

Girlguiding UK publication guidelines

These guidelines have been introduced to create a professional, recognisable identity across Girlguiding UK publications, at national and local level. Please share these guidelines with whoever is designing your publication.

The guidelines reinforce the use of our Corporate Colours and introduce uniform Secondary Colours so that Girlguiding UK publications are easily recognisable.

Using colour

The Corporate Colours

Girlguiding UK's Corporate Colours are Blue (Pantone 2718) and Raspberry (Pantone 220). Four-colour, Pantone and RGB breakdowns are indicated in the chart on page two. Tints of the Corporate Colours may not be used in publications.

Corporate Colours should dominate covers and marketing materials, such as leaflets, to sustain corporate branding.

The Secondary Colours

Girlguiding UK has eight Secondary Colours. Four colour and RGB breakdowns are indicated in the chart on page two. This palette of Secondary Colours can be used to supplement the Corporate Colours when more depth of colour is needed - for example, to emphasise the different sections of a report. Tints of the Secondary Colours may also be used.

Additional Muted Colours

The Muted Colour palette can be used to complement the Secondary Colour palette when additional material needs to be displayed alongside the Secondary Colours, such as graphs or pie charts. Tints of the Muted Colours should not be used.

Muted Colours should be used to highlight, not as major elements of the design.

One- and two-colour printing

The Girlguiding logos and strapline may be produced in black or our Corporate Blue (Pantone 2718) in one- or two-colour printing. Files of these colour options are included on this CD. Please note that they should not be produced in any other colour.

A guide to colour proportions

This pie chart is a guide to the proportionate use of colours, white space and images in guiding publications.

Black

Muted Colours

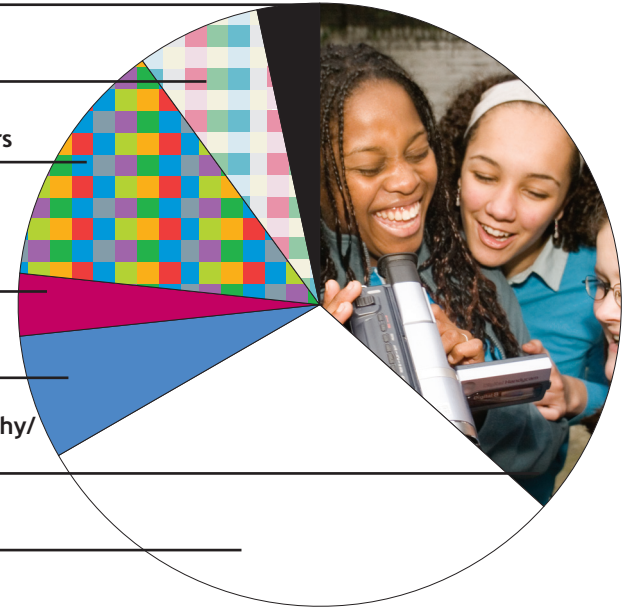
Secondary Colours

Corporate Raspberry

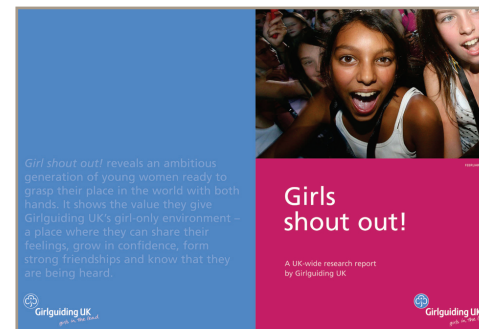
Corporate Blue

Colour photography/illustration

White space



Girls shout out! makes use of Corporate Colours on the cover (left) and Secondary and Muted Colours within.






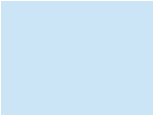




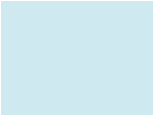



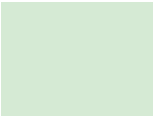




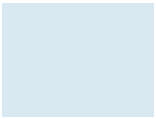


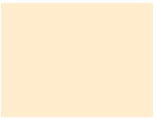



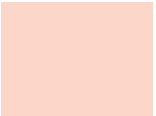
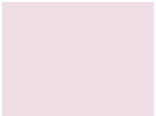


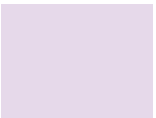
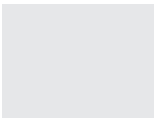


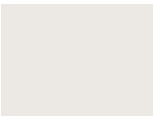
Fonts

The most commonly used Typeface families at Girlguiding UK are Trebuchet, Din, Celeste, Frutiger, Rotis and Scala.

