



Together
for Connor



Brand Book

For Internal and External Partners

January 2026

01.

Brand Foundation

Our groundwork for strategic, long-term brand management.

Our Brand Foundation answers the question: What is the Together for Connor brand, and what does it need to stand for in the eyes of our audience?

1. Mission
2. Brand Vision
3. Audiences
4. Brand DNA
5. Personality Traits
6. Positioning

Mission

A brand's mission statement is its reason for being. It answers the questions:

What is our organization's purpose?

Why do we exist?

It is a core anchor for the brand now and into the future.

To encourage individuals to find their inner strength and heroism in facing mental health challenges, suicide or thoughts of suicide, and bullying.

Brand Vision

A brand's vision outlines the impact they want to have. It answers the questions:

What do we want to achieve?

What happens when we've fulfilled our mission?

Vision describes how the world looks when we've reached our ultimate goal as an organization.

A world where every young person feels safe, supported, and strong enough to face life's challenges.

Brand Foundation

Audiences

Donors

Donors are caring, generous professionals who have a personal connection to youth suicide prevention. They typically hear about Together for Connor online and visit the site a few times a year, primarily to donate or learn about the org's news and events.



Volunteers

Though they work full time, volunteers use their free time to do emotionally challenging work. They are caring and dedicated people who learned about the organization from friends and are passionate about our mission and mental health awareness.



Adult & Peer Supporters

Supporting adults are typically parents, guardians, caretakers, teachers, other youth serving professionals, or simply friends. This group cares deeply, and wants to support subjects of bullying, youth suicide and those struggling with mental health.



General Public

This group includes anyone who is interested in learning about the mental health issues experienced by young people who are subjects of bullying and those who have experienced youth suicide. They could even be members of the press or researchers.



Brand Foundation

Brand DNA

Living Tribute

Together for Connor exists as a living tribute to Connor's story and spirit. Every action taken carries his memory forward in a way that inspires change.

Strong Community

We believe no one should face mental health struggles or bullying alone. By building a safe and supportive network, we foster connection, trust, and belonging.

Gentle Healing

Healing takes time, compassion, and care. We create spaces where individuals feel seen, supported, and encouraged on their journey.

Bold Awareness

We are unafraid to spark conversations about mental health and suicide prevention. By breaking stigma, we open doors for dialogue, understanding, and action.

Growing Strength

Like nature, strength develops slowly but powerfully. We encourage resilience and growth in youth and families facing life's hardest challenges.

Lasting Action

Awareness alone isn't enough—it must lead to real support. We turn compassion into concrete impact through resources, funding, and advocacy.

Personality Traits

Our traits	We are	We are NOT
Compassionate	<ul style="list-style-type: none"> ✓ Centered on empathy and understanding ✓ A safe space for youth and families ✓ Driven by care, not judgment 	<ul style="list-style-type: none"> × Cold or clinical × Dismissing of personal struggles
Empowering	<ul style="list-style-type: none"> ✓ Focused on building resilience ✓ Encouraging open conversations ✓ Inspiring action and support 	<ul style="list-style-type: none"> × Victimizing or patronizing × Overly heavy without hope
Grounded	<ul style="list-style-type: none"> ✓ Rooted in real experiences ✓ Guided by Connor's story ✓ Balanced between professional and approachable 	<ul style="list-style-type: none"> × Corporate or sterile × Trendy without substance
Inclusive	<ul style="list-style-type: none"> ✓ Welcoming to all backgrounds ✓ Centered on community and togetherness ✓ Respectful of different needs and voices 	<ul style="list-style-type: none"> × Exclusive or elitist × Overly academic or inaccessible
Courageous	<ul style="list-style-type: none"> ✓ Willing to face hard conversations ✓ Advocates for change in schools and communities ✓ Honest and transparent in our mission 	<ul style="list-style-type: none"> × Silent in the face of bullying or stigma × Afraid to challenge harmful systems

Positioning

A single, all-encompassing concept that everything we do ladders up to—our positioning provides a lens that establishes the distinctive space we seek to occupy, and differentiates us from the competition.

