



Leadership Defined

Brand Guidelines



Brand Story

Girl Talk began in 2002 when one high school girl identified a problem and decided to make a difference.

Haley Kilpatrick founded the first Girl Talk Chapter in Albany, Georgia to help her younger sister through the challenging years of middle school. Our peer-to-peer mentoring program offers high school girls the opportunity to mentor middle school girls during their most formative years. Meetings are a safe space for all girls to share and gain perspective on common experiences that have the potential to make a permanent impact on their lives.

At Girl Talk, we believe there are no limits to girls' potential and strive to create an environment that inspires, motivates and cultivates confidence. And as we continue to expand throughout North America and beyond, we're committed to driving the dialogue for the next generation of women leaders.



Mission

We inspire all girls to be confident leaders through peer-to-peer mentoring programs.

Vision

All girls live confidently, lead fearlessly, and grow into women who support and encourage one another.

Core Values



LEADERSHIP

Grow skills to motivate, empathize and build relationships with others



INCLUSION

Accept all for who they are without judgment



AUTHENTICITY

Celebrate and learn from our unique qualities



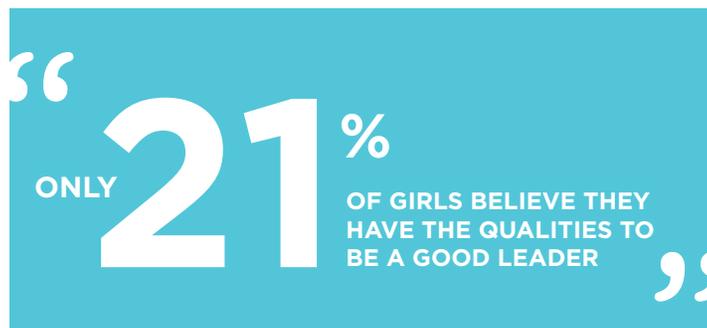
SERVICE

Give back to communities through volunteerism



Leadership Defined

As we look to the future of our organization, our foundation sits solidly on the tenant of leadership.



It is our commitment to equip all girls with the skills they need to feel confident in their abilities to lead. Our goal is to properly educate our participants through leadership literacy, so they can recognize various styles, characteristics and approaches of leadership and actually put them into practice.

Girl Talk provides the platform necessary to support the next generation of women leaders through our programmatic offerings and the formation of a life-long leadership network. Our tagline - Leadership Defined - captures our commitment to being the reliable resource for all girls wanting to learn solutions that will motivate them today, tomorrow and beyond.



Brand Voice

Our brand voice is a large part of what defines our image as an organization—it is made up of the words, messages and writing styles that we use to communicate across mediums. Our brand voice is important because it affects how Leaders, participants, partners, donors and the community at large see us, feel about us and communicate with us

When writing for Girl Talk, use these attributes as your guide.

WHAT WE ARE	OUR RATIONALE	WHAT WE AREN'T
EMPOWERING	We aim to inspire the next generation of women leaders and encourage them to lead with confidence. We must communicate with a voice that is active and bold.	Aggressive or loud
INCLUSIVE	Girl Talk is for all girls—there is no prerequisite to participate and everyone is welcome. Utilize words and phrases that invite, encourage and comfort. We are that friendly face in the room that makes you feel at home.	Exclusive, cliquy or unreachable
CONFIDENT	Our commitment to the Girl Talk mission is steadfast and must be supported through the use of clear, concise, definitive speech. We must emulate the strength we hope to instill in our participants.	Entitled, insecure, self-deprecating
INSPIRING	Learning leadership skills can open so many doors for our young girls. Be sure to capture that spirit of possibility with encouraging language that lifts them up with energy and enthusiasm.	Dark or negative



Brand Tone

While our brand voice stays constant, our brand tone changes depending on the situation or audience, much like a person’s tone of voice changes based on their mood. Below are some examples of the tones of voice that we use to communicate.

When writing for Girl Talk, use these examples as your guide.

TO NE	WHEN TO USE	WHERE TO USE
PROFESSIONAL	When communicating on behalf of the Girl Talk brand, our tone is professional, straightforward and concise. Our messaging needs to convey confidence and set the example for young girls. Avoid slang, colloquialisms and overtly casual language.	<ul style="list-style-type: none"> • Marketing materials • Mygirltalk.org • News/PR • Partner/donor outreach • Facebook • LinkedIn • Teen Advisory Board
WELCOMING	When communicating on behalf of the Girl Talk brand, our tone is all inclusive, messaging needs to be encouraging and comforting. Avoid slang, colloquialisms and overtly casual language.	<ul style="list-style-type: none"> • Marketing materials • Mygirltalk.org • All Social Platforms • News/PR • Curriculum materials • Camp materials
SPIRITED	Being a Leader is energizing! Our messages should have a contagious excitement that inspires our girls to share the Girl Talk mission.	<ul style="list-style-type: none"> • Facebook (as deemed appropriate) • Twitter • Mygirltalk.org • Curriculum materials • Camp materials
CONVERSATIONAL	When communicating directly with Girl Talk participants, you have the opportunity to introduce more casual language. Slang, acronyms, emojis and hashtags are welcome—use appropriately and make sure the overall message stays true to the brand.	<ul style="list-style-type: none"> • Blog • Twitter • Pinterest • Facebook • Instagram • Newsletters



Headquarters Logo Variations

Use the following guidelines to ensure that you are using the Girl Talk logo correctly across all platforms. These logo variations must never be altered, re-drawn or reconfigured in any way. Modifications or alterations in any way will undermine its effectiveness and will not be accepted.

