



National Girls  
Collaborative  
Project

# BRAND GUIDE





## About NGCP

The vision of the National Girls Collaborative Project (NGCP) is to support and create science, technology, engineering, and math (STEM) experiences that are as diverse as the world we live in. For 20 years, we have been transforming STEM for girls and all youth. NGCP connects, creates, and collaborates with a network of advocates to advance the agenda in gender equity and expand girls' participation in STEM.

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# Logo Use Guidelines

The NGCP logo is the key element in our brand identify. It should be used as a whole, without modifying, rearranging, or disassembling its elements. Along with creating a new vertical logo, we have introduced a horizontal 20th Anniversary Logo that can be used in 2022. Please see Guidelines for NGCP Grantees and Partners for additional guidance (pg. 8).

Horizontal Logo - Full color



Horizontal Logo - Grayscale



Horizontal Logo - One Color



Vertical Logo - Full color



Vertical Logo - Grayscale



Vertical Logo - One Color



## Clear Space

The minimum clear space for the logo (the distance between the logo and other content/layout elements) is equal to the height of the green bar at the bottom of the logo.



## Minimum Size

The logo should never be reproduced smaller than 75px tall for digital assets, and .75" tall for print.



Minimum height:  
75px tall (digital)  
.75" tall (print)

## Selecting a File Format

All logo variations are available in three file formats. Use the following guidance to help you select the best format for your needs.

**PNG** — Pixel based format in RGB, to be used for on-screen graphics and to be used when laying over photos. This is the preferred format for digital works.

**JPG** — Pixel based format in RGB, to be used for on-screen graphics. Should only be used on a white background and when a PNG is not an option.

**SVG** — Vector based format, to be used when the logo must be scaled to a larger size or on a digital document such as a PDF.

**EPS** — Vector based format, provided in CMYK color space and idea for print projects.

# Color Palette

Whenever possible, the full color logo should be used to reinforce the NGCP brand identity. The updated logo features four colors: navy, light blue, green, and white.



<b>Navy</b> #1f385c R 31 G 56 B 92 C 96 M 81 Y 38 K 29	<b>Light Blue</b> #73ade3 R 115 G 173 B 227 C 52 M 20 Y 0 K 0	<b>Green</b> #788f1f R 120 G 143 B 31 C 57 M 28 Y 100 K 8	<b>White</b> #ffffff R 255 G 255 B 255 C 0 M 0 Y 0 K 0
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When creating additional marketing assets, the navy, light blue, and white should be used as the primary colors. The green should be used sparingly as an accent.

# Typography

NGCP utilizes two main type faces, Arial and Mulish. Mulish is the font that is used in our logo, website, and many of our digital assets. Arial remains our organizational font and should be used unless otherwise specified.

## Mulish Black

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**Aa**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Mulish Medium

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Aa    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Arial - Organizational Font

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Aa    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Incorrect Logo Usage



**X** Do not replace any colors in the logo.



**X** Do not add outlines to any logo element.



**X** Do not change the capitalization of NGCP or the tagline.



**X** Do not stretch the logo out of proportion.




**X** Do not rotate the logo.



**X** The logo should always be shown at 100% opacity.

# Local Collaborative Logos

NGCP has 33 Collaboratives that support 41 states. Local Collaboratives – and those working with them rather than nationally with NGCP – should use these logos instead. As with the NGCP logo, these logos should be used as a whole, without modifying, rearranging, or disassembling their elements. Please see Guidelines for NGCP Grantees and Partners for additional guidance (pg. 8).



State listed in Mulish Black

Collaborative title listed in Mulish Medium

## Examples



# Special 20th Anniversary Graphics

To help celebrate NGCP's 20th anniversary, we have created special graphics for specific and limited uses. These should never be used as an alternate version of the NGCP logo. When in doubt, inquire first or use the official logo.

Email Signature Graphic



20 Years Graphic



Zoom Backgrounds







# Guidelines for NGCP Grantees and Partners

Please review and adhere to these logo usage guidelines and requirements for grantees and partners.

### **Allowable Mini-Grant Awardee Usage**

The NGCP logo may only be used by programs that meet one of these conditions:

- Your program was awarded an NGCP mini-grant, or
- Your program was listed as a Collaborating Program on a grant application that was awarded an NGCP mini-grant.

### **Use of the Term Partner**

Use of the NGCP logo shall not be construed to create or constitute a partnership between your organization and NGCP. Use of the term “partner” in the logo or in these guidelines is for convenience only and is not an indication of a formal partnership relationship between your organization and NGCP.

### **Review Process**

NGCP reserves the right to review and approve your use of our logo at any time. Samples of materials that use the logo must be provided, if requested, and NGCP reserves the right to request modifications to the logo usage. NGCP has the right to terminate, for any reason and without prior notice, your use of our logo. NGCP has the right, at any time and without cause, to modify or suspend the terms of these guidelines.

