

LET *
GIRLS
LEARN

LET GIRLS LEARN
Brand Identity

LET *
GIRLS
LEARN

Working together to open the doors of education for girls around the world.

To educate a girl is to build a healthier family, a stronger community, and a brighter future. Unfortunately today, 62 million girls around the world are not in school. Half of them are adolescents. We know that countries with more girls in secondary school tend to have lower maternal mortality rates, lower infant mortality rates, lower rates of HIV/AIDS, and better child nutrition. But too often, a girl who could change her world for the better is locked out of that future by the circumstances of her birth or the customs of her community.

We know that a girl with an education can shape her own destiny, lift up her family, and transform her community. That is why President Obama and First Lady Michelle Obama will be championing our efforts to help adolescent girls around the globe attend and complete school through the Let Girls Learn initiative, which will build upon the public engagement campaign the U.S. Agency for International Development (USAID) launched last summer. Let Girls Learn is a government-wide effort that will leverage the investments we have made and success we have achieved in global primary school, and expand them to help adolescent girls complete their education. A key part of Let Girls Learn will be to encourage and support community-led solutions to reduce barriers that prevent adolescent girls from completing their education.

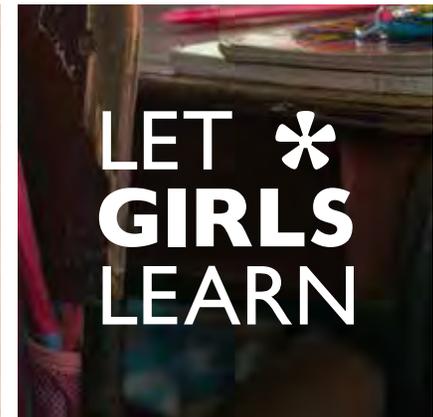
LET GIRLS LEARN

Brand Identity Vertical

LET *
GIRLS
LEARN



Logo is black on light color photos.



Logo is white on dark color photos.



BLACK
#000000

LET GIRLS LEARN

Fonts

The quick brown fox jumps over the lazy dog

Neutraface Text Light

The quick brown fox jumps over the lazy dog

Neutraface Text Book

The quick brown fox jumps over the lazy dog

Neutraface Text Bold

*NEUTRAFACE TEXT IS A TYPEFACE BY
THE HOUSE INDUSTRIES TYPE FOUNDRY*

LET GIRLS LEARN

Fonts

Neutraface Text Bold

Transforming the lives of girls around the globe

Align Left

Neutraface Text Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vulputate diam est, ut sodales neque ultrices ac. Sed vel pellentesque enim. Integer sodales eu magna sed consequat. Aliquam erat volutpat. Aliquam luctus massa eget nisi volutpat, non mollis odio viverra. Sed sagittis vestibulum hendrerit. Morbi dui leo, aliquam sed enim sed, mattis dapibus leo. In fermentum efficitur nunc, sit amet suscipit nunc mattis et. Quisque ullamcorper enim lorem, in scelerisque quam efficitur ac. Nam volutpat justo laoreet purus efficitur rutrum. Aenean ornare imperdiet magna, quis imperdiet nibh condimentum ac.

Nullam porttitor vestibulum efficitur. Cras at enim nec nunc tempor efficitur quis id mi. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed suscipit accumsan mi. Proin id euismod diam, at pharetra ante. Phasellus nulla eros, feugiat in ultrices sit amet, molestie ut metus. Quisque orci tortor, accumsan sit amet interdum sit amet, auctor non nisi. Nunc pretium, augue quis posuere pharetra, nisi urna varius eros, non ultrices nibh nisi at mauris. Integer a eros sed erat pharetra dignissim ut nec odio. Quisque eget hendrerit sapien. Vivamus eget erat erat. Donec sollicitudin efficitur egestas. Ut porttitor, metus ac lacinia iaculis, sapien lacus varius arcu, et luctus arcu arcu ut urna.

NEUTRAFACE TEXT IS A TYPEFACE BY
THE HOUSE INDUSTRIES TYPE FOUNDRY

LET GIRLS LEARN

Vertical Logo Placement

Type Height
is the same as
distance between
logos



LET GIRLS LEARN

Horizontal Logo Placement

Type Height
is the same as
distance between
logos



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Photography

When selecting photos it must capture the audience's attention and communicate the Let Girls Learn message. Using visual communication techniques properly and understanding what makes an effective photo will help accomplish this goal.

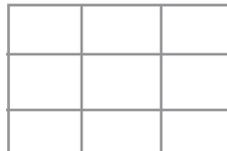
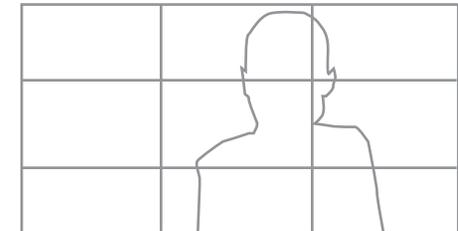
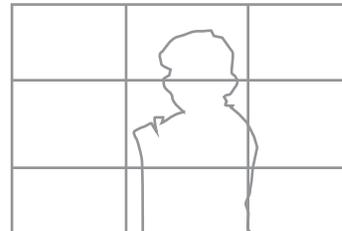
· Every photo must have a center of interest. The center of interest is the most dominant element in the photo.

· Emphasize the center of interest by eliminating distractions by using minimum depth-of-field or selective focus. Also, changing camera position or changing your subject's position can help eliminate distractions.

· Always be attentive of foreground and background distractions. Unnecessary objects in your photo interfere with the dominant subject.

· The center of interest should have the primary focus in the photo. The center of interest is in focus when it has sharp details. A lack of focus distracts from the image and can confuse the viewer.

A solid composition will ensure you give emphasis to the subject of your photos. A good composition will capture the viewer's attention, make a clear statement and be pleasing to the eye.



Rule of Thirds: The theory is that if you place points of interest in the intersections or along the lines that your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally. Studies have shown that when viewing images that people's eyes usually go to one of the intersection points most naturally rather than the center of the shot.

LET GIRLS LEARN

Agency Colors

Primary Colors

Secondary Colors

LET GIRLS LEARN



BLACK
#000000

USAID



PERIWINKLE BLUE
#C4D6FF



USAID BLUE
#002F6C



USAID RED
#BA0C2F



USAID LIGHT BLUE
#A7C6ED



MEDIUM BLUE
#006789



DARK RED
#651D32



DARK GREY
#6C6463



MEDIUM GREY
#8C8985



LIGHT GREY
#CFCDC9

PEACE CORPS



PANTONE 159
#D35E13



PANTONE 193
#CC003D



PANTONE 281
#001F5B

LET GIRLS LEARN

Brand Identity Horizontal

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Social Profiles



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Hashtag + Logotype

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Interagency Partners' Logos Sequence



The White House

The State Department

USAID

Peace Corps

MCC