Girl Powered®

Visual Identity Guidelines

Using This Guide

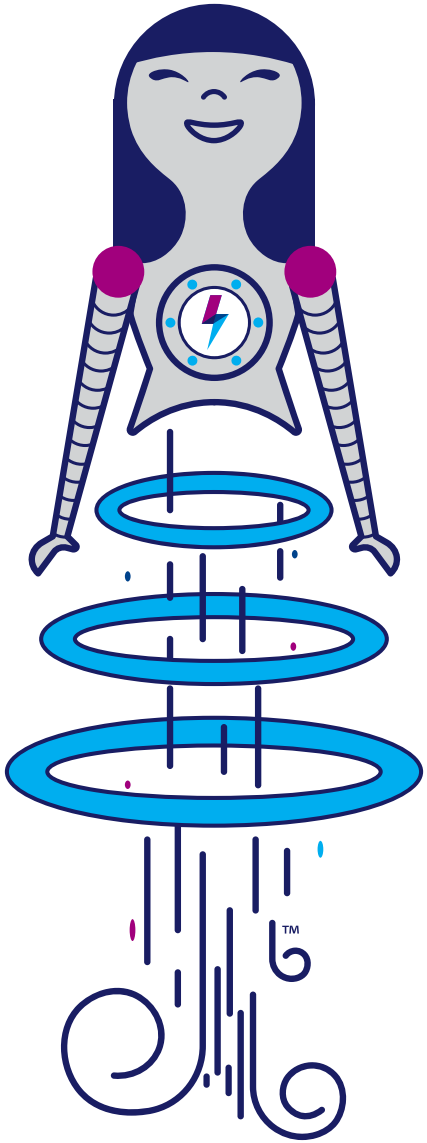
The Girl Powered Guide is designed to help anyone create "on brand" promotional, marketing, or web content for Girl Powered events. It is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes Girl Powered products or assets. Following 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.

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

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



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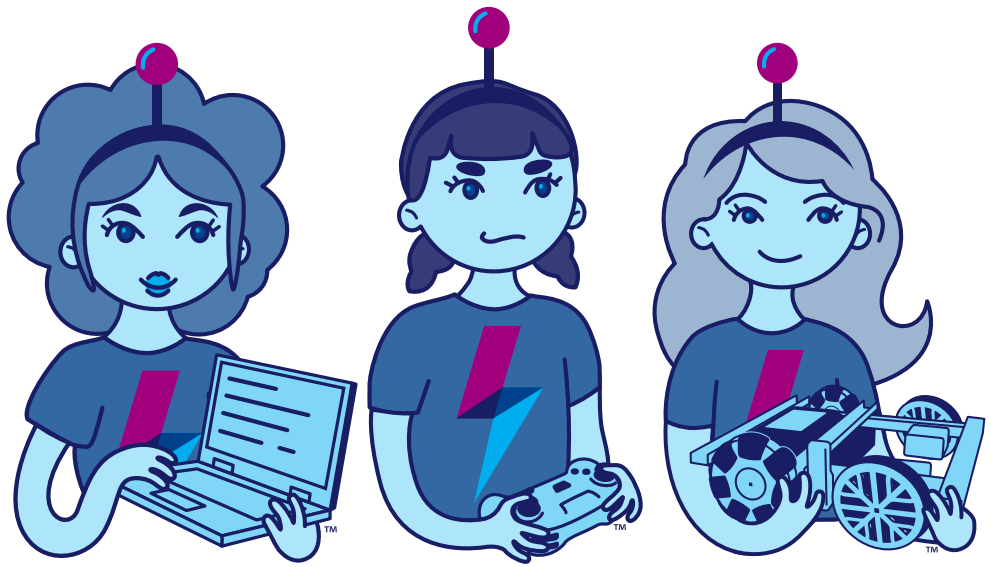
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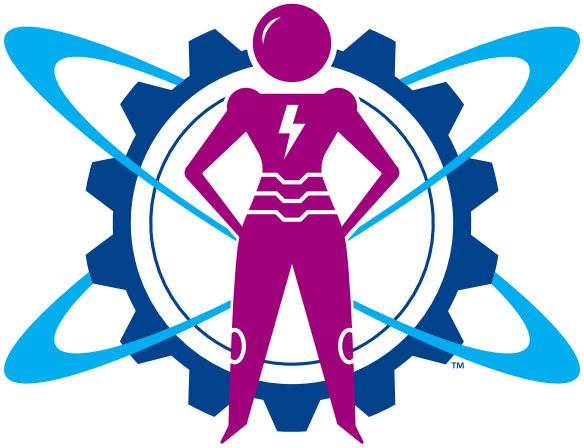
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Overview



What does it mean to be Girl Powered?

