SciGirls®

So you want to use this logo?

c 0 m 42 y 100 k 1

pantone 138

SciGirls

c 52 m 12 y 100 k 0

pantone 377

c 27 m 100 y 33 k 3

pantone 676

acceptable way to add your city name to the logo

SciGirls
Minneapolis

[logo]

The preferred SciGirls logo is the 3-color version shown on the left of this page. Use this version whenever possible.

All-black or all-white versions of the logo may be used when you are printing a one color document.

[typefaces]

American Typewriter (for headings)
regular
bold
condensed
bold condensed

Eurostile Bold
This is only to be used to type out the Scigirls logo for body copy.
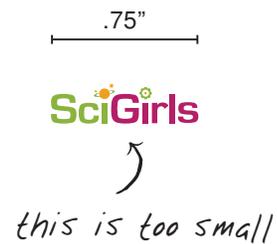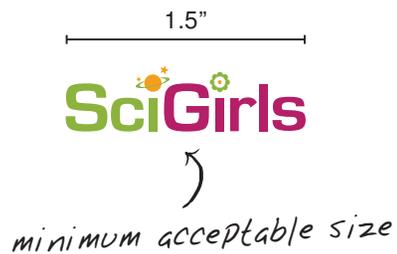
Myriad
regular
bold
bold italic
italic
To be used for body copy of print materials.

[web typefaces]

Exceptable web typefaces to use on any SciGirls related web presence are Georgia (to replace American Typewriter) and Arial (to replace Myriad).

[logo placement]

When The SciGirls logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logo. The space is equivalent to the height of the "c" (in the SciGirls logo) and should be implemented on all sides of the logo no matter what.

1.5"

minimum acceptable size

.75"

this is too small

[logo size]

The SciGirls logo should be used in a size large enough to ensure legibility. Refer to the sizes on the left as needed. Minimum logo width is 1.5 inches.

[how do I get logo files?]

To acquire acceptable graphics please visit our SciGIrls CONNECT website: scigirlsconnect.org (under Program Resources tab)

logo size and placement

[logo variations]

These logos are the only approved logos for use on any SciGirls promotional materials. If for any reason you would like to use a different layout or variation it needs to be approved by SciGirls staff.

[logo backgrounds]

The SciGirls logo may only be used on these approved backgrounds. If possible keep the logo over white using the three color version. If the logo needs to live over an image then a background element is required to improve readability.

To acquire logo and acceptable background graphics please visit our SciGirls CONNECT website scigirlsconnect.org (under Program Resources tab).

[background questions?]

If you are not sure that the background you picked is acceptable please e-mail an example to: nbecker@tpt.org or call 651.229.1310

Acceptable Backgrounds

c 0 m 0 y 100 k 0

c 0 m 0 y 0 k 100

Unacceptable Backgrounds

SciGirls

[graphics checklist]

Use only authorized digital files of the logo.

When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionatelty.

Do not reduce the logo below 1.5 inches wide.

Check color for accuracy and ensure that the logo is legible in the chosen print context.

A logo should never be incorporated into illustrations, cartoons, or other symbols or logos. It is not intended to be a decorative repeating element.

SciGirls requires that you submit your logo useage for our archival and tracking purposes. Thank you.

Submit digital files to: nbecker@tpt.org

Mail printed examples to:

Niki Becker, SciGirls

TPT

172 East Fourth Street

St. Paul, MN 55101

To acquire high resolution graphics please e-mail
nbecker@tpt.org