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SECTION 4 — PARTNERSHIPS AND CO BRANDING

4.1 Partnerships and Co-branding
THE GIRL GENERATION IS A SOCIAL CHANGE COMMUNICATIONS INITIATIVE, PROVIDING A GLOBAL PLATFORM FOR GALVANIZING, CATALYSING AND AMPLIFYING THE AFRICA-LED MOVEMENT TO END FGM.

WE BELIEVE THAT THIS IS THE GENERATION WHERE FGM ENDS.

SECTION ONE

ABOUT US
OUR MISSION – OUR PLACE IN THE WORLD

We seek to inspire a collective of organisations and individuals across the most affected countries in Africa, and beyond, to end FGM in one generation.

We believe that for FGM to end, there needs to be a positive transformation in the way that girls are valued, and in the beliefs and social norms that underpin FGM. We believe that communication – which has the power to positively influence the very fabric of society and communities - lies at the heart of this transformation. This is social change communication.

We are supporting grassroots organisations to strengthen social change communications to end FGM, building on The Girl Generation values and vision, and multiplying the message of hope it promotes.

We are catalysing and amplifying voices, linking them together and to the wider global audience.

We are building a critical mass for change, which will help to unlock regional, national and international commitments, to increase resources that can sustain and scale up these efforts, and end FGM in one generation. Young people are the future parents of the continent – and they are the ones who really can end FGM in their generation. We see them as the life and soul of this movement.

OUR VALUES HOW WE ACT

Our values are a springboard for how we act as a movement, an organisation and as individuals. They are what make us The Girl Generation.

We are: strong, friendly, healthy, inclusive, dynamic, enlightened, authentic

We evoke: passion, energy, confidence, laughter, courage
1.2 USING THE GIRL GENERATION BRAND

The Girl Generation is a movement of passionate and active players, coming together to influence and inspire a new reality and giving central stage to the agency and voices of these girls themselves. You should use The Girl Generation brand if you:

- Share our vision and values
- Are committed to ending FGM in a generation as part of a global movement
- Want more people to know about your work through our global platform and brand-awareness
- Want greater credibility and connectedness by associating with other like-minded organisations
- Have signed up as a member of The Girl Generation
- Are a partner of The Girl Generation
- Agree with our Do No Harm principles

ADAPTING THE GIRL GENERATION BRAND TO DIFFERENT COUNTRIES

The Girl Generation works in 10 of the African countries most affected by FGM, with a phased approach. These are:

**PHASE 1 COUNTRIES:**

**PHASE 2 COUNTRIES:**
Egypt, Ethiopia, Somalia and Sudan.

**PHASE 3 COUNTRIES:**
focused in West Africa: Mali, Senegal and Burkina Faso.

When we begin working in each new country, we will carry out a rapid brand analysis to understand the relevance of The Girl Generation brand in that context, and identify any important adaptations that need to be made.
Our visual identity is an outward expression of The Girl Generation. It uniquely and distinctively sets us apart from other social change movements and compels people and organisations to join with us in working together to end FGM.

The Girl Generation logo is the primary element of this identity. Other components also play an important role in making The Girl Generation stand out. These are its colour, typography, pictures and imagery, our tone of voice and our graphic style.
2.1 Our Logo

The Triangle
The triangle is a powerful, simple and replicable shape which appears in the art of all cultures and religions.

It is devoid of any inherent meaning and can therefore represent whatever meaning is ascribed to it in our work.

It already has associations with femininity which can be built upon.

The inverted triangle embodies our aim of supporting the empowerment of girls and working with grassroots organisations to end FGM together.

The Girl Generation triangle is soft and childlike in its rendering. This reinforces the name’s reference to the girl and childhood.

The Girl
The logo puts the focus clearly on the girl – highlighting our focus on ensuring that she is protected and empowered. The “Girl” is also a non-controversial entry point for dealing with the controversial topic of FGM on the African continent and beyond.

Generation
We believe that FGM can end in a generation. We believe that this is the generation where FGM ends.