Encouraging
individuals to find
their inner strength
and heroism.

Encouraging individuals to find their inner strength and heroism.

We save young lives every single day.

When youth are struggling with thoughts of suicide or overwhelming mental health challenges, we're here to remind them they are never alone—whenever and wherever they reach out.

Through compassionate crisis care, we help them tap into their inner strength and resilience. But we don't stop there. We work to build a world where every young person feels supported, validated, and seen—so they can thrive, not just survive.

The result? Real, lasting impact. We help young people believe in the possibility of tomorrow, and the future they deserve.



Brand foundation overview

Our Audiences

Primary:

Subjects of youth suicide
Mental health advocates

Secondary:

Adult & Peer Supporters
General Public

Mission

To encourage individuals to find their inner strength and heroism in facing mental health challenges, suicide or thoughts of suicide, and bullying.

Brand Vision

A world where every young person feels safe, supported, and strong enough to face life's challenges.

Brand Positioning

Empowering individuals

Our Goals

Create and share resources to educate and raise awareness about mental health challenges, suicide or thoughts of suicide and bullying

Provide financial support for summer camps, education, and mental health counseling services

Collaborate with aligned organizations

Brand DNA

Living Tribute • Strong Community • Gentle Healing • Bold Awareness • Growing Strength • Lasting Action

Personality traits

Compassionate • Empowering • Grounded • Inclusive • Courageous

02.

Logo(s)

PRIMARY LOGO



The primary logo should be used in full color whenever possible and on dark backgrounds which as Dark Teal or Black.



The primary logo should be single color when used on light backgrounds such as white, gray, Light Green or Bright Yellow.

Clearance, Usage & Minimum Size

Logo clearance

In order to provide adequate space around the primary logo there should be a minimum of .35 inches or 25 pixels of breathing room all around the Together for Connor logotype so it's visually balanced.

Logo use

The primary logo is the main voice of the brand and should be used in full color whenever possible, or solid Dark Teal.

Minimum Size

The minimum size of the primary logo is 2.3 inches (221 pixels) wide by .5 inches (48 pixels) in height.

Minimum Clearance Space: 25 pixels or .35 inches



Logo dos



DO give the logo its specified padding.



DO Use the solid color Dark Teal version of the logo when using a light colored background (Light Green or Bright Yellow).



All black logo use is limited and should be only utilized when no color printing is available or for external partnerships.

Logo don'ts

The logo must always appear in approved brand colors and should never be altered, recolored, or placed within shapes, strokes, or outlines. It is boundaryless by design, and container styles are not part of the logo. Below are visual examples of what not to do with the logo.



DO NOT rotate logo.



DO NOT modify heart position from type.



DO NOT outline heart symbol.



DO NOT change leading.



DO NOT stretch logo.



DO NOT modify type alignment.



DO NOT apply drop shadows.



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The secondary logo, in its vertical format, should be used in situations where the horizontal primary logo does not fit comfortably or clearly, such as in narrow or stacked layouts. The full color version shown above should be used on dark backgrounds.



Together
for Connor

The secondary logo, in its vertical format, should be used in situations where the horizontal primary logo does not fit comfortably or clearly, such as in narrow or stacked layouts. It must always appear in a single color on light backgrounds—white, gray, light green, or bright yellow—to ensure proper contrast and brand consistency.

Clearance, Usage & Minimum Size

Logo clearance

In order to provide adequate space around the secondary logo there should be a minimum of .35 inches or 25 pixels of breathing room all around the Together for Connor logotype so it's visually balanced.

Logo use

The primary logo is the main voice of the brand and should be used in full color whenever possible, or solid Dark Teal.

Minimum Size

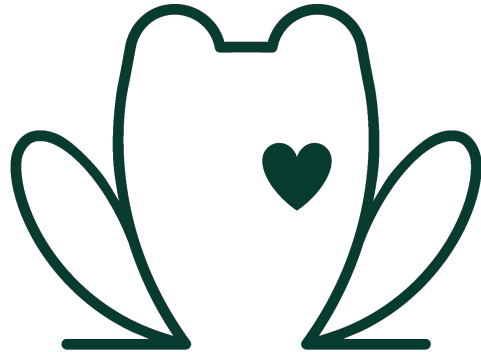
The minimum size of the secondary logo is 1.5 inches (144 pixels) wide by 1.3 inches (125 pixels) in height.

