



Style Guide

HEY Y'ALL

This is a guide to the basic elements that make up the Girls Empowerment Network brand. Take a peek to see how we will ignite our brand together.

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How to use this book

This brand guide should serve as a guiding light to steer every piece of communication or creative asset — an email, a publication, even a talking point.

That said, this document is organic. Add to it and amend it as you continue to express and expand the Girls Empowerment Network!

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Mission & Values

Our Mission

We ignite the power in girls by teaching them the skills to thrive and believe in their ability to be unstoppable.

Our Vision

We envision a world where all girls believe in their power. This is how we live every day to support our mission and vision. This is what it means to be part of the Girls Empowerment Network team.

How We Do It

Be the Spark

We lead with infectious passion
We role model the 6 C's.

Shout Out

We lift each other up
We listen to every voice

Ring the Bell

We prove our impact
We celebrate girlhood

Logo - Preferred Lockup

Usage Guidelines

The 1-color logo should be used whenever possible.

The black logo may be used in print pieces limited to black ink only.

Use the reversed (white) logo on dark, bright, or photographic backgrounds that would otherwise obscure the 2-color primary logo.

1-Color - Preferred



Reversed - White



B+W Only - Black



Reversed - White



Logo - Secondary Lockup

Usage Guidelines

The 1-color secondary horizontal logo should be used when the preferred primary logo will not fit with the proper amount of clear space.

* Follow color guides from previous page.

1-Color - Preferred



Reversed - White



B+W Only - Black



Reversed - White



Clearspace

Clearspace as an invisible and ever-present part of the Girls Empowerment Network logo. It's purpose is to prevent content or any other design elements from making a composition feel cramped or overwhelming.

Guidelines

Use the height of the **G** as a rough guideline for clearspace around the logo's top, bottom, and sides. There may be exceptions where clearspace may not be necessary, possible, or ideal. Exercise good judgment.



Logo don'ts (all logos)

Colors Not Specified In This Guide



Alter The Spatial Relationships In The Logo



Use Incorrect Logo Color Variation



Squish , Stretch, Or Rotate The Logo



Alter The Type Whatsoever



Place On Backgrounds That Obscure The Logo



Logomark

The icon is the symbolic mark of the Girls Empowerment Network, this mark symbolizes at a glance what the organization stands for. Our radiant G symbolizes the light and power of girls.



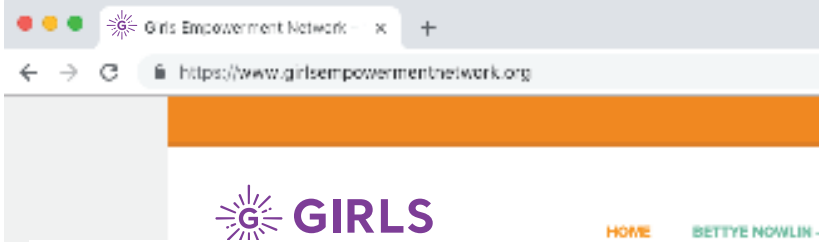
Usage

Use this mark in small spaces where the preferred logo will not fit. On collateral and in designs where a full logo has already been established, or internal communications where the branding is already understood. Abstracted as a graphical element

*** A note on color: When used as a graphical element, the mark can appear in color from the palette.**

Sizing

The "G" mark alone can scale even smaller than the entire logo, but should appear no smaller than .5" wide.



Location Logo Lockups

Usage Guidelines

Girls Empowerment Network operates in three regions in Texas, these versions of the logo include a regional tag. Use these logos when referring to a specific program located in a designated region.



Color Palette

The Girls Empowerment Network color palette is bold and bright just like the individuals we inspire. The main color palette is supported by neutrals to help balance our collateral giving it a mature, polished, and sophisticated result.

Usage Guidelines

Be mindful using our brand colors – use them in good taste, avoid using clashing colors or just TOO many at once. Using any color at varying transparency to lighten or vary its transparency for an overlay. Pairing transparency with solid colors brings sophistication to a finished product.

A Note on Color

RGB colors may vary based on individual screen calibration. In print use – specifically CMYK – colors will appear less vibrant because they are not created with light. For the brightest and most accurate palette replications, use the PMS spot colors. Printed materials may also vary based on the printer and material or paper stock.

Primary Purple



PMS 527 C
CMYK 60/91/0/0
RGB 131/49/167
HEX #8331A7

Neutral Palette



PMS 7540 C
CMYK 69/58/53/33
RGB 74/79/84
HEX #4A4F54

PMS 7527 C
CMYK 15/13/21/0
RGB 214/209/196
HEX #D6D1C4

PMS 7513 C
CMYK 11/30/31/0
RGB 225/182/165
HEX #E1B6A5

Secondary Palette



PMS 179 C
CMYK 4/91/91/0
RGB 228/61/48
HEX #E43D30

PMS 143 C
CMYK 3/32/91/0
RGB 245/179/53
HEX #F5B335

PMS 390 C
CMYK 35/13/100/0
RGB 180/189/0
HEX #B4BD00

PMS 2935 C
CMYK 92/72/0/0
RGB 36/89/169
HEX #2459A9

*The Secondary Palette is also utilized by the GEN programs. Each has a dedicated color to pair with the primary purple.

Typography for print

Girls Empowerment Network uses Santral font family for all collateral pieces both printed and digital experiences. Santral is a large family and contains a variety of weights and italic versions to meet all of the design challenges we will solve in the future.

Santral

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

!@#\$%^&*()

1234567890

Santral Regular - Body Copy

The Quick Brown Fox Jumped
Over the Brown Lazy Dog

Santral Bold - Subheader

**The Quick Brown Fox Jumped
Over the Brown Lazy Dog**

Santral Extra Bold - Headlines

**The Quick Brown Fox Jumped
Over the Brown Lazy Dog**

Typography for web

Girls Empowerment Network uses Sofia Pro font family for their digital experience.

Sofia Pro

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

!@#\$%^&*()

1234567890

Sofia Pro Light - Body Copy

The Quick Brown Fox Jumped Over
the Brown Lazy Dog

Sofia Pro Bold - Subheader

**The Quick Brown Fox Jumped Over
the Brown Lazy Dog**

Sofia Pro Black - Headlines

**The Quick Brown Fox Jumped Over
the Brown Lazy Dog**

Typography for other

Santral should be used wherever possible, Arial should be used as substitution only when brand typefaces cannot be read by other computers, or if software does not permit custom typefaces.

Arial

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

!@#\$%^&*()


1234567890

Arial Regular

The Quick Brown Fox Jumped Over
the Brown Lazy Dog

Arial Bold

The Quick Brown Fox Jumped Over
the Brown Lazy Dog



Need more help navigating the Girls Empowerment Network brand?

We know that as helpful as a guide can be, sometimes we need some additional assistance. If you or someone you know needs a little extra help concerning Girls Empowerment Network collateral please don't hesitate to ask! Assistance is waiting for you at The Honor Roll, we are just an email or call away.

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