

girls  
inc.



BRAND BOOK



# Table of Contents

PURPOSE AND CONTENTS	3
STRATEGY	6
KEY MESSAGES	14
tone and voice	20
CORE BRAND ELEMENTS	30
COLOR PALETTE	39
TYPOGRAPHY	43
GRAPHIC ELEMENTS	48
PHOTOGRAPHY GUIDANCE	54
PROFESSIONAL DOCUMENTS & SIGNS	60
OTHER GUIDANCE & RESOURCES	70



# Purpose and Contents

*The **Girls Inc.** brand is the ultimate articulation of who we are.*

It is the most important asset we have in communication. We must work together to build a brand that is strong, relevant, and differentiated.

This guide outlines the way **Girls Inc.** presents itself in the world, via the messages we wish to communicate with our audiences, and the graphics that enhance our brand recognition.

Our tone, voice, logo, colors, fonts, and girls' photos are critical components to enhance our brand recognition and positioning among key audiences. This guide provides direction on developing communications that reflect the power of the **Girls Inc. Experience** and the value of our mission.



*This guide has been updated to build on the strength of our brand and to further streamline **Girls Inc.** communications*

In 2021, **Girls Inc.** completed and kicked off a five-year strategic plan, Leading Through Innovation & Resilience, which required that we evaluate the current positioning of the brand, its relevance, and differentiation in the marketplace. Our aim was to identify key strengths and areas of opportunity for the future growth and success of the organization.

After a deep dive at both the national and local level, a look at the category landscape, surveying both our audience and key stakeholders, and contextualizing **Girls Inc.** in culture, we found that we have a strong brand identity in our category, which does stand apart.

We also uncovered opportunities to continue to evolve our brand and to do so through a more consistent brand expression, as well as cement our identity as both a leading direct service provider and advocate for equity.

The result of our audit did not require any major re-inventions; rather some key evolutions and extensions in brand expression that will help:

- Provide more consistency across our entire communications ecosystem (which will support brand awareness, memorability and distinctiveness).
- Deepen new and existing audiences' understanding of what we do.
- Engage audiences in the extent of our impact on the lives of girls and communities across the country.



# What's new in the revised 2022 Girls Inc. Brand Guidelines

## Suggested key messages and support points

Much of our messaging is about our many important focus areas. What has been missing is a big-picture vision, clear introduction, and ownable space. To that point, we have provided high level messages to use in communicating what we do, why we do it, how we do it, and the impact the full **Girls Inc. Experience** has on our participants.

## Expanded color palette, typography, and instructions for use

Our core colors are identifiable and strong. Our goal is to build on that equity with an expanded palette to inject new energy and modernize the brand, while still keeping the **Power of Red** at the forefront of everything we do. We have also added a new font that provides more variety to the design system. Univers is still our primary font but the visual weight and character of Lato allows for contrast in headlines and quotes.

## Enhanced guidance on branding through owned element and photography

Using social media, websites, and other online forums present a unique opportunity to advance the **Girls Inc.** brand. Photography is key in showing the work that we do. The updated guidelines include direction that expands on how we capture photography for use across these channels.



# Strategy

*The concepts on the following slides summarize our unique point of view and the identity of our organization. They are intended to inform how we present ourselves to our key audiences.*

*All of our external messaging and brand expression should be grounded in these aspects of who we are.*



# Brand house components

**Vision**

*The loftiest ideal of what we believe as an organization that the world will look like*

**Mission**

*Tactically, and highest level, how we are working to achieve our vision*

**Brand  
Positioning**

*The meaningful role we want to hold in our partners' minds*

**Value  
Proposition**

*A clear and competitive statement differentiating what we offer compared to others in our field to serve our audience's unmet needs*



## VISION

*Powerful girls*  
*in an*  
*equitable* society.



*Inspiring all girls to  
be strong, smart,  
and bold.*

MISSION



BRAND  
POSITIONING

The *pre-eminent* girls'  
leadership organization  
*equipping girls* to reach  
their full potential.



*Girls Inc.* equips girls – particularly girls from low-income communities and girls of color – to *succeed and lead* while advocating for an end to inequity and discrimination.

VALUE  
PROPOSITION



## **Why the focus on girls from low-income communities and girls of color**

*Girls Inc. primarily serves girls and young women with historically-marginalized intersecting identities. 78% identify as girls of color. 62% live in households earning \$30K a year or less.*

*Girls are the leaders our future needs. Yet every day, girls encounter social and systemic barriers that threaten their ability to succeed. For girls in low-income communities and girls of color—who experience even greater inequities—the obstacles are more significant. Girls from low-income communities and girls of color disproportionately lack access to safe and supportive schools, sports and extracurricular activities, college and career preparation, and economic opportunity. Despite the inherent promise that girls represent, tremendous challenges still stand in their way: obstacles to their physical and socio-emotional wellbeing, inequities in educational opportunities, and discouragement, even outright suppression, when they try to speak for themselves and others. At their root, many of these challenges result directly from poverty, bias, health challenges, and trauma.*



## Why the focus on **girls from low-income communities and girls of color**

GIRLS INC. INCREASES OPPORTUNITIES FOR GIRLS WHILE **MAKING SOCIETY MORE EQUITABLE FOR ALL GIRLS**. We must prepare every girl to discover her strengths, find her power, and create change in her own life and in the world around her. When we give girls tools and opportunities, not only do they change their own circumstances, they also change the circumstances of others around them. They change the world.

Girls Inc. embodies the premise that girls are full of inherent strengths, even as they are marginalized by the outside forces of institutional racism and sexism. The Girls Inc. Experience is the evidence-based solution that engages and embraces the community in its application; a thoughtful model that responds specifically to the problems created by institutional barriers:

- Staff reflect their communities and possess a deep understanding of the challenges faced by girls with historically marginalized intersecting identities;
- All girl, pro-girl safe spaces give girls a chance to unlock their strengths and thrive; and
- Evidence-based programming is developed and iterated by or with affiliates in the context of their communities.



# Key Messages

*This outlines the way Girls Inc. vocally presents itself in the world, as well as the main messages we wish to communicate to our audiences.*



### *What we do*

Girls Inc. is building the new generation of strong, smart, and bold leaders.

### *What we are*

Girls Inc. is the longest-running girls' leadership program.

### *Why we do it*

Girls Inc. believes in powerful girls in an equitable society.

