# Girl Powered

## Style Guide

The Girl Powered Guide is designed to help anyone create "on brand" promotional, marketing, or web content for Girl Powered events. It is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes Girl Powered products or assets. Following this guide ensures that the Girl Powered brand assets are represented correctly, and lends legitimacy to the message, promotion, or content that you have created within the Girl Powered community.

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# Copy Rules[0.1]

When referring to the Girl Powered initiative or promoting it in a written form, these guidelines should be used. These apply to website content, marketing promotions, and any other communications that are both internally and publicly released.

## The "G" and "P" in Girl Powered should always be capitalized and should always be two separate words except when used as #GirlPowered."

When possible, full program names should always be spelled out.

Examples of appropriate uses of abbreviations would be:
- Team names
- File names
- Promotional materials

When used in body copy, the full program name must be spelled out in its first appearance.

Example: "Girl Powered.....GP.....!"

# Logo Application Rules[0.2]

Girl Powered logos & other resources are made freely available for promotional and private use if proper Girl Powered branding is upheld per this style guide. Resources should not be used in any noneducational or non-robotics context. Any commercial use must receive written permission and credit VEX Robotics, Inc. unless otherwise agreed upon.

Assuming proper style is upheld, examples of acceptable use would be:
- Local team recruitment or fundraising
- Classroom posters
- Competition team apparel

Examples of unacceptable use would be:
- Any unofficial product available for commercial sale
- Girl Powered-branded weapons or illegal items
- Any violations of visual style, even in an educational or robotics-related setting

Feel free to contact gp@vex.com with any questions or to request permission for usage.

# Section 1

## Logo Spacing[1.0]

When using the Girl Powered logo there are some spacing rules that should be observed.

The Girl Powered logo must have a visible space between it and all other design elements. The proper minimal spacing is the half the height of the “G” from Girl.

When the Girl Powered logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is the full height of the “G” from Girl.

# Avoid Mistakes[1.1]

The Girl Powered logo should never be altered, edited, animated, or colored in a manner not recommended in this guide. This includes distorting or adding additional visual effects such as drop shadows and outlines.

✕ Please DO NOT use colors other than those outlined in this guide

✕ Please DO NOT stretch or distort.

✕ Please DO NOT add drop shadows

✕ Please DO NOT add stroked outlines

✕ Please DO NOT rotate

# Logo Usage[1.2]

In marketing applications, the Girl Powered logo can be used in one of two layout options: stacked or landscape.

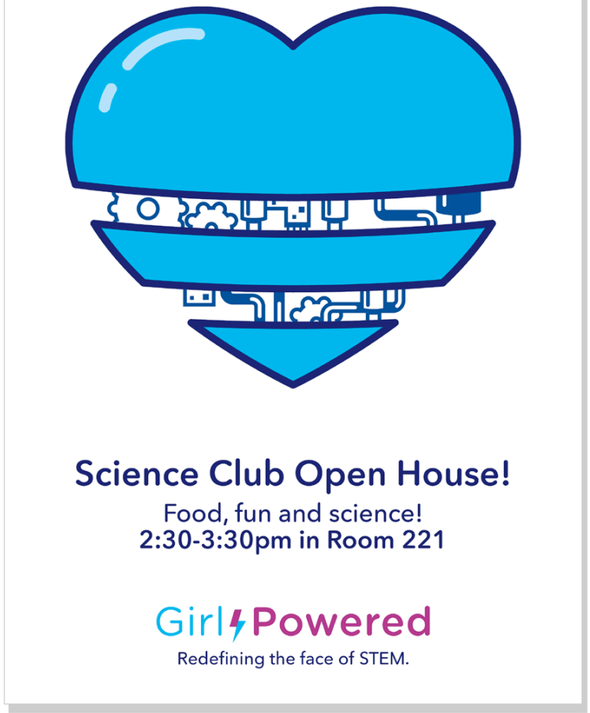
This is the Girl Powered Stacked logo.

This is the Girl Powered Landscape logo.

This is the GP logo, which can be used as an abbreviation.
NOTE when the abbreviated logo is used, a Girl Powered Landscape or Stacked logo or the text "#GirlPowered" should be used in an adjacent space.
For example, see section 1.3.

# Usage Examples[1.3]

The Girl Powered logos are varied for different usages. This section provides a broad overview of when and where to use each logo variation. The Girl Powered logo should never be split up or altered to accommodate a design.




