

Girls Incorporated®

Graphics
and
Intellectual
Property
Guidelines

girls
inc.®

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Introduction from the President and CEO

This manual presents the graphic guidelines and intellectual property standards for the Girls Incorporated® brand identity program. The purpose of the program is to reinforce a single Girls Inc. identity through a consistent approach in all communications—printed and online.

In addition to providing Girls Inc. with a powerful, unified look that will strengthen the public awareness of our organization, the visual system clearly identifies each member organization as a key member of the Girls Inc. organization.

The brand identity program is comprised of the following elements: the logo, national and member organization names, the tagline “Inspiring all girls to be strong, smart and boldSM,” color, fonts, and use of identity program titles. The guidelines for this brand identity program are applicable to *all* communications vehicles including (but not exclusive to) brochures, newsletters, annual reports, special event publications, advertisements, products, and websites.

Since changing its name in 1991, Girls Incorporated has sought to protect its brand by registering proper names and titles. This section will identify what the differences are between the federal registration symbols and when it is appropriate to use each. It is of utmost importance that the national and member organizations use the appropriate federal registration marks with the appropriate titles and names to protect the identity and work of Girls Inc.

Properly marking Girls Inc. materials clearly tells the world at large who has legal claim to our materials and thus protects us from inappropriate use of our property. Failure to follow these guidelines reduces the power, consistency and recognition of the name, mission and accomplishments of Girls Inc.; our legal ownership also risks erosion.

The guidelines and hypothetical examples in this manual have been developed to aid those responsible for the implementation of the brand identity program. Be sure to show this manual to all outside graphics designers, website designers, project consultants, freelance writers, and printers to ensure compliance with these guidelines. While we point directly to specific materials and visibility pieces, these guidelines should be applied to all your print, electronic, and online projects.

When the program is implemented along the guidelines prescribed in this manual, Girls Inc. will present a coherent appearance to all audiences. To succeed, the brand identity program requires a firm commitment from every member organization of Girls Inc. Questions concerning these guidelines should be directed to your Regional Service Center Director.

Sincerely,
Joyce M. Roché

Use of the Girls Inc. Logo

The Girls Incorporated logo is the primary visual element of the identity program. The logo is synonymous with the organization and should be used prominently on all communications. A minimum distance, called the *area of isolation*, always separates the logo from all other type and imagery. The area of isolation ensures high visibility and readability of the logo. This distance equals the x-height, or the height of the lower-case letters, in the logo.

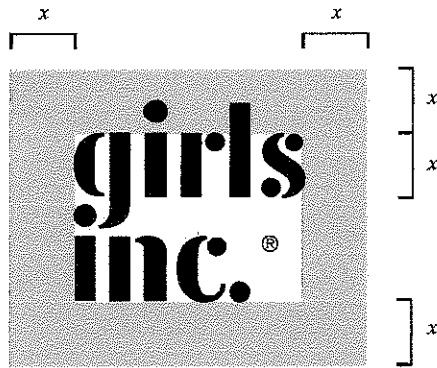
The logo is a piece of artwork and is not available as a font. Electronic files of the logo can be found at Affiliate Central (<http://affiliatecentral.girlsinc.org>). Many versions of the logo available here are specifically formatted for graphic designer use.

The minimum acceptable size for all uses of the logo is 16 points to ensure clarity and impact. When the available space is smaller than .25" (1/4") do not use the logo at all. Instead, print the national or member organization name in type as specified in the exhibit below.

Never redraw or alter the logo in any way.

**girls
inc.®**

In this diagram, "x" indicates the x-height, and the shaded area indicates the area of isolation.



The minimum size of the logo is .25" (1/4").

**girls
inc.®** .25"
(1/4")

Set the national or member organization name in Univers 65 in upper and lower case.

Girls Incorporated®

**Girls Incorporated®
of Sioux City**

Incorrect uses of the logo

Examples of incorrect versions of the logo are shown here. Never use them. They are shown so similar mistakes will not be made. These examples represent the most typical errors but are not the only ones. No changes to the logo are acceptable. Always use an electronic file of the logo provided to you at Affiliate Central (<http://affiliatecentral.girlsinc.org>) in the Visibility section.

Do not transpose the logo into a horizontal configuration.

girls inc.®

**girls
incorporated**

Do not spell out the word "incorporated" in the logo.

Do not place the logo in a shape.



**girls
inc.®**

Never link an affiliate location with the logo.

of Sioux City

Do not print the logo in two different colors.

**girls
inc.®**

**girls
inc.®**

Do not break the logo into stripes or other patterns.

**girls
inc.®**

**girls
inc.®**

Do not present the logo in an outline form.

Do not alter the letter spacing or manipulate the logo.

**girls
inc.®**

**girls
inc.®**

National and member organization names

Girls Incorporated is a registered trademarked name of the national organization which means the registered symbol ® should be used (in superscript) with the full name in its first reference. Always spell out the word “Incorporated” for first reference. Use “Girls Inc.” in subsequent references. Never separate the words “Girls Incorporated” with a comma. Never abbreviate the name by using the initials “GI.”

Girls Incorporated is the name of the national organization. Member organization names are created by adding the words “of [member location]” to Girls Incorporated. For example, Girls Incorporated of Sioux City. The order of these words is critical and cannot be reversed. An additional “Inc.” should never be added to the affiliate name (for example, Girls Incorporated of Sioux City, Inc.). For first reference or use, the registration mark should be included after the name Girls Incorporated when the affiliate name follows. If the registration mark is included some place in the overall design or in the logo (for example on letterhead) the registration mark is not necessary for references in the copy. See page 22 for more details.

All printed, electronic, and online materials should clearly identify the local organization name and set themselves apart from the Girls Inc. logo and name Girls Incorporated.

