancer, he made his dad pinky swear promise to always help kids with cancer even after he was gone. 20 years later, Pinky Swear Foundation continues to support children with cancer and their families with everyday expenses including housing, food, and transportation.

THE PLAN **This will change for medium and audience.*

1. Visit our website.
2. Learn how you can help.
3. Donate.
4. Make a difference.

Agreement statement: *What fears can we help alleviate?*

You will make a difference. The more funds we raise, the more families we can help.

CALL TO ACTION

Direct CTA: Donate.

Transitional CTA examples:

- Read an All-Star story.
- Download "Ways to help families with Cancer."
- Have a meeting with the development team.

- Watch our mission video.
- Tour the Pinky Swear office.
- Write letters of encouragement.
- Share the story.

SUCCESS

By donating, you are providing support and stability for families with kids with cancer.

You are generous. You are a part of something bigger than yourselves. You are leaving a legacy.

Physical and emotional needs have to be met to survive. You are fulfilling self-esteem and self-actualization. Donors might be saying "I'm surviving and I want others to survive."

TO AVOID FAILURE

Missing out on making a direct impact on childhood cancer.

CHARACTER TRANSFORMATION

From helpless to selfless.

Where does this “Mission and Donor Script” framework come from?

Building a StoryBrand by Donald Miller. The StoryBrand Framework helps simplify our message by using a story-based approach that places customers at the center of the hero's journey. We invite our audience into the work we do by framing it so that they can see themselves in the stories we tell. By doing so, folks will be more likely to participate in the work we do. This framework is broken up into two scripts based on our two audiences: families (Mission Script) and donors (Donor Script). Refer back to these scripts when communicating to these groups of people.

FULL NARRATIVE

The narrative/origin story is the longer story about who we are, what we do, and why we do it.

Mitch was nine years old when he was diagnosed with bone cancer. When he was in the hospital in December, he overheard the family next to him having a discussion that there would not be enough money for Christmas that year. Mitch looked at his dad and said, “This isn’t fair. How much money do I have in the bank?” Steve helped Mitch into his wheelchair and took him to the bank. Mitch withdrew all the money he had in his savings account and put it in envelopes for the kids on the pediatric oncology floor at the hospital. He signed each envelope, “Love Mitch. XOXO” Before nine-year-old Mitch Chepokas passed away, he made a pinky swear with his dad to continue to help children with cancer and their families. Since his death in 2003, the Pinky Swear community has carried on that promise by supporting kids with cancer and their families with housing, food, and transportation costs. By supporting families with everyday expenses, they can focus on what matters most - their child.

Audiences

Pinky Swear Foundation engages with a collection of audiences and individuals. Though needs vary across these groups, our brand story should always remain consistent.

All-Stars and their families

Social Workers

Individual Donors

Corporate Partners

Community Fundraisers

Staff

Board of Directors

Pinky Partners

BRAND ARCHITECTURE



BRAND ARCHITECTURE

How It All Fits Together

We’ve created guidelines to promote a consistent and cohesive use of our parent brand and subsequent family brands to clarify brand roles within the Pinky Swear Foundation environment. Each of these smaller brands under the Pinky Swear brand have their own look and feel, but they always point back to the top of the brand diagram through colors, design and/or typography.

As Pinky Swear continues to grow in recognition, staff-size, and geography, the brand architecture will prove to be more and more important. Every single event, community fundraiser, and program, should relate back to the overarching brand of Pinky Swear.

Pinky Swear Foundation Brand Architecture Chart

This chart shows how our brands relate to each other and ultimately ladder up to the parent brand:

Parent Brand

PINKY SWEAR FOUNDATION

PROGRAMMATIC BRANDS

- Orange Envelope Program
- All-Star Fund Program
- Pinky Swear Pantries
- Letters of Encouragement

EVENT INITIATIVE BRANDS

- Radiothon
- Kids Helping Kids
- Childhood Cancer Awareness Month
- State-Specific Giving Days

