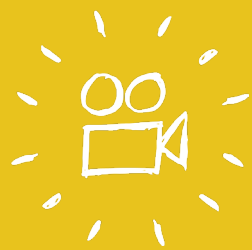




GIRLS in
F O C U S

2019 BRAND GUIDE



This brand guide is used to maintain and promote the proper use of the Girls in Focus visual identity across all digital and print mediums.

All images are sourced from unsplash.ca.

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Who are we?

GIRLS  in
F O C U S

create

learn

grow

Girls in Focus workshops have provided my students with practical experience in mastering professional equipment, which has inspired the future of image-makers.

- Amanda Toronto, ON.



The Center for the Study of Women in Television and Film states of the top 100 grossing films of 2018, women composed 4% of directors, 14% of writers, and only 3% of cinematographers in these films. Girls in Focus workshops bridge the gender gaps present in the North American film industry with the goal of influencing young women to pursue careers in writing, directing, and being behind the camera.

Based in Toronto, Ontario, Girls in Focus provides mobile workshop space and technical support for young women to develop skills and understanding of technology, confidence behind the camera, and focus to achieve their artistic goals.

Through the use of a traveling mobile vehicle furnished with a variety of camera equipment, editing software, and writing strategies, Girls in Focus will visit 25 locations across North America in 2019, with the goal of reaching 35 locations in 2020.

Tagline

Changing the future of film



Full colour logo in
 Robins Egg (#6ec1e3),
 Ochre (#eac41c), and
 Royal Blue (256eb6).



Logo in white (ffffff)
 with Robins Egg
 background (#6ec1c3).

X x 5.5 = Y

Logo Variations

The Girls in Focus logo is the main specific visual signifier and is composed of text in combination with a director's clapboard icon. The logo is to be utilized correctly and consistently in all digital and print use. When using the logo, priority is placed on utilizing the full-colour logo, with the white rendering as a secondary option.

When using the white logo, the priority of background colour is Robins Egg (#6ec1c3). If this colour is not an option, the secondary and tertiary colour can alternatively be used.

Incorrect Use of Logo



The logo is to remain on a horizontal axis with no rotation permitted or changed to the alignment of shapes.



Girls in Focus does not mix black and white fonts in the logo in any capacity.



The ochre-coloured camera icon is not to be incorporated into the Girls in Focus logo, despite being used as an icon in some facets such as the website, Instagram, some print documents. This is a branded decoration and is to be used sparingly in designs.



The ochre rays that are a part of the camera icon are not to be separated from the icon, nor added to the Girls in Focus logo.

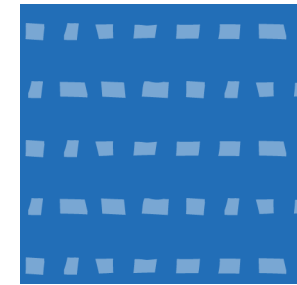


Colour Palette



Primary colour
Robin's Egg
#6ec1c3

R 110 C 55
G 193 M 4
B 195 Y 25
K 0



Tertiary colour
Royal Blue
#256eb6

R 41 C 85
G 110 M 56
B 183 Y 0
K 0



Secondary colour
Ochre
#eac41c

R 233 C 10
G 195 M 20
B 30 Y 100
K 0



Text colour
Midnight Blue
#172033

R 23 C 89
G 32 M 79
B 51 Y 51
K 61



Bold colours used throughout The Cameron House mural in Toronto, Ontario, inspired the colour palette for Girls in Focus. The colours are bright and highly saturated to bring a sense of excitement to the organization's image.

The Robin's Egg and Royal Blue link to feelings that the colour blue connotes such as imagination, intuition, and confidence. Ochre was chosen as a contrasting colour to the blues, not directly opposite on the colour wheel but besides its complementary colour of orange. Connections to energy, happiness, and warmth are present through the use of this yellow hue.

Midnight Blue (#172033) is the official text colour for Girls in Focus. This colour is to be utilized for all body paragraph copy when placed over a white background.



