GIRL FORCE

BRAND BIBLE

Table of Contents

The Logo

Girl Force's logo is the foundation for communicating with your target audience. Brand recognition is the key to building a successful relationship and trust. In order to preserve the brand's strong identity, there are limiting factors on how the brand can be presented.

For Print:

JPG, TIFF, and PDF are the best formats to present the logo when designing for print. This will ensure quality images at small sizes.

For Web & Digital:

EPS, AI, PNG, and SVG are the best formats to present the logo artwork when designing for web and digital. This will help preserve higher image qualities.

No adjustments should ever be made to the original AI and EPS files. This may result in quality loss, and may make the original logo impossible to reproduce.

Wordmark

A wordmark is useful when there is no need for the use of imagery, or if there are two many elements present within a design. This allows the Girl Force brand to be present without creating more visual noise.

There is only one proper way to present the wordmark, which is the two words side-by-side. The wordmark should never be stacked or rearranged in order to fit into different spaces within a design.

GIRL FORCE

GIRL FORCE

correct

Logo Colour

Colour will set the tone for the Girl Force brand. Improper use of colour could potentially send the wrong message to your target audience. Vibrant, energetic colours should be used to compliment any material related to the brand.

As tempting as it may be, gradients are huge design obstacles and usually detract from a design more than they add to it. The Girl Force logo is designed to be successful as a flat, single colour.

C 0%   M 88% Y 51%   K 0%

R 239   G 69   B 97

#EF4561

Backgrounds

The Girl Force logo must be presented at the highest quality and should be used as a focal point. Other information should not compete with the logo.

When presented on a background, it should always be presented as the version with the highest contrast in relation to the content. If the background is saturated with colours, the black/white version should be used. If the background is white, the colour version should be used to help the logo stand out.

When being used on promotional materials, unless there is important visual information in the background, the images should always be slightly blurred in order to keep the focus on the logo.

Typeface

The two primary font families related to the brand are *Effra* and and *Mr Eaves XL Mod OT*. Effra is the font used in the logo and should be defaulted to whenever you want a piece of information to standout.

Mr Eaves XL Mod OT is the font to use for body copy, and can be used on a website as well.

The primary function of these two font families is to allow any information Girl Force needs to get across as easily as possible. Accessibility, readability, and friendliness are all important when choosing a typeface.

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mr Eaves XL Mod OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