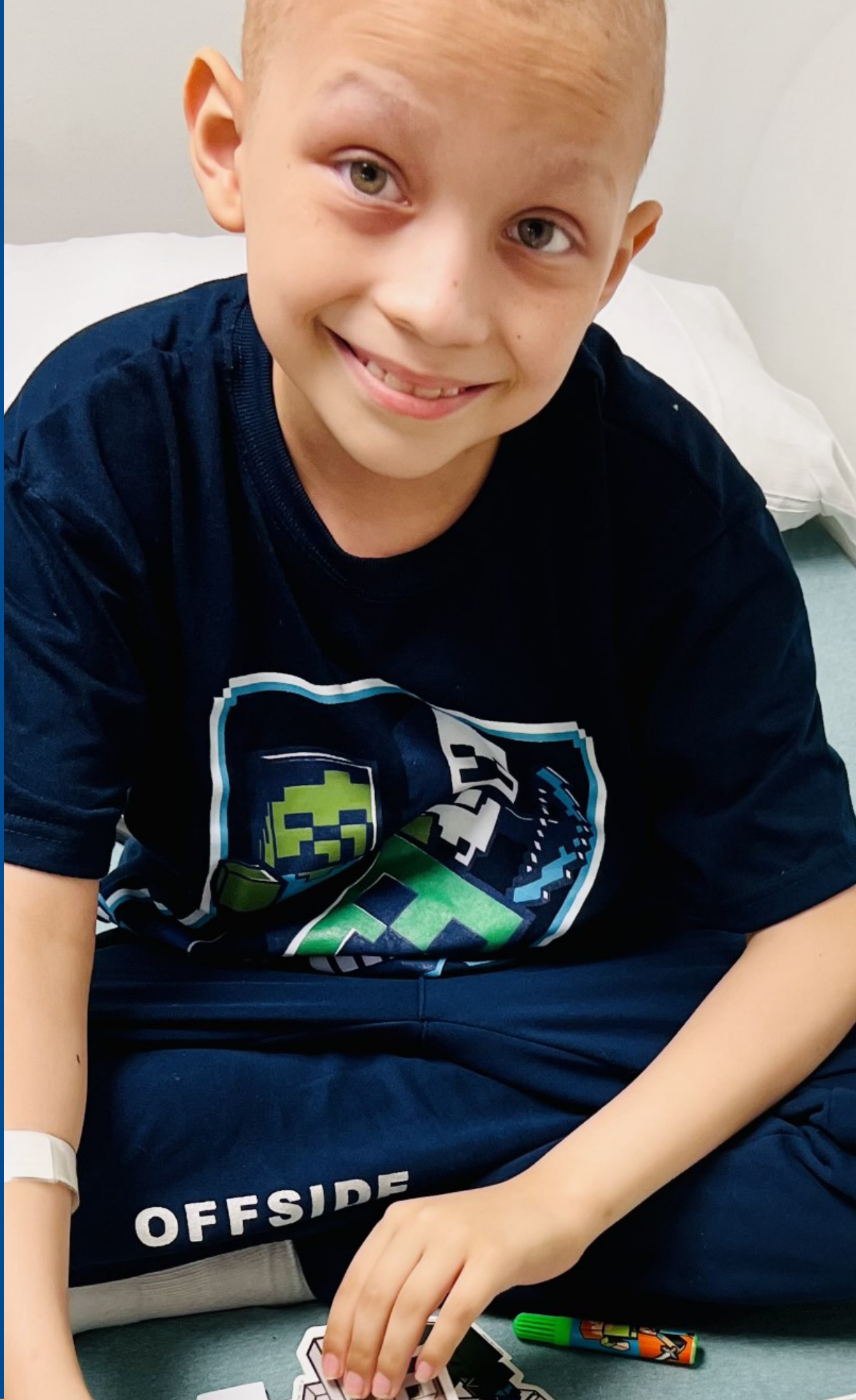
FUNDRAISING/ DONOR BRANDS

- Monthly Giving
- Endowment
- Community Fundraising
- Planned Giving
- Corporate Giving

**Please note: This list is for illustrative purposes only and is not an exhaustive list.*

***Logos, wordmarks and icons for all subsequent brands can be found in the ‘Applying the Brand’ portion of this brand book.*

VISUAL IDENTITY



Primary Logo



Logo (Grayscale)



Logo (on Pinky Swear Blue)



Logo (White)



C: 100	R: 0	
M: 71	G: 75	#004b91
Y: 0	B: 145	
K: 18		

C: 0	R: 248	
M: 48	G: 151	#f8971d
Y: 100	B: 29	
K: 0		

C: 0	R: 237	
M: 0	G: 237	#ededee
Y: 0	B: 238	
K: 7		

2945 C

1375 C

663 C

Logos and Colors

The Foundation's approved colors and logos are as listed. A list of unacceptable uses of Pinky Swear branding are on the next page.