Typography

Aa

Champagne & Limousines Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Size (text documents): 10 pt

Size (graphic design related visuals): 12 pt

Leading: 12 pt

Colour (white background): Midnight Blue (#172033)

Colour (coloured background): White (#ffffff)

The primary sans serif font Champagne & Limousines Regular is used in all aspects of body copy for Girls in Focus. The logo features this font primarily. The clarity and ease of reading was the essential reasoning behind choosing this font to represent the brand. This font is not to be used in titling as the visual identity states the secondary font Helio is used for titling.

Bb

Helio

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Titles

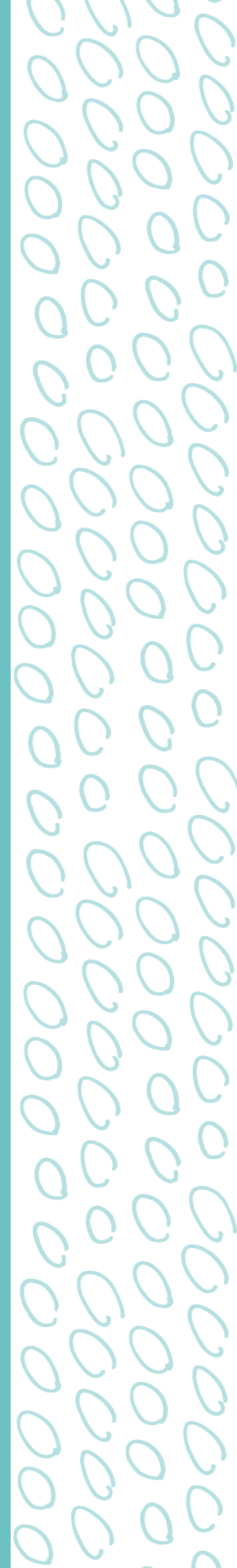
Size: 35 pt

Leading: 42 pt

Colour (white background): Midnight Blue (#172033)

Colour (coloured background): White (#ffffff)

Helio is the official title font that it utilized at Girls in Focus. It is also incorporated into the brand logo on top of the clipboard. This font is not to be used outside of the logo or titling. This font is not to be used in body paragraphs as dense paragraph render the script illegible.



Champagne & Limousines Regular became the Girls in Focus font by way of its contemporary but classic character style. The curves and sans serif quality link back to the Jazz Age of the 1920s. By recontextualizing this font for the era of the 2020s, it draws on history but it is propelled it to the future through Girls in Focus and what the company's mandate encompasses.

Helio is the secondary font used in the logo for Girls in Focus and in the titles for the copy. This script font was incorporated into the logo to contrast the geometric and orderly character to Champagne & Limousines Regular. Inherently, the script font links to a personal quality as it references a signature or writing stroke unique to an individual. At Girls in Focus, every experience and workshop is unique, which is conveyed through the incorporation of this font into our brand identity.

Brand Collateral

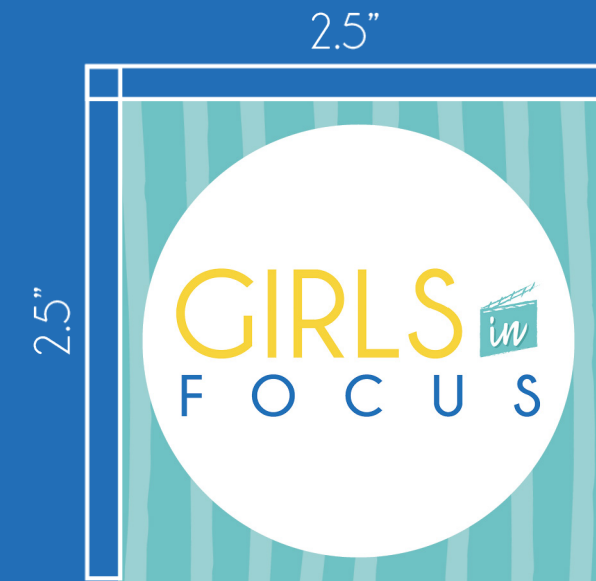
The brand collateral that Girls in Focus uses includes business cards, promotional posters, a website, and a mobile vehicle. The goal in using a combination of digital and print mediums is to have tangible evidence of our brand presence in a variety of locations across North America.

