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This guide explains the elements of the United Nations Foundation’s Girl Up campaign identity, guidelines for style and logo use, and specifications for reproduction. Use of these guidelines and the approved digital artwork is imperative when reproducing the Girl Up identity. These applications include all printed collateral, advertising, presentations, new media and signage.

Any questions regarding the use or application of the Girl Up brand style guide should be directed to:

Girl Up
info@unfoundation.org
Proper Name
References

• The first appearance of the words “Girl Up” in any written material (press releases, backgrounders, etc.) must be accompanied by the words “campaign” and United Nations Foundation.

For example:
The United Nations Foundation’s Girl Up campaign

or

Girl Up, a campaign of the United Nations Foundation

• After initial use in written material, the campaign name may stand alone, as Girl Up.

• When referring to the Girl Up campaign in written materials, it is acceptable to refer to it as the Campaign. Capitalize campaign when it stands alone or is not adjacent to Girl Up. Do not capitalize campaign if it follows Girl Up.

For example:
The Girl Up campaign will mobilize American girls;

and

The Campaign will mobilize American girls

• The first reference to the United Nations Foundation in any written material (press releases, backgrounders, etc.) must be fully written. On second use, it is acceptable to use UN Foundation. It is not acceptable to use UNF.

For example:
Since its inception, the United Nations Foundation has helped build a community of girl advocates and champions. The UN Foundation’s initiatives raise awareness and mobilize resources for successful interventions.

Style

• Girl Up must always appear in capital letters.

For example:
Yes: Across the country, girls are raising awareness and funds for Girl Up.

No: Through girl up’s support, girls will become educated, healthy, safe, counted and positioned to be the next generation of leaders.

• Do not use Girl Up as a verb.

For example:
No: Across the country supporters are Girl-ing Up for the Campaign;

or

No: Everyone is girling up

• When referring to the website in printed materials, the style is GirlUp.org, with a capital G and a capital U.
Content Strategy
Boilerplate

Girl Up, the United Nations Foundation’s adolescent girl campaign, supports the empowerment of girls everywhere. Since its launch in 2010, the campaign has funded UN programs that promote the health, safety, education, and leadership of girls in developing countries and built a community of nearly half a million passionate advocates - including Girl Up Global Advocates Her Majesty Queen Rania Al Abdullah of Jordan and Angelica Fuentes. Our leaders, representing more than 700 Girl Up Clubs in 44 countries, stand up, speak up, and rise up to support the hardest to reach girls living in places where it is hardest to be a girl.

Learn more at GirlUp.org.

Mission

Girl Up ignites the empowerment of girls, by girls around the world. In partnership with the United Nations, we stand up for girls, speak up for programs that help them thrive and rise up as a community of global advocates out to change the world, for good.

Vision

Girl Up envisions a world where every girl can reach her full potential. A world where girls lead the way to bigger dreams and happier days, healthier communities and stronger nations. A world where girls are empowered and a future that is better because of them.
Logo and Logo Lockup

There are two approved logos that may be used on any marketing material as well as on the Girl Up website.

For specific useages for each please see the “Variations” page of these guidelines.

Logo Lockup
The logo lockup refers to the Girl Up type treatment with dove hands presented next to the United Nations Foundation logo.

Logo
The logo refers to the Girl Up type treatment and dove hands.
Grayscale and Black Only Logo

The black only version of the Girl Up master logo should be used for print scenarios where spot color and/or grayscale printing is not an option. In these cases, it is preferred that the logo be represented in black only.

Both grayscale and black only are presented below.

Reversed Logo and Web Lockup

The Girl Up ‘reverse’ logo master is to be utilized with any dark color or high contrast backgrounds.

*Please note that reverse logos can be used on all approved high contrast backgrounds.

The web lockup is used on the homepage of girlup.org and is the alternate color lockup on a background of #303030.
Improper Usage

It is important to not improperly use either the Girl Up logo or logo lockup. This section shows several examples of improper logo usage.

