Brand Identity Standards Guide

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The Strengths of Standards

The following branding standards outlined in this guide are a direct reflection of Girls on the Run® and the experiences a person has with the organization. The look and feel of our communications—our brand identity—affects how our brand is conveyed and perceived. All the brand identity components have been designed to visually convey the distinct characteristics of Girls on the Run. Strict adherence to these standards provides a consistent, distinctive and immediately recognizable message which in turn heightens awareness of the organization and the brand.

Using the Identity Standards Guide

The following text and visual examples outline the proper application and use of the Girls on the Run, Heart & Sole, Camp GOTR, Girls on the Run 5K and Girls on the Run SoleMates® identity systems. Please read through the entire document before attempting to use the branding in any way. Keeping to these standards will exponentially increase the strength of each of the Girls on the Run logos. All uses of the Girls on the Run logos are ultimately subject to approval by Girls on the Run International.

Description and Usage

Color is a critical element in creating a memorable and lasting brand identity. It can be used to link certain information and to offer the viewer visual cues for continuity and/or differentiation. Using the Girls on the Run color palette will lend to consistency in all communications.

Girls on the Run Primary Colors

The primary colors are based on the Pantone Matching System (PMS). Always strive to use the PMS for matching purposes, because all other substitutions (CMYK, RGB, HEX) are approximate values that best match the PMS colors. Use the primary palette on all organizational materials, in addition to Girls on the Run program specific materials.

Pantone

	PANTONE
	PMS 240 - Pink
	PMS 368 - Green

Process

The Process Colors were chosen to represent the primary colors when the use of the Pantone Matching System is not available. You may use the CMYK colors for printed materials, RGB for screen applications and HEX web colors for websites.

	CMYK	RGB	HEX
	19-100-9-0	197-41-155	c5299b
	58-2-100-0	120-190-32	78be20

Girls on the Run Secondary Colors

The secondary colors are based on the Pantone Matching System (PMS). Always strive to use the PMS for matching purposes, because all other substitutions (CMYK, RGB, HEX) are approximate values that best match the PMS colors. Use the primary palette on all organizational materials, in addition to Girls on the Run program specific materials.

Pantone

	PANTONE
	PMS 1235
	PMS 158
	PMS 3268
	PMS 2617

Process

	CMYK	RGB	HEX
	0-29-91-0	255-184-28	ffb81c
	0-61-97-0	232-119-34	e87722
	90-0-49-0	0-171-142	00ab8e
	83-100-24-21	71-10-104	470a68

Heart & Sole Primary Colors

Pantone

	PANTONE
	PMS 2695
	PMS 7655
	PMS 7455

Process

	CMYK	RGB	HEX
	80-94-25-46	55-25-77	#37194d
	37-79-0-0	166-86-162	#a656a2
	87-77-0-0	61-83-164	#3d53a4

Heart & Sole Secondary Colors

Pantone

	PANTONE
	PMS 621
	PMS 7765

Process

	CMYK	RGB	HEX
	21-0-20-0	200-230-211	#c9e6d3
	37-11-99-0	174-191-56	#aebf38

Camp GOTR Primary Colors

Pantone

	PANTONE
	PMS 240 – Pink
	PMS 158 – Orange
	PMS 1235 – Yellow

Process

	CMYK	RGB	HEX
	19-100-9-0	197-41-155	c5299b
	0-61-97-0	232-119-34	e87722
	0-29-91-0	255-184-28	ffb81c

Camp GOTR Secondary Colors

Pantone

	PANTONE
	PMS 2415
	PMS 674
	PMS 151
	PMS 1505
	PMS 1225

Process

	CMYK	RGB	HEX
	41-100-14-1	136-0-107	88006b
	17-80-5-0	183-59-136	b73b88
	0-60-100-0	251-107-0	fb6b00
	0-72-100-0	225-84-15	e1540f
	0-22-84-0	249-188-39	f9bc27

Typography

Description and Usage

Typography is an essential component of the Girls on the Run brand and sub-brand identities. A disciplined use of typographic standards will add consistency to all forms of communications. There are two sets of approved typefaces and fonts: the primary typeface and fonts and the supporting typeface and fonts.

Typeface and Fonts for Headings

These primary typefaces are used for branding purposes, such as the Girls on the Run logotype, and for headlines and copy in advertisements and other media.

Clarendon
Clarendon Light
Clarendon Roman (standard Clarendon)
Clarendon Bold

Avenir Light
Avenir Medium (standard Avenir)*
Avenir Heavy
Avenir Black

*Avenir is the preferred sans serif typeface; however, Arial is an approved alternative, especially for internal communication purposes.

Arial
Arial Roman (standard Arial)
Arial Black

Supporting Typeface and Fonts

The Everygirl font is exclusive to Girls on the Run! This font embodies everything that Girls on the Run stands for: inclusivity, confidence, strength and joy!

As a best practice, use the Everygirl and Garden Grown fonts above for headlines or as design accents.

EVERYGIRL (REGULAR)

EVERYGIRL (BOLD)

Everygirl (Script)

Bromello

Garden Grown (for Camp GOTR materials)

File Formats

Description and Usage

File formats can have a great effect on the quality of an image. With so many applications and file formats it is difficult to decipher what formats to use for which application. Below are recommendations that will aid in choosing the correct file format to provide optimal quality. Always use the correct file format for your application.

Vector Graphics

Can be infinitely re-sized without losing graphic quality and maintains the exact color specifications for consistent reproduction. **When creating merchandise, vector graphics must be used.** It is important to note that saving a JPG or other pixel graphic as a vector file format does not create an actual vector file.