The Girl Generation
The full name, The Girl Generation, envisions the very change that we want to see by depicting a generation of girls increasingly empowered and able to enjoy access to their fundamental human rights. We speak directly to young women and girls – a generation of young women who live free from the fear and consequences of FGM, empowered to speak up, inspire change in their families and communities, and able to realise their potential.

Together to End FGM
Our tag line, Together to End FGM, describes how we work – we are united by our common vision that FGM can – and must – end in a generation. We seek to inspire a collective of organisations and individuals across the most affected countries in Africa, and beyond, to end FGM in one generation. Partnership and collaboration is the cornerstone of our work.

The unifying power of our brand – The Girl Generation – is that it communicates the exceptional value of girls to their communities and countries, and invites many different people to be part of this generation where FGM ends.
2.2 LOGO LANGUAGES

English is The Girl Generation’s primary programme language. However, the programme has three official languages; English, Arabic and French. Where text written provided primarily in French or Arabic, the appropriate logo should be used.

The Christian God is a trinity - Father, Son and Holy Ghost united in a single godhead – He is commonly represented by a triangle. The Logo must remain intact in style in all countries regardless of language. This will be identifiable across all countries.

Size, shape, colour must all remain as brand styles guide. Images used with logo across countries should in principle be similar in subject if not have subtle changes of context. In countries without use of colour, logo should be used in larger format to enhance impact.
2.3 LOGO ANATOMY

To recreate the logo specific font size and tracking is required to achieve an accurate balance.

All fonts and elements are centre aligned.

TOGETHER TO END FGM is spaced exactly it’s own height in space below the triangle.
2.4 LOGO SIZE

The Girl Generation logo has been designed to reproduce at a minimum height of 15mm. The smallest size the logo can be used for web is 70pxls. Distinction is lost if the mark is any smaller.

There is no maximum reproduction size of the logo.

ISOATION AREA

The Girl Generation should always be surrounded by a minimum amount of space. This ensures that headings and text, images and devices don’t encroach on the logo.

This area is calculated by the relevant HEIGHT of ‘GIRL’ when resizing the logo.

This gives minimum clearance and should be added to whenever possible.
### 2.5 LOGO VARIATIONS

The Girl Generation primary logo should be used whenever possible in full colour. In some cases you may have to produce the logo in black and white or reversed in colour. When the logo is placed over a black and white image, extra care must be taken to ensure that it is legible.
2.6 LOGO EFFECTS

The logo has an illustrated style which when laid over imagery can be taken from the image, integrating it into it’s surroundings if necessary.

It can be used with multiply effects to allow even more transparency, binding image and logo together.

Whether placed on full colour imagery, black and white or illustrative work, the logo should be used in it’s given form.

LOGO USAGE

On full colour photographic imagery, use a revered white logo if necessary.

When on black and white image, use full colour logo.

Only use multiply effects on black and white imagery.

If used on a very busy material, background or page, use black and white or all white logo.

CUT OUT

on colour photography

MULITPLY EFFECT

on black and white photography

REVERSED

on colour photography

REVERSED

on black and white photography
2.7 LOGO MISUSE

Use the logo exactly as it is without modification or additions.

Only use the high quality logo file provided on websites/online and as high quality as possible on printed material.

Link to The Girl Generation’s website (www.thegirlgeneration.org) where possible and appropriate to do so.

Ensure that the tag line ‘Together to End FGM’ is visible.

DO NOT TILT OR TURN

DO NOT SWAP STROKES OR OUTLINE

DO NOT PLACE TEXT ON OR NEAR

DO NOT PLACE IN A FRAME

DO NOT PLACE IN A BOX

DO NOT SEPARATE ELEMENTS
2.8 LOGO POSITION

Place the logo hanging from the TOP of all material at all times.
Do not put the logo at the bottom or centre of material.
This can be scaled up to fit any print work, as long as it hangs from the top margin.
Because of the nature of it’s composition The Girl Generation logo works best centralised in most instances.

This will enhance time spent viewing and is instantly recognisable in it’s position.
The logo will be supplied with a 3mm bleed for any print production.
For printing in house set margins to 0 or print edge to edge.
2.9 Typography

The Girl Generation logo has a hand-script display font, Mari&david as it’s main focus.