Stacked



Leadership Defined

MINIMUM SIZE

Minimum logo width 1" for print and 72 px for digital.

WHEN TO USE

This is the primary logo and should be used to reflect our brand as much as possible. This logo can be positioned in the center, or right/left justified.

Horizontal



Leadership Defined

MINIMUM SIZE

Minimum logo width 1.5" for print and 100 px for digital.

WHEN TO USE

This logo is best used when horizontal space is ample. Position left justified with the rest of the content/copy. Do not center or right justify this logo variation.

Without Tagline



MINIMUM SIZE

Minimum logo width .375" for print and 25 px for digital.

WHEN TO USE

Use this logo when tagline use is not necessary, such as photo watermarks. This logo can be positioned in the center, or right/left justified.



Leadership Defined

Chapter Logo Variations

Use the following guidelines to ensure that you are using the Girl Talk logo correctly across all platforms. These logo variations must never be altered, re-drawn or reconfigured in any way. Modifications or alterations in any way will undermine its effectiveness and will not be accepted.

Stacked



Leadership Defined

MINIMUM SIZE

Minimum logo width 1" for print and 72 px for digital.

WHEN TO USE

This is the primary logo and should be used to reflect our brand as much as possible. This logo can be positioned in the center, or right/left justified.

Without Tagline



MINIMUM SIZE

Minimum logo width .375" for print and 25 px for digital.

WHEN TO USE

Use this logo when tagline use is not necessary, such as photo watermarks. This logo can be positioned in the center, or right/left justified.

Horizontal



Leadership Defined

MINIMUM SIZE

Minimum logo width 1.5" for print and 100 px for digital.

WHEN TO USE

This logo is best used when horizontal space is ample. Position left justified with the rest of the content/copy. Do not center or right justify this logo variation.



Leadership Defined

Clear Space

The Girl Talk logo needs some breathing room. Make sure you give it space to stand out. For all versions of the mark, the margin of clearspace around the logo is equal to 1/3 the width of the chat bubble.

Always maintain the required clear space around the logo.





Don't place logo on a busy photograph.



Don't distort the logo.



Don't tilt or skew the logo.



Don't use perspective effects.



Don't add special effects (drop shadow, glow, etc).



Don't use colors not specified in style guide.



Don't change the proportions of the logo.



Don't use a frame or stroke around the logo.



Don't use more than one color for logo/tagline combination.



Don't place logo on contrasting background color.



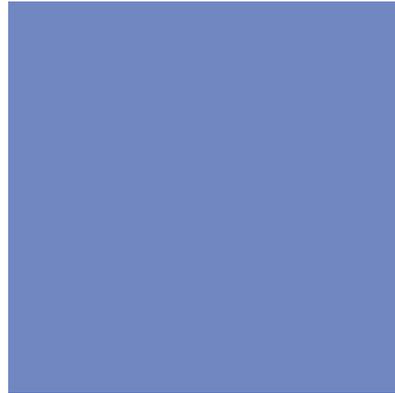
Leadership Defined

Colors

These are the colors that represent our brand. The “Primary” colors should be used generously throughout brand collateral, while the “Secondary” palette should be used more exclusively.

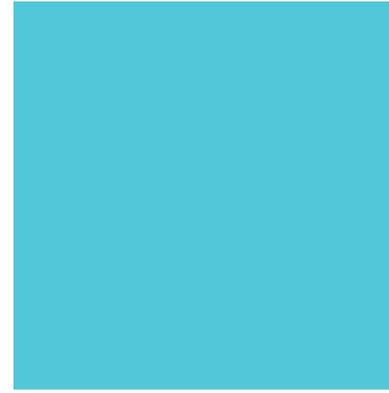
When designing for Girl Talk, use these colors.

PRIMARY FOR HEADQUARTERS



PMS 2715
 CMYK: 55/44/0/06
 #7086C2
 RGB: 112/134/194

PRIMARY FOR CHAPTERS



PMS 3115
 CMYK: 0/0/15/0
 #53C6D8
 RGB: 83/198/216

SECONDARY COLOR PALETTE



PMS 190
 CMYK: 0/63/18/03
 #F37F9A
 RGB: 243/127/154



PMS 375
 CMYK: 5/0/77/0
 #B1D166
 RGB: 177/209/102



PMS 122
 CMYK: 0/17/80/0
 #FCD14D
 RGB: 252/209/77



PMS 1575
 CMYK: 0/55/80/0
 #F68C46
 RGB: 246/140/70

Gradients

We love gradients! Our gradients are composed of our brand colors. The “Leadership” gradient is reserved for leadership materials and the “Chapter” gradient is reserved for Chapter materials. The secondary gradients can be used in all materials.