### *How we do it*

The Girls Inc. Experience provides comprehensive and interactive leadership development to equip girls with the knowledge and skills to reach their full potential and the support to actively realize it.



# Girls Inc. is building the new generation of strong, smart, and bold leaders

*Girls Inc. inspires all girls to  
be strong, smart, and bold.*

**Girls Inc.** is a network of local organizations that works with schools and in communities across the United States and Canada. Through direct service and advocacy we equip girls - particularly girls from low-income communities and girls of color - with the knowledge and skills to effect positive changes in their lives and to become leaders who will change the world.

Our professionally trained staff and volunteers provide mentorship, safe spaces, and programming that address the unique challenges girls face and are proven to help girls succeed. We cultivate physically and emotionally safe environments where girls are encouraged to take risks, learn from experiences, and grow. Girls build the knowledge, skills, and confidence to push for change and we work with them to advocate for policies to overcome the social and systemic barriers that threaten their ability to succeed.

Together with partners and supporters, **Girls Inc.** is building the new generation of strong, smart, and bold leaders.



# Girls Inc. is the longest-running girls' leadership program

For nearly 160 years, Girls Inc. has been evolving with girls, equipping and supporting them to best meet the challenges and opportunities of the day and to envision and advocate for a more equitable and sustainable future.

Girls Inc. is the leading expert on girls. Our deep history of working with and for girls has informed our knowledge base and has guided our approach in the development of programs and experiences that change the trajectory of girls' lives and prepare them for life-long success.

Girls Inc. has served millions of girls across the United States and Canada. Our participants and alumnae are shining examples of leaders and role models for all girls and young people.



# Girls Inc. believes in powerful girls in an equitable society

We believe girls are capable and powerful now, and when they reach their full potential they can do even more—they can change the world. Girls Inc. provides girls—particularly girls from low-income communities and girls of color who experience greater inequities—with opportunities to grow, lead, and fully participate. They in turn transform their lives, their communities, our companies, our governments and realize their vision for an equitable world.

The more girls have access to the right support and resources, the stronger, more informed, and bolder they can be, and the more they are equipped to demand positive changes for themselves. As leaders and advocates, they will reshape their relationships and workplaces, and advance equity and justice for all, even those in the most underserved communities.



# The Girls Inc. Experience provides comprehensive and interactive leadership development to equip girls with the knowledge and skills to reach their full potential and the support to actively realize it

**Girls Inc.** programming addresses all aspects of a girl's life and has proven effective in developing the girl to be healthy physically and mentally, educated through academic enrichment and support, and independent through life skills.

A pro-girl environment encourages girls to be their authentic selves.

Trained staff and volunteers build mentoring relationships; participants also find lasting friendships with others who share common goals, drive, mutual respect, and high expectations.

**Girls Inc.** works with girls to advocate for equity and social justice, changing lives and culture **by equipping participants to succeed as their most powerful selves** and to be resilient leaders in their communities and beyond.

We advocate especially for the needs of girls from low-income communities and those who may face discrimination because of their gender, race, religion, ethnicity, immigration status, disability, socioeconomic status, sexual orientation and gender identity.



# Tone and Voice

*Our tone and voice are essential to brand presence, indicating to our audiences who we are and what we stand for. How we talk (and write) should:*

- 1. Center girls' voices*
- 2. Be reflective of the experiences of our participants*
- 3. Be inclusive, respectful and welcoming to all young people*



# Tone

## *For girls with girls*

Our approach demonstrates our authentic connection with girls and is presented in their voices, through their eyes and in terms of their experiences and achievements.

## *Young & inspired*

To connect with and build support for the new generation of strong, smart, and bold leaders. Everything we say and do should be as informed and enthusiastic as they are.

## *Welcoming & inclusive*

We celebrate every race, every community, and everyone who identifies as a girl. All girls are represented in a manner which is relevant and respectful.

## *Head-on & heartfelt*

Strong, smart, and bold girls don't need to sugar-coat or shy away from serious issues and truths. So we don't either. We address them with care and respect in a straightforward manner.



# Voice

## *Proud not prideful*

We celebrate resilience and success in a manner that is as spirited as the girls we support.

We should **let their achievements do the talking.**

## *Powerful not patronizing*

We are not here to “help” girls or give them their power. We equip girls with the resources and support they can use to **make the most of the power they naturally possess.** Everything we communicate honors that.

## *Engaging and concise*

Bite-sized content is easier to engage with and likely to be remembered. So, the more **simple, succinct and personalized** our messaging, the better.



# Girls Inc. Statements

The following statements have been pulled from existing Girls Inc. documents. In some cases, minor edits have been made, and further editing or even evolutions of these statements may occur. Should a need arise, decisions on those changes will be guided by the **Girls Inc. Collective Deliberation Agreements**.

Girls Inc. recently embarked on a process to create a culture where we are communicating, discussing, and making decisions using an inclusive, consistent model of respect, with agreed-upon norms, centered on girls and the values and mission of Girls Inc. Our ultimate desire is to create a culture of **brave spaces** where decisions can be made. This process aims to move important conversations forward that can be difficult, contentious, and exclusionary so that as a network, we can have healthy dialogue and make effective decisions.

Please refer back to this document for updates.



# Gender-expansive language

While Girls Inc. is committed to serving girls, we acknowledge the need to use more gender-expansive language to respect the gender identity of actual youth participants. Participants include cisgender girls, non-binary youth, questioning youth and trans youth.

Our network of affiliates know their participants and their communities best. We recommend including language such as 'youth' and 'participants' instead of 'girls' if that feels more appropriate. This does not change Girls Inc.'s mission nor its identity as the expert on girls.

Using gender-expansive language to refer to youth allows affiliates to enact and create a "diverse inclusive, equitable environment where all can thrive."



# Gender equity is at the core of what we do

Girls Inc. supports the right of every person to express themselves with originality and enthusiasm and to resist gender stereotypes — including anyone who identifies as a girl and those who are exploring their gender identity or expression during their time at **Girls Inc.**

It is our conviction that gender equity will only be achieved when young people have the opportunity, the resources, and the freedom to become the people they want to be.

**Girls Inc.** is committed to building a culture of inclusivity, one in which each child is recognized, valued and can freely explore and celebrate their strengths, their voice, who they are today and who they will become.



# Girls Inc. supports LGBTQ+ youth

At Girls Inc., we are committed to **building the new generation of leaders** and an equitable society where all young people grow up knowing they are loved, they are valued, and they are embraced as they are.