When using Girl Powered assets, a full Girl Powered logo and/or the text "#GirlPowered" must accompany the artwork.

When using the GP logo it must be accompanied by the full Girl Powered logo. In this example the GP logo is on the front of a t-shirt and the full Girl Powered Landscape logo is on the back.

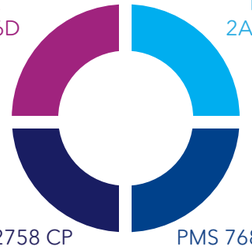
When using the GP logo it must be accompanied by the full Girl Powered logo. In this example the GP logo is on the front of a Postcard and the full Girl Powered Stacked logo is on the back.

# Logo Colors[1.4]

The Girl Powered logo should be shown in its four color palette wherever possible and only on white or black backgrounds.

PMS 2415 C
CMYK
(42,100,15,1)
RGB
(159, 36, 126)
HTML
9F236D

Process Cyan C
CMYK
(69,14,0,0)
RGB
(42, 172, 226)
HTML
2AABE2



PMS 2758 CP
CMYK
(100,95,5,39)
RGB
(24,29,99)
HTML
181D63

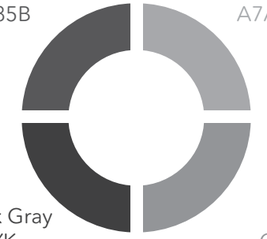
PMS 7687 CP
CMYK
(100,78,0,18)
RGB
(0,67,140)
HTML
00428B

Girl Powered

There are instances when the Girl Powered logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is four or more print colors.

Medium Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

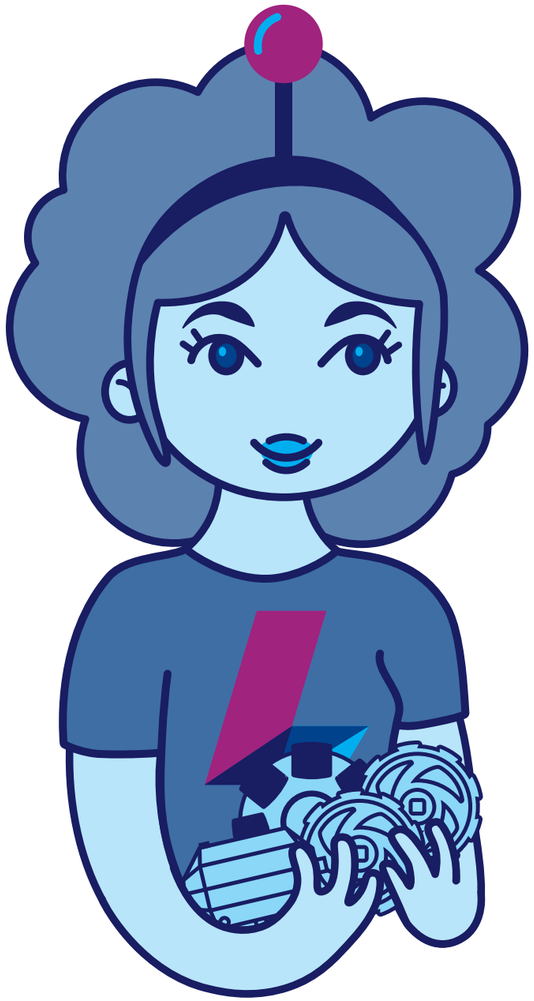
Light Gray
CMYK
(0, 0, 0, 40)
RGB
(167,169,172)
HTML
A7A9AB



Dark Gray
CMYK
(0, 0, 0, 90)
RGB
(65,64,66)
HTML
404041

Gray
CMYK
(0, 0, 0, 50)
RGB
(147,149,152)
HTML
939597

Girl Powered



Asset 1

# Secondary Colors[1.5]

There are situations where the preferred four color palette will not work. Here are secondary color options that can be used.

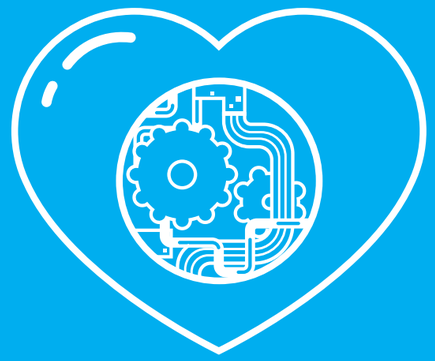
The Girl Powered logo should be shown in two color only when limited imprinting is necessary.