Univers is one of the type families used in graphic communications for Girls Inc. Always set the name Girls Incorporated in Univers. Follow the typographic specifications below when setting the names of the national and member organizations.

National Name

Set the name of the national organization and the member organization in Univers 65 in upper and lower case.

Girls Incorporated®

Affiliate Name

Always break the line after “Incorporated” and begin the member organization location flush left on the second line.

**Girls Incorporated®
of Sioux City**

For names of affiliates with more than one center, set the name in three lines if necessary.

**Girls Incorporated®
of Central Alabama
Bessemer Center**

Layout of logo with member organization name

Certain situations such as the identification of a building or a vehicle require the placement of the logo next to the member organization name. It is important to keep the logo and member organization name distinct from each other. Two configurations, vertical and horizontal, have been developed. The size and spacing relationships for each configuration must be followed exactly as shown below. Pick whichever configuration best fits in the given space.

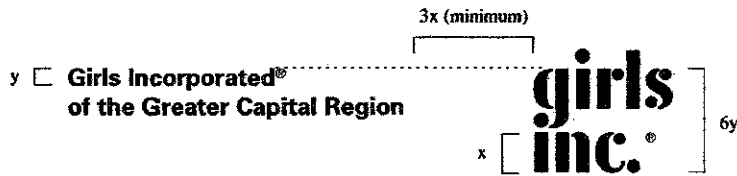
Vertical configuration:

Size and spacing relationships between the logo and typography. The dotted line indicates alignment.



Horizontal configuration:

The measurement, 3x, applies to the longest line of the name. The only exception to the 3x specification is the application for vehicles (see page 18).



Tagline

The tagline “Inspiring all girls to be strong, smart, and boldSM” is another basic component of the Girls Incorporated identity program. This tagline helps to define Girls Inc. further; it creates a strong statement when linked with the logo.

Use a serial comma for the tagline when spelling out “and” (strong, smart, and bold). Forego the use of a serial comma when using an ampersand (strong, smart & bold).

The tagline is currently undergoing the Federal registration process therefore, the service mark is required when referencing the tagline. For detailed information about intellectual property guidelines related to the tagline, please see page 23.

Always set the tagline in Univers 45. The typographic style for the tagline has been designed to be compatible with the logo. Do not change the style in any way. The tagline uses a capital “I” and no period at the end of the phrase. It may be set in one, two or three lines. The words “Inspiring all girls” should always be on the same line.

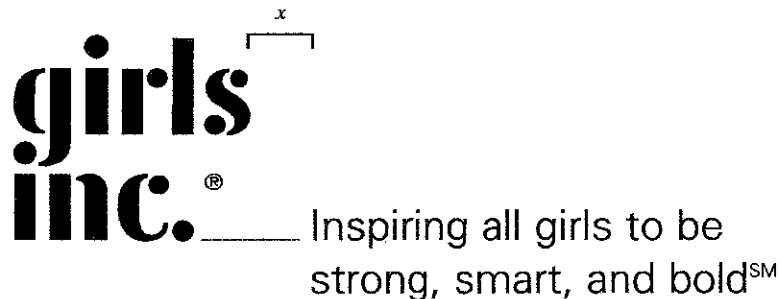
The configurations shown below demonstrate the acceptable ways to combine the logo with the tagline. There are no size or position restrictions when using the logo with the tagline as long as the area of isolation is maintained around the logo. In addition, the logo should always be the dominant element of the two.

Tagline set in two or three lines.

The minimum distance between the logo and the tagline is determined by the distance, *x*. The dotted line indicates alignment.



Tagline set in two lines in an alternate placement depending on space. The dotted line indicates alignment.



Tagging Girls Incorporated name with former name

New member organizations with a previous affiliation and name will want to create a communications plan to handle their name change. To help establish a new member organization's identity and affiliation with Girls Inc., we strongly encourage organizations to make the name change as quickly as possible and make a prominent visual connection to the new Girls Inc. name and logo.

If a new member organization decides to use a tagline with their former name, they should have a clear goal of when they will stop using it; that time frame is usually one to two years. For some audiences who were not familiar with your former name, you may decide to not refer to the former name at all.

Depending on the type of communication, referencing your former name can be handled either in the body copy of a document or as a separate identity element.

When the "Formerly..." line is used as an identity element, set it in Univers 45. This manual includes examples of the line's use as an identity element on letterheads (page 12).

The typographic style for the line has been determined and should not be changed in any way.

**Set the national
and affiliate line
in Univers 45.**

Formerly Big Sisters
of Ajax-Pickering

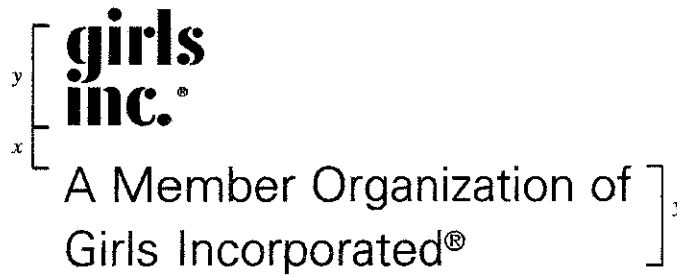
Member Organizations and United Way Agencies

All materials that are produced by dually affiliated member organizations must use a Girls Incorporated logotype together with the appropriate linking phrase: "A Member Organization of Girls Incorporated". The logotype and phrase must be combined in the format shown below. The size and spacing relationships are predetermined and cannot be changed.

The logotype and phrase must always be positioned in the lower left corner of the stationery. The letterhead exhibits on page 12 show the correct position of the logotype and phrase. Follow this standard for all other materials requiring the logotype and linking phrase.

The majority of Girls Incorporated affiliates are United Way agencies. The exhibit below follows the United Way guidelines and should be used on all major printed communications including letterheads, brochures and newsletters.