By having business cards available this enables networking at events, trade shows, and when we are traveling. The importance of printed posters is to advertise to a target audience that would not have the opportunity to use such technology by placing the posters at public transit stops such as bus stops and subway platforms.

The web presence is of importance so that interested parties are able to learn more about what each workshop entails or register for one. Lastly, the mobile vehicle is the method we employ to bring our workshops to a variety of locations, both rural and urban. This breaks down cost and travel barriers for participants as we are able to bring the workshops to the masses!



Business Card



The Girls in Focus business card design is reserved for use by the Founder and Facilitators exclusively. Vendors, venues, or programs associated with these workshops are not permitted to utilize these designs for personal or professional use.

The logo is placed centrally in a white circle (#ffffff) on the front of the business cards. The background colour used for both the front and back of the cards is Robin's Egg (#6ec1c3). All information on the back is in the font Champagne & Limousines Regular.

The name line is all capitals and in size 14. The job title is in size 11. Below, the email and website domain is in size 9. In the top right-hand corner of the back of the card, the ochre-coloured camera icon is placed.

Promotional Poster

Girls in Focus will use printed posters for print advertising efforts. Posters will be placed in a variety of public transit locations across North America. In 2018, the TTC in Toronto hosted 1.7 million users on an average weekday. With the number of eyes that will be on our posters, this has informed our choice for print advertisement.



Poster Layout

For 2019, the image of a girl wearing yellow and using a DSRL camera is the selected image that our major print campaign will center on



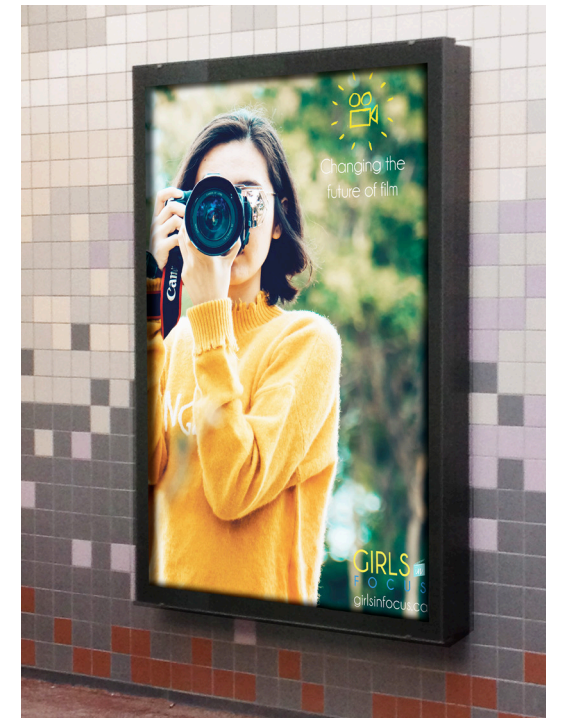
Changing the future of film

The ochre-coloured camera icon is used to indicate technology involvement with the company and provide a repeating design for viewers to recognize

