

Over more than 25 years of serving girls in Alachua County, Girls Place has evolved into a passageway from childhood to womanhood for many girls in the Gainesville community. The young women of today are learning to become tomorrow's future by living and developing in a continuously changing world. Girls Place embraces this opportunity and challenge, and is confident that girls will prosper.

Our Values: At Girls Place, we believe that all girls should be inspired, challenged and nurtured to become their very best.

Our Vision: Girls Place girls become independent women who embrace diversity, express their ideas, rise above obstacles, enhance their communities, and lead those around them.

Our Mission: At Girls Place, we empower girls to grow courageous, strong and self sufficient. We inspire our girls to celebrate themselves—their minds, their hearts, and their physical well being.

Logo Usage

All Girls Place material must include the logo that fits best. The following versions are the only ones acceptable for use on Girls Place materials. The logo is only acceptable for use on light background colors that provide enough contrast. A white version should be used on dark colored backgrounds or backgrounds that do not provide good contrast with the pink.

Primary Logo



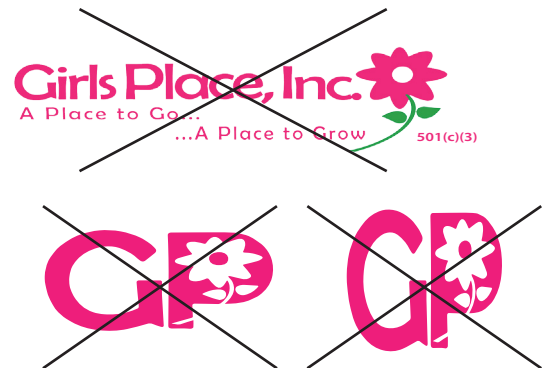
Secondary Logo



Size

Do not change the width or the height of the logo; it must remain in the same proportion. The primary logo should be no smaller than 2.5 inches wide. The secondary logo should be no smaller than .5 inches wide.

Not acceptable for use:



Fonts

Girls Place materials should only include the following fonts:

- Header Font** **Myriad Pro Black**
- Subheadline Font** **Myriad Pro Bold**
- Body Font** Myriad Pro Regular
- Accent Font 1** Coamei Bold/Coamei Regular
- Accent Font 2** Beautiful Every Time

Colors



- | | | | |
|----------|-------|----------|-------|
| C 0 | R 238 | C 80 | R 47 |
| M 95 | G 42 | M 12 | G 160 |
| Y 20 | B 123 | Y 99 | B 74 |
| K 0 | | K 1 | |
| # ed217c | | # 2fa04a | |

Terminology & Messaging

Organization Name: Girls Place, Inc.
Abbreviation for emails, press releases, social media, and marketing use:
1st Reference: Girls Place; 2nd Reference: GP

Tagline: A Place to Go... A Place to Grow
Slogan: Make Girls Place Your First Place
Motto: Inspiring Gainesville Girls to Become Powerful Gainesville Women
Please use these phrase(s) at your own discretion.

When referring to the girls and their families:
Girls Place family
Girls Place girl

Staff titles:

Executive Director
Development Director
Program Director
Athletics Director

Operations Manager
Program Assistant
Facilitator
Counselor
Coach

Operations Board Titles:

Operations Board President
Operations Board President Elect
Operations Board Vice President
Operations Board Vice President
of Athletics
Operations Board Vice President
of PR and Events
Operations Board Vice President
Program Development
Operations Board Secretary
Operations Board Treasurer
Operations Board Director

Foundation Board Titles:

Foundation Board President
Foundation Board Vice President
Foundation Board Secretary
Foundation Board Treasurer
Foundation Board Director

Do not speak to any media unless given authorization. However, when speaking to the community, use the following phrases:

"Girls Place is a unique non-profit organization that specializes in after school, athletics, and summer day camp for girls in Gainesville."

"Girls Place is a true "Gainesville baby" as we were founded in 1982 by the Gainesville Junior Woman's Club and other individuals committed to establishing a place just for girls."

"At Girls Place, we believe that all girls should be inspired, challenged, and nurtured to become their very best."

"Girls Place girls become independent women who embrace diversity, express their ideas, rise above obstacles, enhance their communities, and lead those around them."

"At Girls Place, we empower girls to grow courageous, strong and self sufficient. We inspire our girls to celebrate themselves—their minds, their hearts, and their physical well being."

"The money raised for Girls Place makes a direct impact on families in our local community."

Facts & Figures

Use the following numbers when referencing any facts and figures regarding Girls Place. These numbers are as of January 1, 2015.

Facebook Fans: 1,521
Twitter Followers: 554
Instagram Followers: 183
Largest Donation Received in 2014:
Amount Raised in 2014:
Total Amount Raised since 1985:
Community Events in 2014: Dine & Donate;
Scramble for Kids; Hats, Hearts and Handbags;
Swampchomp; Chicken Lunch
Number of Staff:
Number of Operations Board Members:
Number of Foundation Board Members:
Number of Donors:
Number of Sponsors:
Number of Girls Served in 2014:
Where the money goes:

Connect with Us

Contact Us:

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#GirlsPlace
#GP1P