Set the text
in Univers 45.



Set the text
in Univers 45.



Logo and color

The official colors of Girls Incorporated are Pantone Red 192 and Pantone Gray 430. These may also be referred to as PMS 192 and PMS 430. These ink colors look slightly different on coated and uncoated paper stocks. Never tint PMS 192 (ie: use it at less than 100% strength). The formula for matching PMS 192 when printing the logo in four colors is 94% magenta and 65% yellow.

For printed materials

Great attention should be paid during the production process. This shade of red is extremely difficult to produce correctly since it tends to print too orange or too pink. It is highly recommended that the graphic designer or project manager overseeing the publication printing be at the printer when the publication goes on press, since color can usually be adjusted at the beginning of a press run.

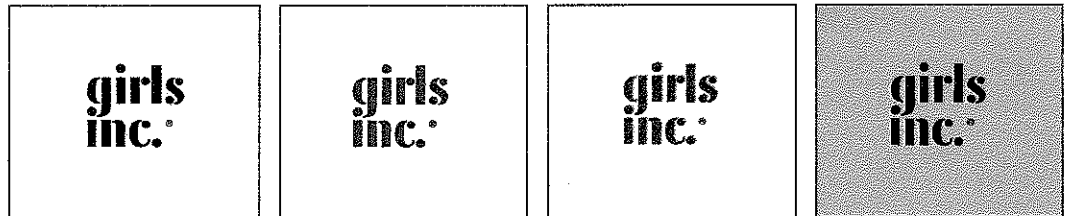
Whenever possible, print the logo in Pantone 192 Red and the accompanying typography in Pantone 430 Gray or black for communications materials of Girls Inc. Other colors may be used for background colors, but in those cases the logo should appear in black or white depending on the lightness or darkness of the background color. The logo may not appear in any colors other than red, gray, black or white. It is acceptable to create the gray using a halftone screen of black as long as the screens are fine and the logo appears crisp and clean. For all applications, follow the standards below regarding the color treatment of the logotype in relation to its background. It is very important that the logo is highly visible against any background on which it is placed.

Black logotype on white

Red logotype on white

Gray logotype on white

Black logotype on light to medium value colors



White logotype on dark value colors or red

White logo-type on black



Red logo-type on black

White logo-type on black and white or color photo

Red logo-type on black and white or color photo



Typography

The Univers and Times Roman type families are the only acceptable typefaces for use in the graphic system for Girls Incorporated. Univers is a typeface common to graphic designers using a Mac platform and we strongly encourage all member organizations to work with a designer to create professional, high-quality publications that meet the graphics guidelines standards which require the use of Univers. Because Univers is not as common on PCs, Arial may be substituted for desktop publishing projects.

Univers is a clean sans-serif face that is compatible with the Girls Incorporated logo. Any type combined with the logo should be set in Univers. Always set the names of the national and member organization in Univers 65. The tagline and address should always appear in Univers 45.

Univers should be the top choice for the primary text on websites. Times Roman is a serif typeface that is ideal for body copy in many text-heavy publications like newsletters and brochures.

Italic faces (Univers 46, 56, 66 and Times Italic) are acceptable for titles, headings, captions, or for emphasizing a word or phrase in text. For publications, do not set the entire text in italics.

Univers 45 (Light)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Univers 55 (Regular)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Univers 65 (Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Times Roman Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Times Roman Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Letterhead for Member Organizations

This letterhead is the approved design for Girls Incorporated, and all specifications must be followed exactly.

Overall size: 8 1/2" x 11"

Logo size: .5625" (9/16")

Member organization: 9/11 Univers 65

Address block, tagline, and United Way line:

9/11 Univers 45

Board of Directors list (optional): 7/10 Univers 65 (headings), Unvers 45 (subheadings and names), and Unvers 46 Oblique (titles)

If printing 2 colors:

Logo: Pantone 192 Red

All text and United Way symbol: Pantone 430 Gray

If printing 1 color: use black

Paper: Starwhite Vicksburg Tiara (White) Vellum 24lb. or 70lb.

Alternative stock: A less expensive paper may be substituted providing it is bright white, wove finish, opaque and maintains a quality look.

Printing: Offset lithography

This exhibit is shown in reduced size.

Align the date with the affiliate name and logotype as shown.

The Board of Directors can be substituted with a list of programs or branches.

.375" (3/8") **1.4375"** (1 7/16") **keep .25"** (1/4") **minimum** **1.5"** (1 1/2")


.5" (1/2")

2"


.5625" (9/16")

.5" (1/2")

Girls Incorporated® of Sioux City 723 Myrtle Street
Sioux City, IA 51103
Tel: 712-252-1088
Fax: 712-252-4863

<p>Board of Directors</p> <p>Donna Brace Ogilvie <i>Distinguished Chair</i></p> <p>Francis X. Burnes III <i>Chair</i></p> <p>Janice L. Warne <i>Vice Chair</i></p> <p>Barbara Levy Landas <i>Treasurer</i></p> <p>Susan F. Pollack, Esq. <i>Secretary</i></p> <p>Romalee Amos Barbara Anderson Jill E. Brand Barbara Taylor Bradford Suzie Buffett Kathryn Chenualt, Esq. Patricia Correa-DeBorne Catherine Duffy Stedman Graham Bridgette P. Heller Star Jones, Esq. Lois Juliber Debra L. Lao Edward Lewis Pat Mitchell John Morgan Kelli Sturman O'Malley, Esq. LeAnn Priebe Brooke Schwartz Ellen Stafford-Sigg W. Lee Thurston, Esq. Carol Torné Nancy D. Washington, Ph.D.</p> <p>Joyce M. Roché <i>President and CEO</i></p>	<p>Date</p> <p>Name of addressee title (optional)</p> <p>Name of company</p> <p>Street Address</p> <p>City, State, Zip</p> <p>Salutation:</p> <p>Stationery items that follow a precise and attractive typing format compliment the person and company behind them. The format should work with and enhance the design of the letterhead.</p> <p>This letter illustrates the flush left typing format for correspondence using 8 1/2" x 11" letterhead. Punctuation should be kept to a minimum. The body of a letter contains typewritten lines of 50 to 70 characters, depending on the length of the letter. Paragraphs are typed with a double space between them; do not indent.</p> <p>Consistent spacing throughout a letter is important to establish uniformity and efficiency, and standards for this should be enforced. Letters employ single-spaces, double-spaces or multiple double-spaces, as illustrated.</p> <p>Complimentary close,</p> <p>Writer of letter</p> 
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girls inc.®
Inspiring all girls to be strong, smart, and bold!™