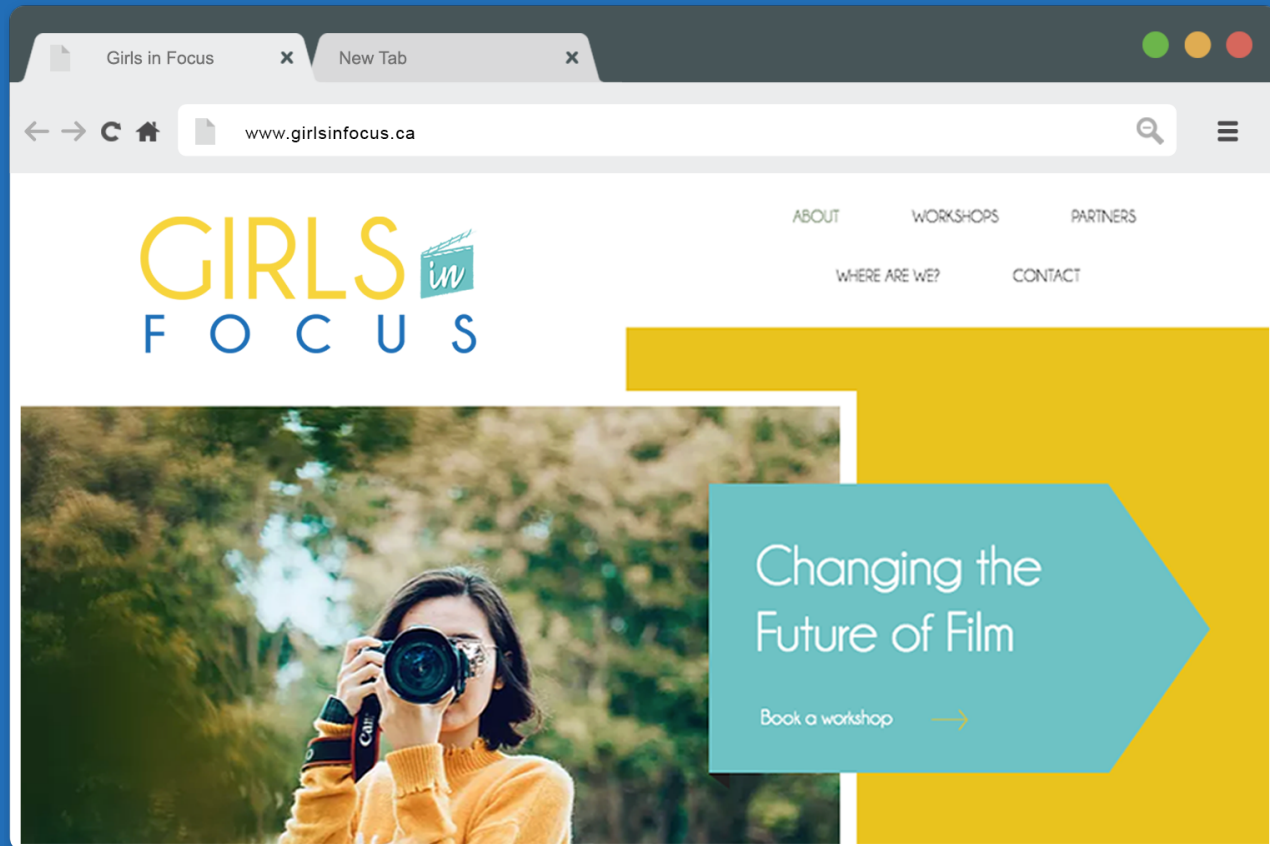
Girls in Focus tagline utilized as initial attention-grabbing text on the poster



