WE DISCOVER, WE GROW

Girlguiding

Girlguiding
Identity guidelines

These guidelines have been developed to ensure that Girlguiding has a consistent identity across the organisation. They include how to use our logos, colours, fonts and brand elements correctly so we can retain our Girlguiding look and feel across everything we create.

If you have any questions at all please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

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Girlguiding

1.0 Our message

1.1 Who we are

We have three versions of text summarising who we are and what we do – a one-sentence version, a short version and a full version. They are templates for the standard way we describe who are we and what we do. This ensures there is a consistency in the way we express ourselves across the entire organisation. These can be cut and pasted directly into documents, publications and guidelines, or adapted to fit local needs.

One-sentence version

Girlguiding is the leading charity for girls and young women in the UK.

Short version

Girlguiding is the leading charity for girls and young women in the UK. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them a space to have fun.

Full version

Girlguiding is the leading charity for girls and young women in the UK. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good.

1.2 Our brand proposition

'We are, we can, we do' is our brand proposition. It sets out the key idea, message and thinking behind our brand – who we are, what we enable and what we do. We use the brand proposition to inform our work when communicating on behalf of the charity.

The phrase 'we are, we can, we do' is not self-explanatory, which is why it is **not** our strapline or a key message, and should **never** appear as is in any of our communications. 'We are, we can, we do' is instead a starting point we build from to create strong, positive messages about Girlguiding.

On the right are some examples of our brand proposition in action. They can work as headings and captions on banners, posters and leaflets, soundbites in video and audio broadcasts, headlines in press releases, and so on.

We are Girlguiding.
We are Rainbows/Brownies/Guides/Rangers/volunteers.
We are Broneirion Training and Activity Centre.
We are 4th Anytown Brownie Unit.

We can achieve anything.
We (can) help girls reach their potential.
We (can) give members a world of new experiences and friends.
We (can) provide outdoor adventure for young people.
We (can) provide fun activities for seven- to ten-year-old girls.

We do fun things.
We (do) make a difference to our communities.
We (do) let girls make their own decisions.
We (do) let girls discover new things.
We (do) help girls gain confidence.

1.3 Our strapline

'WE DISCOVER, WE GROW' is our strapline, and appears on our Girlguiding logo (see **Section 2.0 Our logo**).

Our strapline is an example of our brand proposition 'we are, we can, we do' in action. It captures what we offer our members – an opportunity to discover and try new things in order to grow and reach their potential.

Our strapline can be used outside of our logo but our corporate font Trebuchet must be used to create the wording.

WE DISCOVER WE GROW

1.4 Our key messages

Brand proposition	Key message	Examples
We are	**We are for all girls** We are for all girls and young women, whatever their background and circumstances. We offer them fun, exciting activities and the chance to make lifelong friends. You'll find us in many communities, helping to give girls a head start in life and encouraging them to be happy, self-confident and curious about the world they live in and the difference they can make.	• We are open to all girls – of all faiths and none. • We employ outreach workers to encourage membership in hard-to-reach communities. • We keep our subscriptions as low as possible and our grants offers financial support to ensure that costs never prevent girls from joining us. • Our groups are fully integrated to include girls with disabilities, and we offer grants to ensure that they and their carers can join us on camps and trips.
We can	**We give girls their own space** We give girls a place where they can really be themselves with other girls and share the experience of growing up as a girl in today's world. We provide a safe, non-judgemental environment where girls can explore the issues they care about while having lots of fun, enjoying new experiences and learning vital skills.	• We know from our research that being girl-only is one of the things our young members value most about guiding. • Our Peer Education programme and specialist resources support hundreds of girls each year to talk about sensitive subjects like eating disorders, binge drinking, drugs and sexual health.
We do	**We give girls a voice** We give girls the confidence, skills and information to make informed decisions. We offer a supportive, inclusive and exciting environment where they can reach their own conclusions about the world. We show them how they can speak out and take positive action to improve their lives and the lives of others.	• We produce the UK's largest annual survey of girls' opinions – Girls' Attitudes – on issues from role models and equality to university fees and plastic surgery. • We have a dedicated youth advocacy panel to help girls speak out publicly about issues they care about.
	We change as the lives of girls change We are relevant to today's girls because we listen to them and constantly evolve and adapt what we offer them without losing what makes us uniquely us. We provide support, comfort and friendship in what can often seem a complex world for girls as they grow up.	• Once a year Girlguiding hosts the Big Gig – a massive pop concert for more than 20,000 Guides – with performances from some of the biggest and most popular current artists. • Our camps, residentials and trips give girls the chance to try new adventures, from quad-biking, orienteering and abseiling, to zorbing, canoeing and zip-wiring. • Girls can earn badges in a wide range of activities from inventing to blogging, storytelling to mixology.

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

WE DISCOVER, WE GROW

Girlguiding

2.0 Our logo

2.1 Our logo design

Our Girlguiding logo design is made up of five elements.

1. The logo panel
2. The trefoil
3. Our name
4. Our strapline (see 1.3)
5. The logo panel white keyline

The white logo panel border should be the same thickness as the white circle around the trefoil.

How these five logo elements appear together should never be altered, 'nor any elements separated or removed.

The logo can be placed over a clean white background or it can be used against darker colours and photographs. The white keyline around the logo is vital for keeping the two elements visually distinct so should never be removed.

The precise angles of our logo are echoed through our assets. It's important to always keep these in mind:
The vertical angle is 6˚
The horizontal angle is 7.7˚

1.

2.

4.

3.

5.

WE DISCOVER, WE GROW

Girlguiding

The Girlguiding logo type is owned by Girlguiding and should not be used in any other instance other than in our main logo.

WE DISCOVER, WE GROW

Girlguiding

Vertical angle

6˚

Horizontal angle

7.7˚

2.2 Our logo colours

Our Girlguiding logo is available in two colour versions.

Main logo versions
The main blue logo is the preferred logo to be used across all materials and printed communications.

The main logo (black) should be used when reproduction is available in only black and white.

Main logo

Main logo (black)

2.3 Clear space and minimum size

Clear space

We maintain the integrity of our logo by never overlapping it with graphics, text, photographs or illustrations. Our logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our logo away from logos of other organisations.

Minimum size

To ensure legibility, the minimum width for reproduction of the main Girlguiding logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.

The minimum size for the reproduction of the trefoil is 5mm, which reflects the size of the trefoil when the logo is at it's minimum size.

When artwork is smaller than 90mm wide the Girlguiding blue trefoil (minimum size still applies) can be used alongside the word Girlguiding for material produced by HQ or a full localisation for local guiding.

Clear space

Minimum size

90mm or larger
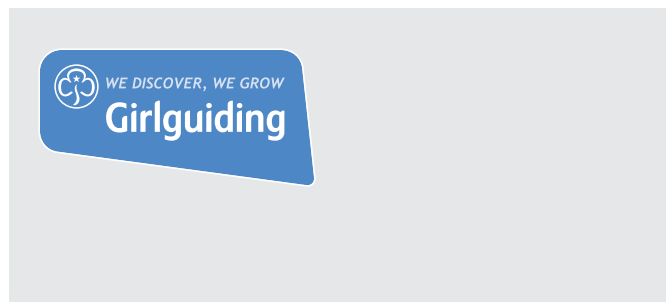
Smaller than 90mm

2.4 Positioning our logo

We have four versions of the Girlguiding logo shape. Each version has the logo panel pointing in a different direction.

The four versions of our logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

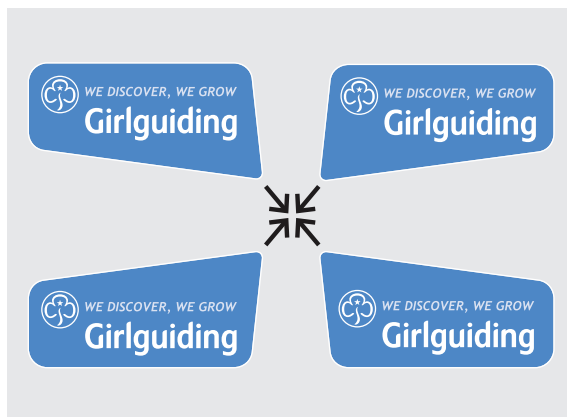Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.

Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right

2.5 Rules about our logo

These rules apply to ensure that our logo is used correctly and that our brand is used consistently. Please follow them.

Don't use alternative colours

Don't change our typefaces

Don't distort our logo, it should always be used in proportion and should not be stretched.

Don't alter our logo

Don't change the shape of our logo

Don't remove any part of our logo
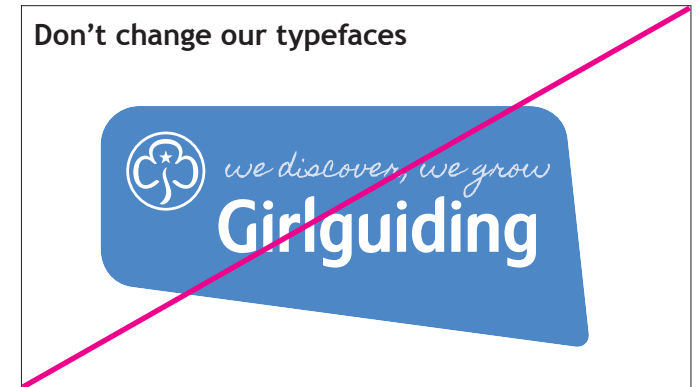
2.5 Rules about our logo (continued)

Don't remove the white keyline

Don't use if pixelated

Don't alter our name

Don't change our strapline
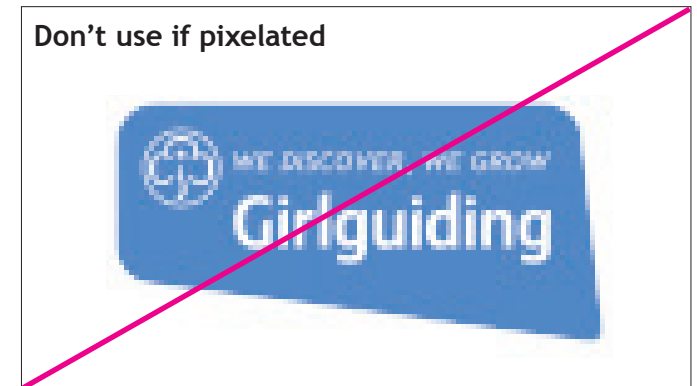
2.6 Localising our logo

The different areas of Girlguiding (such as districts, divisions, counties, countries and regions) are identified by the addition of a 'localised flash' to our logo that contains the area's name.

Localised main logo
The localised main blue logo is the preferred logo to be used across all materials and communications. The localised main logo (black) should be used when reproduction is available in only black and white.

Logo generator
Please don't try to create your Girlguiding area's logo yourself. On our website is a logo generator you can use to create your local logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@girlguiding.org.uk**.

Localised main logo

Localised main logo (black)

Don't alter our localised flash (shape, colour or placement)

2.6 Localising our logo (cont.)

Clear space

As for our main logo (**see 2.3**), we maintain the integrity of our localised logo by never overlapping it with graphics, text, photographs or illustrations. Our localised logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our localised logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our localised logo away from logos of other organisations.

Minimum size

To ensure legibility, the minimum width for reproduction of the localised logo is 35mm.

The minimum size for the reproduction of the trefoil is 5mm, which reflects the size of the trefoil when the logo is at it's minimum size.

Location name on one line

Location name on two lines

Minimum size (localised logos)

35mm

Our localised logo on two lines should only be used when the localisation does not fit on the one line version above. Localisations that will fit on the one line version should not be used in the two-line version.

2.6 Localising our logo (cont.)

Positioning

We have four versions of the localised logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the localised logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.

Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right
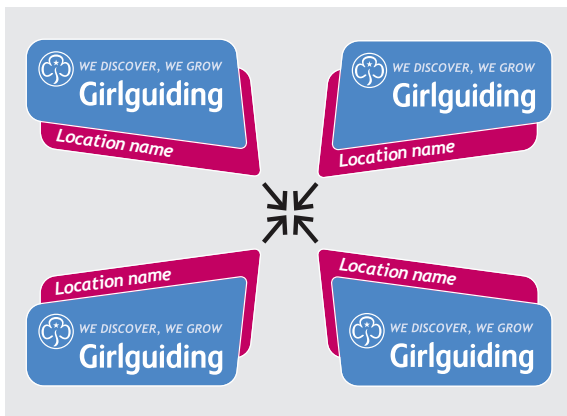
2.6 Localising our logo (cont.)

Here are examples of country, region and BGO logos.

Country, region and BGO logo examples

WE DISCOVER, WE GROW
Girlguiding
Anglia

WE DISCOVER, WE GROW
Girlguiding
London & South East England

WE DISCOVER, WE GROW
Girlguiding
Midlands

WE DISCOVER, WE GROW
Girlguiding
North East England

WE DISCOVER, WE GROW
Girlguiding
North West England

WE DISCOVER, WE GROW
Girlguiding
Scotland

WE DISCOVER, WE GROW
Girlguiding
South West England

WE DISCOVER, WE GROW
Girlguiding
Ulster

RYDYM YN DARGANFOD, RYDYM YN TYFU
WE DISCOVER, WE GROW
Girlguiding
Cymru

WE DISCOVER, WE GROW
Girlguiding
British Girlguiding Overseas

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

2.6 Localising our logo (cont.)

Here are examples of county, division, district and unit logos.

When adding your county, division, district or unit name please apply the following rules.

- Localisations should reflect how the area/unit name appears on GO.
- Use an initial capital letter for each word.
- You can replace 'and' with the ampersand (&) to save space.
- Always write names in full and don't shorten, such as 'Glos' for 'Gloucester' or 'Herts' for 'Hertfordshire'.
- Don't include the name of your country or region in your county, division, district or unit logo.
- For counties, divisions and districts, please include 'County', 'Division' or 'District' at the end of your area name as appropriate.
- For units, you can omit 'unit' from your name to save space, but must always include the section you belong to. So, '1st Westminster Brownies' and '1st Westminster Brownie Unit' are correct, but '1st Westminster Unit' is not.