The Girl Powered logo should be shown in one color only when limited imprinting is necessary.

The Girl Powered logo should be white or black when displayed one color on a background that is visually incompatible such as blue or pink.

The Girl Powered logo should be white when placed over a dark multi-colored background.

Please DO NOT use a full color logo on a visually incompatible background such as red.



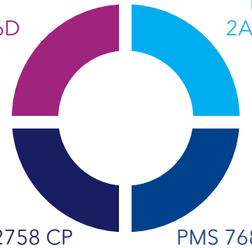
# Section 2

# Tagline[2.0]

The Girl Powered tag line is designed to be a call to action that inspires young women to engage in STEM based classes, clubs and initiatives. It is friendly and inclusive while promoting the programs vision in a brief and easily understandable way.

PMS 2415 C
CMYK
(42,100,15,1)
RGB
(159, 36, 126)
HTML
9F236D

Process Cyan C
CMYK
(69,14,0,0)
RGB
(42, 172, 226)
HTML
2AABE2



PMS 2758 CP
CMYK
(100,95,5,39)
RGB
(24,29,99)
HTML
181D63

PMS 7687 CP
CMYK
(100,78,0,18)
RGB
(0,67,140)
HTML
00428B

Redefining the face of STEM.

The tagline is typeset with Avenir Next Rounded Standard Medium. Kerning should be set to “Optical” in graphics program(s).

Redefining the face of STEM.

Redefining the face of STEM.

Redefining the face of STEM.

The tagline color can be any one of the four Girl Powered colors, depending on the background color that is being used.

Redefining the face of STEM.

Please DO NOT use multiple colors within the same tagline.

Girl Powered

Redefining the face of STEM.

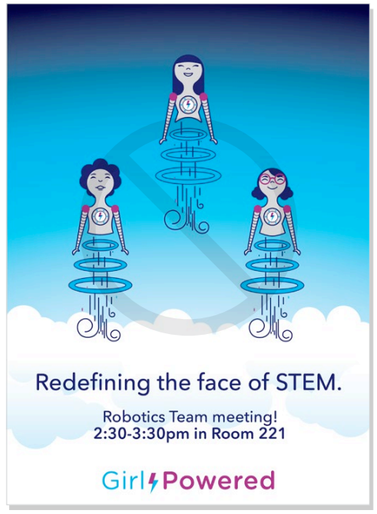
When the tagline is used in conjunction with the Girl Powered logo(s), use a uppercase “R” from “Redefining” measuring from the baseline of the logo type to the arm of the “G” in “Girl.”

When the tagline is used in conjunction with the Girl Powered logo(s), it should be centered on the logo and the proper minimal spacing should be observed.

# Tagline Usages[2.1]

The Girl Powered tagline is designed to be a call to action that inspires young women to engage in STEM based classes, clubs and initiatives. It is friendly and inclusive while promoting the programs vision in a brief and easily understandable way. Here are some guidelines for the taglines usage.