A United Way Agency

Letterheads for dually affiliated Member Organizations

Letterheads that are produced by a dually affiliated organization (for example, Salvation Army and YWCA) must use a Girls Incorporated logo together with the appropriate linking phrase. If the organization is a United Way agency, the United Way logo must be used with the phrase "A United Way Agency." These combinations of logos and text have predetermined relationships which should be followed and are found on page 8. All type is set in 9/11 Univers 45.

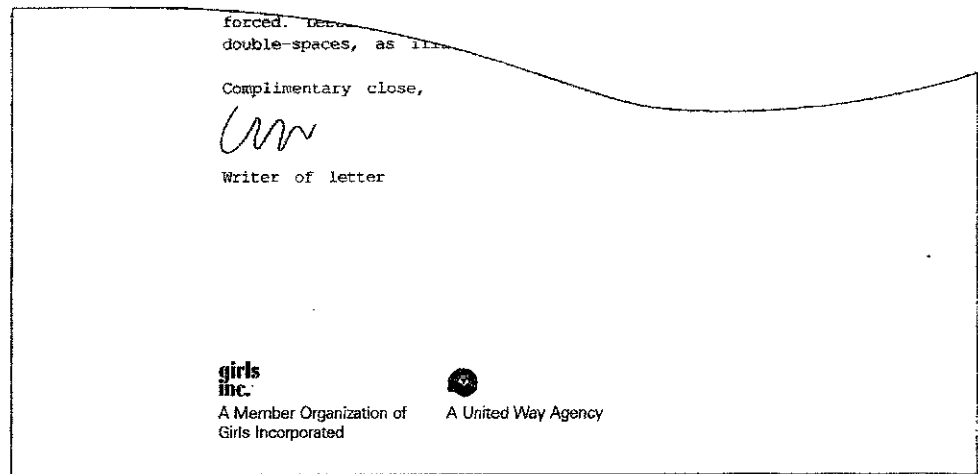
These text and logo combinations are always positioned in the lower left corner of the letterhead as shown in the illustrations below:

The exhibits are shown in reduced size.

The Girls Inc. logo and accompanying type are always positioned in the lower left corner of letterhead, flush left with margin of letter.

Align the first lines of type as shown.

.5
(1/2")



flexible

Envelope and mailing label

The envelope and mailing label are approved designs for Girls Incorporated, and meet U.S. Postal Standards and all specifications must be followed exactly.

Envelope size: 4 1/8" x 9 1/2" (#10)

Mailing label size: 5 1/4" x 2 5/8"

Logotype size: .5625" (9/16")

Member organization name: 9/11 Univers 65

Address block: 9/11 Univers 45

Logo: Pantone 192 Red

All text: Pantone 430 Gray

Envelope stock: Starwhite Vicksburg Tiara (White) Vellum 24lb.

Alternative stock: The envelope must match the letterhead stock, standard #10 commercial flap.

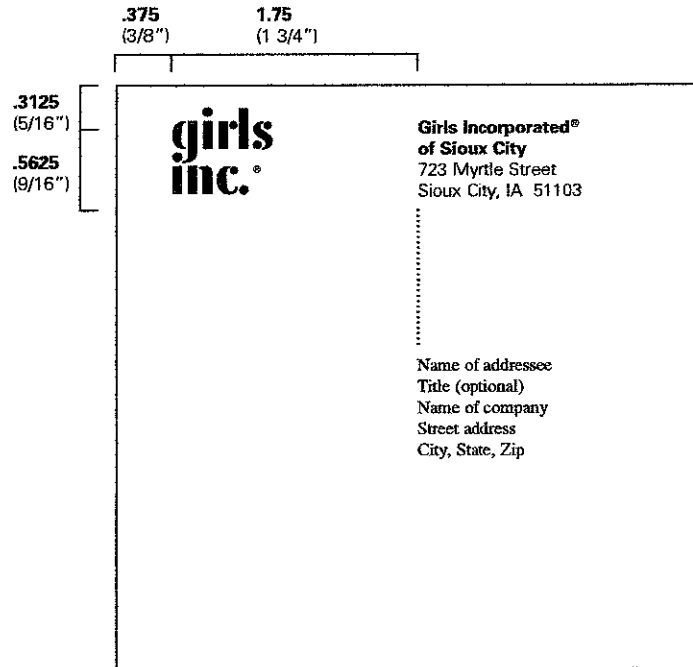
Label stock: Dull coated finish crack & peel

Printing: Offset lithography

The exhibits are shown in reduced size.