Girl Powered means supporting all your teammates, classmates, friends and family to try new things and reach outside their comfort zone. Being Girl Powered means finding people who you don't see in robotics, getting them to try it, and making them feel like they belong. It is about encouraging others, both girls and boys, to actively embrace a more diverse culture. We want to encourage new experiences, a diverse culture, and a more encompassing definition of what a roboticist looks like.

This initiative is intended to bring all students together, to show them that they are welcome in the robotics community. We believe in the power of diverse creative teams, and want to make sure our programs attract as many students interested in STEM as possible. We want to create and engage communities of support for inclusive environments to break down societal obstacles, and provide opportunities for everyone to decide if robotics and STEM is right for them.

For more information, visit GirlPowered.com

Brand Logos

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



This is the Girl Powered Stacked logo.



This is the Girl Powered Landscape logo.

Process Cyan C	PMS 2758 CP	PMS 7687 CP	PMS 2415 C
CMYK (69,14,0,0)	**CMYK** (100,95,5,39)	**CMYK** (100,78,0,18)	**CMYK** (42, 100, 15, 1)
RGB (42, 172, 226)	**RGB** (24,29,99)	**RGB** (0,67,140)	**RGB** (159, 36, 126)
HTML #2AABE2	**HTML** #181D63	**HTML** #00428B	**HTML** #9F236D
8.02:1 ✓ / 2.61:1 ⊘	1.39:1 ⊘ / 15.05:1 ✓	2.15:1 ⊘ / 9.75:1 ✓	2.93:1 ⊘ / 7.15:1 ✓

Tertiary Symbols



This is the GP logo, which can be used as an abbreviation or tertiary symbol.



This is the bolt icon, which can be used as a tertiary symbol.

NOTE: when a tertiary symbol is used, a full Girl Powered logo or the text "#GirlPowered" should be used in an adjacent space.

See Usage Examples for more

Secondary Brand Colors

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 only be shown in two color form when limited imprinting is necessary.

Logos should be white or black when displayed in one color on a background that is visually incompatible such as blue or pink.

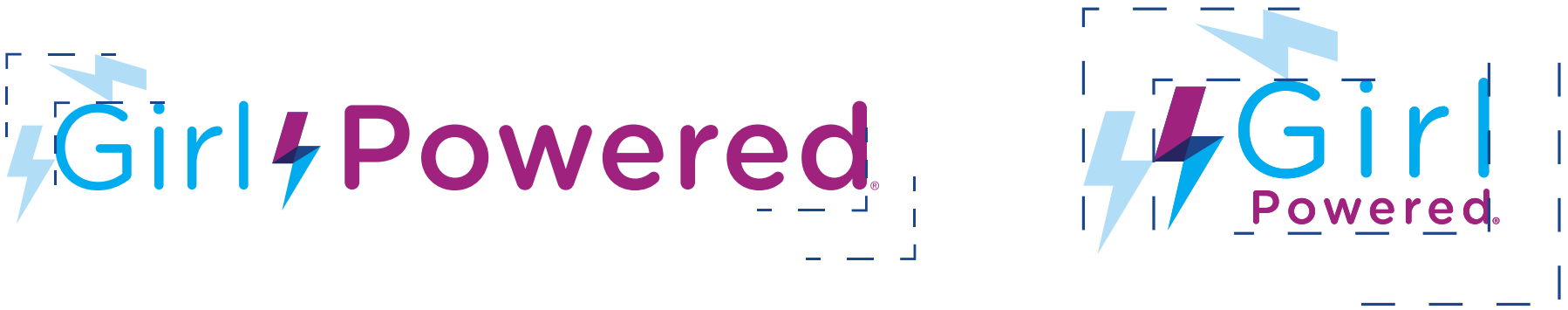


An all-white or all-black logo can be used when necessary on colored backgrounds. It may be best to place the logo over a shape on top of the background to help ensure maximum legibility.

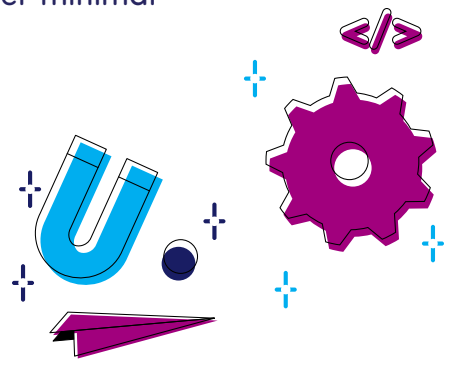
Always make sure that the chosen logo is of the highest contrast to its background.