PINKYSWEAR
FOUNDATION
Helping Kids with Cancer

Logo with Tagline Use

In printed materials, external documents, and communications in which folks might be hearing of Pinky Swear for the first time, please use the logo with the tagline.

It is a requirement that any usage of the Pinky Swear logo be uncrowded. In both examples, “X” represents the amount of space to be left around the logo. The centered version of the logo has an even amount of spacing all around it equal to half the height of the logo. The horizontal, left-aligned version of the logo has an even amount of spacing all around it equal to half the height of the logo.



Logos and Colors | “Do Not...”



Redesign, redraw, animate, modify, distort or alter logo proportions



Surround the logo with – or place in the foreground over – a non-brand color



Change the orientation, rotate or render the logo three-dimensionally



Combine it with other design elements or effects



Modify the size or position relationship of any element within the logo



Replace the approved typeface with any other typeface



Add words, colors, tints, images or any other new elements to the logo

Fonts

Pinky Swear Foundation's only accepted font family is Proxima Nova. Proxima Nova has 16 different variations and eight weights that are acceptable for the Foundation's use:

Thin / *Thin Italic*

Light / *Light Italic*

Regular / *Italic*

Medium / *Medium Italic*

Semibold / *Semibold Italic*

Bold / *Bold Italic*

Extrabold / *Extrabold Italic*

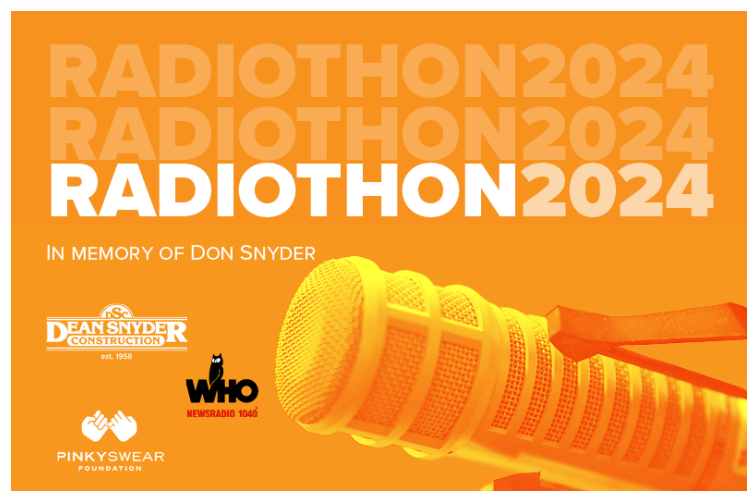
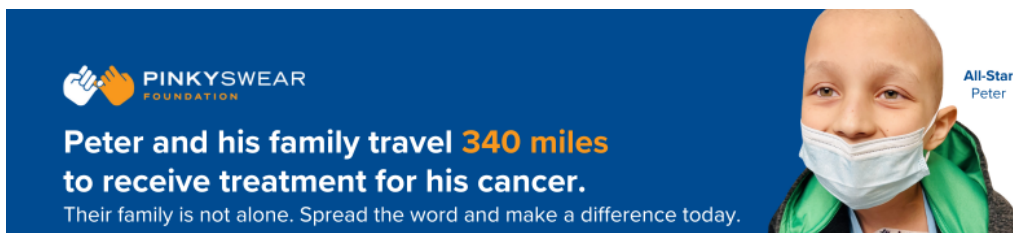
Black / *Black Italic*

**Proxima Nova Condensed or Proxima Nova Extra Condensed should never be used.*

Most communications will use Proxima Nova regular, size 12, for body text with either Proxima Nova bold or Proxima Nova black weights for headers. The web alternative font is Calibri.

Imagery | Photo, Video and Design

In everything we do, Pinky Swear Foundation walks the line between hope and despair; nowhere is that more clearly visualized than in photo and video content. Video and photo content should be a 50/50 mix of positive, feel-good, uplifting imagery and tough-to-swallow, dark, and 'truthful' depictions of childhood cancer. The real story of childhood cancer includes both. All designed pieces should have clarity and a singular focus. Clean lines, high-quality images, and strong colors should be present in all content.