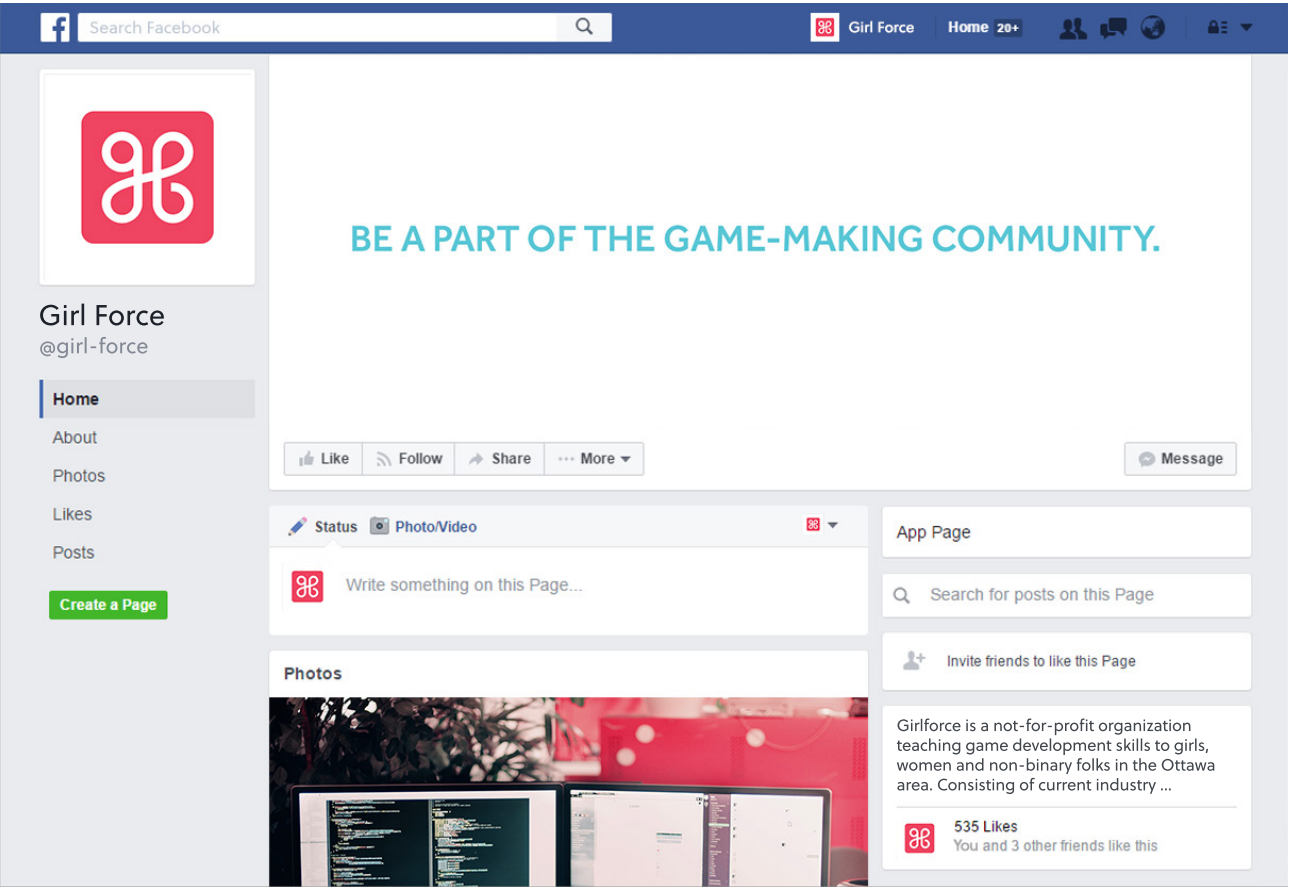abcdefghijklmnopqrstuvwxyz

1234567890

Social Media

Girl Force's online and social media presence should serve in its best interest. The online content related to the brand should not compete with the offline content. Social media should be used to draw attention and should not cause any confusion, or spread misinformation. Consistency is key.

The logo must be presented and positioned in order to reflect your desire to reach out and expand upon your existing community.

Platforms: the platforms Girl Force uses to advertise or gain a larger following is entirely up to the discretion of your media consultant or marketing manager. However, if a platform is chosen the logo must be used on the profile and in any featured promotional materials.

Other Icons: if the Girl Force logo is placed next to other logos or social media icons, it must be given equal visual importance. It should not be paired with regular icons which simply tell a user/reader what to do.

BE A PART OF THE GAME-MAKING COMMUNITY.

Girl Force
@girl-force

Home
About
Photos
Likes
Posts

Create a Page

Like   Follow   Share   ··· More ▾   Message

Status   Photo/Video

App Page

Write something on this Page...

Search for posts on this Page

Invite friends to like this Page

Photos

Girlforce is a not-for-profit organization teaching game development skills to girls, women and non-binary folks in the Ottawa area. Consisting of current industry ...

535 Likes
You and 3 other friends like this

Buffer Zone

The full Girl Force logo is meant to sit by itself and should not be crowded by other visual elements or information. The minimum buffer zone for the logo should be the size of the capital 'G' present in the wordmark.

The only exception to the rule above is if the logo is used on internal documentation, where space needs to be reserved for important information. Any documentation circulated internally is not intended to promote Girl Force to your target audience.

This rule applies to the pictorial and the wordmark.

Logo Reduction

Readability is key when presenting a logo. Due to some of the details present in the logo, excessive reduction will result in quality loss and the absence of important visual elements. It should never be reduced beyond .75in in height.

Another trick to know if the logo is too small is to try and distinguish the lightning bolt in the wordmark. If the details are lost and not easily noticeable, the logo is too small.
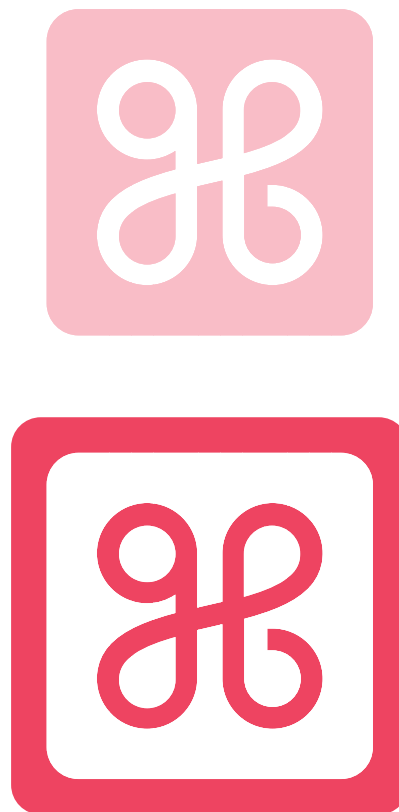
Symbol Only

The pictorial can be separated from the wordmark, but all previous restrictions in the Girl Force Branding Bible apply. This option should also be used sparingly. Using this option too often will start to diminish the overall visual impact when people see it.

Graphic Treatment

There are several ways the logo can be used as a graphic element instead of as the full logo. The pictorial is inspired by the Apple command symbol, and by the visual aesthetic of keys on a Mac. Using geometric, round, mono-weight lines can enhance the visual impact of promotional materials that you produce. The design inside the pictorial can be used to make a pattern, similar to the one on the inside of this branding bible.

The style of these designs should not change, and should look good when paired with the proper logo.

Application

The application of these visual elements should always come together to produce a story. This story should display Girl Force's desire to change the gaming industry and empower women.

Girl Force empowers women with the intention of disrupting the current narrative established by the gaming industry. Young women should feel confident and should be able to trust Girl Force to give them the skills they need to enter a workplace which is currently dominated by men. Girl Force promotional pieces should reflect the strengths of the women who participate in your program and the women who devote their time in order to make this program possible.

Photography

Energetic, vibrant photos featuring confident figures should be used in order to accomplish this. Featuring the progress of those who go through the course, or the progress of those who run the course are excellent ways to communicate a sense of trust and accomplishment.

Imagery must always be relevant. Do not place the Girl Force logo on images which do not help the brand. This gives the impression that Girl Force is associated with whatever its logo is on.