

Girls in Tech™

## **Branding Guide**

Updated November 27, 2018

# Introduction

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Welcome to the Girls in Tech branding guidelines.

A unified and consistent use of these guidelines is a key way we will strengthen the visual identity and global recognition of Girls in Tech. These guidelines are designed to help not only our chapters, but also our corporate office, partners, and anyone authorized to use the Girls in Tech brand to do so consistently and with intention.

These branding guidelines will continue to evolve as our organization grows and changes, so please check back periodically for new versions of these guidelines.

The Girls in Tech brand is only as strong as the girls who use it. Thank you for making the brand a priority as you develop your programs and continue your amazing work.

# Our Logo

These branding guidelines will help you best determine how to use our logo.

## Logotype

Please use the full logotype whenever possible.



## Glyph

A glyph is an individual character, it might be a letter, an accented letter, a ligature, or punctuation mark. A glyph should be used in situations where there is limited space or as an accent where the full logotype is already represented.



Thank you for not editing, changing, distorting, recoloring, or modifying our logo in any way.

## Logo Colors



**Pink with White:** Our primary logo coloring used the most often.



**Black with Pink:** Used on variations of swag only.

## Spacing

Keep empty space (also known as “white space”) equivalent to 75% of the height of logotype or 50% of the height of the glyph.



# Our Colors

We use a common color palette across all projects as a way to bring consistency and unity to our various programs, events, and websites. You may use these colors in any combination or styling you desire.

RGB 242, 242, 242 CMYK 4, 2, 2, 0 HEX #F2F2F2 Pantone 663 C	RGB 202, 96, 164 CMYK 18, 76, 0, 0 HEX #CA60A4 Pantone 674 C	RGB 233, 29, 143 CMYK 1, 97, 0, 0 HEX #E91E8F Pantone 225 C	RGB 200, 210, 44 CMYK 26, 4, 100, 0 HEX #C8D22C Pantone 611 C
RGB 102, 202, 216 CMYK 55, 0, 16, 0 HEX #66CAD8 Pantone 3105 C	RGB 0, 31, 91 CMYK 100, 91, 32, 34 HEX #001F5B Pantone 281 C	RGB 108, 67, 154 CMYK 70, 88, 0, 0 HEX #6C439A Pantone 7678 C	RGB 21, 18, 11 CMYK 69, 65, 71, 84 HEX #15120B Pantone Black 6 C

# Fonts

For headings, use the "Futura Bold" font and for all other copy use "Myriad Pro Regular."

Headings: Futura Bold

**The quick brown fox jumps over the lazy dog**

Paragraphs: Myriad Pro Regular

The quick brown fox jumps over the lazy dog

# E-mail Signature

When creating the Girls in Tech E-mail Signature, the first line is your first name followed by your last name. The second line is your Chapter title followed by Director with a comma and then location. The third line is your telephone number, the fourth line is your Chapter's website address. The fifth line will contain the following social media icons in order: Facebook, Twitter, LinkedIn and Instagram. Each of these social media icons will need to be hyperlinked to your Chapter's social media accounts.



Click the image for the link to the E-mail signature in Google Documents

## Fonts

First and Last Name: Verdana Bold 18pt in #000000

**The quick brown fox jumps over the lazy dog**

Chapter Title: Verdana Regular 12pt in #000000

The quick brown fox jumps over the lazy dog

Telephone Number and Chapter Website Address: Verdana Regular 10pt in #000000

The quick brown fox jumps over the lazy dog

## In Writing

Always capitalize the words “Girls” and “Tech” while leaving the “in” lowercase whenever writing the full organization name. You may use the abbreviation “GIT” only where the full name of the organization has already appeared and it is clear that “GIT” refers to “Girls in Tech.” When using the abbreviation, all three letters are capitalized.

**Girls in Tech**



**Girls in tech**



**Girls In Tech**



**girls in tech**



**GIT**



**GiT**



**Git**