County logo

WE DISCOVER, WE GROW
Girlguiding
Bristol & South Gloucestershire County

Division logo

WE DISCOVER, WE GROW
Girlguiding
Northallerton & Wensleydale Division

District logo

WE DISCOVER, WE GROW
Girlguiding
Shoreham, Southwick & Kingston Buci District

Unit logo

WE DISCOVER, WE GROW
Girlguiding
1st Westminster Brownie Unit

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

2.6 Localising our logo (cont.)

Other languages
Here are examples of a localised logo in a different language.

International logo
The localised flash can also be used to create an international Girlguiding logo, such as for use by Girlguiding representatives at international events. We do this by adding 'United Kingdom' in the flash.

'United Kingdom' should not be abbreviated to 'UK'.

Gaelic

Gaelic and English

International logo

WE DISCOVER, WE GROW
Girlguiding

3.0 Our colours

3.1 Our colour palette

Colour is an important part of our Girlguiding brand identity. We have three parts to our Girlguiding colour palette – primary colours, secondary colours and tints.

These colours should be matched accurately to ensure that they always appear consistent across materials.

Print colours are expressed in either Pantone colours (for spot colour work) or CMYK with tint values (for 4 colour printing).

Digital colours for the web are expressed in RGB (red, green, blue) values, and can also be simplified into a Hex (hexadecimal) number.

Primary Girlguiding colours

PMS 2718
C70 M40 Y0 K0
RGB: 78/136/199
Hex: #4e88c7

PMS 220
C0 M100 Y20 K20
RGB: 196/0/99
Hex: #c40063

PMS Black
C0 M0 Y0 K100
RGB: 50/50/50
Hex: #323232

PMS White
C0 M0 Y0 K0
RGB: 255/255/255
Hex: #ffffff

Secondary Girlguiding colours

PMS 2935
C100 M50 Y0 K0
RGB: 0/114/188
Hex: #0072bc

PMS 179
C0 M90 Y90 K0
RGB: 239/63/48
Hex: #ef3f30

PMS 116
C0 M15 Y100 K0
RGB: 255/212/0
Hex: #ffd400

PMS Cool Grey 6
C0 M0 Y0 K40
RGB: 167/169/172
Hex: #a7a9ac

PMS 321
C100 M0 Y30 K10
RGB: 0/157/173
Hex: #009dad

PMS 513
C52 M80 Y0 K0
RGB: 139/82/161
Hex: #8b52a1

PMS 144
C0 M53 Y100 K0
RGB: 247/142/30
Hex: #f78e1e

PMS 368
C60 M0 Y100 K0
RGB: 114/191/68
Hex: #72bf44

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

3.2 Using tints of the primary colours

Tints of our primary colours may be used to create variety across the materials we produce. The tints can be derived from either the Pantone references or the CMYK breakdowns. Only the following tints of the primary colours are to be used: 100%, 70% and 20%.

Tints of 100% and 70% should be used for large text headlines, panels and backgrounds to white text. The 20% tint can be used only as a background to dark text or if the background colour is 100% in which case a 20% tint can be used for the text.

Pantone references are given for the tints in situations where only spot colours can be used, for instance merchandise.

Tints of primary Girlguiding colours

100%	70%	20%

PMS 2718
C70 M40 Y0 K0
RGB: 78/136/199
Hex: #4e88c7

PMS 7453
CMYK: 70% tint
RGB: 131/171/216
Hex: #83abd8
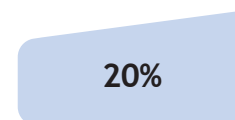
PMS 2707
CMYK: 20% tint
RGB: 220/231/244
Hex: #dce7f4

PMS 220
C0 M100 Y20 K20
RGB: 196/0/99
Hex: #c40063
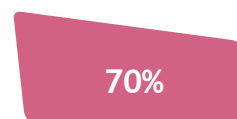
PMS 674
CMYK: 70% tint
RGB: 214/76/145
Hex: #d64c91
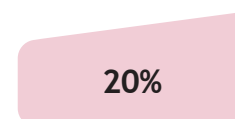
PMS 671
CMYK: 20% tint
RGB: 243/204/224
Hex: #f3cce0

3.3 Using tints of the secondary colours

Tints of our secondary colours may be used to create variety across the materials we produce. The tints can be derived from either the Pantone references or the CMYK breakdowns. Only the following tints are to be used: 100%, 70% and 20%.

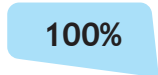Colours that are already quite bright or pale use only 100% and 50% tints.
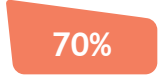
Tints of 100% and 70% should be used for large text headlines, panels and backgrounds to white text. The 20% and 50% tints can be used only as backgrounds to dark text unless the background colour is 100% in which case 20% tint of the colour can be used.

Pantone references are given for the tints in situations where only spot colours can be used, for instance merchandise.
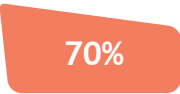
Tints of secondary Girlguiding colours tints

100%	70%	20%
PMS 2935 C100 M50 Y0 K0 RGB: 0/114/188 Hex: #0072bc	PMS 279 CMYK: 70% tint RG: 76/156/208 Hex: #4c9cd0	PMS 7450 CMYK: 20% tint RGB: 204/227/242 Hex: #cce3f2

100%	50%	
PMS 116 C0 M15 Y100 K0 RGB: 255/212/0 Hex: #ffd400	PMS 127 CMYK: 50% tint RGB: 255/233/127 Hex: #ffe97f	

100%	70%	20%
PMS 321 C100 M0 Y30 K10 RGB: 0/157/173 Hex: #009dad	PMS 7466 CMYK: 70% tint RGB: 76/186/197 Hex: # 4cbac5	PMS 628 CMYK: 20% tint RGB: 204/235/239 Hex: #ccebef

100%	70%	20%
PMS 144 C0 M53 Y100 K0 RGB: 247/142/30 Hex: #f78e1e	PMS 1365 CMYK: 70% tint RGB: 249/176/97 Hex: #f9b061	PMS 7506 CMYK: 20% tint RGB: 253/232/210 Hex: #fde8d2

100%	70%	20%
PMS 179 C0 M90 Y90 K0 RGB: 239/63/48 Hex: #ef3f30	PMS 7416 CMYK: 70% tint RGB: 244/122/110 Hex: #f47a6e	PMS 7415 CMYK: 20% tint RGB: 252/217/214 Hex: #fcd9d6

100%	50%	
PMS Cool Grey 6 C0 M0 Y0 K40 RGB: 167/169/172 Hex: #a7a9ac	PMS Cool Grey 3 CMYK: 50% tint RGB: 211/212/213 Hex: #d3d4d5	

100%	70%	20%
PMS 513 C52 M80 Y0 K0 RGB: 139/82/161 Hex: #8b52a1	PMS 521 70% tint RGB: 174/134/189 Hex: #ae86bd	PMS 524 20% tint RGB: 232/220/236 Hex: #e8dcec

100%	70%	20%
PMS 368 C60 M0 Y100 K0 RGB: 114/191/68 Hex: #72bf44	PMS 367 CMYK: 70% tint RGB: 156/210/124 Hex: #9cd27c	PMS 365 CMYK: 20% tint RGB: 227/242/218 Hex: #e3f2da

3.4 Section colours

Our sections each have their own colour palettes. These colours establish their individual identities and can be used to create distinctive and exciting section materials.

Use only the colours specified for each section. See Section 7.0 Sections for detailed guidance.

Primary Rainbow colours

PMS 2975
C30 M0 Y0 K0
RGB: 171/225/250
Hex: #abe1fa

PMS 179
C0 M90 Y90 K0
RGB: 239/63/48
Hex: #ef3f30

Secondary Rainbow colours

PMS 109
C0 M10 Y100 K0
RGB: 255/221/0
Hex: #ffdd00

PMS Cyan
C100 M0 Y0 K0
RGB: 0/174/239
Hex: #00aeef

Primary Brownie colours

PMS 116
C0 M15 Y100 K0
RGB: 255/212/0
Hex: #ffd400

PMS 463
C40 M55 Y100 K30
RGB: 124/92/35
Hex: #7c5c23

Secondary Brownie colours

PMS 277
C30 M10 Y5 K0
RGB: 189/212/232
Hex: #bdd4e8

PMS 203
C0 M40 Y0 K0
RGB: 246/173/205
Hex: #f6adcd

Primary Guide colours

PMS 2935
C100 M50 Y0 K0
RGB: 0/114/188
Hex: #0072bc

PMS 1795
C0 M100 Y100 K0
RGB: 237/28/36
Hex: #ed1c24

Secondary Guide colours

PMS 513
C52 M80 Y0 K0
RGB: 139/82/161
Hex: #8b52a1

PMS 368
C60 M0 Y100 K0
RGB: 114/191/68
Hex: #72bf44

Primary Ranger colours

PMS 321
C100 M0 Y30 K10
RGB: 0/157/173
Hex: #009dad

PMS Cool Grey 6
C0 M0 Y0 K40
RGB: 167/169/172
Hex: #a7a9ac

Secondary Ranger colours

PMS 144
C0 M53 Y100 K0
RGB: 247/142/30
Hex: #f78e1e

PMS 3015
C90 M20 Y5 K30
RGB: 0/114/160
Hex: 0072a0

3.5 Using tints of the section colours

Tints of our section colours may be used to create variety across the materials we produce. The tints can be derived from either the Pantone references or the CMYK, RGB or web breakdowns. Only the following tints are to be used: 100%, 70% and 20%.

Colours that are already quite bright or pale use only 100% and 50% tints.

Tints of 100% and 70% should be used for large text headlines, panels and backgrounds to white text. The 20% and 50% tints can be used only as backgrounds to dark text unless the background colour is 100% in which case 20% tint of the colour can be used.

Pantone references are given for the tints in situations where only spot colours can be used, for instance merchandise.

Use only the colours specified for each section. See Section 7.0 Sections for detailed guidance.

Tints of primary Rainbow colours

100%
PMS 2975
C30 M0 Y0 K0
RGB: 171/225/250
Hex: #abe1fa

50%
PMS 7457
CMYK: 50% tint
RGB: 213/240/252
Hex: #d5f0fc

100%
PMS 179
C0 M90 Y90 K0
RGB: 239/63/48
Hex: #ef3f30

70%
PMS 7416
CMYK: 70% tint
RGB: 244/122/110
Hex: #e07a6e

20%
PMS 7415
CMYK:20% tint
RGB: 252/217/214
Hex: #fcd9d6

Tints of secondary Rainbow colours

100%
PMS 109
C0 M10 Y100 K0
RGB: 255/221/0
Hex: #ffdd00

50%
PMS 127
CMYK: 50% tint
RGB: 255/238/127
Hex: #ffee7f

100%
PMS Cyan
C100 M0 Y0 K0
RGB: 0/174/239
Hex: #00aeef

70%
PMS 306
CMYK: 70% tint
RGB: 76/198/224
Hex: #4cc6f4

20%
PMS 7457
CMYK:20% tint
RGB: 204/239/252
Hex: #cceffc

Tints of primary Brownie colours

100%
PMS 116
C0 M15 Y100 K0
RGB: 255/212/0
Hex: #ffd400

50%
PMS 127
CMYK: 50% tint
RGB: 255/233/127
Hex: #ffe97f

100%
PMS 463
C40 M55 Y100 K30
RGB: 124/92/35
Hex: #7c5c23

70%
PMS 7504
CMYK:70% tint
RGB: 163/141/101
Hex: #a38d65

20%
PMS 7529
CMYK:20% tint
RGB: 229/222/211
HEX: #e5ded3

Tints of secondary Brownie colours

100%
PMS 277
C30 M10 Y5 K0
RGB: 189/212/232
Hex: #bdd4e8

50%
PMS 642
CMYK: 50% tint
RGB: 222/233/243
Hex: #dee9f3

100%
PMS 203
C0 M40 Y0 K0
RGB: 246/173/205
Hex: #f6adcd

50%
PMS 671
CMYK: 50% tint
RGB: 250/214/230
Hex: #fad6e6

3.5 Using tints of the section colours (cont.)

Tints of primary Guide colours

100%	70%	20%
PMS 2935	PMS 279	PMS 7450
C100 M50 Y0 K0	CMYK: 70% tint	CMYK: 20% tint
RGB: 0/114/188	RGB: 76/156/208	RGB: 204/227/242
Hex: #0072bc	Hex: #4c9cd0	Hex: #cce3f2

100%	70%	20%
PMS 1795	PMS 7416	PMS 169
C0 M100 Y100 K	CMYK: 70% tint	CMYK: 20% tint
RGB: 237/28/36	RGB: 242/96/101	RGB: 251/210/211
Hex: #ed1c24	Hex: #f26065	Hex: #fbd2d3

Tints of secondary Guide colours

100%	70%	20%
PMS 513	PMS 521	PMS 524
C52 M80 Y0 K0	CMYK: 70% tint	CMYK: 20% tint
RGB: 139/82/161	RGB: 174/134/189	R232 G220 B236
Hex: #8b52a1	Hex: #ae86bd	Hex: #e8dcec

100%	70%	20%
PMS 368	PMS 367	PMS 365
C60 M0 Y100 K0	CMYK: 70% tint	CMYK: 20% tint
RGB: 114/191/68	RGB: 156/210/124	RGB: 227/242/218
Hex: #72bf44	Hex: #9cd27c	Hex: #e3f2da

Tints of primary Ranger colours

100%	70%	20%
PMS 321	PMS 7466	PMS 628
C100 M0 Y30 K10	CMYK: 70% tint	CMYK: 20% tint
RGB: 0/157/173	RGB: 76/186/197	RGB: 204/235/239
Hex: #009dad	Hex: #4cbac5	Hex: #ccebef

100%	50%
PMS Cool Grey 6	PMS Cool Grey 3
C0 M0 Y0 K40	CMYK: 50% tint
RGB: 167/169/172	RGB: 211/212/213
Hex: #a7a9ac	Hex: #d3d4d5

Tints of secondary Ranger colours

100%	70%	20%
PMS 144	PMS 1365	PMS 7506
C0 M53 Y100 K0	CMYK: 70% tint	CMYK: 20% tint
RGB: 247/142/30	RGB: 249/176/97	RGB: 253/232/210
Hex: #f78e1e	Hex: #f9b061	Hex: #fde8d2

100%	70%	20%
PMS 3015	PMS 5405	PMS 5445
C90 M20 Y5 K30	CMYK: 70% tint	CMYK: 20% tint
RGB: 0/114/160	RGB: 127/184/207	RGB: 204/227/236
Hex: 0072a0	Hex: 7fb8cf	Hex: cce3ec

3.6 Colour proportions

Ensure primary colours are more dominant than secondaries.