Since childhood cancer knows no zip code, content created and shared by Pinky Swear Foundation should be inclusive of all people. Diversity includes race, color, religion, physical or mental disability, medical condition, gender, sexual orientation, gender identity, and geography. Pinky Swear Foundation aims to match our marketing materials to our program demographics to the best of our abilities.

Social Media Imagery and Language

Pinky Swear Foundation is present on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#). Imagery and video across platforms is very similar. To create a consistent look and feel on social media, a white overlay will be used on all posts. Notably, LinkedIn is often used for more corporate partner-facing content. Language is much more specifically different between platforms:

- Facebook: Used for longer stories, as the platform allows for heavily-narrative content.
- Instagram: Used for visually expressing the stories we tell.
- LinkedIn: Used for celebrating partners and posting about events.
- YouTube: Used for hosting Pinky Swear videos.
- TikTok: Used to tell the Pinky Swear Foundation story, promote fundraisers and events through short video content.



18,000+ followers



5,100+ followers



2,800+ followers



BRAND VOICE AND TONE



BRAND VOICE AND TONE

The Way We Sound

While our message is what we say, our voice is how we say it. The guidelines in this section are the filter we should use for every communication we develop. Pinky Swear Foundation uses The Associated Press Stylebook (AP Style).

Organization Name

“Pinky Swear Foundation” and “Pinky Swear” are acceptable options in all communication contexts. Use Pinky Swear Foundation as the first reference and then Pinky Swear is acceptable thereafter. “PSF” is never acceptable in formal communications, but may be used in informal communication between individuals. Do not use “The” Pinky Swear Foundation.

Brand Personality

Personality is what humanizes our brand, bringing our messages to life with greater emotional strength. These characteristics and qualities define how our brand should look and feel. They are the supporting qualities of our values at Pinky Swear Foundation: Compassion, Collaboration, and Celebration.

How we want people to FEEL about Pinky Swear Foundation

Authenticity | Empathy | Inclusion

How we want people to THINK about Pinky Swear Foundation

Innovation | Focus | Trust

How we want people to ACT with Pinky Swear Foundation

Gratitude | Impact | Success

Tone

Pinky Swear Foundation’s tone of voice is warm, compassionate, and inspiring. We embody a kind-hearted, and positive nature while maintaining a down-to-earth and trustworthy demeanor that creates a sense of comfort.

Language

The language at Pinky Swear Foundation is generally conversational and accessible to a wide audience. The aim is to connect with people on a personal level, so we avoid excessive jargon or

complex terminology whenever possible. The primary language is English, written and spoken with a third-grade reading level in mind.

Keywords

Common Phrases

Kids with cancer	Children diagnosed with cancer	Cancer in children
Children with cancer	Pediatric cancer patients	Cancer affecting kids
Family support	Financial support	Childhood cancer support
Emotional support	Financial assistance	Cancer charity for kids
Comfort and encouragement	Monetary support	Pinky Swear
Financial aid	Funding for kids with cancer	Pinky Promise
Helping kids with cancer		
Keeping the promise		
You are making a difference		
Focus on what matters most – their child		
Pinky Swear Community		
Childhood cancer changes everything		

Useful Constructions

- “Helping, Supporting, Assisting, Empowering... kids with cancer and their families.”
- “Keeping, Making, Continuing..... the promise.”
- “You are.... making a difference, making an impact, influencing change, transforming lives, empowering others.”

DETAILS

Pronouns

In most communications, Pinky Swear Foundation materials use the word “we” to describe the position and activities of the organization. Exceptions would be team member stories told from a first-person perspective or communications between individuals. When communicating directly to donors, using “you” pronouns should be priority.

Definitions

Clearly define terms that may not be familiar to all team members or external audiences, including medical conditions and procedures.