Vector File Formats: .ai, Adobe Illustrator .eps

Pixel Graphics

Can only be reduced in size to maintain quality. Increasing the size of these graphics will severely reduce the quality.

Pixel (Raster) File Formats: .psd, .tif, .jpg, .png, .gif, .pdf, .wmf, Photoshop .eps

Preferred Formats

Print Applications

For any professional print job, always use an Adobe Illustrator .eps. For internal applications a .jpg or .tif can be used instead. **Never take a graphic off the web for use in print materials.**

Online/Electronic Applications

A transparent .png is the optimal format for screen applications. A .jpg or .gif can be used as well but are older formats that do not always produce consistent results.

Environmental Applications (Signage, Billboard, etc.)

All environmental applications require an Illustrator .eps file format. There is no alternative.

Email Signatures and Internal Communication

Internal Communication

Girls on the Run HQ uses Arial, size 11 for internal communication purposes.

Email Signatures Description and Usage

An email signature is often one of the first interactions a person has with a brand; therefore, presenting consistent and professional email signatures organization-wide is critical to protecting the Girls on the Run brand. Below is an email signature template to customize, copy and paste into your council's email account settings:

first name last name | title

girls on the run council name | council physical address

council website | council phone number | council fax number (if applicable)

This e-mail is intended for the use of the addressee(s) only and may contain privileged, confidential, or proprietary information that is exempt from disclosure under law. It may be used only by the addressee and may not be divulged without the express consent of the sender. If you have received this message in error, please inform us promptly by reply e-mail, then delete the e-mail and destroy any printed copy. Thank you.

Trademarks

Girls on the Run International is the owner and/or authorized licensee of certain trademark rights, rights of association and sponsorship, rights of publicity, image and likenesses, including the following:

- Girls on the Run (Name and Logos)
- GOTR (Acronym)
- Girls on the Run 5K (Logo)
- Go to Your Happy Pace
- Wondergirl (Name and Logo)
- Heart & Sole (Name and Logos)
- Camp GOTR (Name and Logos)
- Heart & Sole Girl Wheel
- "learn. dream. live. run."

Please include the ® symbol on all documents including this logo or name. If the name appears more than once on one page, please include the ® symbol after the first reference only.

All Girls on the Run employees play a critical role in protecting and advancing the Girls on the Run brand. This responsibility includes using all Girls on the Run trademarked names and logos as outlined in the following pages and reporting any misuse of the trademarked names and logos.

Girls on the Run Primary Logo

Adelaide

Registered Trademark

Logotype

Description and Usage

The most fundamental visual element of a brand identity is its logo. Three elements comprise the Girls on the Run logo: the Girls on the Run logotype, the registered trademark (®) and Adelaide, the name of the girl running in the logo.

This logo is to be used on all communications for Girls on the Run. It should always be a person's first contact with the organization.

Written Usage

Girls on the Run® is a registered trademark. In your literature, please always use the registered symbol after "Girls on the Run" the first time it is stated in writing. It does not need to be utilized every time the name is used thereafter.

Two-Color

The two-color version of the Girls on the Run logo consists of two spot colors (Pantone [or PMS]) and is the primary representation of the brand. It is strongly recommended that this version is used whenever possible. Always precisely match the specified colors by referencing the palette in the "Color" section of this identity guide.

PMS 368 (GOTR Green)

PMS 240 (GOTR Pink)
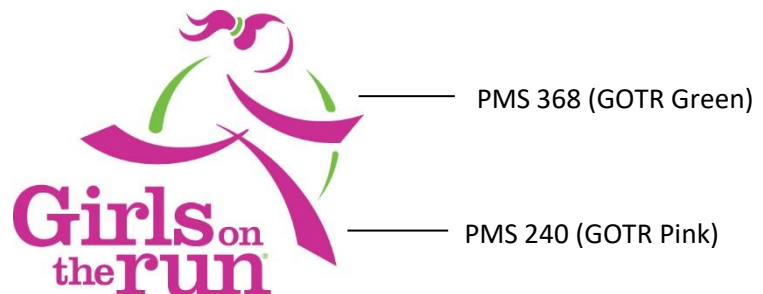
One-Color

When reproduction constraints prevent the use of the two-color or the process color version of the logo, use a one-color version below. When using a one-color version of the Girls on the Run logo, it may be used as black or white *only*. When no other solution is available, the white version of the logo may be used. Refer to the "Color" section of this guide for information on the Girls on the Run colors.

One-color black application with light background

One-color white application with dark background

Minimum Size Requirements

To ensure the integrity of the Girls on the Run logo, do not reduce its width to less than 1-inch wide for print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Minimum 1-inch

Clear Space

To create maximum impact, keep the space around the Girls on the Run logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "Gi" in Girls.

Background Control

Background colors and graphics can easily overpower or compete with the logo. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of the logo for each application, as illustrated below. When using the logo over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the "Unacceptable Uses" section for examples of insufficient backgrounds.

85% Black	15% Black

Unacceptable Uses

The consistent and correct application of the Girls on the Run logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the Girls on the Run logo.