Colour proportions

3.7 Colour gradients

Gradients add dynamism and variety to otherwise flat design.

They can be overlaid onto photos or used as graphic elements with text overlaid onto them.
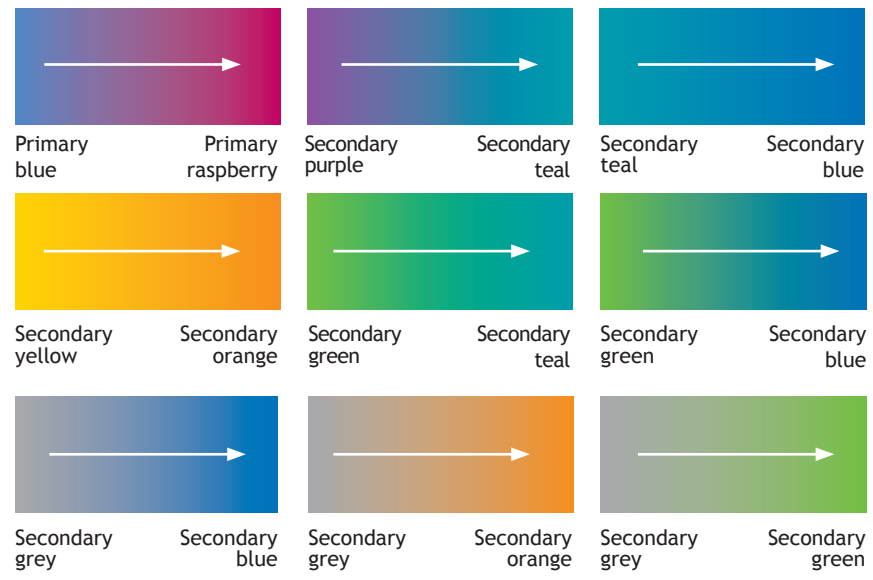
Gradients can move both horizontally and vertically.

Make sure you keep each gradiant straight (0˚ and 90˚ respectively).

When creating two colour gradients only use colours from the primary and secondary corporate palette that complement each other, as shown here.

Examples of a single colour coloured gradient overlaid onto a photo

Examples of two colour combinations

Primary blue	Primary raspberry
Secondary purple	Secondary teal
Secondary teal	Secondary blue
Secondary yellow	Secondary orange
Secondary green	Secondary teal
Secondary green	Secondary blue
Secondary grey	Secondary blue
Secondary grey	Secondary orange
Secondary grey	Secondary green

Gradiants can be used horizontally as well as vertically

Secondary orange	Secondary grey	Secondary grey
Secondary red	Secondary purple	Primary blue
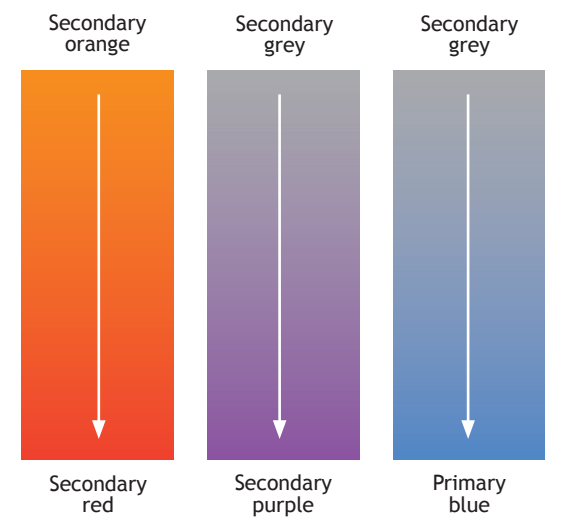
Examples of colour two colour combinations that should be avoided

Secondary yellow → Primary raspberry	Secondary yellow → Primary blue	Secondary green → Secondary purple
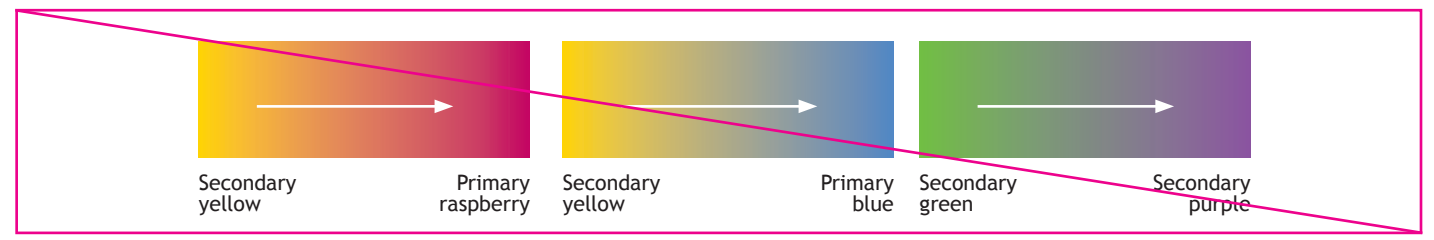
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4.0 Our fonts

4.1 Main typeface

The Trebuchet family of fonts is the official Girlguiding typeface. It is to be used for the creation of all logos, printed materials and digital communications.

Trebuchet is a standard font available in all Microsoft applications.

Trebuchet
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

4.2 Alternative typeface

The Frutiger family of fonts is our alternative Girlguiding typeface. Having another typeface enables us to create a greater variety of Girlguiding resources.

Frutiger is not a standard font and is not available in Microsoft applications. You will need to purchase it to use in design applications such as InDesign and Quark.

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Light italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz**
1234567890

4.2 Script typeface

Ludicrous is our script font can be used to hightlight pieces of text such as quotes and headings but should be used sparingly alongside either Trebuchet or Frutiger.

There is only one weight available, however you can give extra emphisis to the font by using a keyline or shadow around it.

Ludicrous is a free font widely available for download.

Ludicrous

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
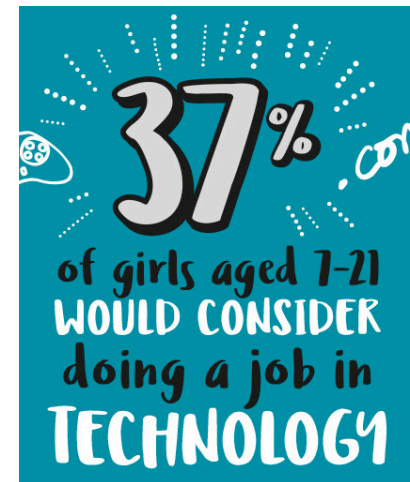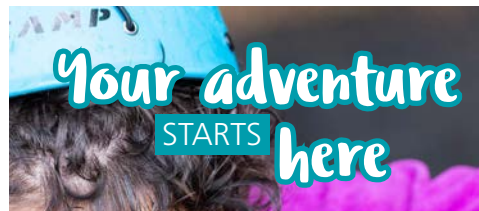
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5.0 Brand elements

5.1 Our Girlguiding brand elements

Our Girlguiding brand identity is made up of several elements. The foremost elements make up our Girlguiding logo (see also **Section 2.0 Our logo**).

1. The trefoil
2. Our name
3. Our strapline
4. The logo panel
5. The logo panel white keyline
6. The localised flash for localising our logo

Other elements related to the above include:

- **our colours** (see **Section 3.0 Our colours**), including usage proportions (see **Section 3.6**)
- **speech bubble boxes** used in our designs to contain photography, illustration, and information
- **speech bubble outline boxes** used in our section logos (see **Section 7.0 Sections**) and in our designs to complement our speech bubble boxes.
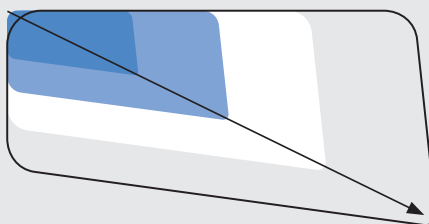

Speech bubble boxes

Speech bubble outline boxes

5.2 Rules about our brand elements

Speech bubble boxes and outline boxes can be used in designs to contain photography, illustration, and information (see below for a few application examples)
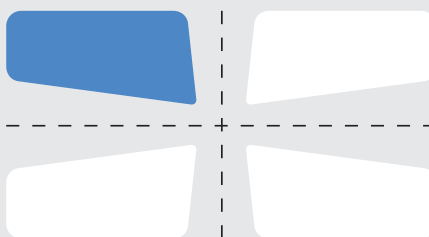

Speech bubble assets can contain text, imagery and colour but the proportions and rotation guidelines must still be adhered to.
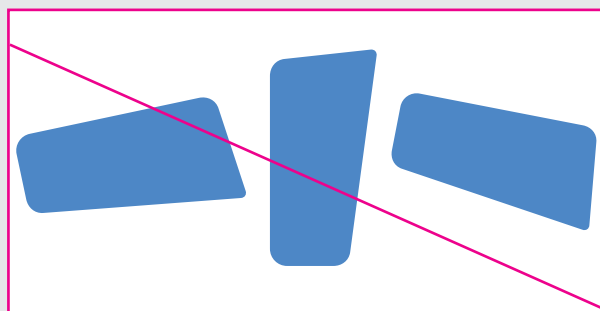

Guidelines for use of speech bubble
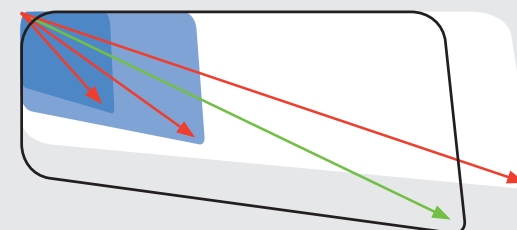
• Ensure the asset is only scaled proportionally


• Only flip the asset horizontally or vertically

• Don't rotate the asset EXCEPT through 180°.

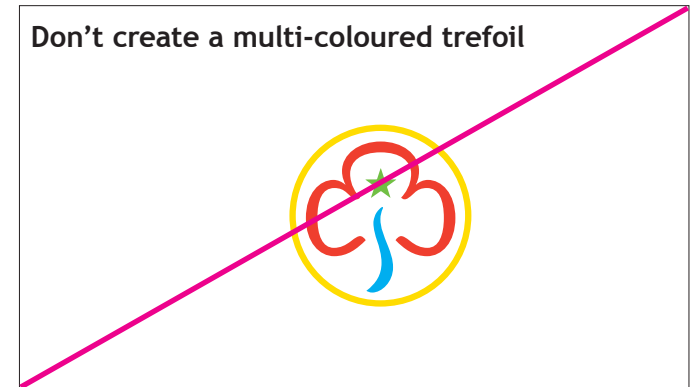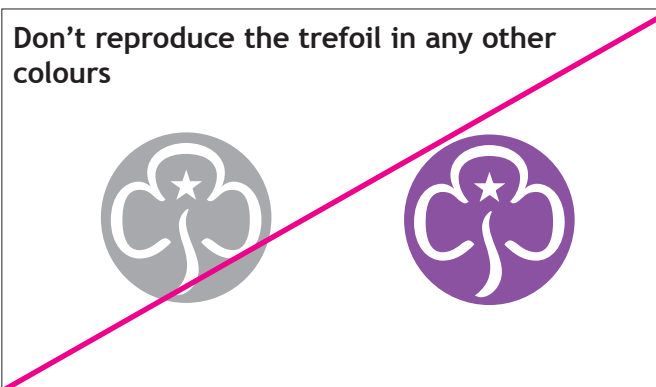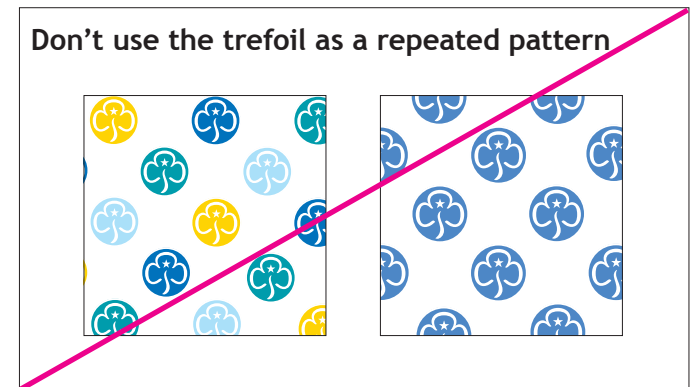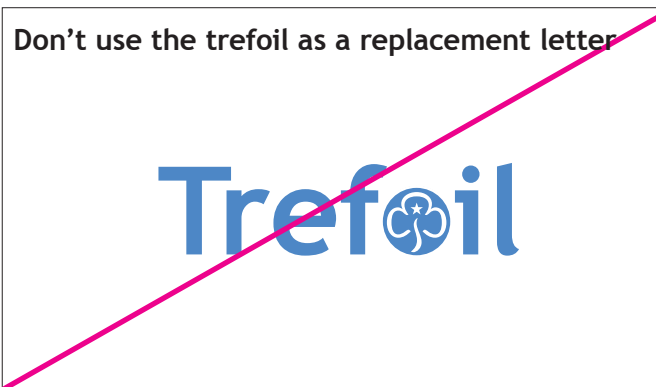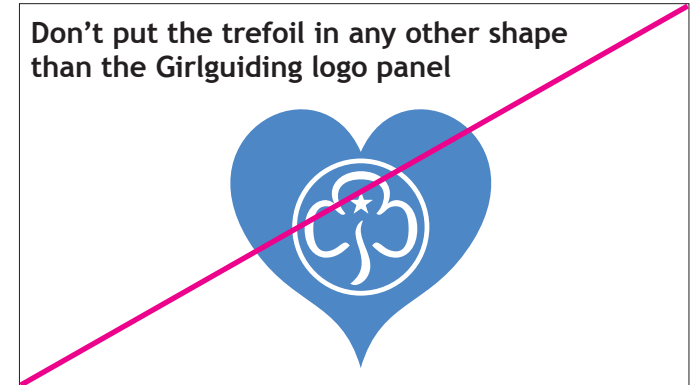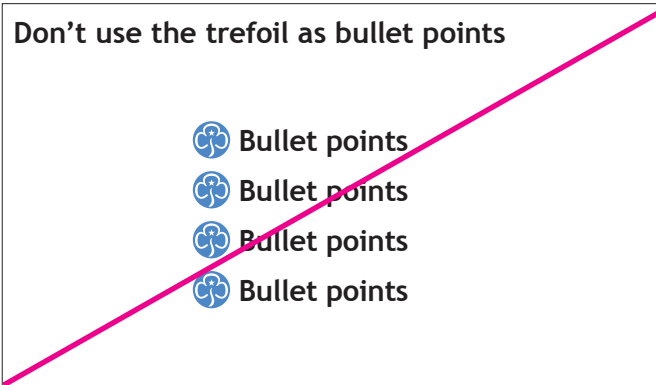• Don't alter or distort the shape of our speech bubble asset