**We stand with LGBTQ+ youth** and continue to advocate for the rights and dignity of girls and all youth — especially those disproportionately impacted by harassment, violence, and trauma.

It is critical that young people have access to a safe and supportive school environment, a life free from discrimination, and the right to show up as their authentic selves.

We are committed to providing girls access to inclusive environments where they feel seen and appreciated, as well as to connect girls with community resources for understanding and learning about issues of sexual orientation and gender identity.



# Comprehensive Sex education is essential

Girls Inc. believes that all youth deserve the knowledge and resources they need to take ownership of their health, which in turn allows them to exercise more control over their lives— including their education, relationships, careers, and overall economic security. We believe in giving girls and all youth access to information and tools to make decisions that are best for them, for their future.

Our healthy sexuality programs provide girls knowledge, support and skills to lead fulfilling, safe and healthy lives.

This content is inclusive of all gender and sexual identities and addresses important topics like consent and healthy relationships, which reduces girls' vulnerability to contracting sexually transmitted infections, experiencing an unplanned pregnancy, or missing the signs of an unhealthy relationship.



# Girls Inc. stands up for racial equity

Girls Inc. is committed to fight alongside and for girls against racism, sexism, inequity, and all forms of oppression. We believe that the systemic inequities of the world can be fixed. Every day we provide girls the support to become the new generation of leaders essential to an equitable society.

At Girls Inc., we believe democracy is stronger when everyone is engaged and included. We equip girls with tools to improve critical thinking skills and effectively lift their voices to advocate for equity, combat systematic racism and to fight for free and fair elections.

We believe every girl deserves equitable access to education and the key guidance to overcome the discrimination or other obstacles she may face because of gender or race. We believe it is our responsibility to make sure girls have all the tools and support, and even the optimism, that they will need to fix our broken systems and find a better way forward.



# Core Brand Elements

*Graphics, including our logo, colors, fonts, and girls' photos, are critical components to enhance our brand recognition and positioning among key audiences.*



# Logo

The **Girls Inc.** logo is the primary visual element of the organization. The logo is proprietary, synonymous with the organization, and the most important representation of our brand. Communications should always display the **Girls Inc.** logo in accordance to the guidelines found within this document.

The logo is a piece of artwork and is not available as a font. The minimum acceptable size for all uses of the logo is 16 points to ensure clarity and impact. The logo should not be contained in a box.

The primary color for the **Girls Inc.** logo is red. The following are all acceptable forms of the logo.



PRIMARY LOGO

Red is the signature color for the organization and should be used before other variations are considered.



WHITE LOGO



GREY LOGO



BLACK LOGO

**NOTE:** Use of trademarks is not necessary. The white Girls Inc. logo is represented in the grey box so it can be seen on the page but should appear without the box when used.



# Logo & Tagline

The tagline “Inspiring all girls to be strong, smart, and bold” is another core element of the **Girls Inc.** brand. This tagline defines **Girls Inc.** further; it creates a strong statement when linked with the logo.

Use a serial comma for the tagline when spelling out “and” (strong, smart, and bold). Forego the use of a serial comma when using an ampersand (strong, smart & bold).

The configurations shown here and on the following pages demonstrate the acceptable ways to combine the logo with the tagline.

The logo for Girls Inc. features the word "girls" in a lowercase, rounded, sans-serif font, with the "i" having a dot. Below "girls" is the word "inc." in a bold, uppercase, sans-serif font, also with a dot on the "i".

Inspiring all girls to be  
strong, smart, and bold



# Logo & Tagline

Always set the tagline in Univers (T1) 45 Light. The typographic style for the tagline has been designed to be compatible with the logo. **Do not change the style in any way.**

The tagline uses a capital “I” and no period at the end of the phrase. It may be set in one, two, or three lines. The words “Inspiring all girls” should always be on the same line.

The configurations shown here demonstrate the acceptable ways to combine the logo with the tagline.

girls  
inc.

Inspiring all girls to be strong, smart, and bold

girls  
inc.

Inspiring all girls  
to be strong,  
smart, and bold

girls  
inc.

Inspiring all girls to be  
strong, smart, and bold



# Logo & Tagline

The spacing for each configuration of the logo and tagline is deliberate. Each configuration is based on specific amounts of space as determined by the sizes of the logo and the text. It must not be altered or adjusted.



Acceptable HORIZONTAL  
version of the Girls Inc. logo.





# Logo

## *with affiliate names*

Girls Incorporated is the legal name of the organization. However, **Girls Inc.** is also an acceptable legal name. We now use **Girls Inc.** to refer to ourselves. It should be used in all external facing documents.

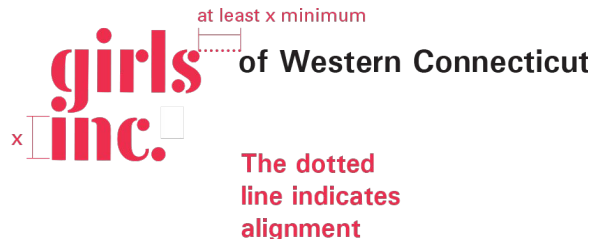
Affilia

te names should appear as **Girls Inc. of** (insert affiliate name here). As appropriate, we encourage you to also use the **Girls Inc.** logo with the tagline instead of the affiliate name to reinforce the mission.



Size and spacing relationships between the logo and typography

Affiliate name should be sized to “y” when attached to logo



The dotted line indicates alignment

Set your affiliate organization in Univers (TT) Bold in upper and lower case:  
**of Fort Smith**

For names of affiliates with more than one location, set the name on two lines if necessary:  
**of Greater Philadelphia  
and Southern New Jersey**



# Logo

## & member organizations

Dually affiliated organizations use the **Girls Inc.** logo followed by affiliate name and of/at \_\_\_\_\_ (or as used by your particular affiliate). Affiliate names should be set in Univers 65.

For affiliates who are United Way agencies who also use the logo, please follow the example here. Text should be set in Univers (T1) 45 Light. These guidelines should be used on all major printed communications including letterheads, brochures, and newsletters.





# Logo Don'ts

Examples of **incorrect** versions of the **Girls Inc.** logo are shown here. The **Girls Inc.** logo should never be manipulated to change its size, appearance, or layout. Changes to the logo, including inserting it within a contained area, altering its spacing, kerning, or area of isolation is not acceptable.