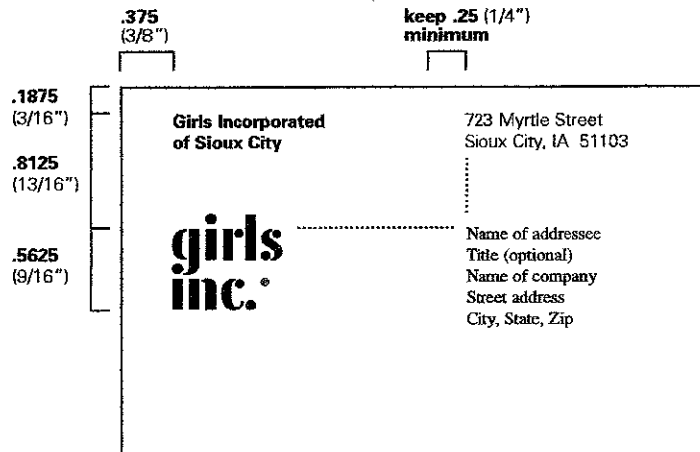
Envelope

Align the typed address block with the return address as shown



Mailing Label

Align the typed address block with the logotype and the return address as shown



Business card

The business card is approved designs for Girls Incorporated, and all specifications must be followed exactly.

Business card size: 3 1/2" x 2"

Logo size: .5625" (9/16")

Individual's name and member organization name: 8/10 Unifers 65

Address and other text: 8/10 Unifers 45

Logo: Pantone 192 Red

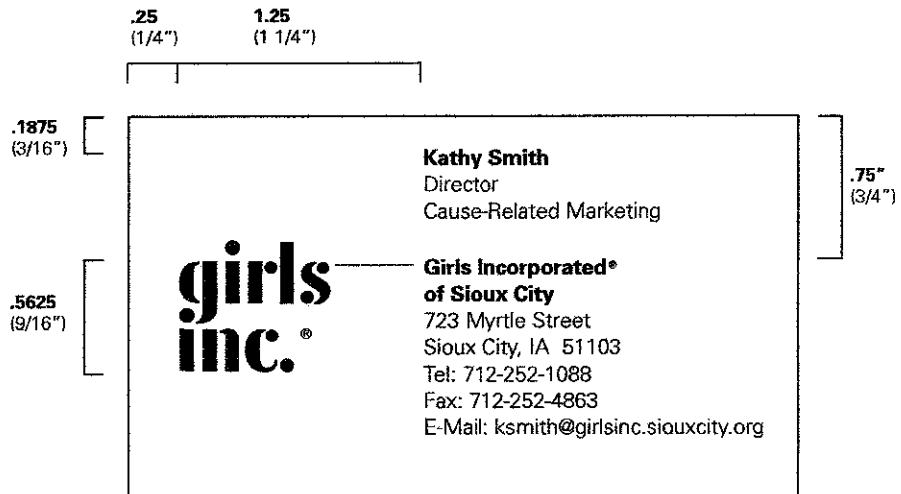
All text: Pantone 430 Gray

Paper: Starwhite Vicksburg Tiara (White) Vellum 24lb., 80 b. cover

Alternative stock: A less expensive paper may be substituted providing it is a cover weight bright white, wove finish, opaque and maintains a quality look.

Printing: Offset lithography

The exhibit is shown actual size.



Required Identity elements on publication covers

Certain elements must always appear on the front or back cover of publications including brochures, newsletters, annual reports, and event handouts. To provide the best visibility possible, the Girls Inc. logo and full name of the member organization should always appear on the front cover. The tagline may appear on the front or back cover. The exact position of these identity elements is not dictated as long as the basic guidelines for area of isolation, typography, and color are followed.

The exhibit shown is reduced in size.



**For example:
Brochure/book covers**

The affiliate name and address, logo and tagline must always appear on the front of a brochure.

The affiliate address and logo appear on the back of a brochure.

**Girls Incorporated®
of Delaware**

109 Brown Street
Wilmington, DE 19805
302 656-1697

109 E. 26th Street
Wilmington, DE 19802

420 Willa Road
Newark, DE 19711
302 369-2174

A United Way Agency

Plaque signs

There are two plaque formats in the sign system for Girls Incorporated: square and horizontal. In addition, two color combinations are possible. One is a metallic background (brass or aluminum, satin finish) with a black logotype and black letters. The other possibility is a white background with a Pantone 192 Red logotype and Pantone 430 Gray or black letters. The member organization name must appear in Univers 65. Provide a local sign supplier of your choice with a *vector artwork file* found on Affiliate Central (<http://affiliatecentral.girlsinc.org>). These signs are never internally illuminated.

For all signs incorporating the logo with the member organization name, follow the spacing and size standards found on page 5. Long member organization names may have to be broken into three lines, as shown below.

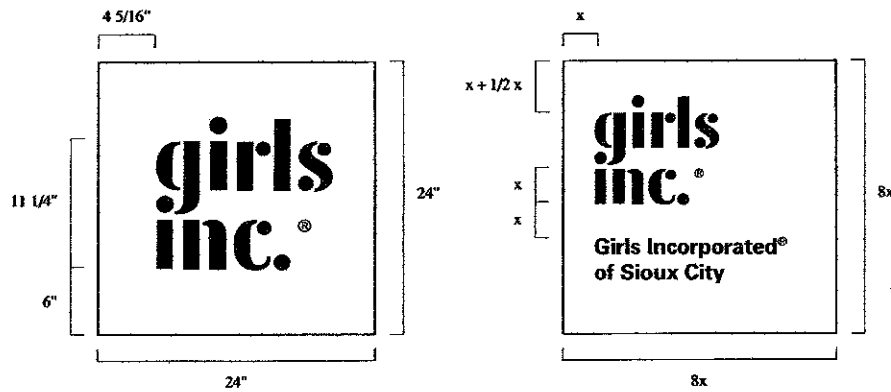
Remember consistency in signage from one community to another is often the significant underlying factor for Girls Inc. branding, increasing awareness for the organization and its aims.