• When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design. (see page 10 for the asset angles)
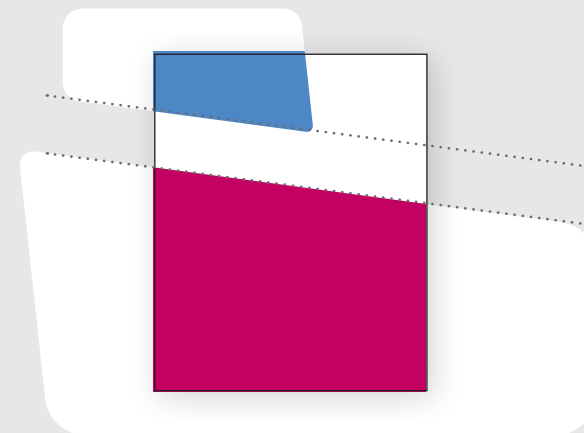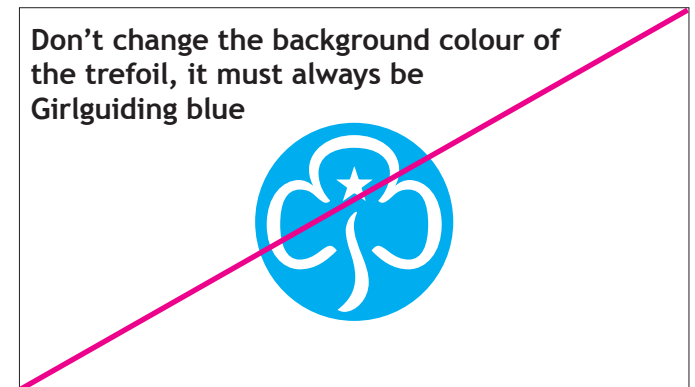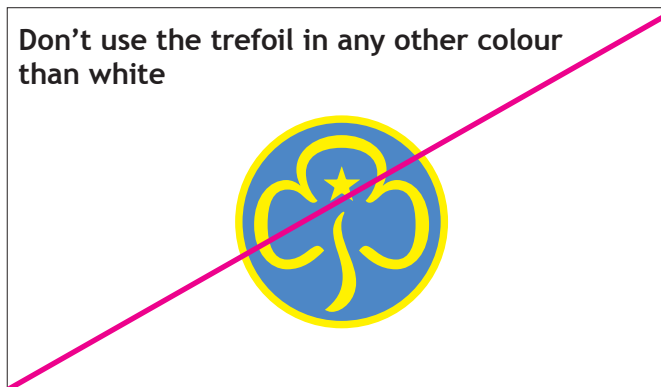
5.2 Rules about our brand elements

Our branding rules are to ensure that our brand is always used correctly. Please follow them at all times.

Don't use the trefoil as bullet points

- Bullet points
- Bullet points
- Bullet points
- Bullet points

Don't put the trefoil in any other shape than the Girlguiding logo panel

Don't use the trefoil as a replacement letter

Trefoil

Don't use the trefoil as a repeated pattern

Don't selectively mix and match the brand elements

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Don't reproduce the trefoil in any other colours

Don't create a multi-coloured trefoil

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

5.2 Rules about our brand elements (continued)

Don't use the trefoil smaller than 5mm

Don't distort the trefoil by changing the proportion of the keyline

Don't use the trefoil in any other colour than white

Don't change the background colour of the trefoil, it must always be Girlguiding blue

Don't use the section promise badges to illustrate a section

Welcome to Rangers
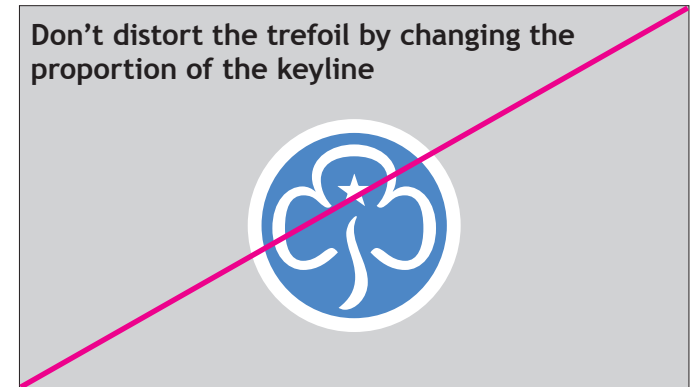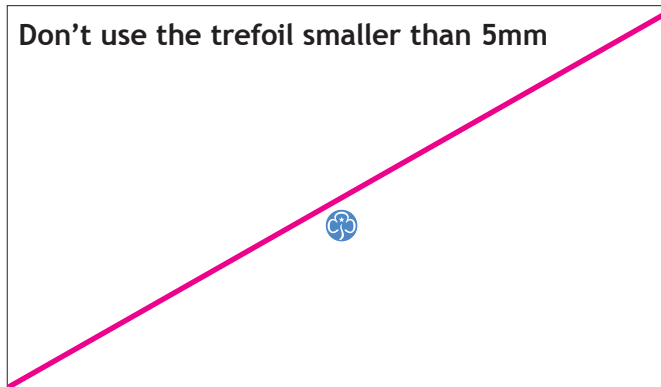
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6.0 Sections

6.1.0 Rainbows

6.1.1 Our Rainbow logo

This is our Rainbow logo. We use it on all Rainbow resources, materials, events and communications. Two colour options are available.

Main Rainbow logo
The main Rainbow logo is the preferred logo to be used across all materials and printed communications.

Greyscale Rainbow logo
Use the greyscale Rainbow logo when reproduction is available in only black and white.

Please do nots
How the Rainbow logo elements appear together should always remain the same.

• Don't use alternative colours.
• Don't change the typeface.
• Don't distort the logo.
• Don't alter the logo.
• Don't change the shape of the logo.
• Don't remove any part of the logo.

Main Rainbow logo

Greyscale Rainbow logo

6.1.2 Positioning the Rainbow logo

We have four versions of the Rainbow logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the Rainbow logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.
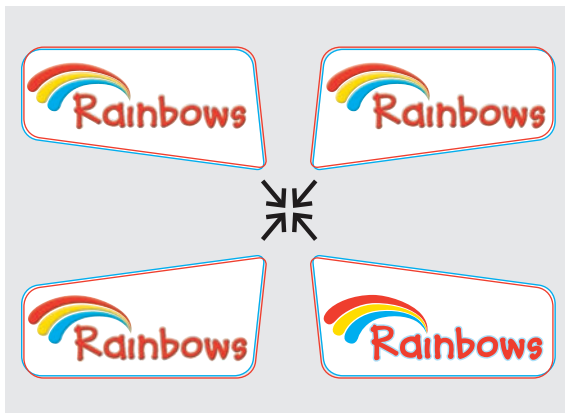
Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

6.1.3 Localising the Rainbow logo

Localising the Rainbow logo is achieved with the addition of a coloured localised flash that contains the unit's name. It can also contain a district, division or county name, to use for example for a Rainbow event for the whole area.

Logo generator
Please don't try to create your area's logo yourself. On our website is a logo generator you can use to create your localised logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@ girlguiding.org.uk**.

Localised unit logo

Localised district logo
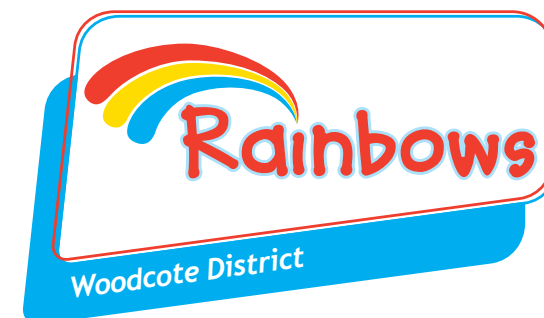
Localised division logo

Localised county logo

6.1.4 Clear space and minimum size

Clear space

We maintain the integrity of our Rainbow logo by never overlapping it with graphics, text, photographs or illustrations. Our Rainbow logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our Rainbow logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our Rainbow logo away from logos of other organisations.

Minimum size

To ensure legibility, the minimum width for reproduction of the Rainbow logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.

Clear space

Minimum size

35mm

Clear space (localised logo)

Location name

Minimum size (localised logo)

Location name

35mm

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

6.1.5 Our Rainbow colours

The primary and secondary Rainbow colours are those featured in the Rainbow logo and Promise badge. They are to be used together to create Rainbow materials. The colours should be matched accurately to ensure that they always appear consistent.

When we produce Rainbow materials there are certain colours that we want to see used in greater proportion to others. This will ensure consistency of look and feel across everything we do.

The primary Rainbow pale blue (the colour of the Rainbow promise badge) is the most dominant colour, with the primary Rainbow red next. The secondary Rainbow yellow and blue are used to add variety.

You can also use tints of the primary and secondary Rainbow colours.

Rainbow logo

Rainbow Promise badge

Colour proportions

Primary Rainbow colours and tints
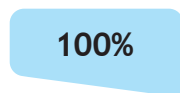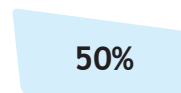
100%

PMS 2975
C30 M0 Y0 K0
RGB: 171/225/250
Hex: #abe1fa

50%

PMS 7457
CMYK: 50% tint
RGB: 213/240/252
Hex: #d5f0fc

100%

PMS 179
C0 M90 Y90 K0
RGB: 239/63/48
Hex: #ef3f30

70%

PMS 7416
CMYK: 70% tint
RGB: 244/122/110
Hex: # f47a6e

20%

PMS 7415
CMYK: 20% tint
RGB: 252/217/214
Hex: # fcd9d6

Secondary Rainbow colours and tints

100%

PMS 109
C0 M10 Y100 K0
RGB: 255/221/0
Hex: #ffdd00

50%

PMS 127
CMYK: 50% tint
RGB: 255/238/127
Hex: #ffee7f

100%

PMS Cyan
C100 M0 Y0 K0
RGB: 0/174/239
Hex: #00aeef

70%

PMS 306
CMYK: 70% tint
RGB: 76/198/224
Hex: #4cc6f4

20%

PMS 7457
CMYK: 20% tint
RGB: 204/239/252
Hex: #cceffc

6.1.6 Our Rainbow brand elements

The brand identity of Rainbows is made up of several elements. The main ones are the **Rainbow Promise badge** and the elements that make up the **Rainbow logo**.

1. The name (including typography)
2. The tri-coloured rainbow
3. The logo panel
4. The overlapping panel borders
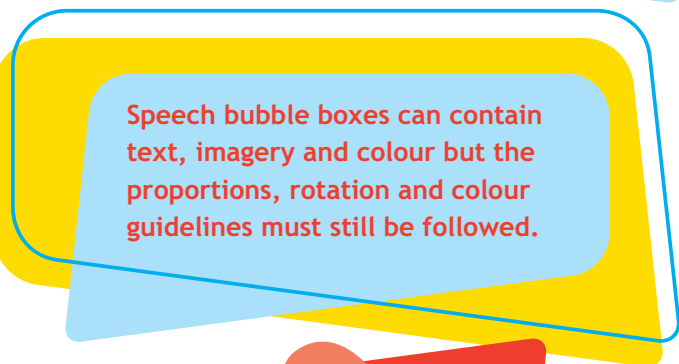5. The localised flash for localising the logo

Other Rainbow brand elements are:

- **the Rainbow colours** (see Section 7.1.5) including proportions
- **speech bubble boxes** used in our Rainbow designs which can contain photography, illustration, and information
- **speech bubble outline boxes** used in our section logos (see Section 7.0 Sections) and in our Rainbow designs to complement our speech bubble boxes.
- **the Rainbow Promise badge**

Rainbow Promise badge

Rainbow speech bubble boxes

Rainbow speech bubble outline boxes

6.1.7 Rules about our Rainbow brand elements

Rainbow speech bubble boxes and outline boxes can be used in our designs to contain photography, illustration, and information (see below for a few application examples)

Speech bubble boxes can contain text, imagery and colour but the proportions, rotation and colour guidelines must still be followed.