Minimum Clearance Space: 25 pixels or .35 inches





See mark use on next slide.



Clearance, Usage & Minimum Size

Logo clearance

In order to provide adequate space around the frog mark there should be a minimum of .35 inches or 25 pixels of breathing room all around the frog mark.

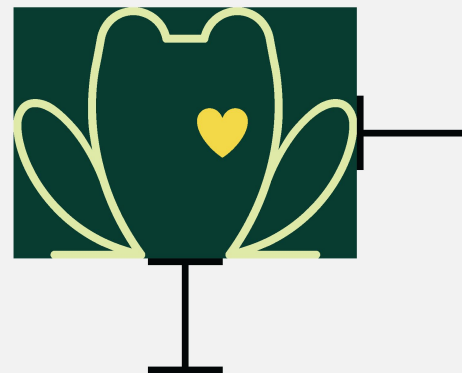
Mark Use

The frog mark should be used sparingly to preserve its meaning and impact. When it appears, it should be accompanied by the *Together for Connor* name or primary/secondary logo to maintain a clear and consistent connection to the organization. The frog mark should never be used on its own for product placements or communications. The mark can be used by itself as a background element or texture in a lighter opacity (50%), but should still be accompanied by the primary or secondary logo on platforms where branding is not present. Instagram, Tik Tok and Facebook are considered branded platforms.

Minimum Size

The minimum size of the frog mark is .75 inches (72 pixels) wide by .55 inches (53 pixels) in height.

Minimum Clearance Space: 25 pixels or .35 inches



Usage

The single line logotype should be used only for promotional items when the minimum size requirements cannot be met using the primary or secondary logo. The same rules for color usage should be applied similar to the primary logo. An example of a product where you would use this logo are **pens** and **wristbands**. The reason to use this logo in those cases is due to the horizontal nature of the product. Additionally, the imprint area is so small that the Frog Mark would not be legible.

Together for Connor

03.

Color and Textures

Color Palette

Our primary color palette consists of bright and optimistic hues, providing us with ample flexibility for our design system.

We can also create 15% tints of our colors as needed.

Dark Teal

RGB 3,60,48
HEX 033C30
CMYK 89,49,74,57

Light Green

RGB 224,234,168
HEX E0EAA8
CMYK 14,0,43,0

Bright Yellow

RGB 244,215,72
HEX F4D748
CMYK 5,11,84,0

Pale Gray

RGB 243,244,245
HEX F3F4F5
CMYK 3,2,2,0

Black

RGB 0,0,0
HEX 000000
CMYK 100,100,100,100

Accessible Colors

Good contrast between text and background is essential. It makes content more readable across the board, and helps those with vision impairments. Use the following text color on backgrounds. Please note on black backgrounds you can use the same colors listed on the dark teal color swatch.