Never distort the logo

Never add elements to the logo

Never use a distracting background
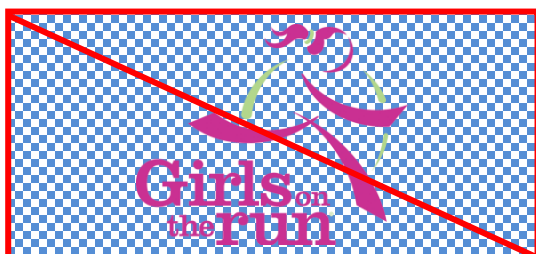
Never change the color of the logo

Never use a background that does not contrast the logo

Never use a different typeface to recreate the logo

Never delete elements from the logo
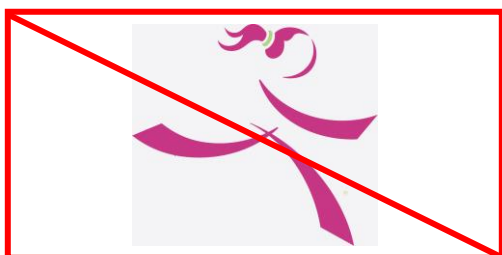
Never use a one-color application unless it is black or white

Never rotate the logo

Girls on the Run Secondary Logo

Adelaide

Registered Trademark

Description and Usage

The secondary visual element of the Girls on the Run brand identity is Adelaide which may be used without the logotype when sufficient brand references to Girls on the Run are located on/in the medium being used. For example, the logo above may be used on the front of a flyer if it is obvious by information contained within that flyer is for Girls on the Run.

Two-Color

The two-color version of the Girls on the Run Adelaide consists of two spot colors and is the primary icon of the brand. It is strongly recommended that this version be used whenever possible. Always precisely match the specified colors by referencing the color palette in the "Color" section of this guide.

PMS 368 (GOTR Green)

PMS 240 (GOTR Pink)
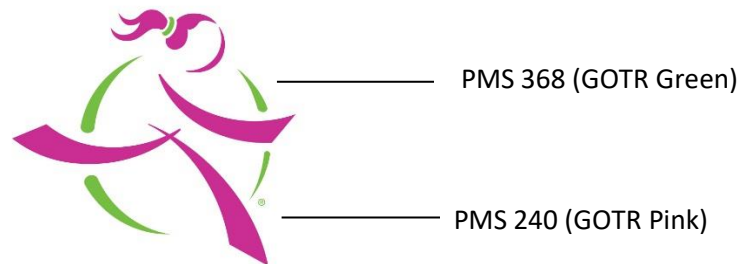
One-Color

When reproduction constraints prevent the use of the two-color or the process color version of Adelaide, use one of the one-color versions below. When using a one-color version of Adelaide, it may be used as black and white or any of the GOTR primary and secondary colors. Refer to the "Color" section of this guide for information on the Girls on the Run colors.

One-color application with light background

One-color white application
with dark background

Minimum Size Requirements

To ensure the integrity of the Adelaide, do not reduce its width to less than 0.5-inch wide for print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Minimum 0.5 inches

Clear Space

To create maximum impact, keep the space around the Girls on the Run logo free from other text and graphics. The clear space on each side of Adelaide should always be equal to or greater than the width of the aura when it is increased to 200%.

Background Control

Background colors and graphics can easily overpower or compete with Adelaide. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of Adelaide for each application, as illustrated below. When using Adelaide over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the "Unacceptable Uses" section for examples of insufficient backgrounds.

85 % Black   15% Black
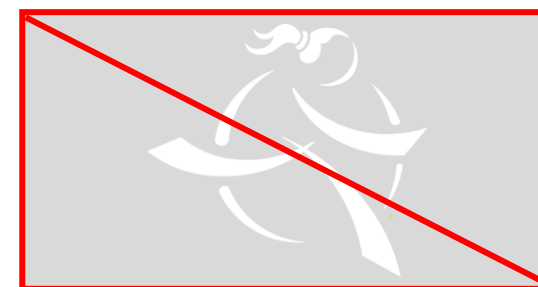
Unacceptable Uses

The consistent and correct application of Adelaide is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of Adelaide logo.
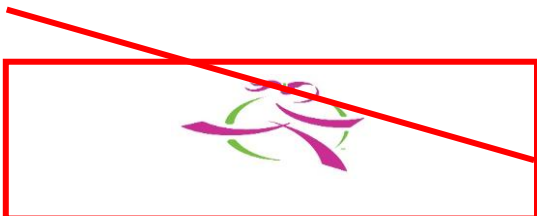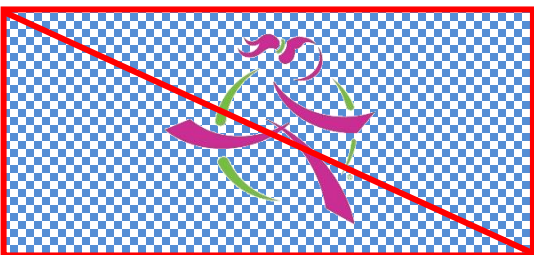
Never distort the logo

Never rotate Adelaide.

Never use a distracting background

Never change the color of the logo

Never use a background that does not contrast the logo
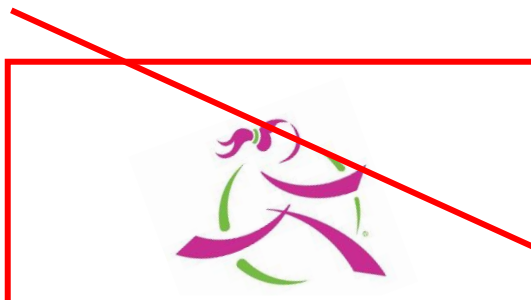
Never add elements to the logo
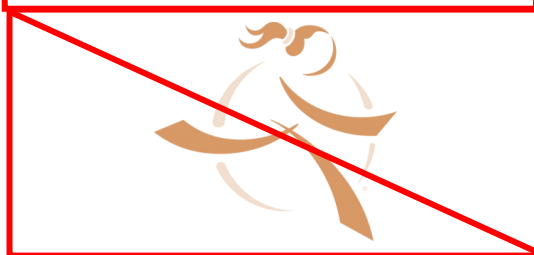
Never delete elements from the logo