Editorial Voice and Formatting

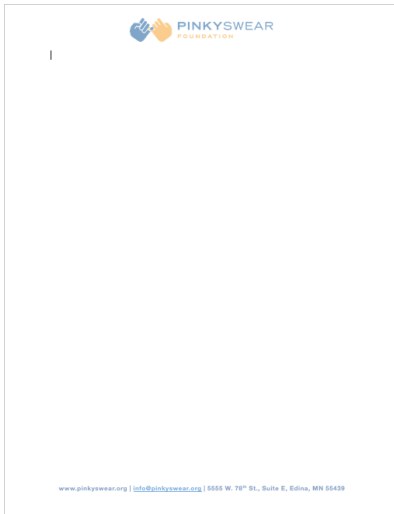
- Get right to the point
- Use active voice rather than passive voice.
- Maintain consistent verb tense.
- Remove these extra words:
 - “just,” “very” “really” “some” “that” “actually” “so”
- Remove these extra phrases:
 - “I wanted to tell you...” “Note that...” “In order to....”
- Avoid long sentences.
- Ensure proper use of commas. We do use the Oxford Comma.
- Use italics or bold for emphasis.
- Separate paragraphs with a blank line.
- The first paragraph should be flush left, not indented.
- Use a single space after a period at the end of a sentence.
- Limit the use of contractions

Capitalization

- Pinky Swear Foundation titles should be written as: Name, Title
- All-Stars should be written as: All-Star First Name
- All-Star parent should be written as: All-Star Name’s parent, Name
 - Ex: All-Star Barrett’s mom, Abby
- Diseases and diagnosis should not be capitalized
 - Ex: cancer, childhood cancer, leukemia
 - *Exceptions include personal names that appear with these kind of terms
 - Ex: Wilms, Hodgkin’s
- On first reference of a disease or diagnosis, spell it out completely. On second reference, abbreviations are acceptable
 - Ex: First reference: acute lymphoblastic leukemia, second reference: ALL

Pinky Swear Foundation Letterhead

A template for the letterhead can be found in the **External Documents** folder for use.



Boilerplate, copyright and trademark use (updated each January)

About Pinky Swear Foundation

Just before nine-year-old Mitch passed away from bone cancer, he made his dad pinky swear promise to always help kids with cancer – even after he was gone. Together, we carry on that promise and continue to support children with cancer and their families with everyday expenses including housing, food, and transportation. To learn more, visit pinkyswear.org.

Copyright and Trademark Use

Copyright and trademark are types of property protection that afford a way to defend against unauthorized use. Below is how to use copyright and trademark symbols in our messaging.

Copyright

© (Year) Pinky Swear Foundation. All rights reserved.

Use this copyright notification line on all marketing materials nationally. Pinky Swear Foundation is the holding organization for all organizational assets and copyrights are registered and owned by the holding organization.

Trademark

Use the [™] symbol with a product/entity name first reference only and should be superscript.