Do not alter the letter spacing or manipulate the logo.



Do not place the logo in a shape.



Do not present the logo in an outline form.



Do not print the logo in two different colors.



Do not break the logo into stripes or other patterns.



Never use the word "incorporated" in the logo.



Do not transpose the logo into a horizontal configuration.



# Social Media Profile Image

Groups that have a central organization and affiliates help everybody when there are clear guidelines that reinforce the brand experience. These can be flexible, but at least at the logo level should be consistent.

## Do's



For consistency, we will now move to a red circle with the logo in white as the profile icon. Make sure that there is enough space from the edges so that the logo and affiliate name doesn't get cut off.

## Don'ts





# Color Palette

*Our core palette of bold and recognizable colors—red, white, black, and grey—is foundational to Girls Inc. The additional colors provided within are intended to be complementary and wide-ranging in order to provide flexibility and a new energy. This will provide cohesion and renewed excitement across our various campaigns and social media content.*



# The Power of Red

Girls Inc. Red is a core element of our brand.

Red provokes the strongest emotions of any color. It highlights the boldness of our girls and our brand.

When our girls wear red and branded shirts to events, they represent our brand and stand out as the strong, smart, and bold leaders they are.





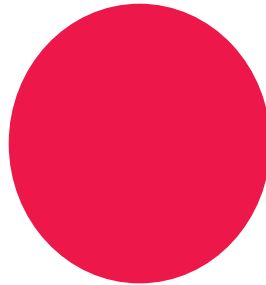
## PRIMARY PALETTE

The Primary Palette for **Girls Inc.** includes the bold Pantone Red (PMS 192) as well as White, Pantone Grey (PMS 430) and Black. These Pantone ink colors look slightly different on coated and uncoated paper stocks. Never tint PMS 192 (i.e., use it at less than 100% strength).

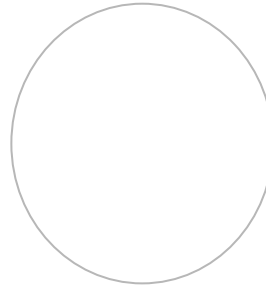
The Secondary Palette that has been added for **Girls Inc.** includes Electric Lemon, Saffron, Cranberry and Pacific Blue, colors that are exuberant, strong, and which thoughtfully complement the Primary Palette.

Electric Lemon and Pacific Blue match the intensity of the primary Red, while Cranberry provides a dark and contrasting counterpoint. Saffron provides a warm base tone.

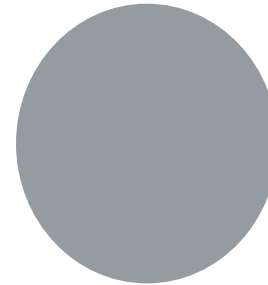
The palette expansion includes **rich and vibrant colors** which draw inspiration from **excitement, maturity, and warmth.**



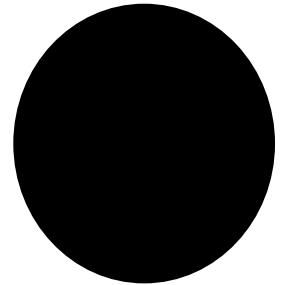
PMS 192  
#ED1849



WHITE  
#FFFFFF

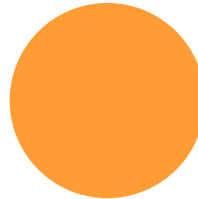


PMS 430  
#949CA1

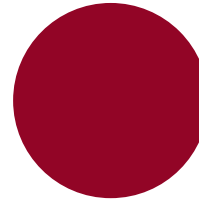


BLACK  
#000000

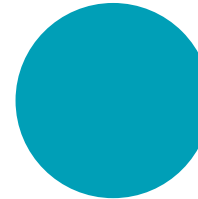
## SECONDARY PALETTE



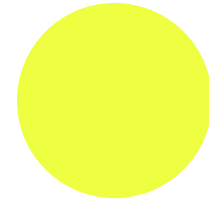
SAFFRON  
#FF9C33



CRANBERRY  
#920526



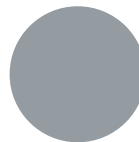
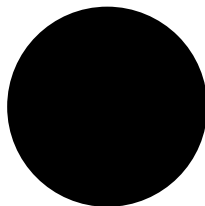
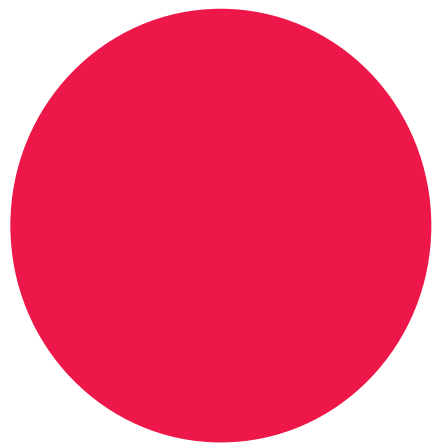
PACIFIC BLUE  
#009FB7



ELECTRIC LEMON  
#EEFF41



## Color Proportion



Though PMS 192 is the primary color for Girls Inc., white is the color that grounds all communications materials (most often as a background color, like this page).

Although individual pieces will vary, adhering to this basic level of proportion throughout materials will keep the overall brand color balance.

The primary color palette will be used for the majority of the branding work and official documents for the brand. The expanded color palette will be used mainly throughout our digital channels and to add some excitement and freshness to our brand.



# Typography

While **Univers** is the primary font for Girls Inc., **Lato** has been added to provide a hit of personality, fun, and variety. It's licensed under the Open Font License, so it can be used freely and the visual weight allows for contrast in headlines and quotes.



The Univers, San Serif, and Arial type families are the typefaces for use in the graphic system for Girls Inc. We have introduced the use of a new typeface called **Lato**. Lato is a free typeface and it is more widely available than Univers. When using it, headlines and larger text should appear in **Lato Heavy** or **Bold**. Subheadings and pullquotes use **Lato Regular Italic** or **Lato Light Italic**. Body text and button text appears in **Univers** in *Roman*, *Oblique*, **Bold** and **Bold Italic** weights as necessary. Bylines, breadcrumbs and credits take **Univers Roman** in all caps. If **Univers** isn't available for use, **Arial** can be used as a substitute.