## Questions?

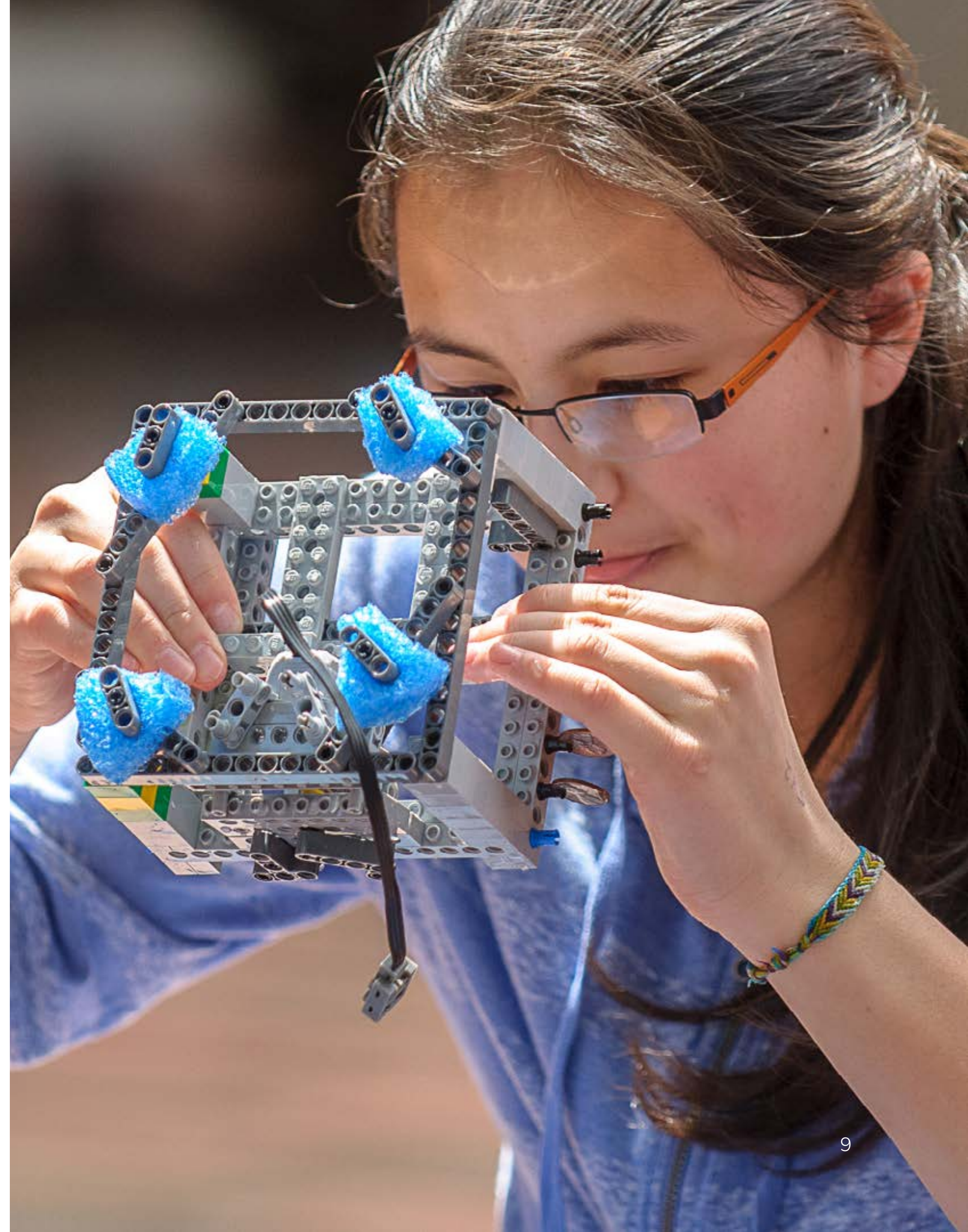
Please reach out to [info@ngcproject.org](mailto:info@ngcproject.org) for questions related to logo usage.



# General Trademark Requirements

When using the NGCP logo, follow these guidelines to comply with general trademark requirements.

- Do not use the NGCP logo without displaying your organization's logo.
- Place your organization's logo in the signature position (usually top or bottom of the material), indicating clear ownership of the communication. The NGCP logo should be smaller in size and in a less prominent position than your organizational logo.
- Do not use the NGCP name as a visual focal point on any materials or in a manner that is likely to confuse the origin of products, services, materials, courses, or programs.
- Do not use the NGCP name in a manner that is more distinctive in font style, size, color, or weight than the surrounding text.
- You will gain the most impact by using only one NGCP or Local Collaborative logo – select the one that is most appropriate to your message.
- Do not use the NGCP logo:
  - As an implied endorsement of your organization,
  - On business cards, email, signatures, or letterhead,
  - In combination with other elements that might be confused as a logo,
  - In any animated, morphed, or altered way other than to resize it,
  - On any material that directly or indirectly disparages NGCP,
  - In any way that infringes upon any NGCP intellectual property, and
  - In any medium that is in violation of applicable laws or governmental regulations.
- **Any use of our logo that NGCP deems improper or unacceptable will result in the termination of usage privileges.**







20 YEARS OF TRANSFORMING STEM

Learn more at [ngcproject.org](https://ngcproject.org)