

Branding Basics - A Beginners' Guide



Key messages

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

Fonts


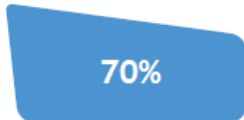
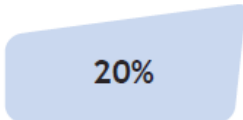
Main typeface - Girlguiding's main font is **Trebuchet**. It's a standard font available in most software packages. It is acceptable to use Trebuchet in all styles - plain, bold & italics.


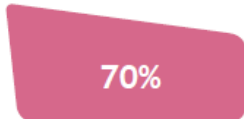
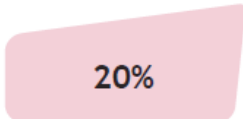
Alternative typeface - if you're looking for an alternative font to vary a design, you can use **Frutiger**. This is not a standard font and would need to be purchased.

Colours

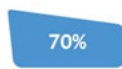
There are three elements that make up Girlguiding's main palette - the Primary Palette, Secondary Palette and tints.

- Primary Palette is blue, raspberry, black & white.
- Secondary Palette comprises a wider variety of colours.
- Tints are made up of the Primary Palette colours tinted at 100%, 70% or 20%. No other percentages are allowed.

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 2718 C70 M40 Y0 K0 R78 G136 B199 Web #4e88c7</p>	<p>(PMS 7453) R131 G171 B216</p>	<p>(PMS 2707) R220 G231 B244</p>

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 220 C0 M100 Y20 K20 R196 G0 B99 Web #c40063</p>	<p>(PMS 674) R214 G76 B145</p>	<p>(PMS 671) R243 G204 B224</p>

The codes next to each colour (top right), can be entered into software or written into websites to produce the colour you want - you'll need to use a different one depending on what kind of resource you're creating.

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 2935 C100 M50 Y0 K0 R0 G114 B188 Web #0072bc</p>	<p>(PMS 279) R76 G156 B208</p>	<p>(PMS 7450) R204 G227 B242</p>


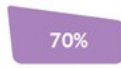

 <p>100%</p>	 <p>50%</p>
<p>PMS 116 C0 M15 Y100 K0 R255 G212 B0 Web #ffd400</p>	<p>(PMS 127) R255 G233 B127</p>


 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 321 C100 M0 Y30 K10 R0 G157 B173 Web #009dad</p>	<p>(PMS 631) R76 G186 B197</p>	<p>(PMS 635) R204 G235 B239</p>

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 144 C0 M53 Y100 K0 R247 G142 B30 Web #f78e1e</p>	<p>(PMS 1365) R249 G176 B97</p>	<p>(PMS 7506) R253 G232 B210</p>

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 179 C0 M90 Y90 K0 R239 G63 B48 Web #ef3f30</p>	<p>(PMS 7416) R244 G122 B110</p>	<p>(PMS 7415) R252 G217 B214</p>

 <p>100%</p>	 <p>50%</p>
<p>PMS Cool Grey 6 C0 M0 Y0 K40 R167 G169 B172 Web #a7a9ac</p>	<p>(PMS 428) R211 G212 B213</p>

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 513 C52 M80 Y0 K0 R139 G82 B61 Web #8b52a1</p>	<p>(PMS 521) R174 G134 B189</p>	<p>(PMS 524) R232 G220 B236</p>

 <p>100%</p>	 <p>70%</p>	 <p>20%</p>
<p>PMS 368 C60 M0 Y100 K0 R114 G191 B68 Web #72bf44</p>	<p>(PMS 367) R156 G210 B124</p>	<p>(PMS 365) R227 G242 B218</p>

When developing resources that focus on a specific section, you need to use that section's colour palette (bottom right). A full list is in the Identity Guideline document.

Using the logo

You can create a localised logo via the Online Print Centre
<https://www.girlguidingprintcentre.org.uk/Login.aspx>