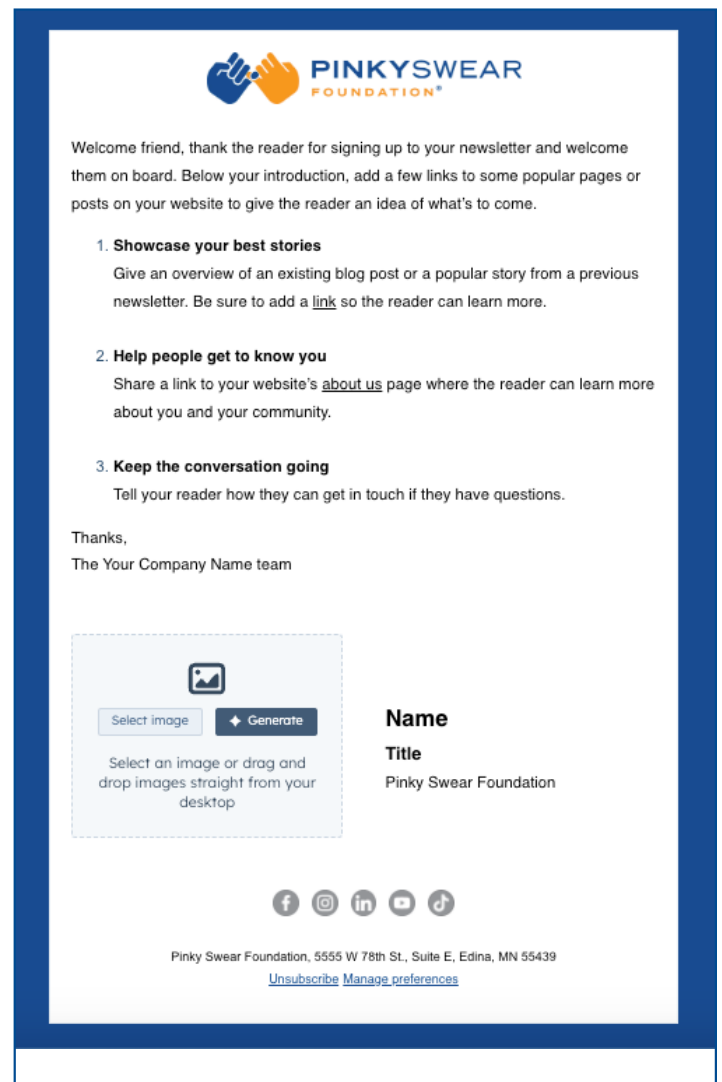
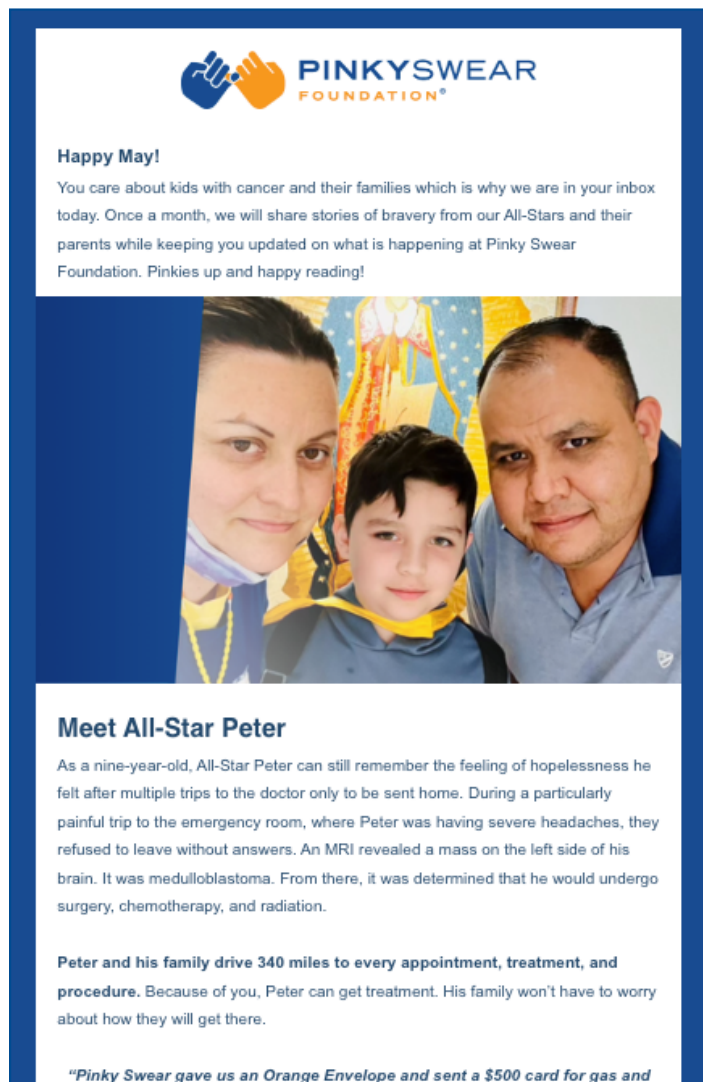
APPLYING THE BRAND



How to use the brand

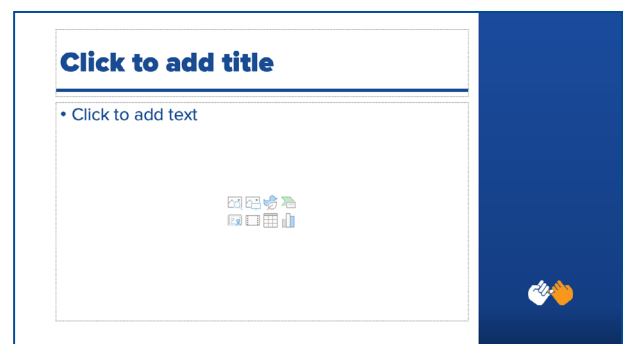
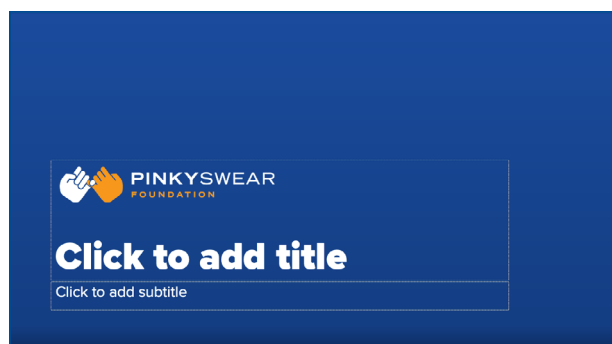
e-Newsletters/Email Templates

E-newsletters are to be sent monthly, mainly focusing on a featured All-Star, upcoming events and any other important news to the general supporter of Pinky Swear Foundation.