Spacing Logos

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

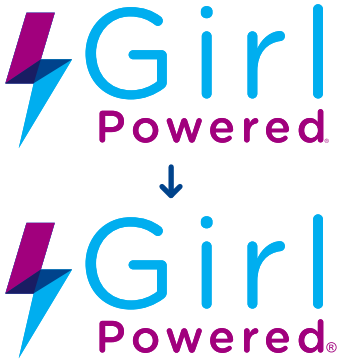


The Girl Powered logo must have a visible space between it and all other design elements. The proper minimal spacing is the width of the bolt.



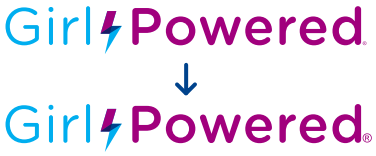
Logo usage applies to ALL Girl Powered logos

Scaling Logos



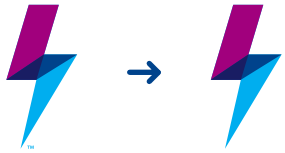
If the stacked Girl Powered logo is smaller than 0.75" inches (25.4mm, 72px) tall, it is neccesary to change to the Small Use Registration form of the logo so that the ® mark remains legible.

If the stacked logo is equal to or less than 0.25" inches (6.35mm, 18px) in height, the registration mark may be omitted as it is no longer legible.



If the landscape Girl Powered logo is smaller than 0.250" inches (6.35mm, 18px) tall, it is neccesary to change to the Small Use Registration form of the logo so that the ® mark remains legible.

If the landscape logo is equal to or less than 0.075" inches (1.905mm, 5.4 px) in height, the registration mark may be omitted as it is no longer legible.



If the GP Bolt icon is equal to or less than 0.75" inches (25.4mm, 75 px) in height, the trademark may be omitted as it is no longer legible.



If the abbreviated GP logo is equal to or less than 0.375" inches (9.525mm, 27 px) in height, the trademark may be omitted as it is no longer legible.

For other trademarked assets, use your best judgment to ensure that the trademark does not take up too much visual space.

On apparel, the registration or trademark ***(NOTE: not the logo height)*** should not exceed 0.125 inches in diameter.

Best Practices

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. This includes reversing colors.



Please DO NOT use a full color logo on a visually incompatible or low contrast background such as pink.



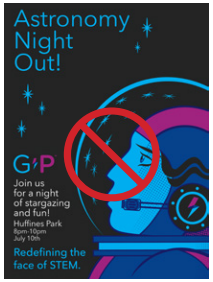
Please DO NOT use drop shadows or other visual effects on the logo.



Please DO NOT use outlines.



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



The Girl Powered logo should never be split up or altered to accommodate a design.



Please DO NOT rotate logo.