Guidelines for use of speech bubbles

- Ensure the asset is only scaled proportionally
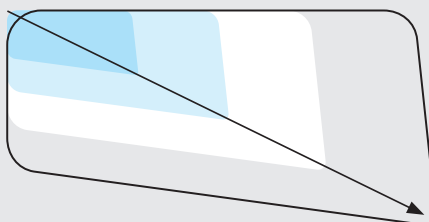
- Only flip the asset horizontally or vertically
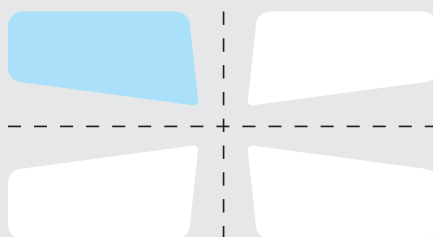
- Don't rotate the asset EXCEPT through 180°.
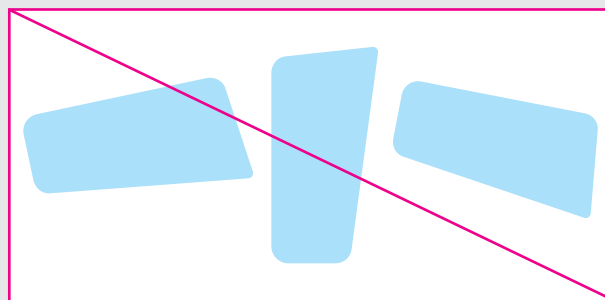
- Don't alter or distort the shape of our speech bubble asset
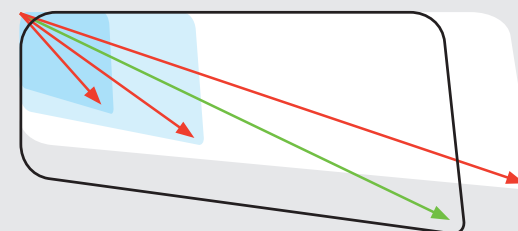
- When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design (see page 10 for the asset angles).
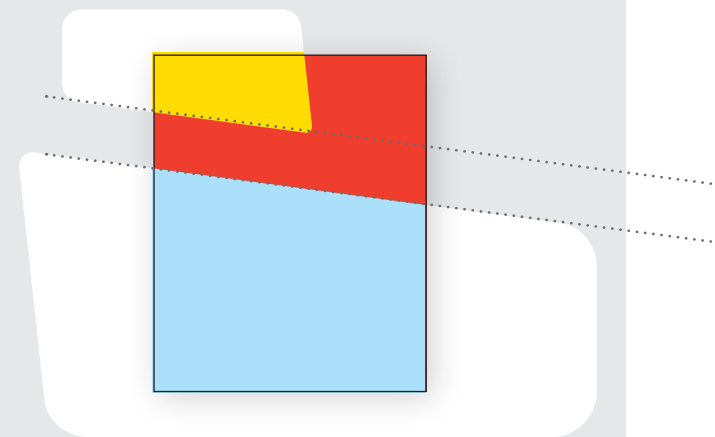
6.1.7 Rules about our Rainbow brand elements

Don't alter the Promise badge (shape or colour)

Don't use the Promise badge as a design feature (patterns, wallpaper, bullet points, replacement letter etc)

Bullet points
Bullet points
Bullet points
Bullet points

Don't reproduce the name without the tri-coloured rainbow

Don't alter the name and rainbow (typography, shape or colours)

Don't alter the localised flash (shape, colour or placement)

Location name

Don't alter the shape of the speech bubble boxes (solid or outline)

Brownies

6.2.0 Brownies

6.2.1 Our Brownie logo

This is our Brownie logo. We use it on all Brownie resources, materials, events and communications. Two colour options are available.

Main Brownie logo
The main Brownie logo is the preferred logo to be used across all materials and printed communications.

Greyscale Brownie logo
Use the greyscale Brownie logo when reproduction is available in only black and white.

Please do nots
How the Brownie logo elements appear together should always remain the same.

• Don't use alternative colours.
• Don't change the typeface.
• Don't distort the logo.
• Don't alter the logo.
• Don't change the shape of the logo.
• Don't remove any part of the logo.

Main Brownie logo

Greyscale Brownie logo

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

6.2.2 Positioning the Brownie logo

We have four versions of the Brownie logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the Brownie logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.

Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.
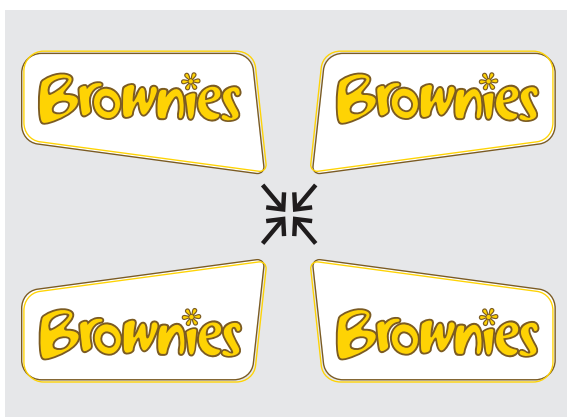
6.2.3 Localising the Brownie logo

Localising the Brownie logo is achieved with the addition of a coloured 'localised flash' that contains the unit's name. It can also contain a district, division or county name, to use for example for a Brownie event for the whole area.

Logo generator
Please don't try to create your area's logo yourself. On our website is a logo generator you can use to create your localised logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@ girlguiding.org.uk**.

Localised unit logo

30th Westminster

Localised district logo

Selsdon District

Cotswold North Division

Localised division logo

Jersey County

Localised county logo

6.2.4 Clear space and minimum size

Clear space

We maintain the integrity of our Brownie logo by never overlapping it with graphics, text, photographs or illustrations. Our Brownie logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our Brownie logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our Brownie logo away from logos of other organisations.

Minimum size

To ensure legibility, the minimum width for reproduction of the Brownie logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.

Clear space

Minimum size

35mm

Clear space (localised logo)

Minimum size (localised logo)

35mm

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

6.2.5 Our Brownie colours

The primary and secondary Brownie colours are to be used together to create Brownie materials. The colours should be matched accurately to ensure that they always appear consistent.

When we produce Brownie materials there are certain colours that we want to see used in greater proportion to others. This will ensure consistency of look and feel across everything we do.

The primary Brownie yellow (the colour of the Brownie Promise badge) is the most dominant colour, with the primary Brownie brown next. The secondary Brownie pale blue and pink are used to add variety.

You can also use tints of the primary and secondary Brownie colours.

Brownie logo

Brownie Promise badge

Colour proportions

Primary Brownie colours and tints

100%	50%
PMS 116 C0 M15 Y100 K0 RGB: 255/212/0 Hex: #ffd400	PMS 127 CMYK: 50% tint RGB: 255/233/127 Hex: #ffe97f

100%	70%	20%
PMS 463 C40 M55 Y100 K30 RGB: 124/92/35 Hex: #7c5c23	PMS 7504 CMYK: 70% tint RGB: 163/141/101 Hex: #a38d65	PMS 7529 CMYK: 20% tint RGB: 229/222/211 Hex: #e5ded3

Secondary Brownie colours and tints

100%	50%
PMS 277 C30 M10 Y5 K0 RGB: 189/212/232 Hex: #bdd4e8	PMS 642 CMYK: 50% tint RGB: 222/233/243 Hex: #dee9f3

100%	50%
PMS 203 C0 M40 Y0 K0 RGB: 246/173/205 Hex: #f6adcd	PMS 671 CMYK: 50% tint RGB: 250/214/230 Hex: #fad6e6

6.2.6 Our Brownie brand elements

The brand identity of Brownies is made up of several elements. The main ones are the **Brownie Promise badge** and the elements that make up the **Brownie logo**.

1. The name (including typography)
2. The flower
3. The logo panel
4. The overlapping panel borders
5. The localised flash for localising the logo
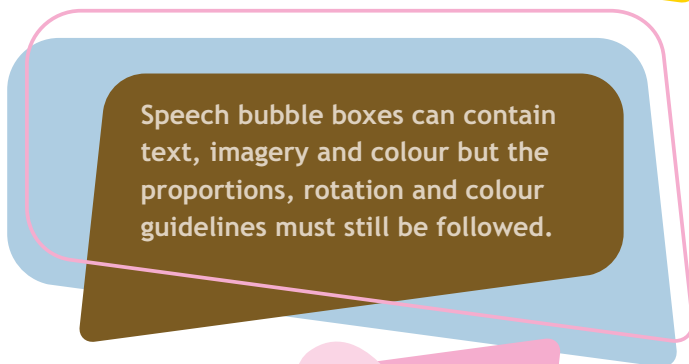
Other Brownie brand elements are:

- the **Brownie colours** (see **Section 7.2.5**) including proportions
- **speech bubble boxes** used in our Brownie designs which can contain photography, illustration, and information
- **speech bubble outline boxes** used in our section logos (see **Section 7.0 Sections**) and in our Brownie designs to complement our speech bubble boxes.
- **the Brownie Promise badge**

Brownie Promise badge

Brownie speech bubble box

Brownie speech bubble outline box

6.2.6 Rules about our Brownie brand elements

Brownie speech bubble boxes and outline boxes can be used in our designs to contain photography, illustration, and information (see below for a few application examples)

Speech bubble boxes can contain text, imagery and colour but the proportions, rotation and colour guidelines must still be followed.

Love it!

Guidelines for use of speech bubble

• Ensure the asset is only scaled proportionally
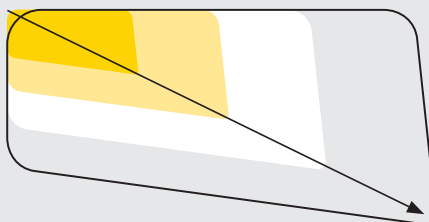
• Only flip the asset horizontally or vertically
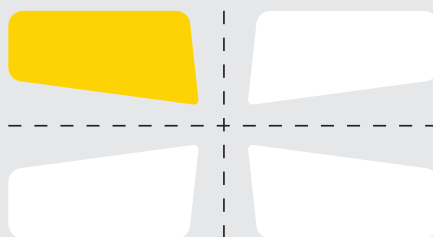
• Don't rotate the asset EXCEPT through 180º.
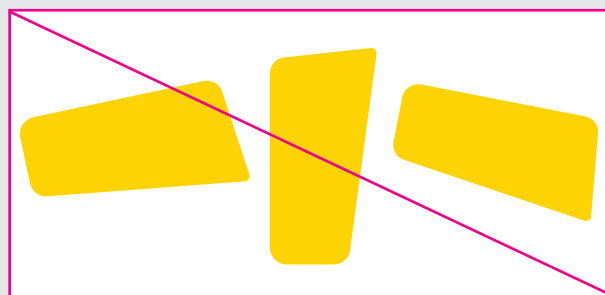
• Don't alter or distort the shape of our speech bubble asset

• When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design. (see page 10 for the asset angles)
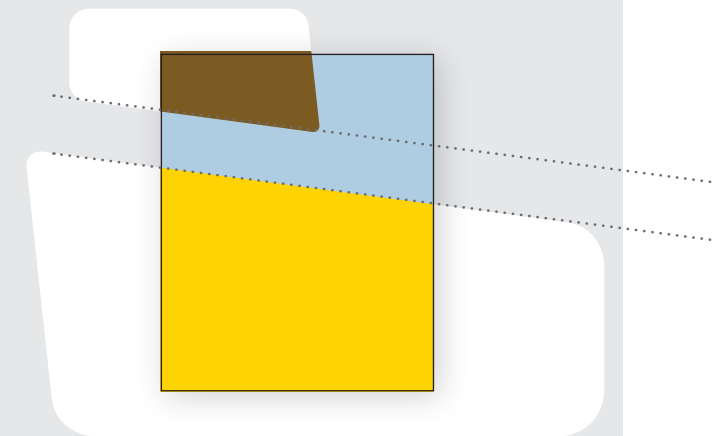
6.2.7 Rules about our Brownie brand elements

Don't alter the Promise badge (shape or colour)

Don't use the Promise badge as a design feature (patterns, wallpaper, bullet points, replacement letter etc)

Bullet points
Bullet points
Bullet points
Bullet points

Don't reproduce the name without the flower

Don't alter the name and flower (typography, shape or colours)

Don't alter the localised flash (shape, colour or placement)

Location name

Don't alter the shape of the speech bubble boxes (solid or outline)

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

Guides

6.3.0 Guides

6.3.1 Our Guide logo

This is our Guide logo. We use it on all Guide resources, materials, events and communications. Two colour options are available.

Main Guide logo
The main Guide logo is the preferred logo to be used across all materials and printed communications.

Greyscale Guide logo
Use the greyscale Guide logo when reproduction is available in only black and white.

Please do nots
How the Guide logo elements appear together should always remain the same.

- Don't use alternative colours.
- Don't change the typeface.
- Don't distort the logo.
- Don't alter the logo.
- Don't change the shape of the logo.
- Don't remove any part of the logo.

