This is the logo. It is unique to Us Girls projects running Us Girls activities. To ensure it communicates to its best, there are several guidelines to observe. Always use master digital artwork. Never try to recreate the logo yourself.

To download the Us Girls logo [click here](#)
To enhance the effectiveness of our logo, an exclusion zone has to be created. This must always be respected. No text or other visual elements should appear within this space. This exclusion is defined as illustrated.

Minimum Exclusion zone should be the height of the characters in “GIRLS!” all the way around the logo as indicated by the letter “M” above. To preserve the visibility of our logotype, it should not be used any smaller than 20x20mm.
### DO’S AND DON'T’S

**Us Girls**

There is a reason the logotype looks the way it does, so please don’t change it or try to come up with your own version. Don’t modify, re-shape, stretch, slant or distort our mark. Always reproduce it from the original artwork provided.

**JUNE 2015**

1. **Us Girls must** be written with a capital U and capital G

<table>
<thead>
<tr>
<th>Us Girls</th>
<th>Us girls</th>
<th>us Girls</th>
<th>us girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

2. The ‘s’ in **Us must** be lower case

<table>
<thead>
<tr>
<th>Us Girls</th>
<th>US girls</th>
<th>uS Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

3. **Us Girls must** have a space

<table>
<thead>
<tr>
<th>Us Girls</th>
<th>UsGirls</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✗</td>
</tr>
</tbody>
</table>
DO’S AND DON'T’S

Us Girls

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4. Don’t distort the logo

5. Don’t use a different purple / pink colour

JUNE 2015
LOGO COLOURS

Us Girls

Please ensure the correct Pantone colour configurations are used as illustrated. If Pantone colours are not available then you must use the correct CMYK colour for print and RGB colour for digital.

JUNE 2015
COLOURS & BACKGROUNDs

Us Girls

The logo will commonly be shown on a white, or light coloured background. In these instances, the logo is the colour version as shown here. If the logotype is to be placed on a colour which matches colours used in this version use one of the black and white options available and shown here.

JUNE 2015
## Colours & Backgrounds

**Us Girls**

Do’s and Don’t’s: Examples of Us Girls logo on different background images and colours... make sure the right version is used.

<table>
<thead>
<tr>
<th>Correct Usage</th>
<th>Incorrect Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Correct Logo" /></td>
<td><img src="image2" alt="Incorrect Logo" /></td>
</tr>
<tr>
<td><img src="image3" alt="Correct Logo" /></td>
<td><img src="image4" alt="Incorrect Logo" /></td>
</tr>
</tbody>
</table>

*JUNE 2015*
Us Girls are proud to be working in conjunction with Sport England’s This Girl Can national campaign. To show our joint working approach, we have adapted the Sport England approved This Girl Can with Us Girls Logo.

JUNE 2015

To download the Us Girls with This Girl Can logo [click here]
Us Girls Rocks are held across England and Wales. The festivals are informal, fun and female only.

Us Girls Rocks festivals give young women and girls aged 14+ the opportunity to try traditional and non-traditional sports, along with a combination of other activities such as health and wellbeing information and beauty treatments.

To download the Us Girls Rocks logo click here
Us Girls Rocks are proud to be working in conjunction with Sport England’s This Girl Can national campaign. To show our joint working approach, we have adapted the Sport England approved This Girl Can with Us Girls Rocks logo.

Us Girls Rocks festivals give young women and girls aged 14+ the opportunity to try traditional and non-traditional sports, along with a combination of other activities such as health and wellbeing information and beauty treatments, held across England and Wales, the festivals are informal, fun and female only.

To download the Us Girls Rocks with This Girl Can logo click here
Us Girls Alive recruits and supports young female volunteers to assist in the development of Us Girls Alive clubs: a place where young females can be active and learn to lead a healthy lifestyle.

Us Girls Alive promotes volunteering as the key to improving sports provision for young women living in disadvantaged communities.

To download the Us Girls Alive logo click here
Us Girls Starz provides new and improved sporting opportunities for young females aged 10 to 12 years living in disadvantaged communities.

The project aims to support participants on a journey through sport so they remain active in their local community and avoid dropping out.

To download the Us Girls Starz logo click here