Company logo and website for more information



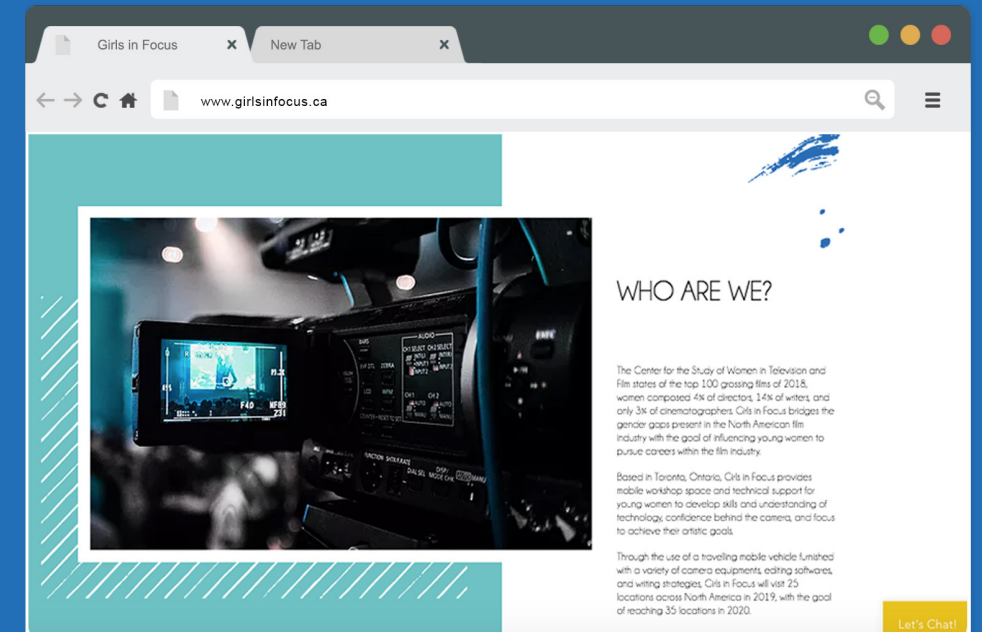
Website



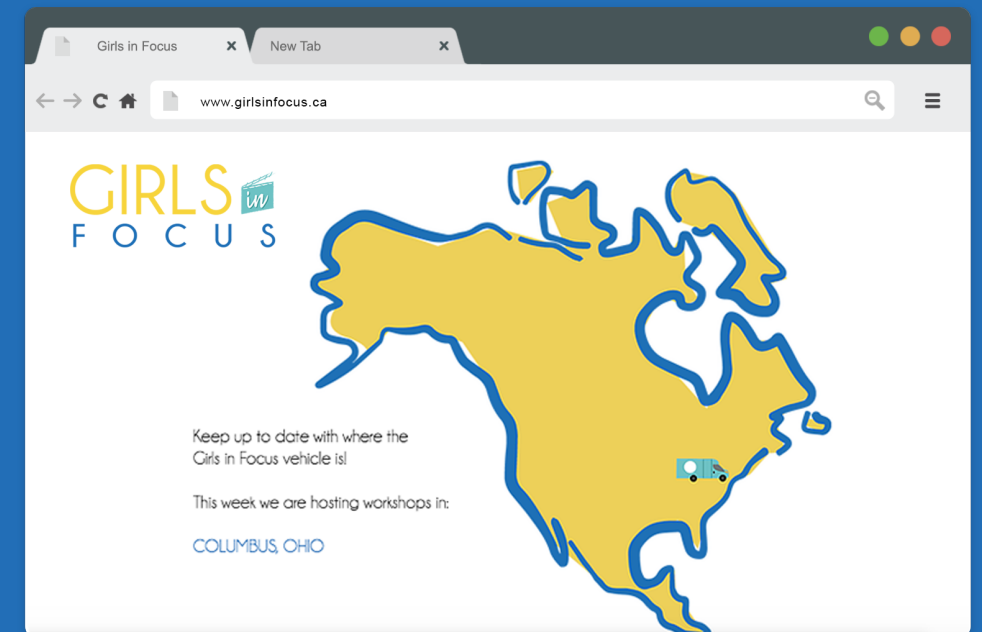
Home Page

The Girls in focus website, located at girlsinfocus.ca, is the main area where visitors and workshop attendees can gain information and contact details for our workshops. The Home, About, Workshops, Partners, Where Are We?, and Contact pages allow for all aspects of our online identity to be visually communicated to website visitors.

The incorporation of the company logo is in the top left-hand corner of the landing page. The brand colour swatches are present throughout all pages as well as the font Champagne & Limousines.



About Page



Where Are We? Page

The Where Are We? page allows visitors to track where the Girls in Focus Mobile Vehicle is located weekly. The icon of our bus is featured on this map, but this is the only visual location that this icon appears as it is page specific. This icon will not be repeated in other visual forms (digital or print) to maintain consistency.