Never flip Adelaide
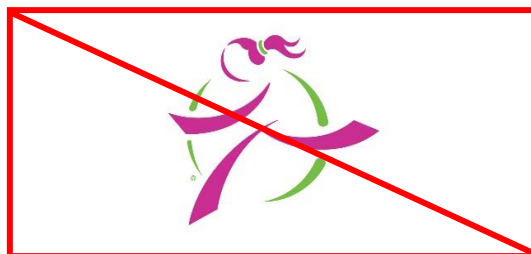
Heart & Sole Logo
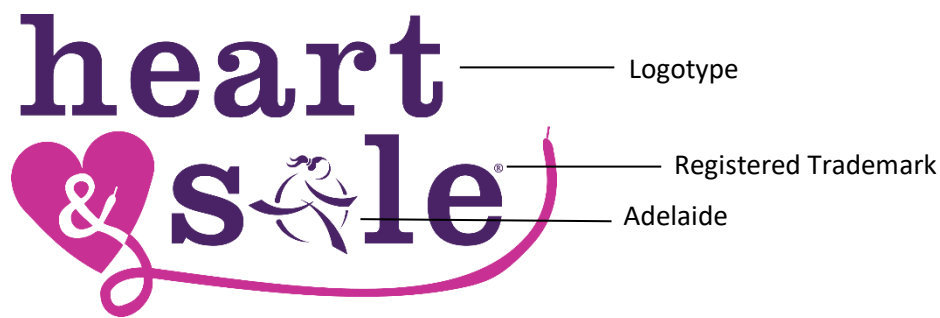
Logotype

Registered Trademark

Adelaide

Description and Usage

The most fundamental visual element of a brand identity is its logo. Four elements comprise the Heart & Sole logo: the logotype, Adelaide, the heart/shoelace graphic, and the registered trademark (®).

This logo is to be used on all communications for Heart & Sole. It should always be a person's first contact with the Heart & Sole program. The Heart & Sole logo is available in vertical and horizontal versions, so please use the version that works best for your specific purpose.

Written Usage

For brand consistency, always write Heart & Sole with an ampersand, never with the word "and" instead of the ampersand. When describing Heart & Sole's relationship with Girls on the Run, please use the following language: Heart & Sole is a program from Girls on the Run International for girls in 6th – 8th grade.

Two-Color

The two-color version of the Heart & Sole logo consists of two spot colors (Pantone [or PMS]) and is the primary representation of the brand. It is strongly recommended that this version is used whenever possible. Always precisely match the specified colors by referencing the palette in the "color" section of this identity guide.

One-Color and Reversed Color

When reproduction constraints prevent the use of the two-color or the reversed color version of the logo, use a one-color version or the reversed version. When using a one-color version of the Heart & Sole logo, it may be used as black and white *only*. Refer to the "color" section of this guide for information on the Girls on the Run and Heart & Sole colors.

One-color black application with light background

Reversed application with contrasting background

One-color white application with dark background

Minimum Size Requirements

To ensure the integrity of the Heart & Sole logo, do not reduce the width of the horizontal or vertical versions to less than two inches wide for print usage. Other reproduction methods may require the minimum size to be greater.

Minimum size of two inches.

Clear Space

To create maximum impact, keep the space around the Heart & Sole logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "he" in "heart."

Background Control

Background colors and graphics can easily overpower or compete with the logo. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of the logo for each application, as illustrated below. When using the logo over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the "Unacceptable Uses" section for examples of insufficient backgrounds.

Unacceptable Uses

The consistent and correct application of the Heart & Sole logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the logo.
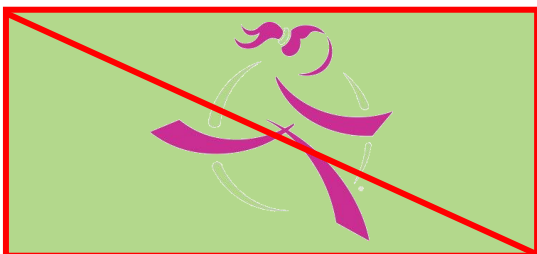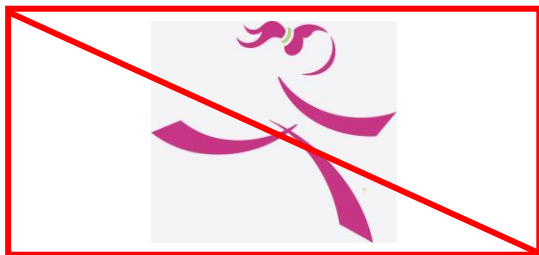
Never distort the logo

Never use a different typeface to recreate the logo

Never use a distracting background

Never change the color of the logo

Never use a background that does not contrast the logo

Never add elements to the logo

Never delete elements from the logo

Camp GOTR Primary Logo

Camp GOTR Sun

Logotype

Adelaide and Registered Trademark

Badge/Ribbon Graphic

Description and Usage

The most fundamental visual element of a brand identity is its logo. Five key elements comprise the Camp GOTR logo: the logotype, Adelaide and the registered trademark (®), the badge/ribbon graphic, and the Camp GOTR Sun. This logo is to be used on all communications for Camp GOTR. It should always be a person's first contact with the Camp GOTR program.