The first two examples are the preferred layout. The last three examples are to be used when signs are required to be read from mid-range and farther distances. We offer these examples for signage purposes only. They should be used primarily in instances where readability is questioned.

Square format:

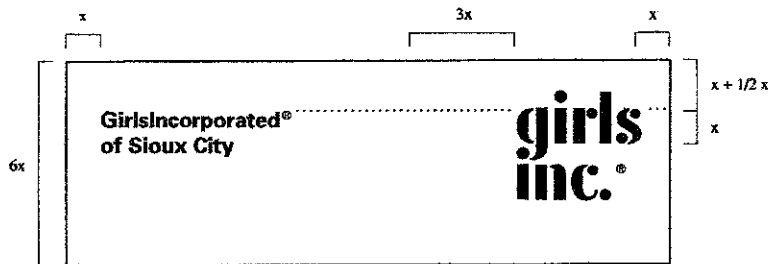
The sign on the left is the 24" x 24" exterior sign.

The sign on the right may vary in size.

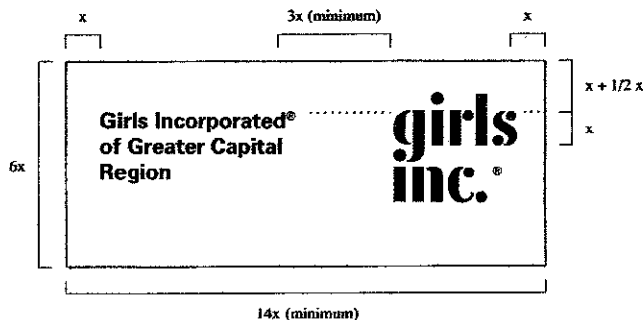


Horizontal format:

If space for a larger sign is not a restraint, the affiliate name in two lines rather than three is preferred for the horizontal format.



If necessary, the affiliate name may be broken into three lines.



Individually mounted letters

Individual letters mounted directly on a wall are a signage option for the facilities of national and member organizations. Mounted letters add an interesting dimensional quality to a surface that a flat sign does not provide, and they are particularly attractive on interior walls. For exterior signage, mounted letters are often more complementary to architecture than a flat sign. The mounted letters may accompany the 24" x 24" plaque sign shown on page 16.

For signage purposes, the name of the national or member organization can stand alone as mounted letters without the logotype. These letters may only appear in metallic, such as aluminum or brass (satin finish), Pantone 430 Gray, black or white. The background color should be considered when making this choice to ensure sufficient readability. Precut individual upper- and lowercase letters may be available in Univers 65 (bold) in standard sizes through your sign vendor.

The Girls Inc. logo cannot be fabricated as individual mounted letters but can be painted on a building or applied in vinyl form to glass or other flat surfaces.

The name of the national or member organization must appear in Univers 65, utilizing normal word and letter spacing.

The name of the national or member organization must appear in Univers 65, utilizing normal word and letter spacing.

Girls Incorporated[®] of Sioux City

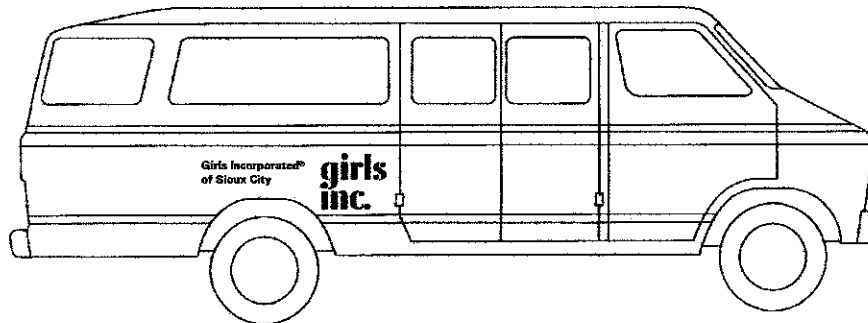
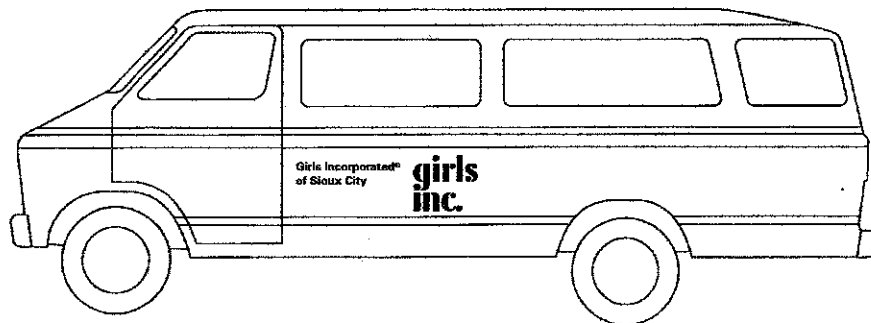
Vehicle graphics

Proper identification of vehicles is another area where consistent graphic application is vital. The cars, vans or buses will be seen by thousands of people each day and will help build recognition for the organization. For demonstration purposes the new markings are shown on vans, but the same principles apply to all vehicle graphics.

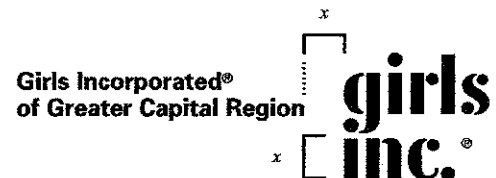
When new vehicles are purchased or repainted, white is the preferred color. On a white vehicle, apply the logotype in Pantone 192 Red and the affiliate name in black. If an existing vehicle will not be repainted, the logo and member organization name should be black or white depending on the color of the vehicle. For example, if the vehicle is school bus yellow, the letters and logotype should be black.

