



YOUNG WOMEN'S CLUBS



INTRODUCTION

Rise Young Women's Clubs

Is a Soul City initiative

To be implemented in 5 provinces

Mobilising young women to take responsible action in shaping their lives and the communities they live in.

The primary target audience is vulnerable, young women, aged between 15 and 24, particularly those residing in high risk areas.

Objectives

To build social cohesion, between the girls and their communities

To encourage members to support each other and work as groups

Build self-efficacy and resilience

To ultimately prevent HIV and enable safer choices.



LOGO ELEMENTS

Vision

To turn on and unlock the potential of every young woman's life the Clubs touch

The Logo

Is a Soul City initiative Is made up of three elements

The name is a inviting call to action to Rise

The rising fist speaks to empowerment and the nature of the brand.

It is a movement by Girls for Girls

The typography feels painted and organic. This talks to who owns it - THE PEOPLE. It's not some, stiff corporate brand.

The MIC speaks. It is metaphor for expression.

Together the elements create a brand that is a Progressive Movement for Girls that is:

Welcoming

Empowering

Fresh and fun

COLOR EMOTION GUIDE



LOGO COLORS

The Logo Colours

Our primary colours are derived and related to the mother brand (Soul City) ident.

Our blue is softer and more playful. The red has been translated to a red that is more on the magenta side of the colour spectrum, which is more dynamic and fresh.

We use other colours to celebrate Diversity. We are for all young women.

We use colours with a white or black logo on a solid colour.

PRIMARY COLORS



C:75 M:50 Y:0 K:0



C:12 M:100 Y:70 K:0



C:0 M:0 Y:0 K:100



C:10 M:100 Y:50 K:0



C:0 M:0 Y:100 K:0

SECONDARY COLOURS



C:0 M:0 Y:100 K:0



C:10 M:100 Y:50 K:0



C:0 M:0 Y:100 K:0

FUN COLOURS



C:0 M:50 Y:65 K:0



C:60 M:0 Y:100 K:0



C:0 M:100 Y:0 K:0

ONE COLOUR LOGO

The Logo Colours

Our primary colours are derived and related to the mother brand (Soul City). Our blue is slightly softer and more playful than the mother brand's.

The red has been translated to one that is more on the magenta side of the colour spectrum, which is also lighter and fresher.

Fun Colours

The only time we use other colours is on one-colour applications. For example white reversed on a solid colour or solid colour on a white background.

The colours chosen are again youthful and fresh. This rule applies mostly to apparel.



FONTS

HEADLINE

MYRIAD PRO CONDENSED 18pt

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12345678910!^?()@£\$%*{}&

BODY COPY

MYRIAD PRO REGULAR 10pt

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