Written Usage

GOTR® is a registered trademark. In your literature, please always use the registered symbol after "Camp GOTR" the first time it is stated in writing. It does not need to be utilized every time the name is used thereafter. When describing Camp GOTR's relationship with Girls on the Run, please use the following language: "Camp GOTR by Girls on the Run provides a one-of-a-kind opportunity for 3rd – 5th grade girls to develop self-confidence and learn life skills they can use now and as they grow."

Color

The Camp GOTR primary logo is available in a single colorway, and is not to be altered. When reproduction constraints prevent the use of the color primary version of the logo, refer to the Camp GOTR secondary logo options. The color version of the Camp GOTR logo is the primary representation of the brand. It is strongly recommended that this version is used whenever possible. Always precisely match the specified colors by referencing the palette in the "Color" section of this brand identity guide.

PMS 1235 (GOTR Yellow)

PMS 240 (GOTR Pink)

PMS 158 (GOTR Orange)

PMS 1505
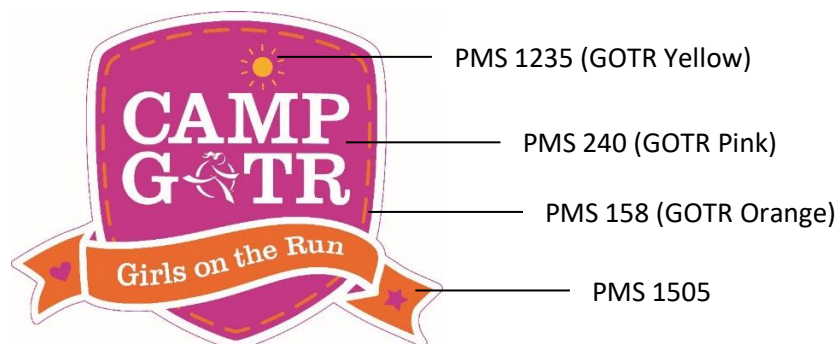
Camp GOTR Weekly Theme Logos

The Camp GOTR program is comprised of two weekly curricula options—"Girls Have Heart" and "Girls Have Power"—each with its own logo. The Camp GOTR weekly theme logos are comprised of the same elements as the Camp GOTR primary logo, but have a slight color variation within the ribbon graphic.

The Camp GOTR weekly theme logos are only to be used in Camp GOTR curriculum-specific communications. For example, if a council is offering both the "Girls Have Heart" and "Girls Have Power" camps, it would be appropriate to showcase both weekly theme logos on marketing materials, along with a description of each theme.

Camp GOTR Weekly Theme Logos - Written Usage

When describing **Camp GOTR: Girls Have Heart**, use the following language: "Throughout the week, girls will have fun exploring friendships with activities designed to discover what makes a good friend and how to be a good friend to others. Girls will move, build, create, write, discuss, connect, and laugh all while participating in games and activities that will leave them feeling confident and appreciated by their teammates."

When describing **Camp GOTR: Girls Have Power**, use the following language: "During this dynamic week-long session, girls will learn about the power they possess to recognize emotions in themselves and others, and how to express their feelings through fun and interactive activities such as "Emotion Detective", building workshops, creative skits and more!"

PMS 2415
PMS 1225

PMS 1225
PMS 240

Minimum Size Requirements

To ensure the integrity of the Camp GOTR primary logo, do not reduce its width to less than 2 inches wide for print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.
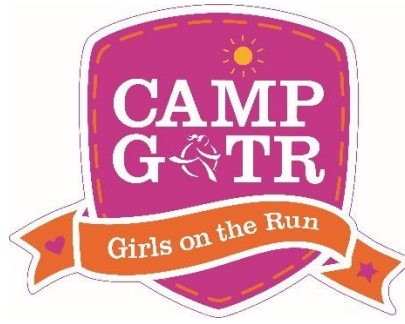
Minimum size of 2 inches

Clear Space

To create maximum impact, keep the space around the Camp GOTR primary logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "C" in Camp.

Unacceptable Uses

The consistent and correct application of the Camp GOTR primary logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the logo.

Never distort the logo

Never use a different typeface to recreate the logo

Never use a background other than approved Camp GOTR patterns

Never change the color of the logo

Never use a background that does not contrast the logo

Never add elements to the logo

Never delete elements from the logo

Camp GOTR Secondary Logo

Camp GOTR Sun

Logotype

Adelaide and Registered Trademark
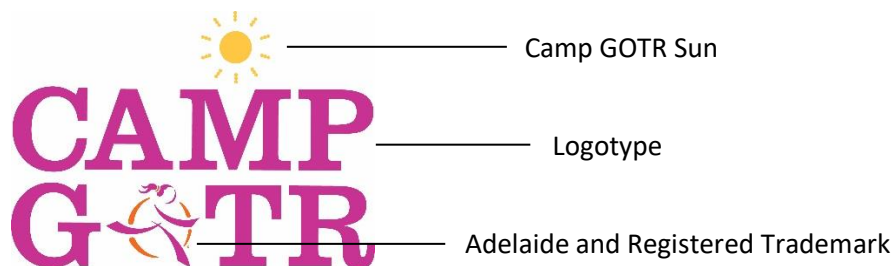
Description and Usage

The Camp GOTR secondary logo is comprised of four elements: the logotype, Adelaide and the registered trademark (®), and the Camp GOTR Sun. The secondary logo may be used when sufficient brand references to Girls on the Run (as an organization) are located on/in the medium being used. For example, the logo above may be used on the front of a flyer if it is obvious by information contained within that the flyer is for Camp GOTR by Girls on the Run.

Tri-Color

The tri-color version of the Camp GOTR secondary logo consists of three spot colors. Always precisely match the specified colors by referencing the color palette in the "Color" section of this guide.