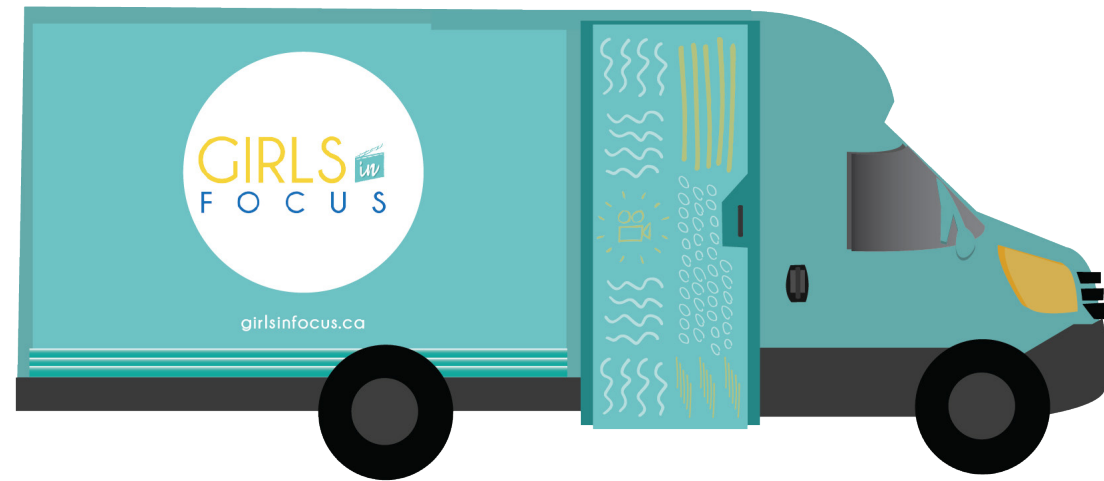
Mobile Vehicle



The main method for accomplishing the Girls in Focus mandate is through traveling across North America, hosting workshops at high schools, community centres, and libraries via the Girls in Focus Mobile Vehicle. The exterior of the vehicle is Robin's Egg (#6ec1c3) and features the company logo and some graphic elements on the storage door.

Through grants provided by the Ontario Network of Entrepreneurs and the Strategic Innovation Fund, Girls in Focus is able to bring workshops to rural, suburban, and urban settings in their 2018 Ford Transit Connect LWB Cargo Van. The vehicle features a sliding side door as well as a sliding rear door for access into the storage and workshop space. Vehicle wall-mounted monitors, equipment storage cases with secured cameras and tripods, as well as workshop related cabling are located in the van.

Exterior Vehicle Design

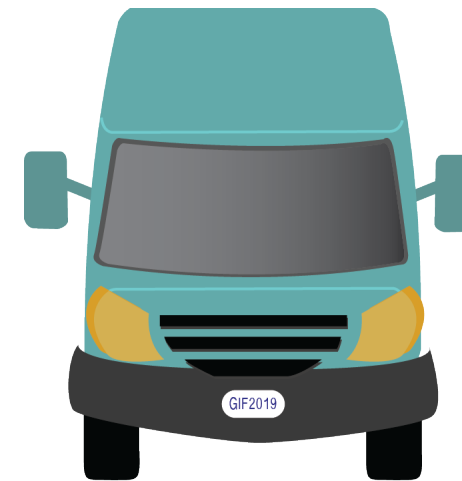


Passenger side view

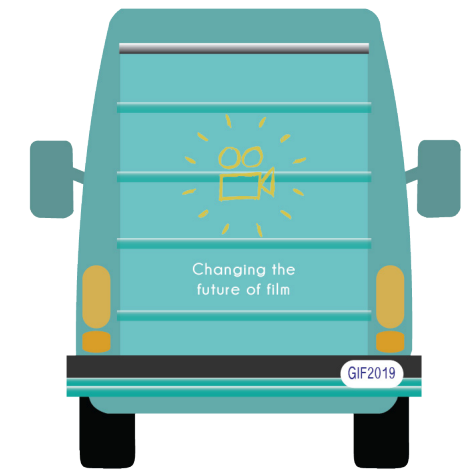


Driver side view

Hood view



Rear view



Since the vehicle is mobile, it is insulated for extreme North American temperatures and prepared for a variety of weather that can be expected throughout each season.

Our vehicle will feature a sliding side door behind the passenger's seat. The rear of the vehicle will have a sliding door to allow for access into the workshop space and to unload equipment.

The sliding side door features a variety of brand decorations that are featured throughout our visual identity. The back rear door hosts the ochre camera icon as well as the Girls in Focus tagline "Changing the future of film".



Digital Channels

The Girls in Focus brand guidelines are to be utilized consistently across our website and social media accounts for cohesive digital presence.

GIRLS in
FOCUS
girlsinfocus.ca



@girlsinfocus



Girls in Focus Workshops