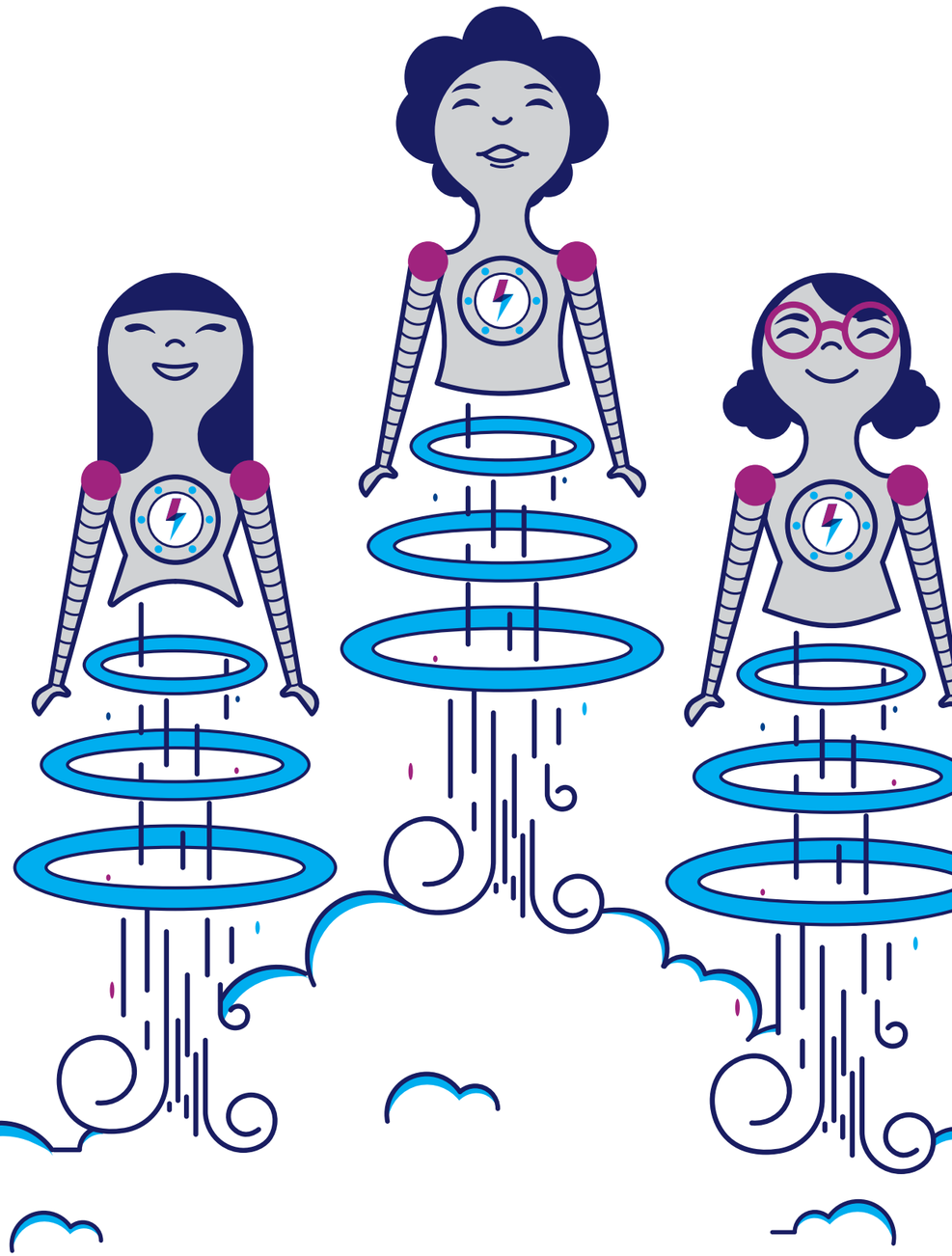
The tagline should be sized and spaced correctly with relation to the Girl Powered logo(s). Please DO NOT make the tagline larger than the Girl Powered logo(s).

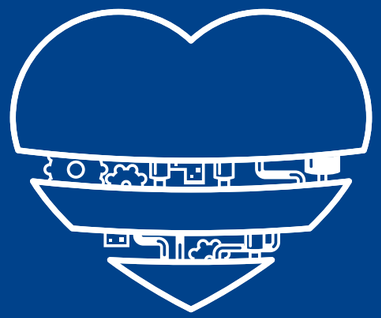


Girl Powered
Redefining the face of STEM.

STEM Event Today!!
Free to the Public!

When the Girl Powered tagline is used directly with a Girl Powered logo, please make sure it is the correct size and center aligned with the logo.

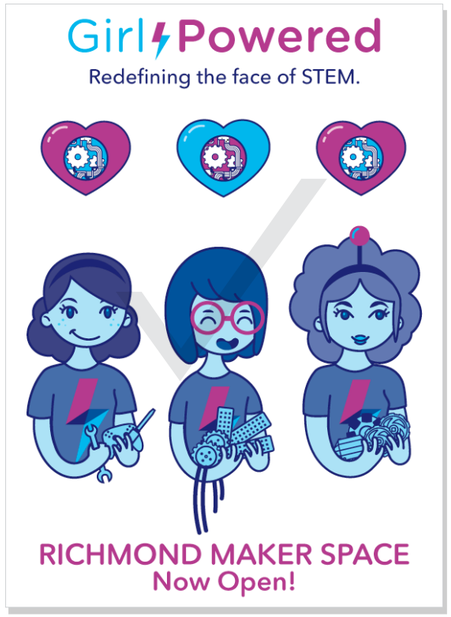




# Section 3

# Promotion[3.0]

When using the Girl Powered brand to promote your STEM inititiative there are some guidelines you should observe so that your mesage has a consistent outlook with other past, present and future Girl Powered events.




Ideally, Girl Powered promotions should have at least (1) one full logo, (1) tag line and (1+) one or more Girl Powered asset(s), supporting your messaging.