PMS 1235 (GOTR Yellow)

PMS 240 (GOTR Pink)

PMS 1505
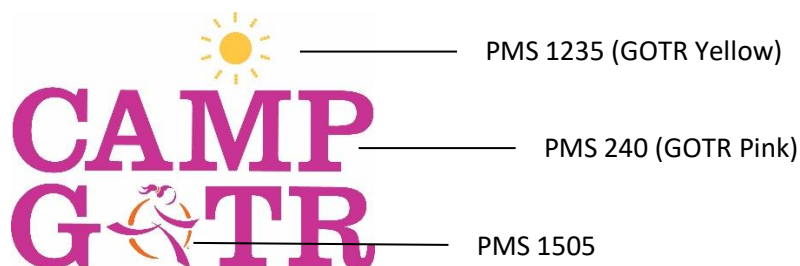
One-Color

When reproduction constraints prevent the use of the tri-color or the process color version of the Camp GOTR secondary logo, use one of the one-color versions below. When using a one-color version of the logo, it may be used as black and white *only*. When no other solution is available, the white version of the logo may be used. Refer to the "Color" section of this guide for information on the Camp GOTR colors.

One-color black application
with light background

One-color white application
with dark background

Minimum Size Requirements

To ensure the integrity of the Camp GOTR Secondary logo, do not reduce its width to less than 2 inches wide for print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Minimum size of 2 inches

Clear Space

To create maximum impact, keep the space around the Camp GOTR secondary logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "C" in Camp.

Background Control

Background colors and graphics can easily overpower or compete with the logo. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of the logo for each application, as illustrated below. When using the logo over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the "Unacceptable Uses" section for examples of insufficient backgrounds.

Unacceptable Uses

The consistent and correct application of the Camp GOTR secondary logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the logo.

Never distort the logo

Never use a different typeface to recreate the logo

Never use a distracting background
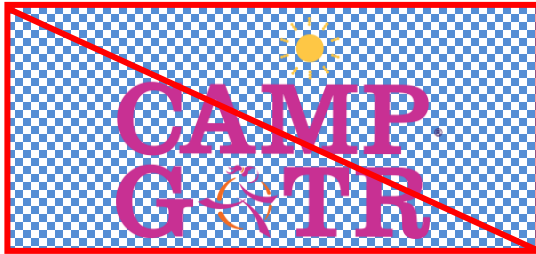
Never change the color of the logo

Never use a background that does not contrast the logo

Never add elements to the logo

Never delete elements from the logo

Girls on the Run 5K Logo

Logotype ——————

Adelaide

Registered Trademark

Event Star

Description and Usage

The most fundamental visual element of a brand identity is its logo. Four main elements comprise the Girls on the Run 5K logo; the Girls on the Run logotype, the registered trademark (®), Adelaide and the 5K star. When applicable, include proper usage of the presenting sponsor or title sponsor. No other elements may be added. The Girls on the Run 5K logo is available in three colorways: two-color pink and green (PMS 240 and PMS 368), one-color white or one-color black.

Presenting Sponsor

When applicable, proper usage of the presenting sponsor is to be included in addition to the four main elements.

The local presenting sponsor logo should be the secondary focus and therefore should never exceed the width of the Girls on the Run 5K logo. "Presented by:" should always be written in Clarendon typeface and never be smaller than 5pt font size.

Title Sponsor

When applicable, proper usage of the title sponsor is to be included in addition to the four main elements.

The local title sponsor should also be a secondary focus and should be incorporated into the Girls on the Run 5K logo utilizing the appropriate file formats. The name of the title sponsor should always be written in Clarendon typeface and sized accordingly to the space provided. A title sponsor logo must never be added to the Girls on the Run 5K logo.

Should a council have both a title and presenting sponsor, they may be combined along with the four main GOTR 5K logo elements. All other sponsor logos must appear on the back of 5K shirts.

Two-Color

The two-color version of the Girls on the Run 5K logo consists of two spot colors (Pantone [or PMS]) and is the primary representation of the brand. It is strongly recommended that the two-color version be used whenever possible. Always precisely match the specified colors by referencing the palette in the "Color" section of this identity guide.

PMS 240 (GOTR Pink)

PMS 368 (GOTR Green)
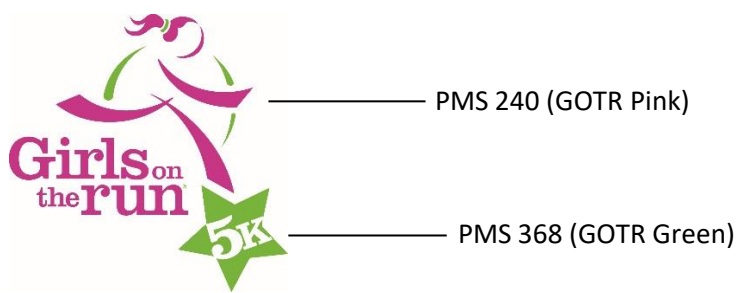
One-Color

When reproduction constraints prevent the use of the two-color or the process color version of the logo, use the one-color version below. When using a one-color version of the Girls on the Run 5K logo, it may be used as black and white *only*. Refer to the "Color" section of this guide for information on the Girls on the Run colors.

One-color black application with light background

One-color white application with dark background

Minimum Size Requirements

To ensure the integrity of the Girls on the Run 5K logo, do not reduce its width to less than 1.25-inch wide for print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Minimum 1.25 inches

Clear Space

To create maximum impact, keep the space around the Girls on the Run 5K logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "Gi" in Girls. The only exception to this is the addition of a local presenting sponsor, which may appear directly below the bottom tip of the star and to be no larger than the Girls on the Run logotype.