When designing for Girl Talk, use these gradients.

LEADERSHIP GRADIENT (HEADQUARTERS)



PMS 2715
55/44/0/06
#7086C2
112/134/194

PMS 3115
0/0/15/0
#53C6D8
83/198/216

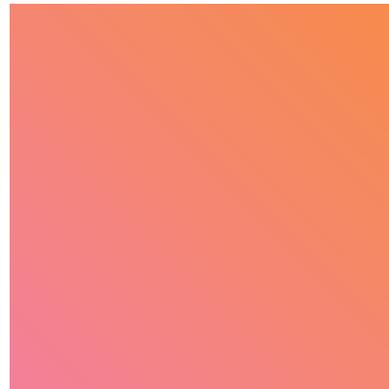
CHAPTER GRADIENT



PMS 3115
0/0/15/0
#53C6D8
83/198/216

PMS 375
5/0/77/0
#B1D166
177/209/102

SECONDARY GRADIENTS



PMS 190
0/63/18/03
#F37F9A
243/127/154

PMS 1575
0/55/80/0
#F68C46
246/140/70



PMS 1575
0/55/80/0
#F68C46
246/140/70

PMS 122
0/17/80/0
#FCD14D
252/209/77



PMS 122
0/17/80/0
#FCD14D
252/209/77

PMS 375
5/0/77/0
#B1D166
177/209/102



Type

Our primary typefaces and Gotham and Gotham Rounded. Pluto Bold is reserved for special use.

When designing for Girl Talk, use these typefaces.

Gotham

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

WHEN TO USE

Use this font for headlines, titles, and subheads.

Gotham Rounded

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

WHEN TO USE

Use this font for all body copy.

PLUTO BOLD

abcdefghijklmnopqrstuwxxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

WHEN TO USE

Use this font for event signage.

Bromello

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

WHEN TO USE

Use this font sparingly in more casual spaces, such as event collateral. This font should be reserved for creative headlines or titles. Never use this font as body copy.



Type Hierarchy

PRINT & DIGITAL

Headlines
Gotham Rounded
28 - 44 pt

Subheads are **Gotham Bold 12 pt**. This is an example of what a subhead will look like.

HEADLINES ARE GOTHAM BOLD 9 PT

Body copy is Gotham Rounded Light 9 pt with 12pt leading.

HEADLINES ARE GOTHAM BOLD 9 PT

Body copy is Gotham Rounded Light 9 pt with 12pt leading.

HEADLINES ARE GOTHAM BOLD 9 PT

Body copy is Gotham Rounded Light 9 pt with 12pt leading.

HEADLINES ARE GOTHAM BOLD 9 PT

Body copy is Gotham Rounded Light 9 pt with 12pt leading.

POWERPOINT & WORD

Headlines
Calibri Light
48 pt

Subheads are **Calibri Bold 20 pt**. This is an example of what a subhead will look like.

HEADLINES ARE CALIBRI BOLD 18 PT

Body copy is Calibri Light 14 pt with 18 pt leading.

HEADLINES ARE CALIBRI BOLD 18 PT

Body copy is Calibri Light 14 pt with 18 pt leading.

HEADLINES ARE CALIBRI BOLD 18 PT

Body copy is Calibri Light 14 pt with 18 pt leading.

HEADLINES ARE CALIBRI BOLD 18 PT

Body copy is Calibri Light 14 pt with 18 pt leading.

Icon Library

We love using icons in Girl Talk collateral! To make sure our iconography is consistent, all icons must be outlined with a fixed-width stroke. The color of the stroke can be any of the colors in our style guide, however gradients are not to be used for icons.

Girl Talk icons are simple, friendly, and consistent.



Peer-to-peer Mentorship



Community/Network



Confidence



Leadership



Empowerment



Encouragement



Together/Success



Purposeful



Evolve



Kindness



Commitment



Inclusivity/Diversity

WHEN TO USE

Use each icon only in a manner which makes sense to its referenced definition. You may use these icons in powerpoints, printed collateral, or posters. These icons can be used in any Girl Talk color.

Social Media Guidelines

LOGO USAGE

Chapters should only use the secondary (teal) Girl Talk logo in any posts, profile photos, or cover photos. Headquarters should use the primary (purple) logo.

POSTING

Posting daily is appreciated, however, Chapters are welcome to post as often as appropriate to highlight special events, Chapter moments, service projects and more.

Never post anything negative in relation to Girl Talk.

Be positive, Share your inspiration, and remember that social media and digital media live on forever and can be found at anytime – be judicious with your posts.

HASHTAGS

Use hashtags #LeadershipDefined #GirlTalkInc when posting or sharing about Girl Talk.

SHARING

Sharing is caring! – whenever you have a post that you'd like shared to other organizations be sure to share any posts with:

Facebook: www.facebook.com/InspireGirlTalk

Instagram: www.instagram.com/GirlTalkInc

Twitter: www.twitter.com/GirlTalkInc

LinkedIn: www.linkedin.com/company/Girl-Talk-Inc

Youtube: www.youtube.com/user/GirlTalkInc

Pinterest: www.pinterest.com/GirlTalkInc



Thank you!



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