Provide a local sign supplier of your choice with a *vector artwork file* found on Affiliate Central (<http://affiliatecentral.girlsinc.org>). The supplier will enlarge the logo art as needed. Show the guidelines below to the supplier to provide a clear idea of the required graphics. The vehicle graphics may either be painted, silk screened, or applied vinyl letters with self-adhesive backing (available from the supplier). The member organization name must be set in Univers 65 (bold).

The position of the body lines of the van should be considered when positioning the logo and the member organization name.



Relationship between logo and short member organization name.



Relationship between logo and a long member organization name where the second line is longer than the first.

Online graphics guidelines

Because it is easy for the global online audience to move from one Girls Inc. to another (virtually), it is important to reiterate required branding elements discussed throughout this guideline.

Take great care that the local Girls Inc. member organizations brand is clearly established on your website.

To avoid confusing visitors between member organizations and the national organization web sites, affiliate web sites should clearly identify themselves by placing their organization's *full* name at the top of the web site's home page.

To reinforce your member organization's relationship to the national organization and lend it more credibility, we suggest placing a Girls Inc. link to the national organization's web sites for adults and girls.

Use of the Girls Inc. logo online should adhere to the same guidelines established for printed materials and products.

The Girls Inc. logo must be in gray, white, black or red. As a general rule, use of a red logo on a black background does not read well on the computer screen.

The logo cannot be used as part of the member organization name. The member organization name and the Girls Inc. logo must be kept distinct.

Refer to page 4 to insure proper use of the member organization name with the Girls Inc. logo.

Intellectual Property Guidelines

What is intellectual property?

Intellectual property has many of the same characteristics as real property. Like real property, intellectual property can be owned, bought, sold, and rented. The owner of intellectual property, like the owner of real property, has the exclusive right to use it and can bar others from using it without her permission.

Real property includes things you can see and touch. Houses, chairs, dolls, cars, and dishes are all examples of real property. Intellectual property includes things you cannot see and touch. Trademarks, service marks, copyrights, patents, trade secrets, and proprietary information are all examples of intellectual property.

What is a trademark or service mark?

Trademarks and service marks are symbols that identify the goods and services that come from a particular source. A symbol functions as a mark when consumers who see it say to themselves, Aha! This symbol tells me that X is the source of this product or service.

A trademark identifies tangible goods, such as mugs or umbrellas, that come from a particular source, such as Girls Incorporated. The symbol for trademarks that have not been federally registered is TM.

A service mark identifies intangible things, such as educational programs or career counseling, that come from a particular source. The symbol for service marks that have not been federally registered is SM.

The symbol for both trademarks and service marks that have been federally registered is [®].

What is the purpose of using symbols with trademarks and service marks?

Using symbols with the trademarks and service marks of Girls Incorporated publicizes our ownership and claim of intellectual property rights in our marks. Use of these symbols:

1. Puts the public on notice that the marks belong to Girls Incorporated.
2. Tells the public that they cannot use our marks, or any name confusingly similar to our marks, without the permission of Girls Incorporated. For example, our use of Operation SMARTSM lets others know that Girls Incorporated claims service mark rights in Operation SMART and that they cannot name a program Operation SMART without risking legal problems.
3. Helps to ensure that Girls Incorporated has legally enforceable grounds for restricting third party use of Girls Incorporated marks.

What is a copyright?

A copyright is an ownership right granted by the United States Constitution in an original work of authorship. Any original work of authorship “fixed in a tangible medium of expression” is covered by copyright. Original written materials, computer programs, drawings, paintings, sculptures, musical compositions, films, videos, audio tapes, and sound recordings are all subjects of copyright.

An original work of authorship is covered by copyright as soon as it is “fixed in a tangible medium of expression.” Thus, the program materials and training guides of Girls Incorporated are covered by copyright as soon as they are written down. A copyright cannot be enforced against third parties unless it has been federally registered, however.

The owner of copyright in a work has the exclusive right to reproduce it, distribute it, prepare derivative works based on it, perform it publicly, and display it publicly. A third party who reproduces a copyrighted work without the owner’s permission has infringed the owner’s copyright.

A work in which the owner claims copyright should be identified by a copyright notice consisting of the symbol © followed by the date of first publication of the work and the owner’s name. The notice of copyright for this manual, for example, is © 1997 Girls Incorporated.

What is the purpose of a copyright notice?

Like the trademark and service mark symbols, a copyright notice puts the public on notice that the owner of the noticed work claims copyright rights in it.

The benefits of using a copyright notice on Girls Incorporated materials include the following:

1. It tells the public that Girls Incorporated owns copyright in the materials and has the exclusive right to use them.
2. It identifies the date the work was first published.
3. It tells the public that anyone who wants to reproduce or distribute the materials must get the permission of Girls Incorporated to do so.
4. It helps to ensure that Girls Incorporated can enforce its copyright against third parties by preventing them from claiming they did not know the materials were covered by copyright.

Is it possible to have ownership rights in intellectual property without using these symbols?

Yes, it is possible. Rights in a trademark, service mark, or copyright do not depend on use of the appropriate symbols. Failure to use the appropriate symbols can, however, make it much more difficult and in some instances impossible to enforce rights in intellectual property.

When the appropriate symbols are used consistently and from the outset with intellectual property, no one can claim ignorance of your ownership and your ability to enforce your rights in it will be significantly enhanced.

How do I create the trademark, service mark, copyright, and registration symbols in documents?

The copyright and registration symbols are located under the Insert/Symbols option in Microsoft Word. The ©, ™, and ℠ symbols “hang” above the title or name indicated; this format is created by using the superscript function on your computer. The superscript function is located under your Format/Fonts option in Microsoft Word. Place the symbol immediately after the last letter or punctuation mark.