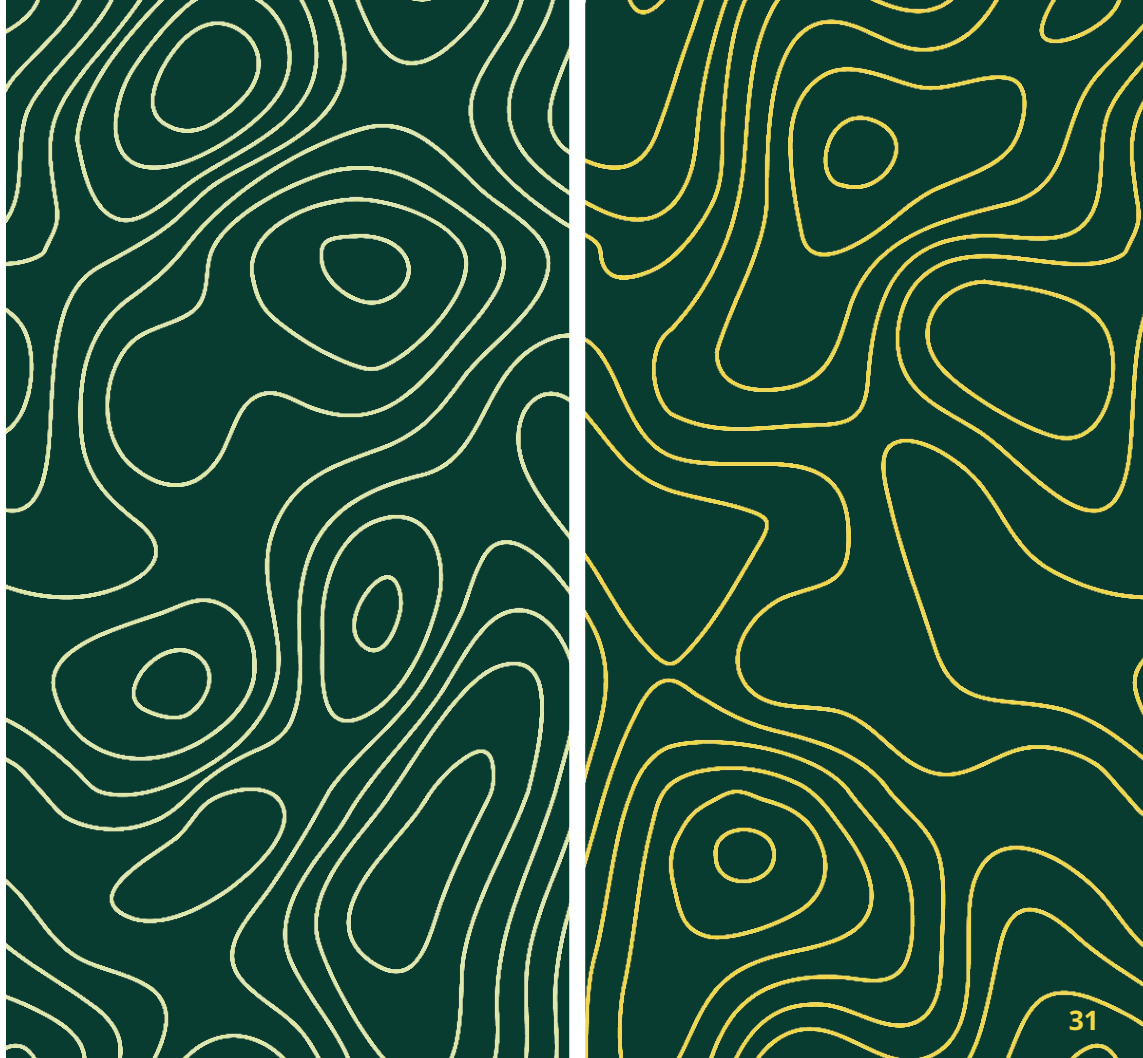
Light Green Bright Yellow White
Dark Teal Black
Dark Teal Black
Dark Teal Black

Gradient Mesh

The gradient mesh is a mix of dark teal and bright yellow from the color palette. It can be used in a vertical and horizontal format as a background texture. Please ensure proper contrast and color accessibility is taken into account when laying text over the gradient mesh.

Topography Texture

The topography texture can be used as a background element on different items for digital and print purposes. It should be used on a dark teal background at full opacity or 50%. Please ensure type accessibility when using these textures. The texture has two options light green and bright yellow and should be used individually not together at the same time. Please note the divider line on this slide separating light green and bright yellow.



04.

Brand Typography

Nunito Sans

Extra Bold, Bold, Semi Bold, Medium, Normal, Light

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Nunito serves as the brand's primary font. This font family contains a wide range of weights providing ample flexibility.