# UNIVERS (T1) 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{}? !/ @# \$% &

# UNIVERS (T1) 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{}? !/ @# \$% &

# UNIVERS (TT) BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{}? !/ @# \$% &

# UNIVERS (T1) 75 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{}? !/ @# \$% &

H1

# Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?

H2

# Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?

SUBHEAD

# UNIVERS ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?&#%¥£\$¢



## Color & Typography Use Examples

GIRLS INC. RED  
BACKGROUND

### Girls Inc. focuses on the whole girl

Our comprehensive approach addresses all aspects of a girl's life and helps her discover and develop her inherent strengths. Girls receive programming to grow up healthy, educated, and independent.

SAFFRON  
BACKGROUND with  
BLACK and  
GIRLS INC. RED TEXT

*They develop the motivation  
and practical skills to **take**  
**charge of their health today**  
and throughout their lives.*

***Girls increase their**  
**understanding of health issues**  
**affecting them, their families,**  
**and their communities.***

BLACK BACKGROUND  
with WHITE and  
GIRLS INC. RED TEXT



## Use Examples

QUOTATION BLOCK COMBINING LATO AND UNIVERS

“

*In a rigorous comparison study, we found that girls who participate in the Girls Inc. Experience demonstrated improved academic performance, school-related behaviors, physical activity, and leadership outcomes.*

—DR. DEBORAH MORONEY,  
MANAGING DIRECTOR OF THE AMERICAN INSTITUTES FOR RESEARCH



# Text Contrast and Use Guidelines

While the color palette for **Girls Inc.** is robust, **not all color combinations are approved** because they do not provide adequate visual contrast between text and background colors.

Approved combinations of text colors and background colors are on the right.

Priority should always be given to colors from the Primary Palette. Colors in the Secondary Palette are for accents and to improve readability.

Because of its intensity, Electric Lemon is intended as an accent, underline or **highlight color** — **not** as a main background color.



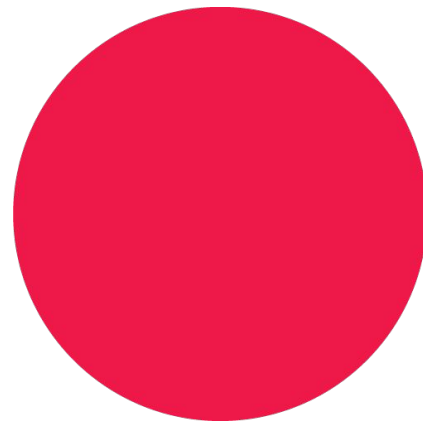


# Graphic Elements



## The Dot

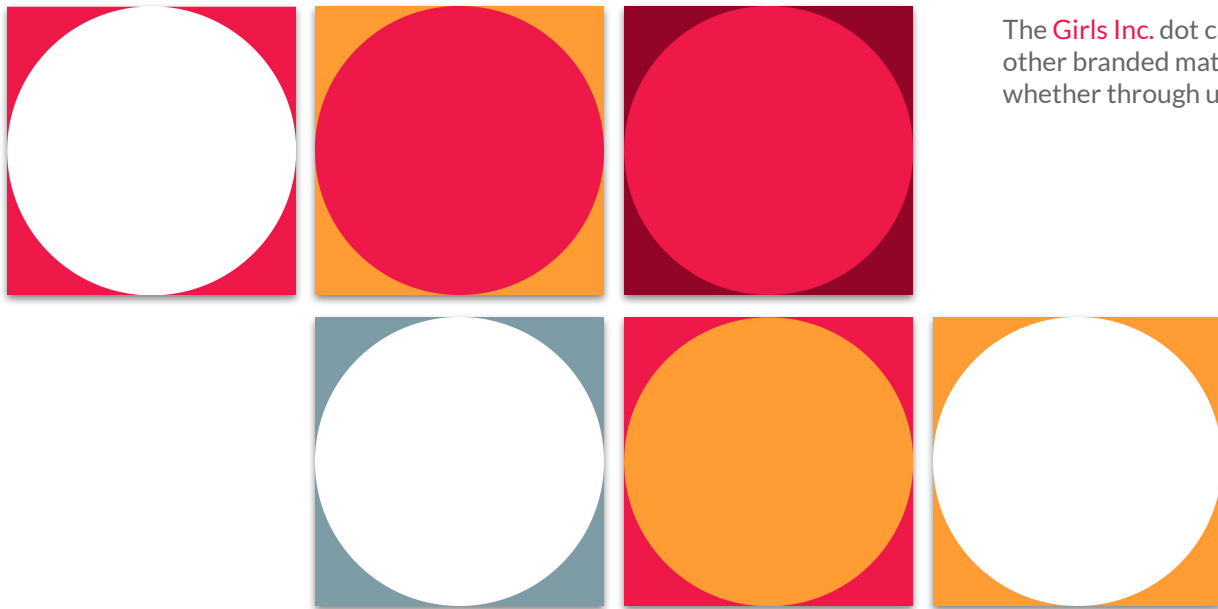
girls  
inc.



Using and incorporating the **Girls Inc. dot motif** as a graphic element throughout branded materials will help to both ground the brand further in its identity while elevating through a more robust framework.



