

# SciGirls



## Requirements for Using the SciGirls Brand

We're delighted that you are partnering with *SciGirls* and Twin Cities PBS (tpt) in our mission to encourage girls to become more engaged in STEM (Science, Technology, Engineering and Math). Because *SciGirls* is a registered service mark and trademark, we must ask that you comply with the following guidelines when you use *SciGirls* on your program's website and any print materials you may create. This document provides you with a non-exclusive license to use the *SciGirls* service marks and trademarks, logos, and copyrighted materials as shown here (the "Materials") and provides guidance on how to integrate the *SciGirls* brand into your print materials and website while adhering to tpt's trademark and copyright guidelines. **We anticipate that this document will change over time, and we will continue to send out updates as needed. We value your feedback, so please don't hesitate to contact us. Please send us copies of your documents for our archives! Emailed PDFs are great!**

Use of the *SciGirls* service marks and trademarks, logos, and copyrighted materials are solely for the purposes as stated here. Any other use of the Materials is strictly prohibited. You agree to follow the usage guidelines outlined here. Twin Cities PPBS may revoke this license at any time, with or without cause. Twin Cities PBS is the sole owner of the Materials, and all associated goodwill and any uses of the Materials hereunder shall inure solely to the benefit of tpt.

Questions? Email [nbecker@tpt.org](mailto:nbecker@tpt.org)



## The logo, the word *SciGirls* and Izzie & Jake

The *SciGirls* logo should have a ® as part of the logo, and follow the attached Style Guide. If you are not using the logo, the first use of *SciGirls* in narrative text in any materials should have a ®, but is not required thereafter, for example:

Come join us at a *SciGirls*® camp-in!

The word *SciGirls* should be used with Capital S and Capital G, no space between Sci and Girls. When referring to the series or website, italicize the word. When referring to a person or self-reference, do not italicize. For Example:

*SciGirls* premiered on PBS in February 2010 to great fanfare. SciGirl Makenna designed an app.

You may use the Izzie and Jake animated characters in conjunction with *SciGirls* activities. Other animated characters or images cannot be used in conjunction with *SciGirls*. Izzie and Jake cannot appear without the *SciGirls* logo. Izzie's and Jake's looks cannot be altered in any way, including hair and clothes. Izzie can be used without Jake, but Jake should not be used without Izzie without approval from *SciGirls* staff. Izzie and Jake can be altered in terms of size in order to fit within printing or web parameters.

## Required Link to [pbskids.org/scigirls](https://pbskids.org/scigirls) on Websites

On a website about your *SciGirls* program (eg. a camp, club), include a prominent link to the *SciGirls* PBS website [pbskids.org/scigirls](https://pbskids.org/scigirls). Name the link *SciGirls* on PBS or use the URL [pbskids.org/scigirls](https://pbskids.org/scigirls). Link should appear at the top of any list of "Related Links" or if there's no list, it should appear on the landing page above the fold.

## Credit, Copyright and Trademark

Any use of the *SciGirls* name or logo, whether used in print or web, must also contain the following language. Update the copyright year as appropriate.

### Standard Credit

*SciGirls* is produced for PBS by Twin Cities PBS and is made possible by the National Science Foundation. Additional support provided by Northrup Grumman Foundation and PPG Industries.

*SciGirls* ®/© 2018 Twin Cities PBS, Inc. [pbskids.org/scigirls](https://pbskids.org/scigirls)

### Short Form

If space does not permit use of Standard Credit on a small item, such as a bookmark, use the Short Form:

*SciGirls* ®/© 2018 Twin Cities PBS, Inc. [pbskids.org/scigirls](https://pbskids.org/scigirls)

## Required About *SciGirls* text & credit

### On websites, flyers, brochures, booklets, hand-outs of 1 page or more

*SciGirls*, an award winning PBS KIDS series, website and national outreach initiative, is changing how millions of tween girls think about science, technology, engineering and math, or STEM! In each episode, animated characters Izzie and her best friend Jake find themselves in jams only science can fix. To set things right, Izzie calls on bright, curious real-life SciGirls, who put STEM to work and save the day. Izzie also invites viewers to hang out on the website - [pbskids.org/scigirls](http://pbskids.org/scigirls) - a totally safe, social networking environment where girls can play games, connect, create personal profiles and avatars, share projects and watch every episode.

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### On print materials smaller than 1 page – e.g. postcards, small brochures

*SciGirls*, a PBS KIDS series and website targeting tween girls, showcases bright, curious real girls putting science, technology, engineering and math to work. *SciGirls* is produced for PBS by Twin Cities PBS and is made possible by the National Science Foundation. Additional support provided by Northrup Grumman Foundation and PPG Industries Foundation. *SciGirls* ®/© 2014 Twin Cities PBS, Inc. [pbskids.org/scigirls](http://pbskids.org/scigirls)

### On signage or posters of any size

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### On printed materials smaller than a postcard – e.g. bookmarks

*SciGirls* ®/© 2014 Twin Cities Public Television, Inc. [pbskids.org/scigirls](http://pbskids.org/scigirls)

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