[Google Fonts](#), [Adobe Fonts](#)

AaBbCc

123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#&*

Open Sans

Extra Bold, **Bold**, **Semi Bold**, **Medium**, **Normal**, **Light**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

[Google Fonts](#), [Adobe Fonts](#)

AaBbCc

123

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz
0123456789
!@#&*

Mymerve

Bold, Normal

Mymerve is a handwriting typeface designed to annotate and comment on documents with a fresh style. In addition, two sets of alternates allow variations when letters are repeated to emulate realistic script, together with some ligatures for frequent combinations. It can be used for informal texts, notes, or any project that would benefit from a casual script looking font. With a Latin Plus language coverage currently supports 219 Latin based languages.

[Google Fonts](#), [Adobe Fonts](#)

AaBbCc

123

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz
0123456789
!@#&*

Mymerve is a handwritten font used very sporadically throughout the brand as a way to give emphasis to a certain words within a headline or quote cards. The conservative use of this expressive font adds just the right touch of expression to the super clean system, so it's important to not over do it.

Nunito Sans

Nunito Sans should be used primarily as a header or subhead. It can be used as body copy in some instances.

Open Sans

Open Sans should be used primarily as body copy. It can be used as a subhead or header in some instances.

Mymerve

Mynerve is a decorative typeface used to add personality to the brand. It can be used as a header sparingly. It should not be used as body copy.

*Additional stylized typefaces part of the Adobe type kit can be used for specific advertisements or promotional pieces when necessary. However to maintain brand integrity and recognition this should be done on occasion. To avoid licensing issues **DO NOT** download and upload fonts to Adobe Express and **ONLY** use available fonts.*

05.

Applications



Connor's Story

Connor was a kind, witty, and intelligent child, who still had a lot to offer this world. After struggling with his own mental health challenges and bullying, Connor tragically took his own life at the age of 15 years old. He was a gift to all of us who continue to mourn his tragic loss.

Together for Connor aims to encourage others to find their own inner strength and heroism in facing mental health challenges, suicide or thoughts of suicide, and bullying that affects so many of today's youth and young adults. We plan to use our resources to provide education, support, and awareness to our youth, schools, families, and the community at large in the hopes that no one else suffers as Connor did and those who have survived such a tragic loss.



Together for Connor

Together, we're building a more compassionate world.

Learn more. Get involved. Make an impact.
Email: info@togetherforconnor.com

Follow & Share:
Facebook, Instagram, Twitter, YouTube icons
[@togetherforconnor](https://www.facebook.com/togetherforconnor)

Scan QR Code for more info





Together
for Connor

Our Mission

To encourage individuals to find their inner strength and heroism in facing mental health challenges, suicide or thoughts of suicide, and bullying.

Scan QR Code to learn more



[f](#) [@](#) [@togetherforconnor](#)




 Together
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I don't really have a hero in my life, so I guess I try to be my own. A hero is someone you look up to, someone who inspires you. A hero is someone you wish you could be. Someone strong, someone brave, someone who does the right thing. That's why I strive to be my own hero, because hopefully somewhere along the way I'll become somebody else's as well.

Connor Tronerud, 2017

Connor's Story

Connor was a kind, witty, and intelligent child who still had a lot to offer this world. After struggling with his own mental health challenges and bullying, Connor tragically took his own life at the age of 15 years old. He was a gift to all of us who continue to mourn his tragic loss.

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togetherforconnor.com
 @togetherforconnor

Scan QR Code for more info






The image shows a business card for 'Together for Connor' tilted at an angle. The card is dark green with a yellow border. On the left side, there is a white logo consisting of two stylized hearts, one larger than the other, with a small yellow heart in the center of the larger one. To the right of the logo, the text 'Together for Connor' is written in a white, sans-serif font. On the right side of the card, there is a photograph of a woman and a young boy smiling together. To the right of the photo, the name 'Teresa Tronerud' is printed in white, followed by her title 'Vice President, Co-founder', her email address 'teresa@togetherforconnor.com', and her phone number '508-868-1418'. Below this contact information are icons for Facebook, Instagram, and YouTube, followed by the handle '@togetherforconnor'. At the bottom right of the card, the text 'Scan QR Code for more info' is written above a square QR code.



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Thank you!

January 2026