## The Dot

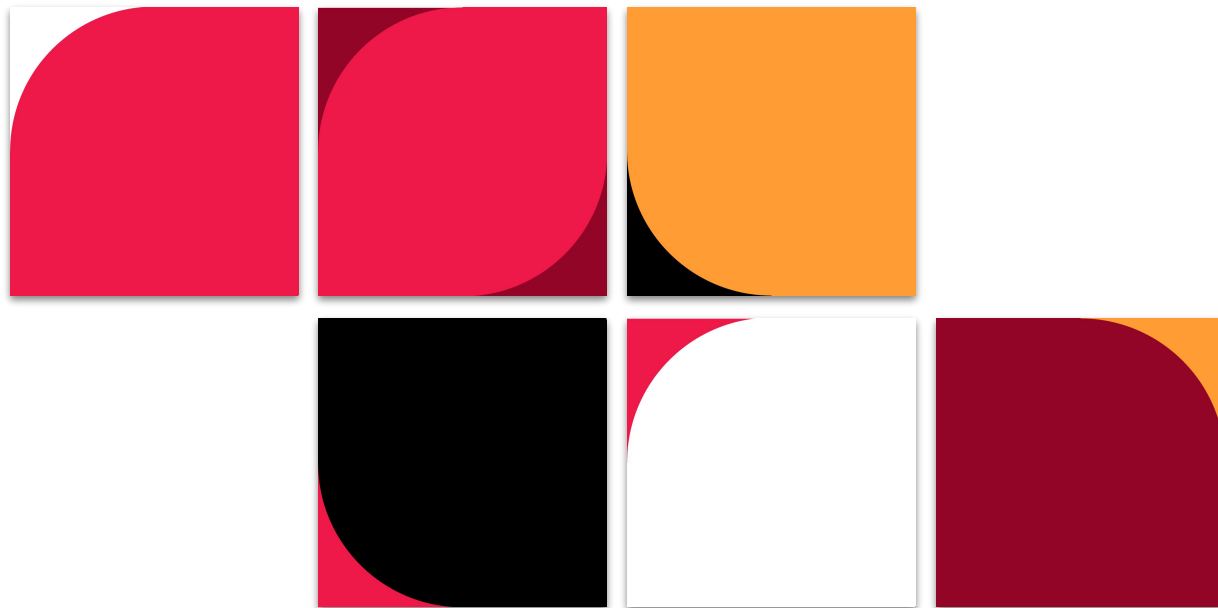


The **Girls Inc.** dot can be used throughout social posts and other branded materials as an extension of the logomark, whether through use of the circle as a whole shape...



# The Dot

...or in parts, the curves of the circle used to reference the whole.





## The Dot

As background elements, the curves serve to reinforce the **Girls Inc.** brand identity. Using the curves would help to streamline the brand's aesthetic across various channels.

An example application is this older post highlighting the appointment of Judge Ketanji Brown Jackson to the Supreme Court.

OLDER POST ON  
GIRLS INC. INSTAGRAM ACCOUNT



POTENTIAL APPLICATION  
OF CURVE MOTIF FOR SAME POST





## Quotation Marks



The shape of the **Girls Inc.** quotation marks has been specially created to echo the shape of the dot.

The modern yet immediately recognizable shape further extends the brand identity.





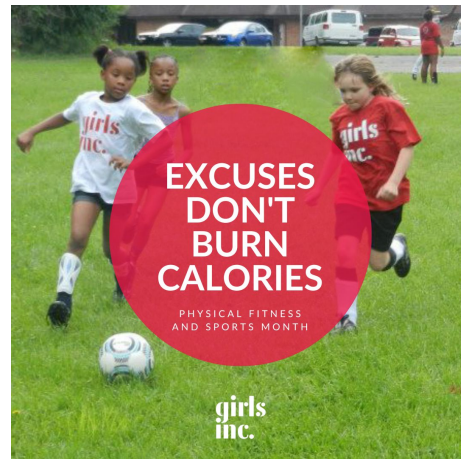
## Applying new Graphic Elements

## Use of Colors, Typography, Dot & Quotation Marks

# 93%

of Girls Inc. girls say they would support a friend who is sad, stressed, or depressed.

girls  
inc.



# 81%

of Girls Inc. girls say they get a chance to be a leader at Girls Inc.

**Judge Ketanji  
Brown Jackson**

First African-American  
woman to serve as  
Supreme Court Justice

girls  
inc.



# “

*To support Girls Inc.  
and its participants is  
to invest in the future.*

**JASMINE**

Girls Inc. of Greater Philadelphia &  
Southern New Jersey Alumna

girls  
inc.



Join Girls Inc.,  
Women on the Move,  
and Advancing Black  
Pathways for a career  
panel on  
**FEBRUARY 24!**





# Photography Guidance



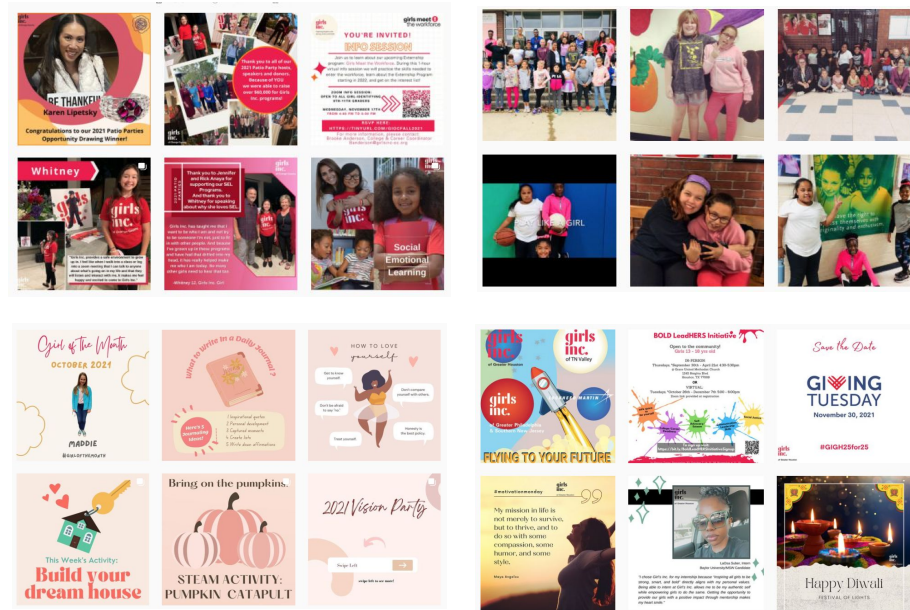
# A streamlined approach

Girls Inc. has wonderful engagement and interactivity across its affiliate channels, many of which show individuality. These channels should **demonstrate cohesion** through the use of streamlined photography and elements beyond the logo.

A system of color and approaches to graphics and photography has been developed to help each local group ladder up to one brand and speak directly to the **Girls Inc.** mission.

A streamlined approach to photography will help to **unify the brand voice** across affiliate channels.

## EXAMPLES OF PREVIOUS APPROACHES





# Go beyond the step-and-repeat

While step-and-repeat or branded group photos are necessary and will always have their place, we should be sure to capture a wide array of **activities**, **people**, and **types of shots** during events and photo-gathering missions.

We should aim to capture **excitement**, **dynamism**, and **noteworthy moments**.

We do great things together — and that **energy** should be **visible** in our photography.