Background Control

Background colors and graphics can easily overpower or compete with the logo. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of the logo for each application, as illustrated below. When using the logo over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the following page for examples of insufficient backgrounds.
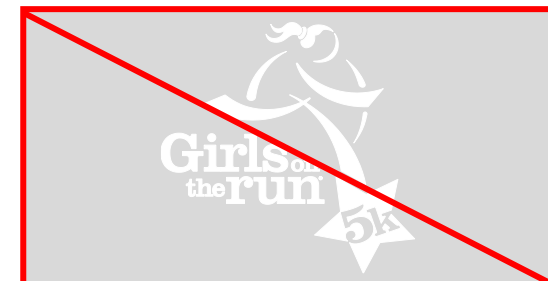
85% Black   15% Black

Unacceptable Uses

The consistent and correct application of the Girls on the Run 5K logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the Girls on the Run 5K logo.

Never distort the logo

Never use a distracting background

Never use a background that does not contrast the logo

Never delete elements from the logo

Never add elements to the logo

Never change the color of the logo
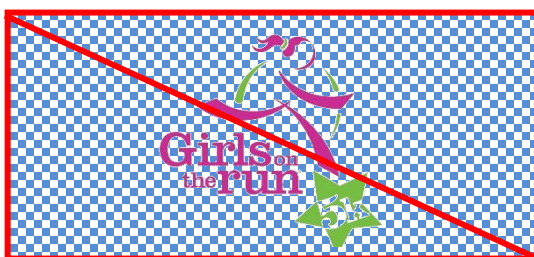
Never rotate the logo

Never use a one-color application unless it is black & white
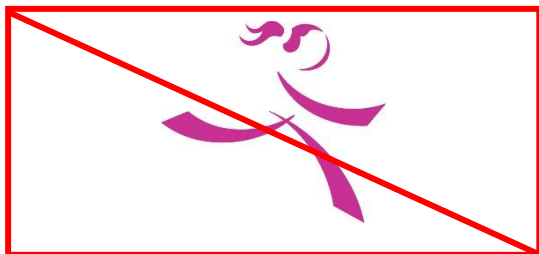
Never separate the elements of the logo

Never modify any elements of the logo

Girls on the Run® 5K T-Shirts

FRONT

BACK

A great way to show pride and stir up excitement about a Girls on the Run 5K event is to produce t-shirts. Consistent use of the Girls on the Run 5K logo on t-shirts will maintain the integrity of the brand.

Below is an overview of the Girls on the Run 5K t-shirt brand requirements. **For additional information on merchandise ordering policies, please see the** [Merchandise Guide](#), **located on the** *[Council Portal > Merchandise > Merchandise Guide and Policy](#)*.

Screen-printing requirements

- White or black screen-print on colored tee (with sufficient contrast) *-or-*
- Color screen-print on white tee
- **Logo files ending in ".EPS" or ".Ai" extensions are the only acceptable file types for screen-printing.** File types ending in ".JPG," ".PNG," ".PDF," or any other extension are unacceptable.

Front of shirt

- There are **five 5K logo versions available to print on 5K shirts:** Girls on the Run 5K; Girls on the Run 5K – Presenting Sponsor; Girls on the Run 5K – Title Sponsor; Girls on the Run 5K – Title and Presenting Sponsor; Girls on the Run 5K – Annual. Customization options available, per logo, are listed below.
- The selected logo should always remain centered on the front of the shirt.
- No other elements or logos outside of the list of 5K logo options above should be printed on the front of the shirt.

Girls on the Run 5K

- Static; no opportunity for customization

- Colorway options include two-color pink and green, white, or black

Girls on the Run 5K – Presenting Sponsor

- The national preferred merchandise vendor, CGP, will customize the Girls on the Run 5K logo with a presenting sponsor logo, if requested.
- Customization on CGP's part requires a "custom order" with custom pricing for councils.
- Colorway options include two-color pink and green (with the opportunity for colors to increase with the addition of a sponsor logo)*, white, or black
  - o ***Please note the addition of local sponsor logo colors will incur additional cost and longer lead time. Two rounds of revisions are included in local sponsor logo customization.**

Girls on the Run 5K – Title Sponsor

- The national preferred merchandise vendor, CGP, will customize the Girls on the Run 5K logo with a title sponsor name, if requested.
- Customization on CGP's part requires a "custom order" with custom pricing for councils.
- Colorway options include two-color pink and green, white, or black

Girls on the Run 5K – Annual

- Customization includes council name only; <u>no additional title or presenting sponsor logos</u> will be added.
- Colorway options include four-color, white, or black
- The national preferred merchandise vendor, CGP, retains the rights to print the four-color logo. If printing the logo in color, councils must order through CGP.
- The annual 5K logo may be used on any digital or print marketing materials.
  - The minimum size requirement for the council version of the annual 5K logo is 2 inches. For usage under 2 inches, councils should use the non-tagline, non-council version located on the *Council Portal > Marketing & PR > Logos.*
- Councils requesting a customized version of the annual 5K logo can submit their requests here. Turnaround time for receiving the customized logo is 5-7 business days.

Back of shirt

- Keep text limited.
- Date, Location, City and State should be included at the top of the back of the shirt.
- National Partner Girls on the Run 5K logos must be placed under the event information and must always be sized larger than other sponsor logos on the shirt. There is <u>no opportunity for customization</u> to this artwork.
- Councils may customize the back of 5K shirts with <u>local sponsor logos below National Partner artwork</u>.
- Text should never interfere with any logos.
- **Sponsor logos** may be printed in **black or white only.**

Unacceptable Uses

The examples on this page illustrate some of the unacceptable uses of the Girls on the Run 5K logo when applied to t-shirts.