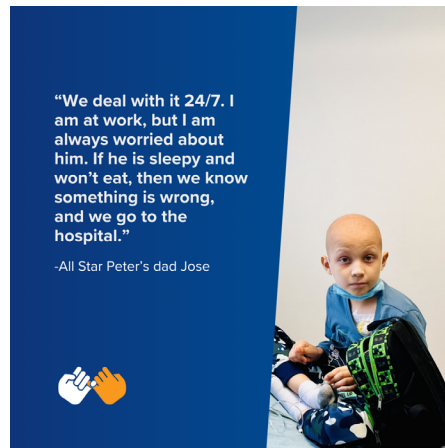
Deck Templates

Presentations (decks) are a commonly used visual medium for expressing thoughts and ideas, both internally and externally. Editable decks can be found in the **External Documents** folder.



Social Media Templates

Built in Canva, these templates are used for all social media posts from Pinky Swear Foundation accounts.



Email Body/Signature (Desktop)

The email signature provides an opportunity for Pinky Swear Foundation employees to sign off with a consistent message and appearance. This is the single approved email signature template. The banner is liable to change as annual campaigns change, as is the linked language below the banner. **Adding pronouns and mobile numbers to your email signature is optional.*

Typeface

Calibri body size 12, RGB black, should be used for the body of the email as well as the email signature. The employee name, as well as the tag below the banner, is bold and italicized. Each employee may decide whether or not they include their mobile number in the signature.

First Last 16 pt font (pronoun/pronoun 12 pt font)

TITLE 12 PT FONT | first.last@pinkyswear.org | o: 000.000.0000 | m: 000.000.0000

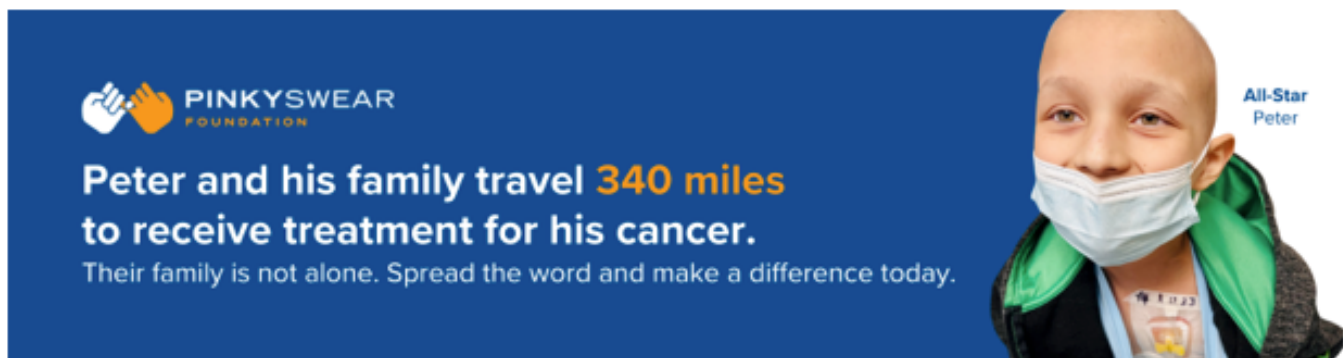
PINKY SWEAR FOUNDATION 12 PT FONT | 5555 West 78th St., Suite E, Edina, MN 55439 | [Check us out on social!](#)

Example:

KATIE RASMUSSEN (She/Her)

MARKETING MANAGER | katie.rasmussen@pinkyswear.org | o: 952.974.9605

PINKY SWEAR FOUNDATION | [5555 W. 78th St., Suite E, Edina, MN 55439](#) | **Check us out on social!**





PINKY SWEAR FOUNDATION

5555 W. 78th St., Suite E,

Edina, MN 55439

952.974.9600 | info@pinkyswear.org