## STANDARD BRAND PHOTOS



Girls Inc of the Greater Peninsula  
girlsinpcp.blogspot.com



Girls Inc. Girls Action Network Releases #DearGirl ...  
girlsinc.org



GIRLS INC. | Inspiring all girls to be strong, smart, and b...  
annualreports.girlsinc.org



About Us | Girls Inc  
girlsincofchicago.org



Girls Inc 102117 Web -010 - Girl...  
girlsinpcp-nj.org



Girls Inc Receives Sunscreen Donation  
directrelief.org



Contact Us | Girls Inc.  
girlsincedwell.org



Girls Incorporated Of Omaha | SHARE Omaha  
shareomaha.org



Girls Inc. is proud to join the Girls Opportunity Alliance ...  
girlsinc.org



## Use: Action shots

Photography should show **movement, life, and action**.

Focus on **activities, emotions**, images that evoke **accessibility and connection**.

Take photographs **in the middle of activities**, while **learning, playing or building**, while people are **preparing or washing up**.

- Candid vs. posed
- Movement vs. still
- Scenes vs. details



**ACTION,  
MOVEMENT**



**CANDID,  
TOGETHERNESS**



**PLAY,  
FUN**



**LEARNING,  
MENTORSHIP**



## Use: Journalistic shots

Shots should be **attractive for use by media outlets**, showing the **work being done** and **accomplished by Girls Inc.**, the **effect on communities and individuals**.

The photograph should draw the viewer into the scene. Try to capture **emotion**, **people working together**, the **moments that define Girls Inc.**

- **Candid** vs. posed
- **Inviting** vs. closed off
- **In the middle of things**
- **About people** vs. about the brand

CANDID,  
TOGETHERNESS



IN THE  
MIDDLE OF  
THINGS,  
BUILDING



INVITING,  
PLAY



CANDID,  
CONNECTION





# Applying our new approach





# Professional Documents & Signs



# Business Cards

This business card is the current design for **Girls Inc.**, and all specifications should be followed.

**Business card size:** 3.5" x 2"

**Individual's name, email and website:** 8pt, Univers (TT) Bold in **Pantone 192**

**Contact information:** 8pt, Univers (T1) 45 Light in black

**Social media handles:** 8pt, Univers (T1) 45 Light in **Pantone 192**

**Logo size:** .896" W x 1.1555" H

**QR Code size:** .2471" W x .2492" H

**Colors:** **Pantone 192 Red** and White

**Paper:** Starwhite Vicksburg Tiara (White) Vellum 24lb., 100 lb. cover

**Alternative stock:** A less expensive paper may be substituted providing it is a cover weight bright white, woven finish, opaque and maintains a quality look.





# Digital Business Cards

This is an alternative business card for **Girls Inc.** that uses RFID technology.

The recommended manufacturer is **Dot** [dotcards.net](https://dotcards.net)

When developing these cards, use the following specifications:

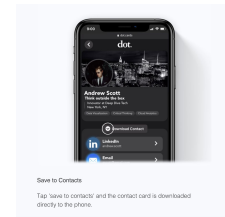
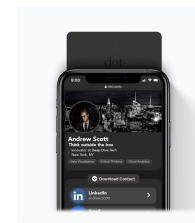
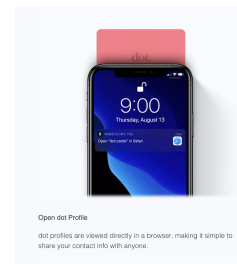
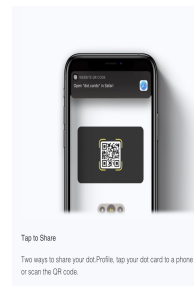
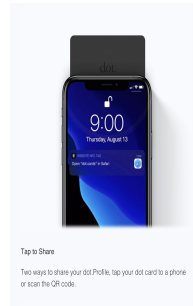
Business card size: 3.5" x 2"

Logo: white

Logo size: .1" W x 1" H

QR Code size: 1" W x 1" H

Colors: **Pantone 192 Red** and White





# Letterhead

This letterhead option and the one on the following page are the approved designs for **Girls Inc.**, and all specifications should be followed.

**Overall size:** 8.5" x 11"

**Logo size:** 0.7539" x 0.649"

**girls  
inc.**

Inspiring all girls  
to be strong,  
smart, and bold

To whom it may concern:

Officiis untur? Ferum quamet ent qui ut que non repelluntam, cum as atias sitiur aspelibea si tempos mint.

El ea dolendae. Debit aut labo. Upis verum fuga. Nequodis endandi psapeles quaspi- tio. Itaquibus is aut ex ex eos nullabo. Il eos mollore rehenist exerferibus et, conet facepro ipsae laut am is di simod quo et am hicia nimperu mquunt quo mos ilicienem fuga. Et estem fuga. Et minullaut fugias dolore porpos demperibusam nonem quaepe nis nonet atus se velleca borentur?

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Jane Doe  
Senior Development Officer

(212) 509-2000

120 Wall Street, 18 Floor, New York, NY 10005

girlsinc.org



# Letterhead for Member Organizations

This letterhead option and the one on the previous page are the approved designs for **Girls Inc.**, and all specifications should be followed.

**Overall size:** 8.5" x 11"

**Logo size:** 0.7539" x 0.649"

**Body Text:** 11pt, Univers (T1) 45 Light (Arial accepted as a substitute)

If you need to include the Board List. Do so on the left, under the Girls Inc. logo:

**"Girls Inc." and "Board of Directors":** 8pt, Univers (TT) Bold  
**Board Titles:** 8pt, Univers 46 Oblique





# Envelopes

The two envelope options and mailing label are approved designs for **Girls Inc.**, and meet U.S. Postal Standards and all specifications should be followed.

**Envelope size:** 4 1/8" x 9 1/2" (#10)

**Mailing label size:** 5 1/4" x 2 5/8"

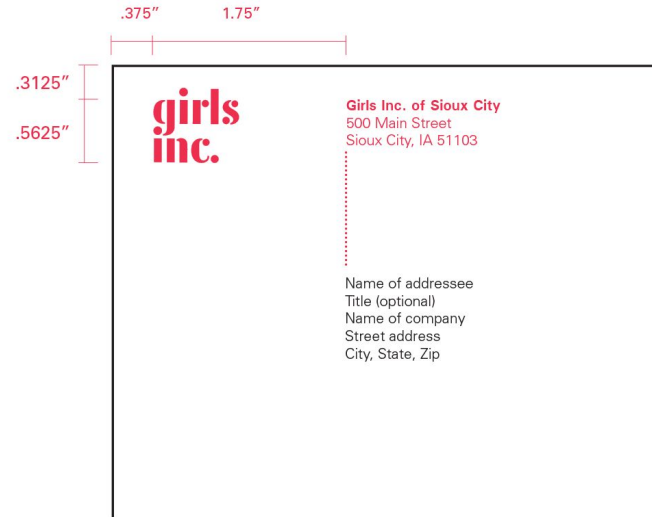
**Logotype size:** .5625" (9/16")

**Organization name:** 9pt Univers (TT) Bold

**Address block:** 9pt Univers (T1) 45 Light

## ENVELOPE OPTION NO. 1

**Align the typed address block with the return address as shown**





# Envelopes

The two envelope options and mailing label are approved designs for **Girls Inc.**, and meet U.S. Postal Standards and all specifications should be followed.