Main Guide logo

Greyscale Guide logo

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.
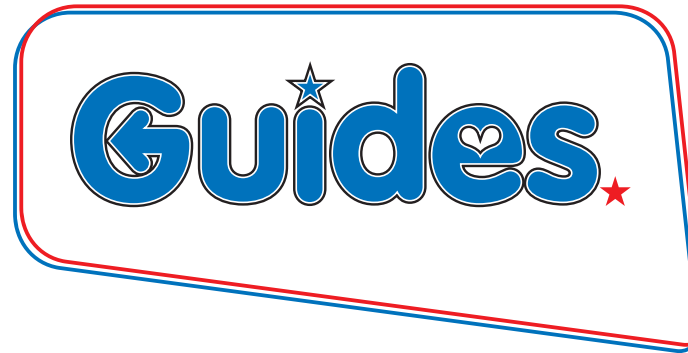
6.3.2 Positioning the Guide logo

We have four versions of the Guide logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the Guide logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

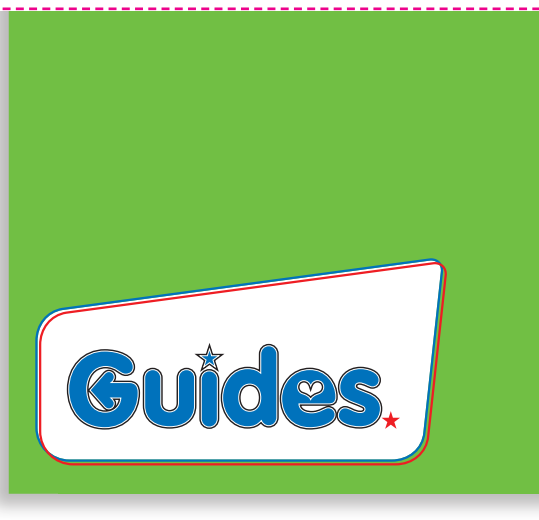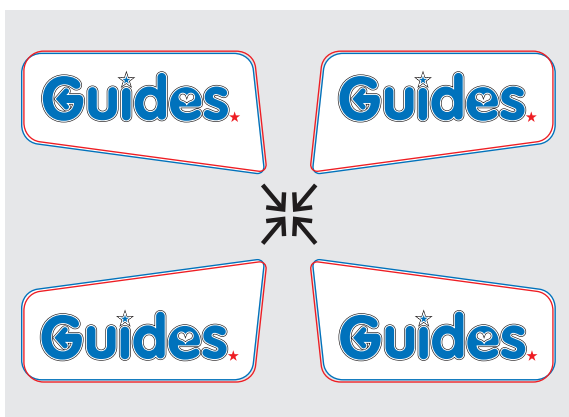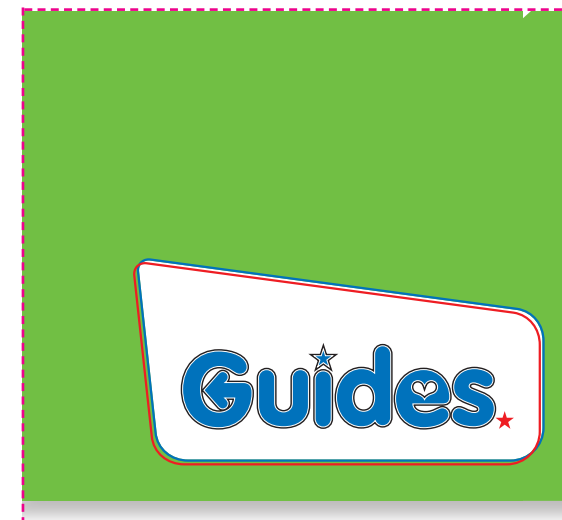Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.

Positioned top left
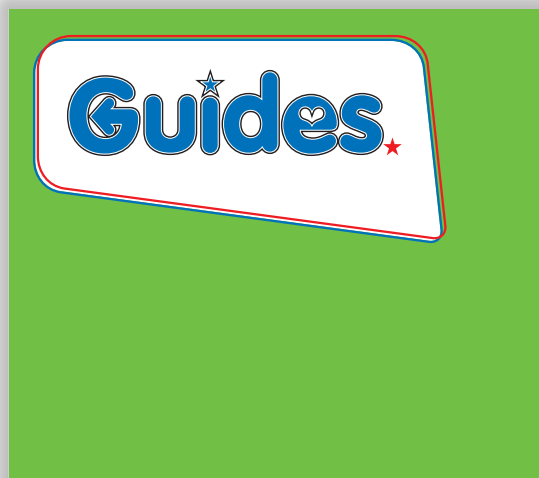
Positioned top right
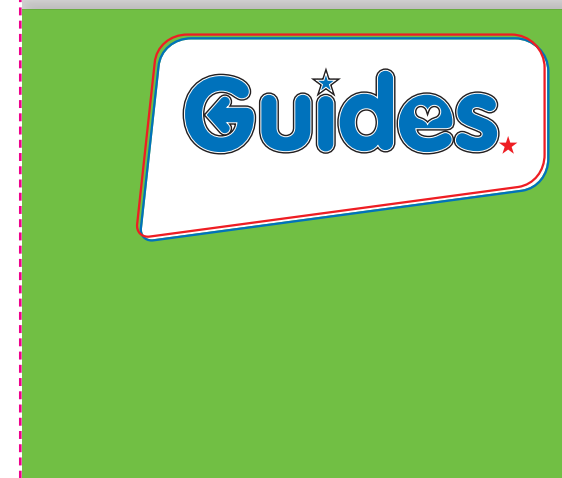
Positioned bottom left

Positioned bottom right

6.3.3 Localising the Guide logo

Localising the Guide logo is achieved with the addition of a coloured 'localised flash' that contains the unit's name. It can also contain a district, division or county name, to use for example for a Guide event for the whole area.
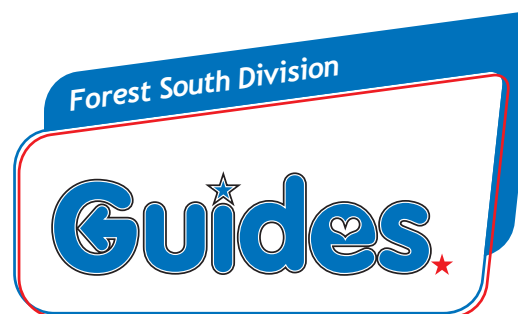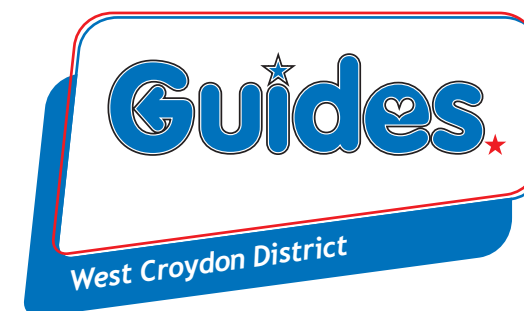
Logo generator
Please don't try to create your area's logo yourself. On our website is a logo generator you can use to create your localised logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@ girlguiding.org.uk**.

Localised unit logo

1st Southampton South

Localised district logo

West Croydon District

Forest South Division

Localised division logo

Gordon County
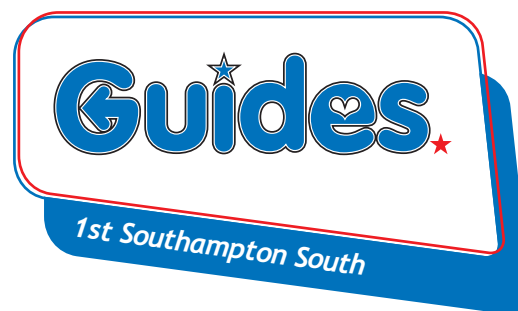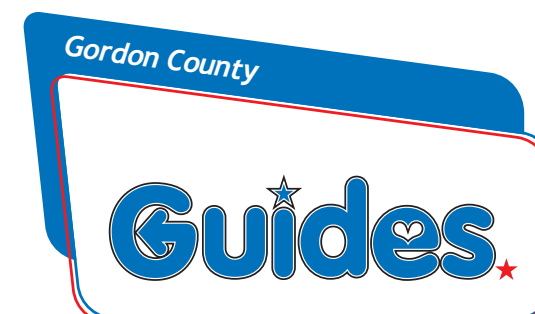
Localised county logo

6.3.4 Clear space and minimum size

Clear space

We maintain the integrity of our Guide logo by never overlapping it with graphics, text, photographs or illustrations. Our Guide logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our Guide logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our Guide logo away from logos of other organisations.

Minimum size

To ensure legibility, the minimum width for reproduction of the Guide logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.
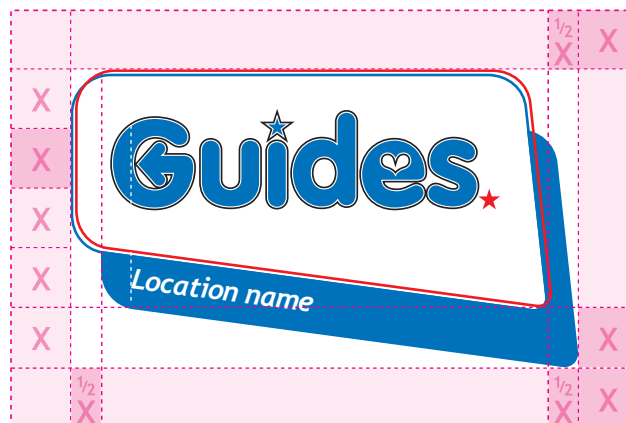
Clear space

Minimum size

35mm

Clear space (localised logo)

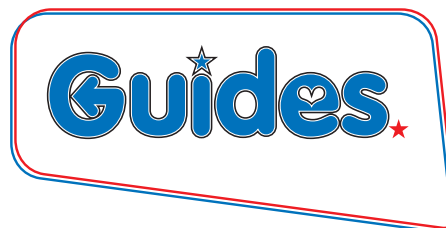**Minimum size** (localised logo)

35mm
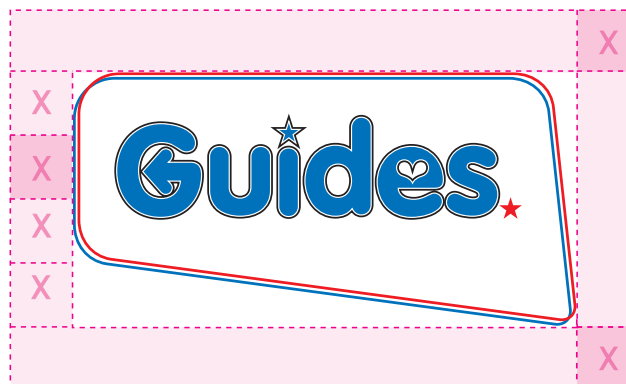
6.3.5 Our Guide colours

The primary and secondary Guide colours are to be used together to create Guide materials. The colours should be matched accurately to ensure that they always appear consistent.

When we produce Guide materials there are certain colours that we want to see used in greater proportion to others. This will ensure consistency of look and feel across everything we do.

The primary Guide blue (the colour of the Guide Promise badge) is the most dominant colour, with the primary Guide red next. The secondary Guide purple and green are used to add variety.

You can also use tints of the primary and secondary Guide colours.

Guide logo

Guide Promise badge

Colour proportions

Primary Guide colours and tints

100%
PMS 2935
C100 M50 Y0 K0
RGB: 0/114/188
Hex: #0072bc

70%
PMS 279
CMYK: 70% tint
RGB: 76/156/208
Hex: #4c9cd0

20%
PMS 7450
CMYK: 20% tint
RGB: 204/227/242
Hex: #cce3f2

100%
PMS 1795
C0 M100 Y100 K0
RGB: 237/28/36
Hex: #ed1c24

70%
PMS 7416
CMYK: 70% tint
RGB: 242/96/101
Hex: #f26065

20%
PMS 169
CMYK: 20% tint
RGB: 204/227/242
Hex: #cce3f2

Secondary Guide colours and tints

100%
PMS 513
C52 M80 Y0 K0
RGB: 139/82/161
Hex: #8b52a1

70%
PMS 521
CMYK: 70% tint
RGB: 174/134/189
Hex: #ae86bd

20%
PMS 524
CMYK: 20% tint
RGB: 232/220/236
Hex: #e8dcec

100%
PMS 368
C60 M0 Y100 K0
RGB: 114/191/68
Hex: #72bf44

70%
PMS 367
CMYK: 70% tint
RGB: 156/210/124
Hex: #9cd27c

20%
PMS 365
CMYK: 20% tint
RGB: 227/242/218
Hex: #e3f2da

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

6.3.6 Our Guide brand elements

The brand identity of Guides is made up of several elements. The main ones are the **Guide Promise badge** and the elements that make up the **Guide logo**.

1. The name (including typography)
2. The stars
3. The logo panel
4. The overlapping panel borders
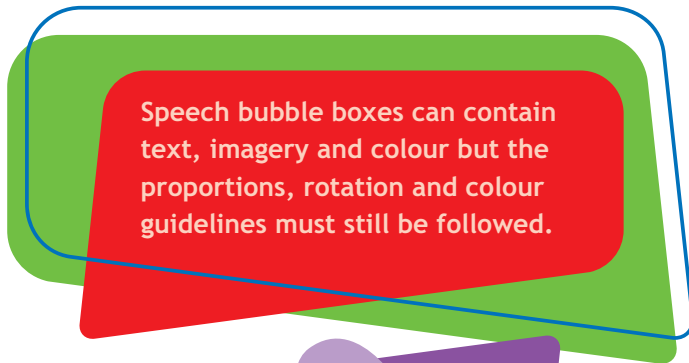5. The localised flash for localising the logo

Other Guide brand elements are:

- the **Guide colours** (see **Section 7.3.5**) including proportions
- **speech bubble boxes** used in our Guide designs which can contain photography, illustration, and information
- **speech bubble oultine boxes** used in our section logos (see **Section 7.0 Sections**) and in our Guide designs to complement our speech bubble boxes.
- **the Guide Promise badge**