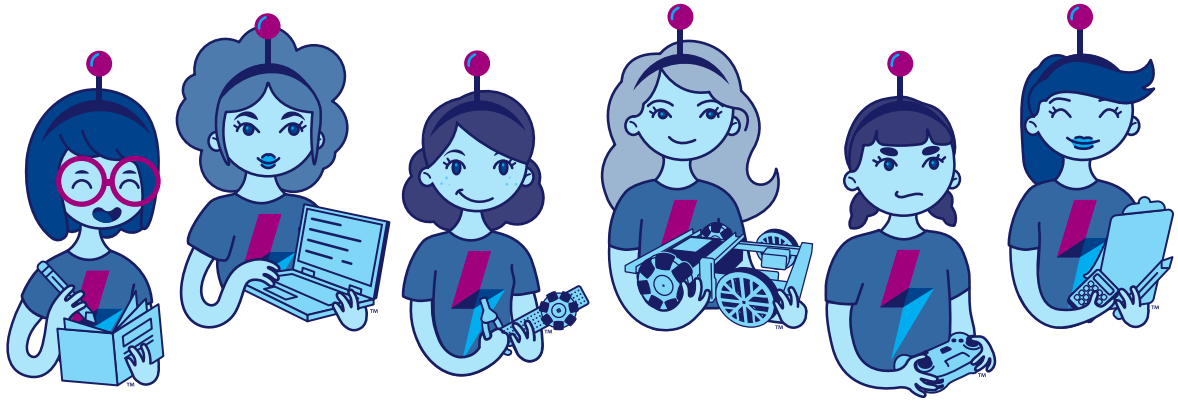


Logo usage applies to ALL Girl Powered logos

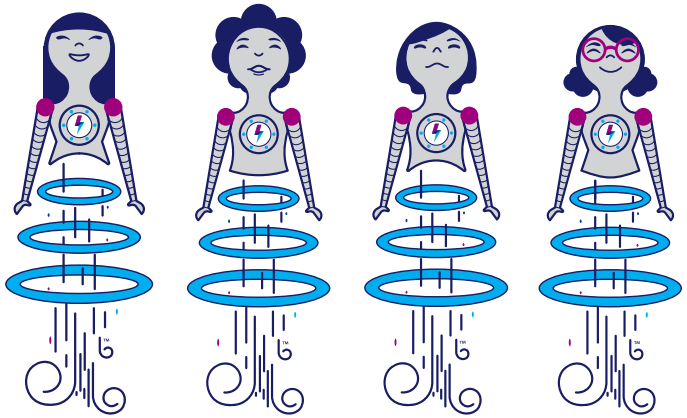
Assets

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.

