

# THON 2024

## Design Guidelines

Sarah Leonard - 2023

# What is THON?

The Penn State IFC/Panhellenic Dance Marathon, otherwise known as THON, is a top childhood cancer charity. It is led by students at the Pennsylvania State University and attracts thousands of participants each year. Students take part in a 46-hour-long, no-sitting, no-standing dance marathon to raise awareness and funds for children and families impacted by childhood cancer.

What started as a dance marathon with only 78 dancers back in 1973 has blossomed into the largest student-run philanthropy worldwide. As the PSU dance marathon continued to grow and evolve, it became a year-long effort that involved various events leading up to the cumulative dance event. From the THON 5K to the THON Sports Games, all of these efforts are aimed at providing emotional and financial support, spreading awareness, and ensuring funding for critical research — all in pursuit of a cure.

Why Fantasy?

# For The Kids

In designing the THON 2024 logo, the first priority was how it would appeal to the children. How could the logo bring the sense of magic and adventure to children who's day to day life is so void of it? The answer I came up with was a single moment of joy. Two close friends playing together in the vast sky. A fantasy in the truest sense, the kind that all children dream of. I hoped that with my logo, I could bring that fantasy to life for the children who needed it most.

# Logo



# Black & White Logos



# Typography Choices

**Sofia Pro Soft Bold 11pt**

Sofia Pro Soft Light 6pt & 8pt (@2x2in scale)

Sofia Pro Soft is bubbly and fun, the exact feeling that the logo is meant to convey. It has soft curves and bold lines that relate directly to the design choices made. But most importantly of all, it has a very clear readability while still retaining its personality.

# Color Palette

## Sweet Melon Green

#5fc190

Typically, dragons come in one of three colors. Red, black, or green. Unlike the others, green dragons are usually depicted in children's books as the hero, or helper to the hero, of the story, which is one of the goals of the logo. It also helps evoke a feeling of familiarity with the dragon for the children, and a feeling of nostalgia within adults.

## Sour Candy Pink

#f3728e

The pink in the logo was chosen to compliment the green, and to highlight the playfulness the child is feeling.

As a pair, the bright green and pink are very reminiscent of watermelon candy, bringing a fun sweetness to the logo that only increases the feeling of joy already present.



# Logo Usage



**DON'T**  
Drop shadow



**DON'T**  
Add stroke



**DON'T**  
Compress logo



**DON'T**  
Rotate logo



# Logo in Use



Image source: Lyndsay Surkosky, "Family Carnival", 2023.  
Accessed via <https://photos.thon.org/2.0>.