Please DO NOT use the GP logo without a full Girl Powered logo or the text "#GirlPowered" somewhere adjacent."

# Assets[3.1]

Girl Powered assets are as diverse as your organization. When using these assets you should keep a few things in mind. Girl Powered assets should not be modified or altered from how they are shown in this guide and all assets must be accompanied by a full Girl Powered logo.

Asset 1

Asset 2

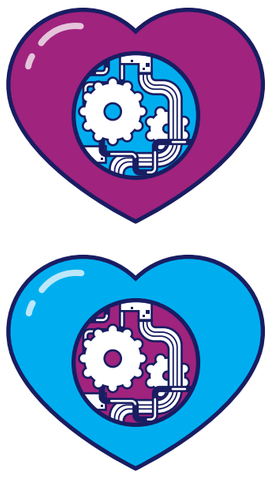
Asset 3

Asset 4

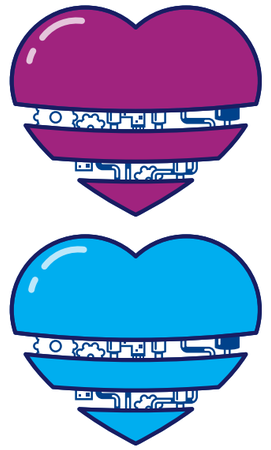
Asset 5

Asset 6

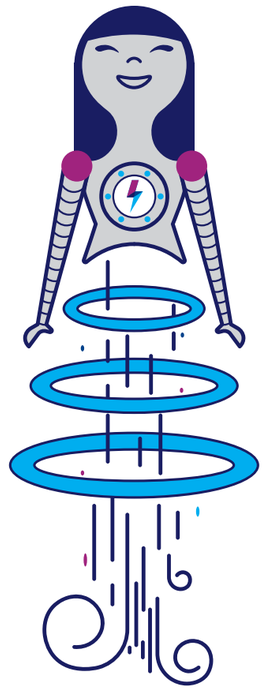
Asset 7



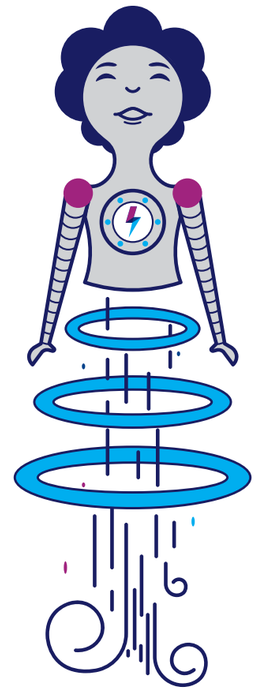
Asset 8



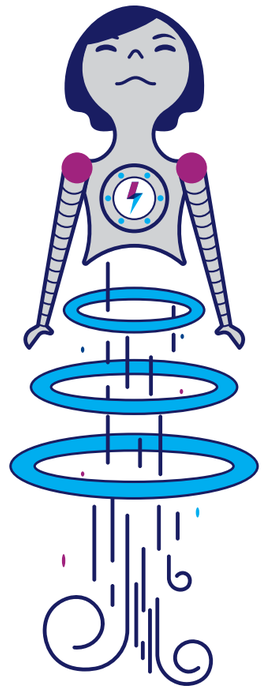
Asset 9



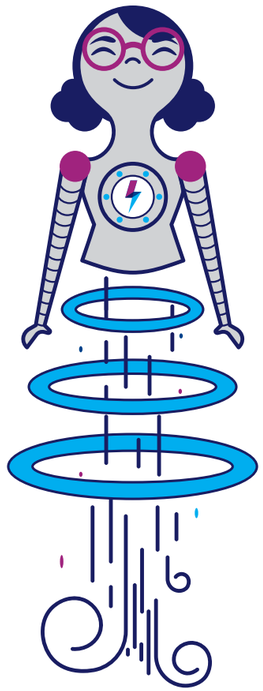
Asset 10



Asset 11



Asset 12



Asset 13

All assets must accompany a Girl Powered logo and/or the text "#GirlPowered."

Black and white, one color versions of all assets are available online.

# Type[3.2]

The Girl Powered brand primarily uses one typefaces for marketing and editorial content: Avenir Next Rounded

Avenir Next Rounded Std Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Avenir Next Rounded Std **Medium**
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

**Avenir Next Rounded Std Demi**
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Asset 4

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