This, along with the illustrated type triangle, evokes a friendly emotion, expressive, approachable and personable. There is no tradition associated with it.

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**Mari&david**

Headlines and titles
When talking in first person or “quoting” 3rd party
(This doesn’t include numbers in it’s character set so all numbers must be written.)

**DIN Condensed**

Subheadings
When giving factual information; such as people’s names,

**Calibri**

Main text in large bodies of text.

- Tracking 75pt
- Minimum size 8pt

- Tracking 10pt
- Minimum is 6pt

- Minimum size 5pt
2.9 TYPE LAYOUT

A4 payout specifications can be scaled up to fit any size layout.
Type should not appear below 5pt. There is no maximum limit.
The Girl Generation Mari&David Headings is most suitable for all text used in posters and large titles to be used no smaller than 40pt on an A4 sheet.

The heading has a smaller leading pt than normal to give better balance to its structure. It has an unusually lower number than its font size.
All quotes to be in a different colour.

Sub heading are to be half the size of headings. Sub heading to be used no smaller than 20pt.
Small titles to be used no smaller than 9pt.
Body copy to be used 4 pts smaller than Small title, no smaller than 5pt.

This is a heading in maridavid
This is a sub heading in Din Condensed 36pt with 10pt tracking and 38 leading.

This is a small title.
Din Condensed.
14pt leading. 40pt tracking

This is body copy
Calibri Regular font.
It is 10.5pt
12pt Leading
10pt Tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nulla ac ex et est molestie aliquam. Praesent vel arcu a nunc iaculis accumsan.

Remember contrast colours
This is a sub heading in maridavid
This is a sub heading in

THIS IS A SMALL TITLE.
DIN CONDENSED CAPS.
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DIN CONDENSED CAPS.
2.9 LAYOUT TEMPLATES

Three templates are available for partners and members to replicate.

The logo will retain its HANGING TOP position and in any external publicity or publishing must not be placed in any other position.

All text to align left even if logo is centred.

Typography to be moved up and down the left margins to accommodate imagery or other information.

There should be no more than three elements on a brochure/press ad at any given time.

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**SIMPLE TEMPLATE**
For use when imagery is limited

**FULL COLOUR TEMPLATE**
For brochures and flyers

**FULL ILLUSTRATION**
For stationary and infographics

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**A4 SHEET**
10mm Margins

**A3 SHEET**
15mm Margins

**A0+**
100mm Margins
2.10 COLOUR

The Girl Generation palette is bold and versatile.

Percentage tints to be used in any of these colours for shadows and effects.

For everyday communication use The Girl Generation blue and black is mostly likely. However a selection of highlight colours means that on top of the base colours, distinct character and tone can be introduced with dynamic contrast colours.

THE GIRL GENERATION BLUE
C:47 M:0 Y:23 K:0
R:130 G:207 B:206
#91cfce

CONTRAST COLOUR
C:65 M:54 Y:44 K:37
R:83 G:85 B:94
#53555d

CONTRAST COLOUR
C:70 M:68 Y:64 K:74
R:35 G:31 B:31
#231f1f

CONTRAST COLOUR
C:60 M:90 Y:0 K:0
R:126 G:63 B:152
#7e3f98

CONTRAST COLOUR
C:60 M:82 Y:15 K:3
R:35 G:31 B:31
#15498c

CONTRAST COLOUR
C:31 M:20 Y:1 K:0
R:173 G:188 B:222
#adbcde

CONTRAST COLOUR
C:4 M:9 Y:56 K:0
R:244 G:222 B:136
#f4de88

CONTRAST COLOUR
C:0 M:50 Y:99 K:0
R:247 G:147 B:29
#f7931d

CONTRAST COLOUR
C:0 M:90 Y:85 K:0
R:239 G:64 B:54
#ef4036

CONTRAST COLOUR
C:0 M:99 Y:45 K:0
R:237 G:27 B:95
#ed1b5f

CONTRAST COLOUR
C:36 M:95 Y:55 K:29
R:130 G:35 B:68
#822344
2.11 Graphic Language

The Girl Generation logo represents one girl.