Teammate Avatars



Soaring Girls

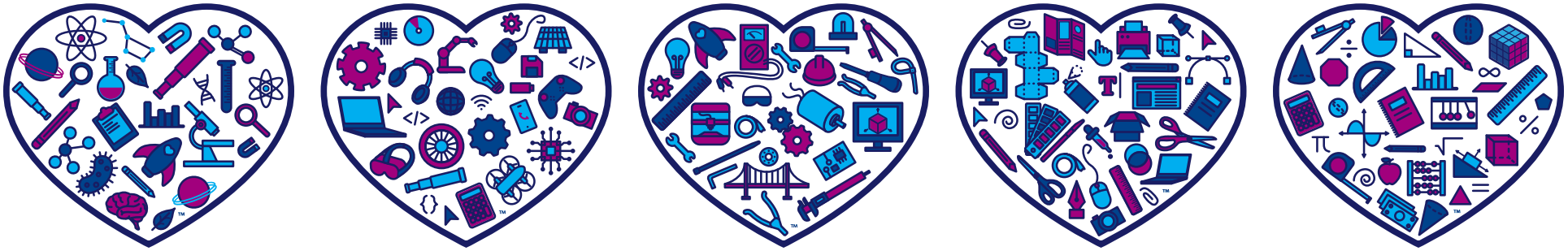


Workforce Women

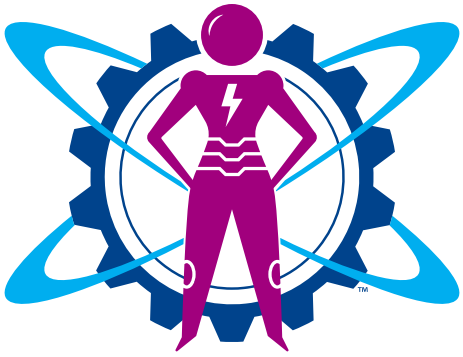


Assets

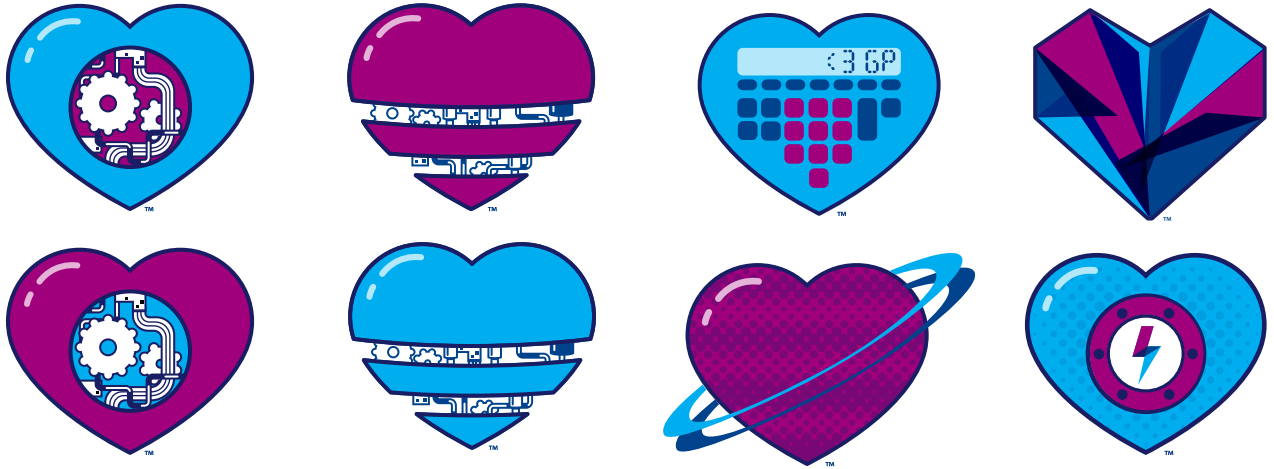
STEAM Hearts



Super Girl Powered



Heart Assets



For additional or specific graphics, please contact branding@vex.com

Tagline

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.

Girl Powered
Redefining the face of STEM.

When the tagline is used in conjunction with the Girl Powered logo, it should be centered on the logo. Regarding the scaling of the tagline, use an uppercase “R” from “Redefining” to measure the difference from the baseline of the logo type to the arm of the “G”.

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



Redefining the face of STEM.
Redefining the face of STEM.

Redefining the face of STEM.

The tagline can be any of the Girl Powered colors, depending on the background color that is being used. The light blue is best suited over a black background, whereas the others are legible only on a white background. Please DO NOT use multiple colors within the same tagline.

Example Branding

The Girl Powered logos are varied for different usages. 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. This section provides a broad overview of when and where to use each logo variation.

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



In this example the GP logo is on the front of a Postcard and the full Girl Powered Stacked logo is on the back.



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.



Ideally, Girl Powered promotions should have at least one full logo, one tagline and one or more Girl Powered assets supporting your messaging.

Type

The Girl Powered brand primarily uses one typeface for marketing and editorial content: Sofia Pro Soft

Sofia Pro Soft Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro Soft Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro Soft Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Copy Guidelines

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.

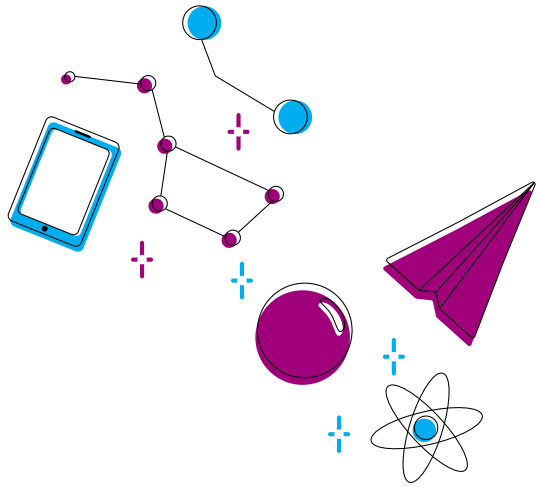
The "G" and "P" in Girl Powered should always be capitalized and should always be two separate words except when used as #GirlPowered."

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

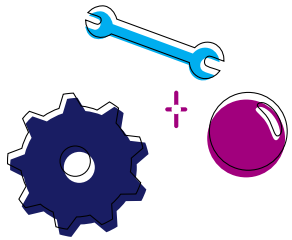
Examples of appropriate uses of abbreviations would be:
- Team names
- File names
- Promotional materials

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

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



Accessibility



As a global education company, designing with accessibility in mind is paramount. These guidelines are collected for reference.

Large Print

There are instances where we may need to provide large-print versions of our materials. The minimum size for large-print materials is 14-point type, however anywhere from 16- to 18-point type is the most common metric, according to the **Library of Congress.**

Web Content Accessibility Guidelines (WCAG)

All content designed for screens should comply to standards provided by the Web Content Accessibility Guidelines (WCAG). The following contains starting points for WCAG-directed accessibility, however **this guide does not contain all standards; please seek WCAG by the World Wide Web Consortium (W3C) for complete guidelines.**

Regular body text requires a contrast ratio of 4.5:1. Use black text on white or white text on black to avoid this issue. Large sized text, defined as text that is at least 18-point or 14-point bold requires a contrast ratio of 3:1. This is not necessarily the same as large print, defined above.
To check text contrast, visit **webaim.org/resources/contrastchecker/**

Color should not be the only way that information is presented, and differentiating colors should be high contrast. David Nichols has provided a good resource for checking color palettes through different colorblind lenses and linking examples to colorblind-friendly palettes. **davidmathlogic.com/colorblind/**


G P
TM