

Branding Made Simple

For a quick and easy way to use Girlguiding branding, read these hints and tips to make sure you are up to date with the guidelines. Refer to the Girlguiding Editorial and Identity Guidelines for more detailed information.

Colours

We have Primary and Secondary Girlguiding colours which can be used as solid colours or a tint (lighter versions). **Girlguiding Primary Blue (R78 G136 B199)** is the dominant colour, followed by **Girlguiding Primary Pink (R196 G0 B99)**.

There are also specified colours for each section; Rainbows, Brownies, Guides & The Senior Section.

See pages 21-28 for more information on colour codes and colour proportion guides

Key Messages

- We are for all girls
- We give girls their own space
- We change as the lives of girls change
- We give girls a voice

See page 8 of the Identity Guidelines for more key messages

Brand Proposition

- We are
- We can
- We do

Our Fonts

- Trebuchet MS

Strapline

“We discover, We grow”

Our Message

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

Branding Elements

1. The logo panel
2. The Trefoil
3. Our name
4. Our strapline
5. The logo panel border



The Logo

- Should never be altered
- Create your own county/division/district logos using the generator on the Online Print Centre. These are available in four different colour versions, but blue should be used wherever possible
- The logo is **always** placed over all other elements of design, and should be prominent in the design

See pages 10-15 for more information on the logo

The Trefoil

- Don't use the trefoil in any other colour than Girlguiding blue
- Don't incorporate the trefoil as part of an image
- Don't use the trefoil more than once in a design

Photography

- Natural images that represent positive behaviour and relationships are the best
- Don't show girls on their own, looking isolated or always looking at the camera for a posed photograph
- Do show girls engaged in activities, working in groups or laughing with each other

Girlguiding Writing Style

- Always refer to 'Girlguiding' and not 'Girl Guiding UK'. Girlguiding is always one word, and should never have 'UK' after it (this was the old branding)
- Always refer to 'guiding' in lower case (unless it is the start of the sentence)
- Avoid using guiding jargon; people outside of guiding won't know what a 'Brown Owl' is so use the term 'leader'
- Never shorten Girlguiding to GG or The Senior Section to TSS
- When speaking about The Senior Section, the 'The' needs to be capitalised
- When speaking about anything with an acronym e.g. GOLD, make sure, at the start of the publication, you write the full word; 'Guiding Overseas Linked with Development (GOLD. You can then abbreviate it for the rest of the article
- When referring to a 'chief commissioner', use lower case unless it is used as part of a name.
- As with the terms 'unit' and 'member', you no longer need to capitalise 'region', 'county', and 'leader.
- Please use the English spellings of 'adviser' and 'coordinator'
- Always use your unit, district, division or county name, where possible, and not 'Girlguiding' in general
- 'Guider' is an old term for leader and should not be used