Guide Promise badge

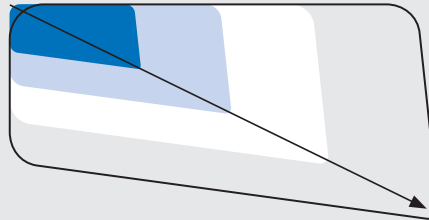**Guide speech bubble box**

Guide speech bubble outline box
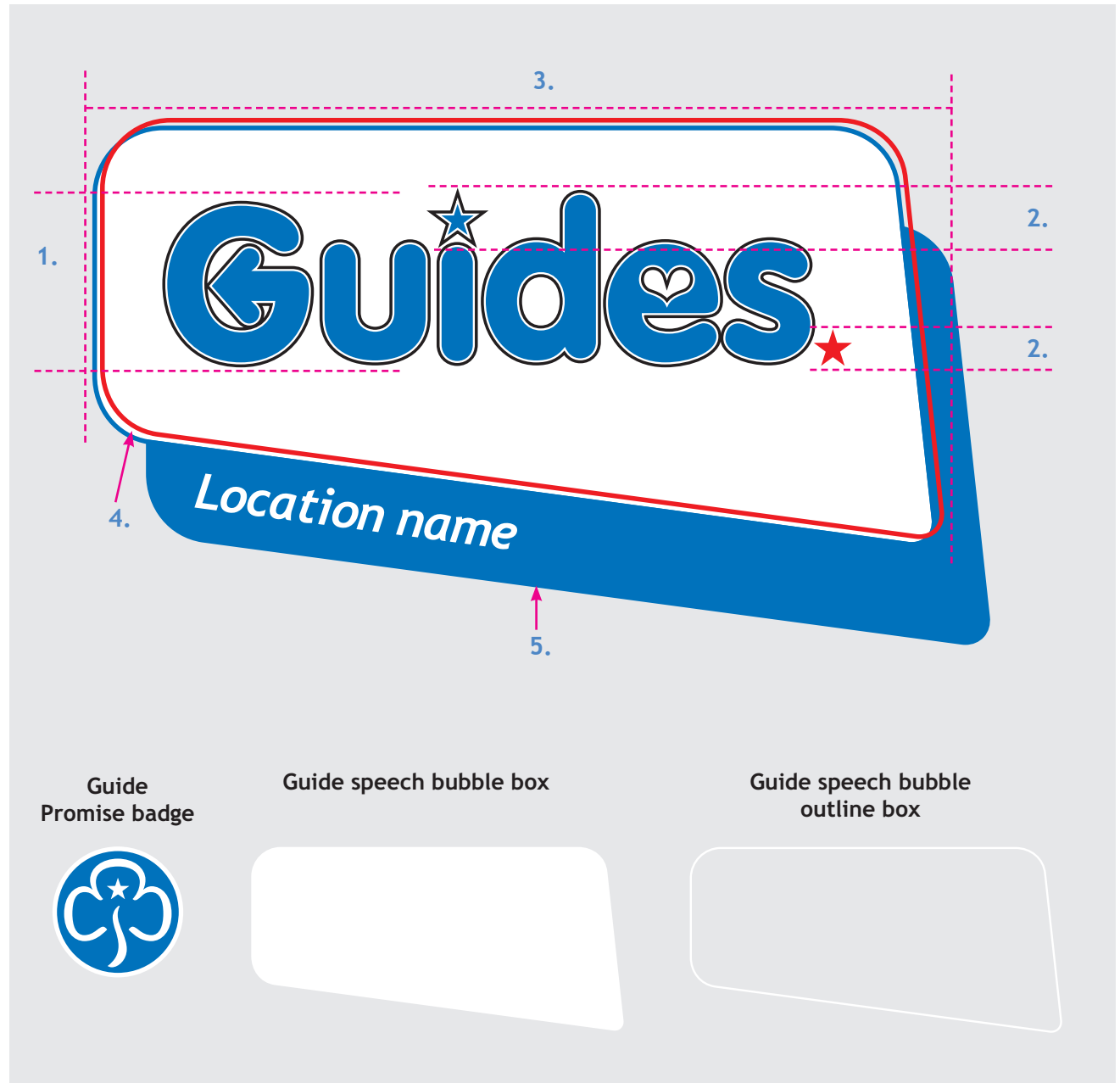
6.3.6 Rules about our Guide brand elements

Guide speech bubble boxes and outline boxes can be used in our designs to contain photography, illustration, and information (see below for a few application examples)
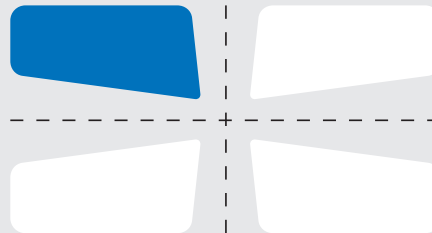

Speech bubble boxes can contain text, imagery and colour but the proportions, rotation and colour guidelines must still be followed.
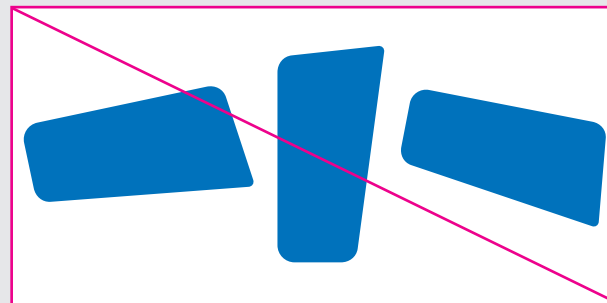
Guidelines for use of speech bubble
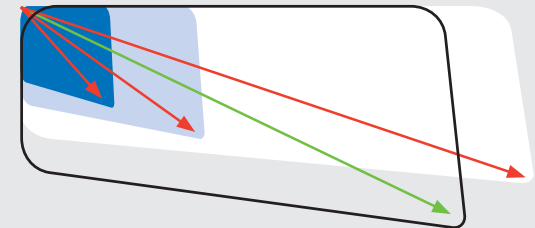
• Ensure the asset is only scaled proportionally


• Only flip the asset horizontally or vertically

• Don't rotate the asset EXCEPT through 180º.

• Don't alter or distort the shape of our speech bubble asset

• When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design. (see page 10 for the asset angles)
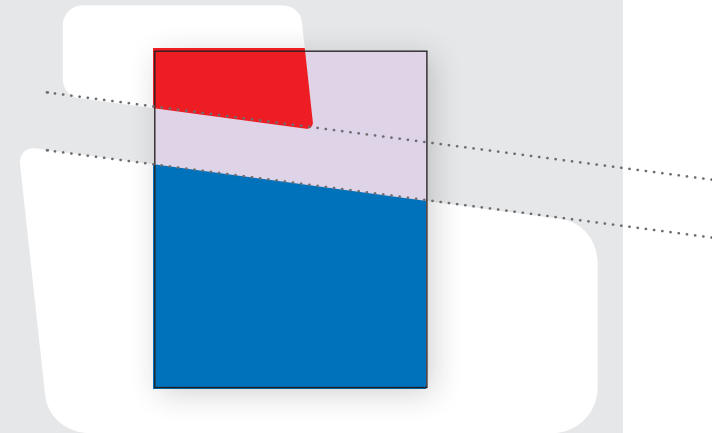
6.3.7 Rules about our Guide brand elements

Don't alter the Promise badge (shape or colour)

Don't use the Promise badge as a design feature (patterns, wallpaper, bullet points, replacement letter etc)

Bullet points
Bullet points
Bullet points
Bullet points

Don't reproduce the name without the stars

Don't alter the name and stars (typography, shape or colours)

Don't alter the localised flash (shape, colour or placement)

Location name

Don't alter the shape of the speech bubble boxes (solid or outline)

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.

RANGERS

6.4.0 Rangers

6.4.1 The Ranger logo

This is our Ranger logo. We use it on all Ranger resources, materials, events and communications. Two colour options are available.

Main Ranger logo
The main Ranger logo is the preferred logo to be used across all materials and printed communications.

Greyscale Ranger logo
Use the greyscale Ranger logo when reproduction is available in only black and white.

Please do nots
How the Ranger logo elements appear together should always remain the same.

• Don't use alternative colours.
• Don't change the typeface.
• Don't distort the logo.
• Don't alter the logo.
• Don't change the shape of the logo.
• Don't remove any part of the logo.

Main Ranger logo

Greyscale Ranger logo

6.4.2 Positioning the Ranger logo

We have four versions of the Ranger logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the Ranger logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.
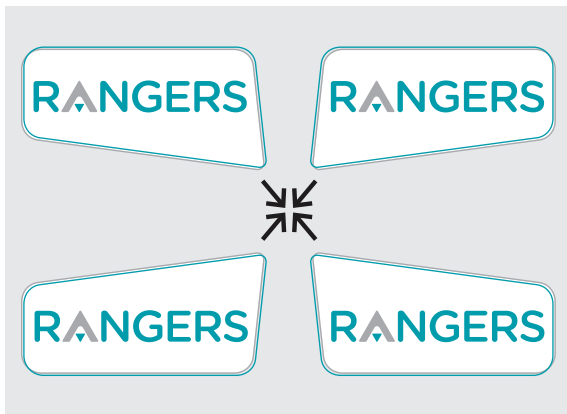
Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right

6.4.3 Localising the Ranger logo

Localising the Ranger logo is achieved with the addition of a coloured 'localised flash' that contains the unit's name. It can also contain a district, division or county name, to use for example for a Ranger event for the whole area.

Logo generator
Please don't try to create your area's logo yourself. On our website is a logo generator you can use to create your localised logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@ girlguiding.org.uk**.

Localised unit logo

Localised district logo

Localised division logo

Localised county logo

6.4.4 Clear space and minimum size

Clear space

We maintain the integrity of our Ranger logo by never overlapping it with graphics, text, photographs or illustrations. Our Ranger logo is always placed over all other elements of design in our publications and other communications.

When used on communications of other organisations, our Ranger logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping our Ranger logo away from logos of other organisations.
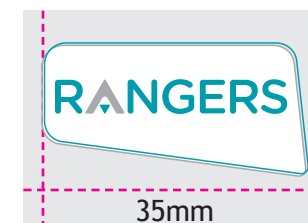
Minimum size

To ensure legibility, the minimum width for reproduction of the Ranger logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.
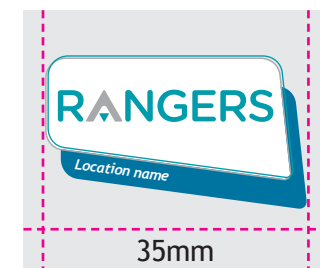
Clear space

Minimum size

35mm

Clear space (localised logo)

Minimum size (localised logo)

35mm

6.4.5 Our Ranger colours

The primary and secondary Ranger colours are to be used together to create Ranger materials. The colours should be matched accurately to ensure that they always appear consistent.

When we produce Ranger materials there are certain colours that we want to see used in greater proportion to others. This will ensure consistency of look and feel across everything we do.

The primary Ranger teal (the colour of the Rangers Promise badge) is the most dominant colour, with the primary Ranger grey next. The secondary Ranger orange and blue are used to add variety.

You can also use tints of the primary and secondary Ranger colours.

The Ranger logo

Promise badge
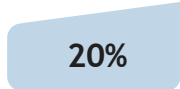
Colour proportions

Primary Ranger colours and tints

100%

PMS 321
C100 M0 Y30 K10
RGB: 0/157/173
Hex: #009dad

70%

PMS 7466
CMYK: 70% tint
RGB: 76/186/197
Hex: #4cbac5

20%

PMS 628
CMYK: 20% tint
RGB: 204/235/239
Hex: #ccebef

100%

PMS Cool Grey 6
C0 M0 Y0 K40
RGB: 167/169/172
Hex: #a7a9ac

50%

PMS Cool Grey 3
CMYK: 50% tint
RGB: 211/212/213
Hex: #d3d4d5

Secondary Ranger colours and tints

100%

PMS 144
C0 M53 Y100 K0
RGB: 247/142/30
Hex: #f78e1e

70%

PMS 1365
CMYK: 70% tint
RGB: 249/176/97
Hex: #f9b061

20%

PMS 7506
CMYK: 20% tint
RGB: 253/232/210
Hex: #fde8d2

100%

PMS 3015
C90 M20 Y5 K30
R0 G114 B160
Hex: #0072a0

70%

PMS 5405
CMYK: 70% tint
RGB: 127/184/207
Hex: #7fb8cf

20%

PMS 5445
CMYK: 20% tint
RGB: 204/227/236
Hex: #cce3ec

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

6.4.6 Our Ranger brand elements

The brand identity of Rangers is made up of several elements. The main ones are the **Ranger Promise badge** and the elements that make up the **Ranger logo**.

1. The name (including typography)
2. The logo panel
3. The overlapping panel borders
4. The localised flash for localising the logo

Other Rangers brand elements are:

- **The Ranger colours** (see **Section 7.4.5**) including proportions
- **speech bubble boxes** used in our Ranger designs which can contain photography, illustration, and information
- **speech bubble outline boxes** used in our section logos (see **Section 7.0 Sections**) and in our Ranger designs to complement our speech bubble boxes.
- **the Ranger Promise badge**

The Ranger Promise badge

The Ranger speech bubble box

The Ranger speech bubble outline box

6.3.6 Rules about our Ranger brand elements

The Ranger speech bubble boxes and outline boxes can be used in our designs to contain photography, illustration, and information (see below for a few application examples)

Speech bubble boxes can contain text, imagery and colour but the proportions, rotation and colour guidelines must still be followed.

Guidelines for use of speech bubble
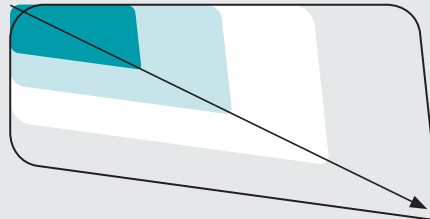
- Ensure the asset is only scaled proportionally

- Only flip the asset horizontally or vertically

- Don't rotate the asset EXCEPT through 180°.