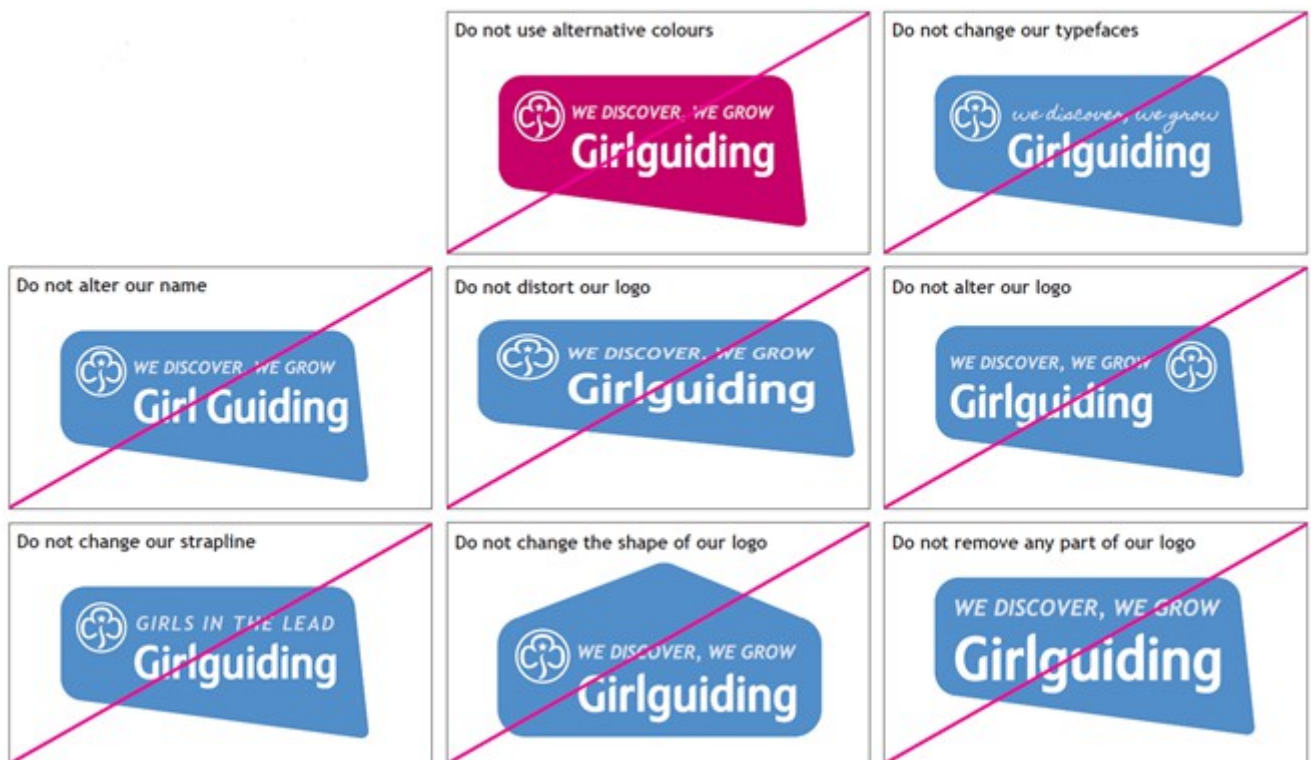
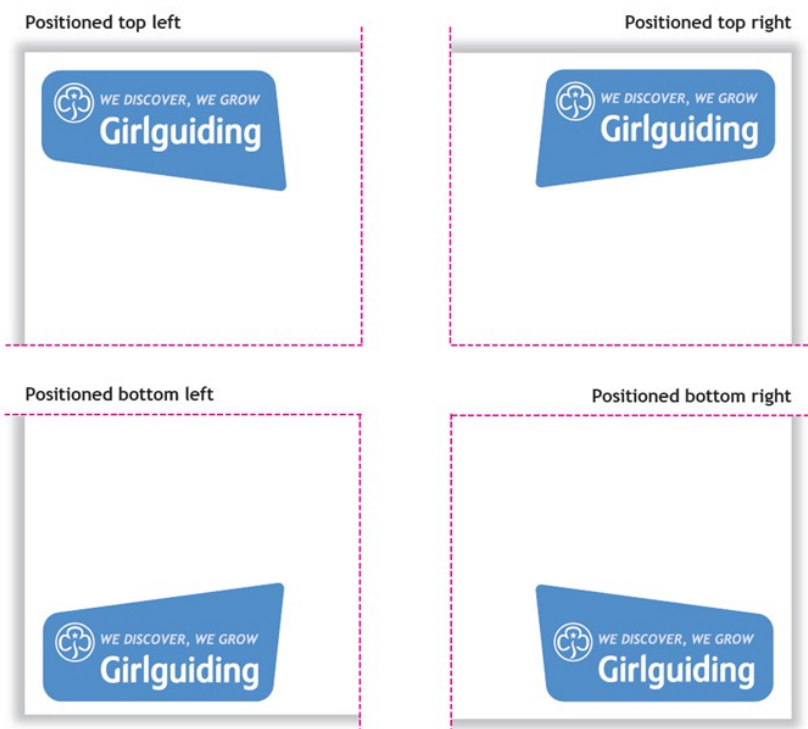
Positioning your logo

There are four versions of the logo shape, each version with the logo panel pointing in a different direction. The four versions can be placed on materials in the following positions: top left, top right, bottom left, bottom right.

The version selected should always be positioned to point you to the focus of the material, such as information or an image. Eg the logo should always point to the middle of the page.

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

Rules about the logo:



Full branding Guidelines can be found on the Girlguiding website:

<https://www.girlguiding.org.uk/making-guiding-happen/resources/how-to-use-our-brand/brandingmatter@girlguiding.org.uk>