**Envelope size:** 4 1/8" x 9 1/2" (#10)

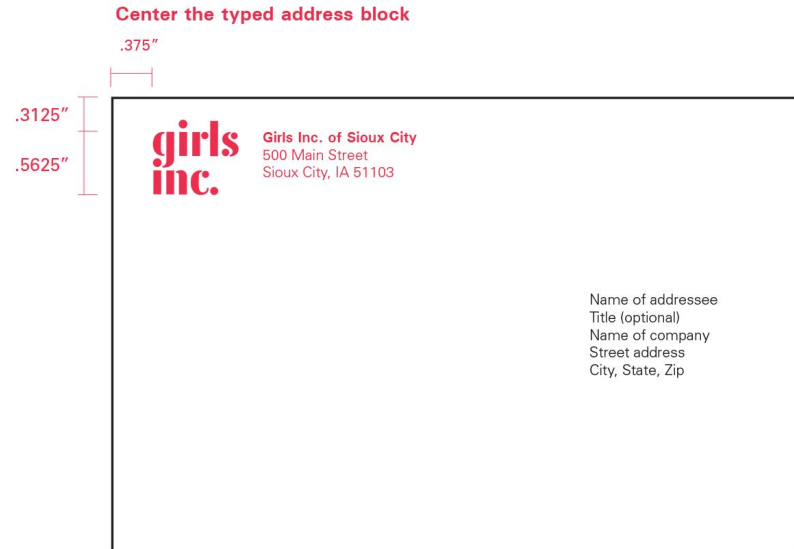
**Mailing label size:** 5 1/4" x 2 5/8"

**Logotype size:** .5625" (9/16")

**Organization name:** 9pt Univers (TT) Bold

**Address block:** 9pt Univers (T1) 45 Light

## ENVELOPE OPTION NO. 2





# Envelopes

The two envelope options and mailing label are approved designs for **Girls Inc.**, and meet U.S. Postal Standards and all specifications should be followed.

Envelope size: 4 1/8" x 9 1/2" (#10)

Mailing label size: 5 1/4" x 2 5/8"

Logotype size: .5625" (9/16")

Organization name: 9pt Univers (TT) Bold

Address block: 9pt Univers (T1) 45 Light

## MAILING LABEL

Align the typed address block with the logotype and the return address as shown





## Building Signs

The **Girls Inc.** name should be clearly visible on a building's exterior.

For signage purposes, the name of the national or member organization can stand alone as mounted letters. The tagline should be included where possible.





# Vehicles

Proper identification of **Girls Inc.** vehicles is another area where consistent graphic application is vital. Provide your vendor with your artwork in an EPS or PDF file along with the guidelines below to provide a clear idea of the required graphics and layout. The supplier will enlarge the logo art as needed.

The position of the body lines of the van should be considered when positioning the logo and the affiliate name or tagline.

Relationship between logo and affiliate name.



Relationship between logo and tagline.





# Other Guidance & Resources



# A New Generation of Leaders PSAs

Four PSAs for affiliate use are available [here](#)

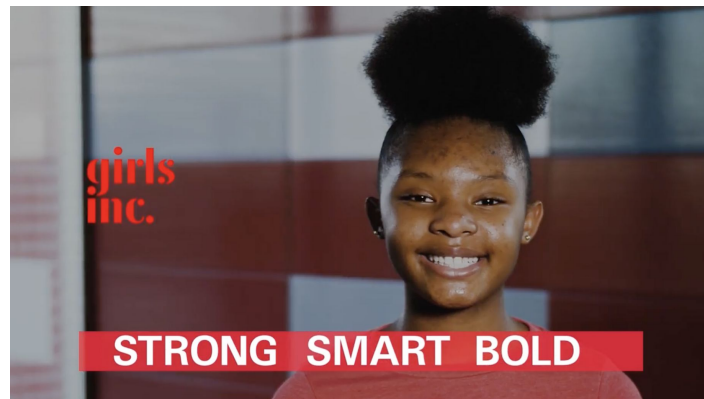
*Strong*

*Smart*

*Bold*

*Leaders*

The previous “*With You in Her Corner*” campaign was launched in 2014. While we do not have a new creative campaign to replace “With You in Her Corner” at this time, it is dated and we have moved away from the use of those elements. We encourage affiliates to do the same and to leverage the new PSAs, messaging, and visual elements provided in this guide in its place.





# Legal & Trademarks

## **“Girls Inc.” and “Girls Incorporated” Name Usage**

Our official, legal name is Girls Incorporated, and can continue to be used in legal documents. However, **Girls Inc.** is also legally acceptable. To ensure that we are consistent as a network and leverage the power of our brand, all communication, verbal and written, should now use **Girls Inc.**

## **Intellectual Property Marks**

**Girls Inc.** has registered its name, mission statement, and logo to strengthen and protect our brand. We have been advised by our legal representatives that our identity has been established as legally enforceable and recognizable. As a result, registration, service, and trademarks are no longer required in graphics and should be omitted for design purposes and in text for a cleaner look and feel.

## **Program Registrations & Copyrights**

**Girls Inc.** program names are no longer registered. However, similar to other **Girls Inc.** proprietary materials, programs are also protected and have been established as legally enforceable and recognizable. Additionally, all **Girls Inc.** curricula have a copyright and contain front matter that states that reproduction of the work is forbidden without express written permission of **Girls Inc.** This requirement should be strictly enforced in all cases, including, but not limited to, the reproduction or sharing of the work in printed or digital forms.



# girls inc.

[girlsinc.org](http://girlsinc.org)

**Questions?**

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