Do not stretch, pinch, or distort logo proportions in any way.

Do not add graphic elements to the logo.

Do not add words to the logo.

Do not reconfigure the arrangement of logo elements.

Do not introduce new colors into the logo.
**Improper Usage**

It is important to not improperly use either the Girl Up logo or logo lockup. This section shows several examples of improper logo usage.

Do **not** place the logo over low-contrast background colors.

Do **not** place the logo over conflicting graphic elements.

Do **not** confine the logo in an uncomfortable shape.

Do **not** place the logo over distracting background visuals.
**Trademark Symbol**

Please note that the first instance of the brand name in any given document should be accompanied by the “™” symbol. The proper placement of this symbol is after the word “Up” as shown here: Girl Up™.

**Mark Spacing**

In most cases the mark and lockup should have the length of the “i” in girl outlining the composite and mark.

**Sizing**

Horizontal lockups should not be sized under one and a half inches. Vertical lockups should not be sized under a half inch.

Logos should not be sized under a half inch.
Taglines are written in Proxima Nova Light

Horizontal Lockup with Tagline

Horizontal Tagline

Uniting Girls to Change the World
## Color

<table>
<thead>
<tr>
<th></th>
<th>RGB (web)</th>
<th>Print 4-Color Process</th>
<th>Print Spot-Color (Preferred)</th>
<th>Hexidecimal</th>
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</thead>
<tbody>
<tr>
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<td></td>
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<td></td>
</tr>
<tr>
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<td>R 236</td>
<td>C 0</td>
<td>Pantone Process Magenta</td>
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<tr>
<td></td>
<td>G 0</td>
<td>M 100</td>
<td></td>
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<tr>
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<td>B 140</td>
<td>Y 0</td>
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<td></td>
<td></td>
<td>K 0</td>
<td></td>
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<tr>
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<td>K 0</td>
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*The primary palette is the original Girl Up color palette and can be applied to print pieces and to select web pieces.*

*The secondary palette was developed specifically for the web and should be applied to graphic elements on the girlup.org website.*
Main Typefaces

Museo Sans
Proxima Nova

Museo Sans can be downloaded for free at: www.exljbris.com

Proxima Nova can be purchased at: www.fonts.com

Museo Sans (Headlines)

AaBcCcDdEeEfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz
1234567890?!

Proxima Nova (Body Copy)

AaBcCcDdEeEfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz
1234567890?!

Type Styling

Headlines are set in Museo Sans 700. Subheads can be set in either Museo Sans 500 or 300. Body copy is set in Proxima Nova Regular.

Headline
Subhead Lorem Ipsum

Ihil idel ipsum facia que audiae et volo cum latem voluptiorem inte molore voluptassum renatem ese quo ius deliatem ex eosapicate.
Photography
Things to Avoid

- Small low resolution photos
- Dark color overlays
- Extreme close ups

Large, high quality photos should be used as features to reinforce key messages or stories. For example, it is appropriate to use photos in print or on the web to illustrate:

- Stories about real girls in developing countries
- In-country projects supported by Girl Up
- Girl Up spokespeople
- Girl Up events and activities
- Real girl champions and fundraisers
Conveys powerful, positive emotion to reflect the empowering spirit of the campaign.

Conveys powerful, positive emotion to reflect the empowering spirit of the campaign.

Top photo is too low res. to be used.
Bottom photo is cropped too tightly and is too low res.
Gradient Treatment

On the website there are several instances where a gradient overlay is used. This overlay utilizes one of the three Girl Up primary brand colors (magenta, cyan, or purple) and should never stray from those three.

Gradient should be at 100% opacity at the bottom of the photo and fade out to 0% at the top.

Color Overlay

In the very rare instance that a full color overlay is required, the overlay should be either one of the three brand colors, black or white. Overlays should be between 50 and 70% opacity.