Multiplied it can represent the generation.

It also represents freedom, individualism, movement, change, breaking out.

The illustrated logo lends itself to an illustrated style in icons and patternation.

The triangle when tessellated can work as a background, device for text to be laid into or imagery to join.

The triangle works well to create simplistic forms of girls and where needed add a hint of fun and playfulness to any platform.

The device also can be used as the African continent, icons in infographics, paths, maps and building blocks for information arrows, and directional signage. It can also be abstracted, flipped and layered to created other shapes yet remaining identifiable alongside other elements.
2.13 PHOTOGRAPHY

Images should depict energy of change, vibrancy of youth and images of hope.
All images to have girls as subjects.
All images to have eye contact if possible.
Images, subjects and objects in posters and press to be from culture or tradition to whom you are communicating, in order to better connect with your audience.

Enlarge all images and crop dramatically for a more interesting composition when in print.
Use triangle device and photography together to achieve a softer approach, tying the subject and brand together.

Energetic, laughter, friendly, 13 year old girl, girl at parties, movement, energy, constant motion, changing the rules, play, carefree, contemporary woman.
2.14 INFOGRAPHICS

Use short sentences.

Numbers when written in MariDavid font are to be written in words.

All other numbers to be used in oversized DIN CONDENSED font.

Simple, effect, clever use of device and typography to have immediate impact.

Devices used to draw in viewer.

Information to compliment but not overpower.

CLEAR, SIMPLE, EFFECTIVE, CLEVER
SECTION THREE

CONCEPTS
3.1 STATIONARY CONCEPTS

EVERYONE IS VALUED.
ALL INFORMATION IS VALUED.

Text and headers, names and titles are equal in weight, as much as possible; as with titles in collective brand.

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LETTERHEAD

BUSINESS Card
3.1 FURTHER CONCEPTS

WEB
Header

BREAK THE CYCLE

SPREADING STORIES OF CHANGE

PROMOTION
Material

BREAK THE CYCLE

LET'S OVERCOME

IN ONE GENERATION

JOIN US

TOGETHER WE CAN HAVE A LOUDER VOICE

STOPS HERE

Spreading stories of change

Join us

Stop here
3.2 Tone of Voice

The Girl Generation must always be written in full to start a paragraph.

Use ‘and’ within text rather than the ampersand (&) due to the nature of MariDavid font which does not include this in it’s character set. MariDavid does not have quotation marks in it’s character set. Change colour of quote to create pull quote effect.

Weights, times, measures and dates should be stated numerically.

Add an ‘s’ to numerals and dates to pluralise them: 1940s, B-52s

Decades are written as 80s, 90s, 00s.
Centuries are written as nineteenth century, twentieth century.

This is a quote to be in a different colour because Mari David doesn’t have full set of characters.

All titles to be no more than three words in length for dynamic visual structure.
3.2 Tone of Voice

Remember you are talking to someone

Ask the girls, our members and our partners themselves to describe the impact of your work.

Use the words of those we are talking about. Doing so will ensure your writing is more authentic and striking.

Real
(never fake or abstract)

Personal
(never cold or corporate)

Compassionate
(showing that we care)

Courageous
(never shying away from difficult topics)
SECTION FOUR
PARTNERSHIP AND COBRANDING
Where an organisation wants to align with The Girl Generation brand, or show that they partner with us, the Girl Generation logo should be positioned along the bottom of the material, preferably in the lower left or right hand corner.

The exact size, position and colour of the logo is subject to negotiation on a case-by-case basis.

Where there is more than one partner, the logos should always be positioned starting from the left side.

All logo centres should align horizontally with even distribution.

No two logotypes are the same shape or dimension, so it is impossible to give strict size guidelines. However, as a guide, additional logos must not exceed the width of the The Girl Generation logo.
Where The Girl Generation is the lead brand and is partnering with other organisations, The Girl Generation logo should feature according to the guidelines above, with the partner logos positioned along the bottom of the material.

All logo centres should align horizontally with even distribution.