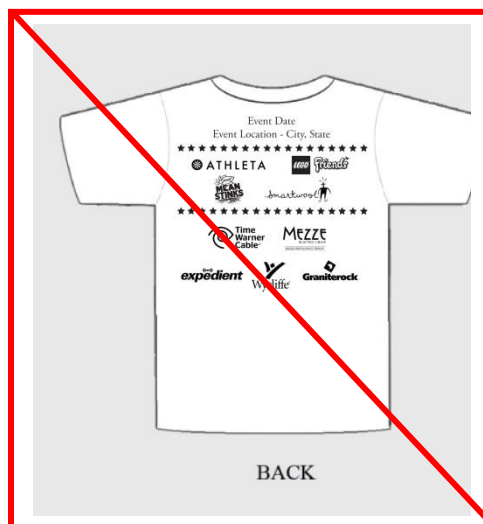Never decrease size of logo and place on pocket

FRONT

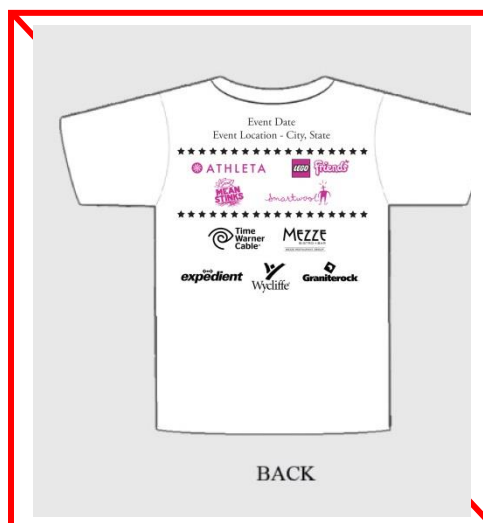Never add elements that interfere with the logo

FRONT

Never rearrange the logos. Make national sponsors largest and on top

BACK

Never make sponsor logos equal in size unless on the same level of sponsorship

BACK

Never add to color palette of sponsor logos

BACK

Girls on the Run SoleMates Logo

SoleMates logotype ——— SOLEMATES®

Physical activity icons

Registered Trademark

Girls on the Run logotype ——— **Girls** on the **Run**

Description and Usage

The most fundamental visual element of a brand identity is its logo. Four main elements comprise the SoleMates logo; the SoleMates logotype, the Girls on the Run logotype, the registered trademark and physical activity icons that better represent the SoleMates program.

Either the horizontal or vertical SoleMates logos are to be used on all communications for SoleMates.

Written Usage

Written text allows further explanation of the SoleMates charity athlete program. When including "SoleMates" in a headline or body of text, always be sure that it is written as a single word with the 'S' and 'M' as capital letters.

SoleMates® is a registered trademark. In your literature, please add the registered symbol after "SoleMates" the first time it is stated in writing. It does not need to be utilized every time the name is used thereafter.

Three-Color

The three-color version of the SoleMates logo consists of three spot colors (Pantone [or PMS]) and is the primary representation of the brand. It is strongly recommended that this version is used whenever possible. Always precisely match the specified colors by referencing the palette in the "Color" section of this identity guide.

SOLE MATES® **Girls** on the **Run**

PMS 3268 (GOTR Teal)

PMS 431 (Gray)

PMS 240 (GOTR Pink)

One-Color

When reproduction constraints prevent the use of the three-color or the process color version of the logo, use the one-color version below. When using a one-color version of the SoleMates logo, it may be used as black and

white *only*. When no other solution is available, the white version of the logo may be used. Refer to the "Color" section of this guide for information on the Girls on the Run colors.

One-color black application with light background

One-color white application with dark background

Minimum Size Requirements

To ensure the integrity of the SoleMates logos, do not reduce its width to less than 1.25-inch wide (for the vertical logo) and 1.75-inch wide (for the horizontal logo) in print usage. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Vertical SoleMates Logo

(Minimum 1.25" Wide)

Horizontal SoleMates Logo

(Minimum 1.75" Wide)

Clear Space

To create maximum impact, keep the space around the SoleMates logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the width of the "S" in SoleMates.

Background Control

Background colors and graphics can easily overpower or compete with the logo. A dark background is considered 85% black or darker, and a light background is considered 15% black or lighter. Use the correct version of the logo for each application, as illustrated below. When using the logo over a photo or texture, make sure the contrast allows it to prominently stand out. Refer to the "Unacceptable Uses" section for examples of insufficient backgrounds.

85% Black   15% Black
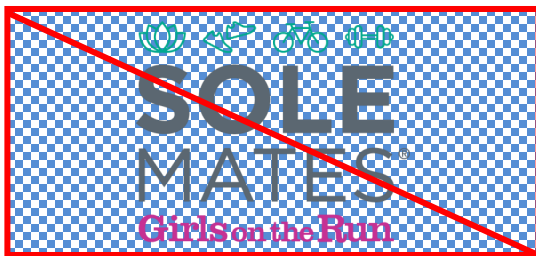
Unacceptable Uses

The consistent and correct application of the SoleMates logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate *some* of the unacceptable uses of the logo.

Never distort the logo

Never use a different typeface to recreate the logo

Never use a distracting background

Never change the color of the logo

Never use a background that does not contrast with the logo

Never add elements to the logo

Never delete elements from the logo

Never rotate the logo

Never use a one-color application unless it is black or white.