- Don't alter or distort the shape of our speech bubble asset

- When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design. (see page 10 for the asset angles)

For any questions, please contact the Girlguiding Marketing team at **brandingmatters@girlguiding.org.uk**.
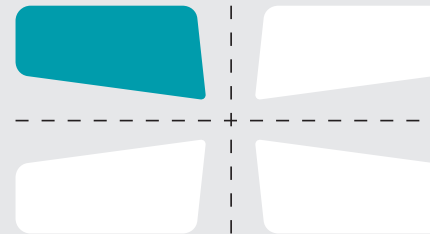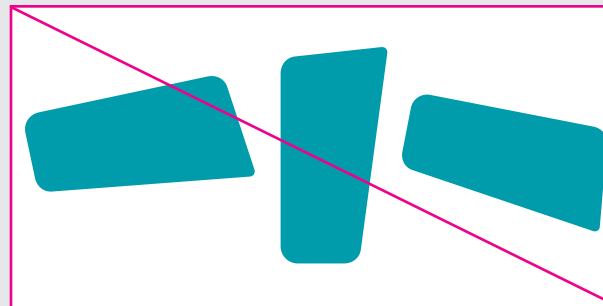
6.4.7 Rules about our Ranger brand elements

Don't alter the Promise badge (shape or colour)

Don't use the Promise badge as a design feature (patterns, wallpaper, bullet points, replacement letter etc)

Bullet points
Bullet points
Bullet points
Bullet points

Don't alter the highlight (shape, colour or placement)

RANGERS

Location name

Don't alter the colours or outlines in any way

RANGERS

Don't alter the 'A' asset in any way

RANGERS

Don't alter the shape of the speech bubble boxes (solid or outline)

GUIDING FOR ADULTS
Trefoil Guild

7.0 The Trefoil Guild

7.1 The Trefoil Guild logo

This is our Trefoil Guild logo. We use it on all Trefoil Guild resources, materials, events and communications. Two colour options are available.

Main Trefoil Guild logo
The main Trefoil Guild logo is the preferred logo to be used across all Trefoil Guild materials and printed communications.

Greyscale Trefoil Guild logo
Use the greyscale Trefoil Guild logo when reproduction is available in only black and white.

Please do nots
How the Trefoil Guild logo elements appear together should always remain the same.

• Don't use alternative colours.
• Don't change the typeface.
• Don't distort the logo.
• Don't alter the logo.
• Don't change the shape of the logo.
• Don't remove any part of the logo.

Main Trefoil Guild logo

Greyscale Trefoil Guild logo

7.2 Positioning the Trefoil Guild logo

We have four versions of the Trefoil Guild logo shape. Each version has the logo panel pointing in a different direction.

The four versions of the Trefoil Guild logo can be placed on materials in the following positions: top left, top right, bottom left and bottom right.

The version selected should always be positioned to point towards the centre.

Wherever possible the logo should not be centred, however when unavoidable the top left orientation should always be used.

Positioned top left

Positioned top right

Positioned bottom left

Positioned bottom right
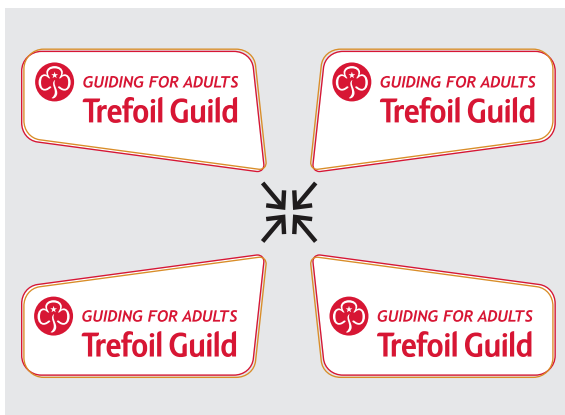
7.3 Localising the Trefoil Guild logo

Localising the Trefoil Guild logo is achieved with the addition of a coloured 'localised flash' that contains the Guild's name.

Logo generator
Please don't try to create your Guild's logo yourself. On our website is a logo generator you can use to create your logo for free. Go to **girlguiding.org.uk/odc** to access the Online Design Centre logo generator or contact the Girlguiding Marketing team for help at **brandingmatters@girlguiding.org.uk**.

Localised logo examples
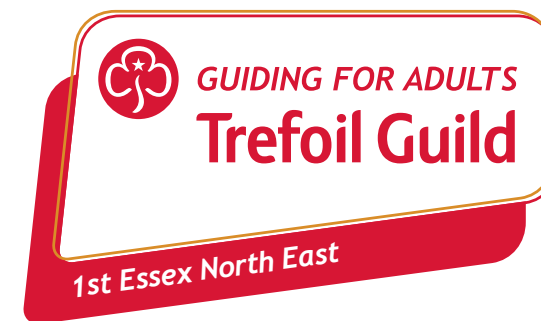
7.4 Clear space and minimum size

Clear space
We maintain the integrity of the Trefoil Guild logo by never overlapping it with graphics, text, photographs or illustrations. The Trefoil Guild logo is always placed over all other elements of design in Trefoil Guild publications and other communications.

When used on communications of other organisations, the Trefoil Guild logo must have a minimum clear space around it (see right). This is also the minimum distance for keeping the Trefoil Guild logo away from logos of other organisations.

Minimum size
To ensure legibility, the minimum width for reproduction of the Trefoil Guild logo is 35mm.

Please be aware that the material you are printing on may affect the quality and legibility of the logo reproduced. We advise that you get a test sample of your material from your printer or manufacturer to check reproduction quality. If the logo reproduced at minimum size is of poor quality or legibility, we recommend increasing its size.

Clear space

Minimum size

35mm

Clear space (localised logo)

Minimum size (localised logo)

35mm

7.5 The Trefoil Guild colours

The primary and secondary Trefoil Guild colours are to be used together to create Trefoil Guild materials. The colours should be matched accurately to ensure that they always appear consistent.

When we produce Trefoil Guild materials there are certain colours that we want to see used in greater proportion to others. This will ensure consistency of look and feel across everything we do.

The primary Trefoil Guild red (the colour of the Trefoil Guild Promise badge) is the most dominant colour, with the primary Trefoil Guild gold next. The secondary Trefoil Guild blue and green are used to add variety.

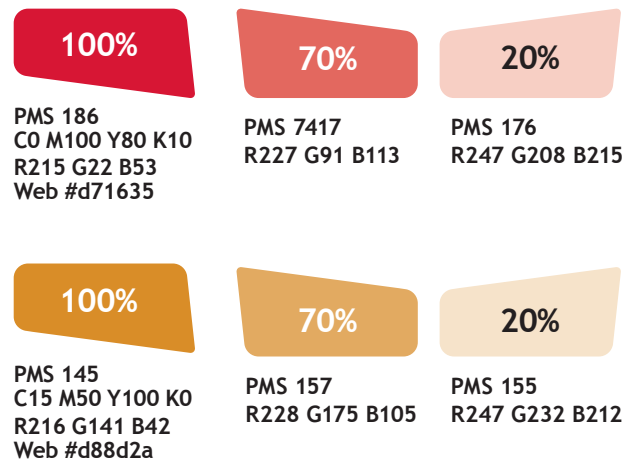You can also use tints of the primary and secondary Trefoil Guild colours.

Trefoil Guild logo

Trefoil Guild Promise badge
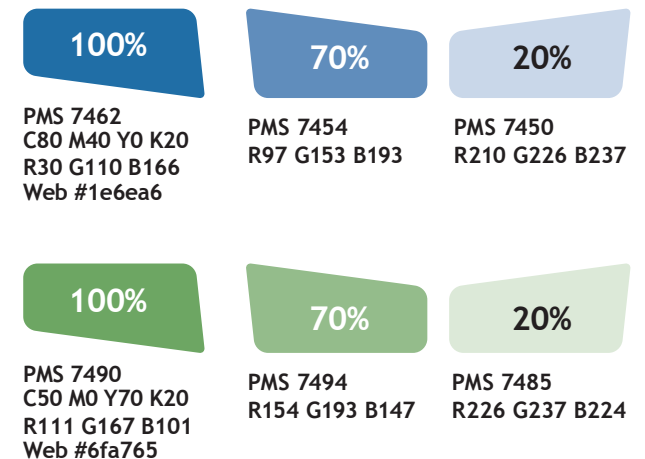

Colour proportions

Primary Trefoil Guild colours and tints

100%
PMS 186
C0 M100 Y80 K10
R215 G22 B53
Web #d71635

70%
PMS 7417
R227 G91 B113

20%
PMS 176
R247 G208 B215

100%
PMS 145
C15 M50 Y100 K0
R216 G141 B42
Web #d88d2a

70%
PMS 157
R228 G175 B105

20%
PMS 155
R247 G232 B212

Secondary Trefoil Guild colours and tints

100%
PMS 7462
C80 M40 Y0 K20
R30 G110 B166
Web #1e6ea6

70%
PMS 7454
R97 G153 B193

20%
PMS 7450
R210 G226 B237

100%
PMS 7490
C50 M0 Y70 K20
R111 G167 B101
Web #6fa765

70%
PMS 7494
R154 G193 B147

20%
PMS 7485
R226 G237 B224

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

7.6 The Trefoil Guild brand elements

The brand identity of the Trefoil Guild is made up of several elements. The main ones are what make up the Trefoil Guild logo.

1. The name (including typography)
2. The Promise badge
3. The strapline
4. The logo panel
5. The overlapping panel borders
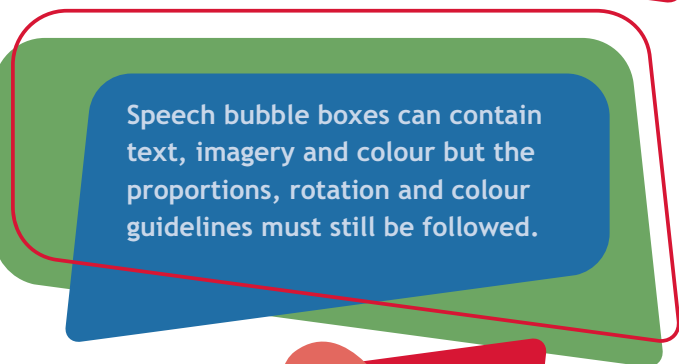6. The localised flash for localising the logo

Other Trefoil Guild brand elements are:

- the **Trefoil Guild colours** (see **Section 8.5**) including proportions
- **speech bubble boxes** used in Trefoil Guild designs which can contain photography, illustration, and information
- **speech bubble oultine boxes** used in the trefoil Guild logo and in Trefoil Guild designs to complement the speech bubble boxes.
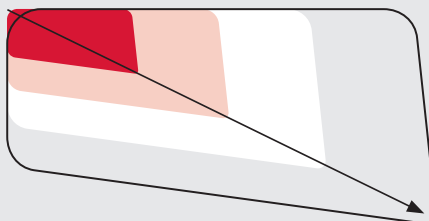- **The Trefoil Guild Promise badge**

The Trefoil Guild Promise badge

The Trefoil Guild speech bubble box

The Trefoil Guild speech bubble outline box

7.3.6 Rules about the Trefoil Guild brand elements

The Trefoil Guild speech bubble boxes and outline boxes can be used in our designs to contain photography, illustration, and information (see below for a few application examples)
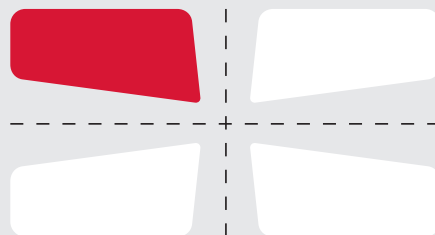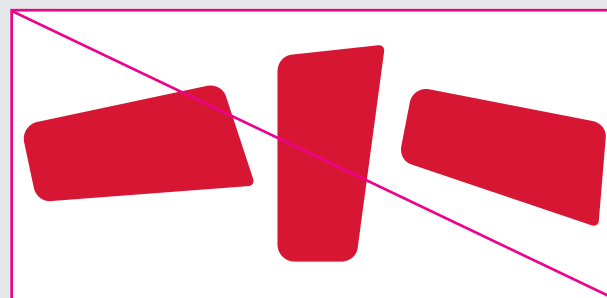

Guidelines for use of speech bubble
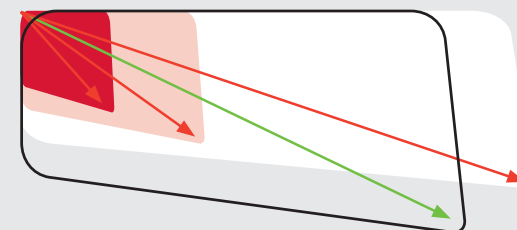
• Ensure the asset is only scaled proportionally
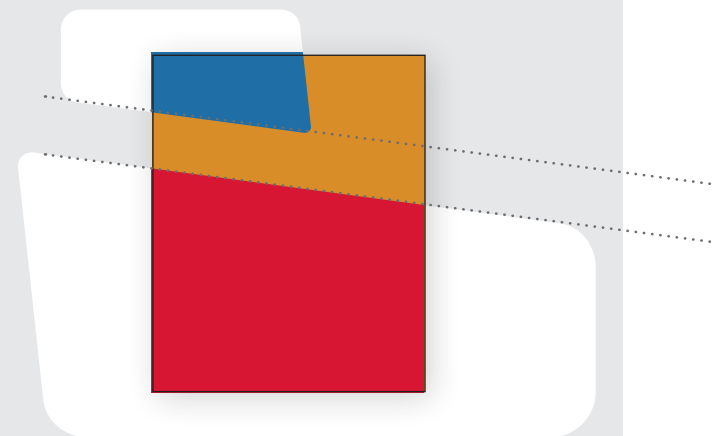

• Only flip the asset horizontally or vertically

• Don't rotate the asset EXCEPT through 180°.

• Don't alter or distort the shape of our speech bubble asset

• When cropping the speech bubble box off the page it's important to use the proportion and rotation guidelines above. This ensures that our asset angles remains consistent throughout the design. (see page 10 for the asset angles)

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

7.7 Rules about the Trefoil Guild brand elements

Don't alter the Promise badge (shape or colour)

Don't use the Promise badge as a design feature (patterns, wallpaper, bullet points, replacement letter etc)

Bullet points
Bullet points
Bullet points
Bullet points

Don't alter the name (typography or colour)

GUIDING FOR ADULTS
Trefoil Guild

Don't alter the strapline (wording or typography)

Guiding for everyone
Trefoil Guild

Don't alter the localised flash (shape, colour or placement)

GUIDING FOR ADULTS
Trefoil Guild
Location name

Don't alter the shape of the boxes and borders

For any questions, please contact the Girlguiding Marketing team at brandingmatters@girlguiding.org.uk.

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If you have any questions at all please contact the Girlguiding Marketing team at **brandingmatters@ girlguiding.org.uk**