The Girls Incorporated Name and logo

The following steps must be taken when using the Girls Incorporated name in memos, letters, press releases, funding proposals, media presentations, and other short documents, and on websites:

1. Girls Incorporated should include a ® the first time that Girls Incorporated is used in a document, e.g., “Girls Incorporated® is a national nonprofit established in 1945.”

When using standard national Girls Incorporated stationery, you may write Girls Incorporated without the ® mark because this is already done in the letterhead. All member organization stationery should be made with the ® on Girls Incorporated. Until this occurs, member organization stationery, which does not include the ® mark in its letterhead, should apply the previous rule of writing Girls Incorporated® the first time it appears.

Member organization names should be written as follows:

- For first reference use Girls Incorporated® of city name, e.g., “Girls Incorporated® of Sioux City”
 - After the first use of Girls Incorporated®, all subsequent uses of the organization name are “Girls Inc.” and do not require the registration mark.¹
2. The logo should ALWAYS appear with the ® symbol. It is preferable to use both the logo and Girls Incorporated® together. Their use together ensures continued recognition of Girls Incorporated ownership of these marks. (See page 5 in the graphics guidelines about the appropriate placement of the name and logo on the same page.)

Program Names

Girls Inc. has eight identity programs. Each program’s proper name includes “Girls Inc.” and all names are service marked:

Girls Inc. Preventing Adolescent Pregnancy^{SM 2}
Girls Inc. Operation SMART^{SM 3}
Girls Inc. Economic LiteracySM
Girls Inc. Discovery LeadershipSM
Girls Inc. Sporting ChanceSM
Girls Inc. Project BOLDSM
Girls Inc. Friendly PEERsuasion^{SM 4}
Girls Inc. Media LiteracySM

The Federal registration process for the identity programs as titled above is in progress. While they are being registered, it is appropriate to use the service mark SM symbol. Upon registration, the Federal registered symbol ® will be used.

The procedure for referencing the name of a program is very similar to that for the Girls Incorporated name. They are as follows:

1. A program name should appear with its full name and with a service mark the first time that it is referred to in a document, e.g., Girls Inc. Operation SMARTSM.
2. After the first use of the program name no special demarcation is necessary. ⁵

The following is a list of other national Girls Inc. programs requiring the service mark. The formal names of some program titles include post-colon text. When referring to these program names, the service mark must be used even when the name is not followed by the post-colon text, e.g., "Growing TogetherSM: A Sexuality Education Program for Girls Ages 9-11" is written "Growing TogetherSM" even if "A Sexuality Education Program for Girls Ages 9-11" is omitted.

Eureka!SM ⁶

Growing TogetherSM: A Sexuality Education Program for Girls Ages 9-11

Will Power/Won't PowerSM: A Sexuality Education Program for Girls Ages 12-14

Taking Care of BusinessSM: A Sexuality and Career Exploration Program for Young Women Ages 15-18

Health BridgeSM: A Cooperative Health Promotion and Delivery System for Girls and Young Women

SteppingstonesSM: A Motor Skills Development Program for Girls Ages 6-8

BridgesSM: A Sports and Motor Skill Development Program for Girls Ages 9-11 Sports Unlimited

Girl Power/ Health PowerSM: A Health Promotion Program for Preadolescent Girls

Action for SafetySM: A Self Defense and Conflict Resolution Program for Girls Ages 9-11

In an effort to create a consistent brand for Girls Inc. services and programs we ask that you use the following titles in connection with their umbrella program title. For example, Will Power/Won't PowerSM, a component of Girl Inc. Preventing Adolescent PregnancySM.

Tagline

The following taglines should also appear with the service mark the first time they appear:

Strong, smart, and bold or strong, smart, and boldSM

Inspiring all girls to be strong, smart, and boldSM

Both the program names and taglines will receive registration symbols in approximately one year. When this happens a registration symbol will replace the service mark. Girls Inc. will issue the necessary updates to the intellectual property guidelines when this change occurs.

Guidelines for Long Documents and Books

Standard Girls Incorporated Copyright Format

The copyright notice should be written in the following manner: the copyright symbol followed by the year and the name of the owner e.g., ©1997 Girls Incorporated. It is important to note that the ® should not be used in a copyright notice:

©2003 Girls Incorporated® is incorrect.

©2003 Girls Incorporated is correct.

The reason for this is that within the copyright notice Girls Incorporated is being referred to as the owner of the copy and not as a service provider.

A copyright mark should be placed on the inside front cover or on the title page of documents. The copyright symbol should appear on the document from the time it is created, and even before it has been officially registered.

Girls Inc. documents (e.g. program curricula, tip sheets, and research findings) may be copied and distributed by third parties. To help insure that Girls Inc. receives proper credit and visibility for its intellectual property, a copyright symbol as a footer must be placed on every page of long documents other than books. Using a ©2003 Girls Incorporated on each page will suffice. Your document may also benefit from adding the title of the document or a chapter name to the footer.

However, the footer should not exceed 2 lines. For example, the following appears as a footer on each page of the Discovery™ program guide:

Discovery: A Leadership Program for Girls and WomenSM

A Collaboration of Girls Incorporated and the Minneapolis YWCA ©1997 Girls Incorporated

Books must have a copyright at the beginning of the book, usually inside left cover page or main page. This is sufficient to protect the entire book.

Notes:

- 1 When writing contracts, the registration mark should be used every time the name of the organization is mentioned. This is to emphasize to all third parties Girls Inc. ownership of our name and programs.
- 2 Abbreviating the program titles is never permitted; e.g. PAP for Preventing Adolescent Pregnancy.
- 3 SMART always appears in caps.
- 4 PEER always appears in caps.
- 5 When writing contracts, the service mark should be used every time the names of the programs are mentioned. This is to emphasize to all third parties Girls Inc. ownership of our name and programs.
- 6 Eureka! is always followed by an exclamation point.