If you are producing artwork for your publication yourself, please limit yourself to two typeface families for a publication.

Trebuchet is the official Girlguiding UK typeface. It is free to download from www.girlguiding.org.uk and gives a clean corporate feel.

Girlguiding UK colour palette

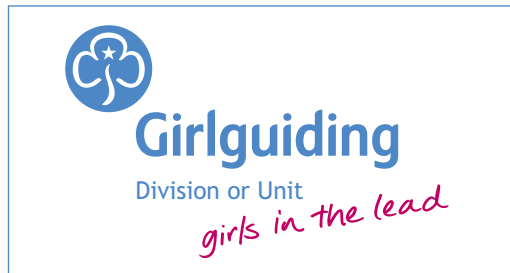
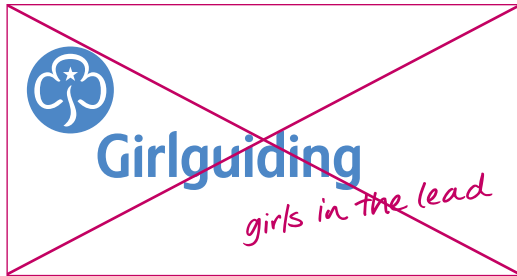
			Corporate			Secondary	Examples of tints						Muted
PANTONE 2718	CMYK 70m 40y	RGB 98R 115G 240B		CMYK 90m 20y	RGB 0R 153G 218B				CMYK 50C 10Y 10K	RGB 100R 189G 225B			
PANTONE 220	CMYK 100M 20Y 20K	RGB 196R 0G 98B		CMYK 80C 20Y 10K	RGB 0R 168G 188B				CMYK 40C 40Y 10K	RGB 141R 192G 159B			
				CMYK 80C 100Y	RGB 10R 177G 75B				CMYK 50M 10Y 10K	RGB 222R 139G 162B			
				CMYK 35C 100Y	RGB 178R 210G 52B				CMYK 10C 5K	RGB 213R 231G 240B			
				CMYK 35M 100Y	RGB 252R 175G 22B				CMYK 10Y 5K	RGB 244R 239G 203B			
				CMYK 90M 80Y	RGB 239R 64G 60B				CMYK 10M 5K	RGB 239R 221G 229B			
				CMYK 40C 70M	RGB 160R 102G 170B				CMYK 10K	RGB 230R 231G 232B			
				CMYK 10M 20Y 40K	RGB 168R 153G 137B								

Some 'please don'ts...'

Please don't reproduce the Girlguiding logo in any colours other than our Corporate Blue or black. The strapline must be in Corporate Raspberry for four-colour and two-colour work and in Corporate Blue or black for one-colour work. The only exception to this rule is when the logo is reversed out, in which case the strapline will be either white or a 20 per cent tint of Corporate Raspberry. The Promise Badge for each section is in a different colour. Promise Badges are included in the **Design guidelines** folder, as both JPEG and EPS files, for your use. Each Promise Badge should only be used for its appropriate section.



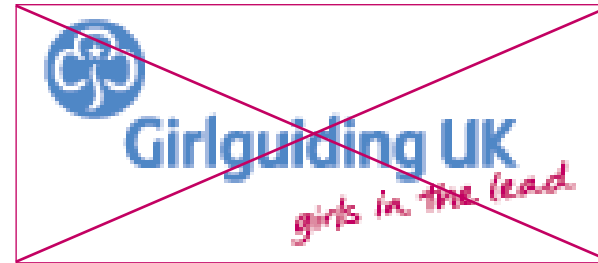
Please don't let the trefoil and the Girlguiding wordmark appear without either UK, a Country, Region, County, Division, District or unit name.



Please don't use the Girlguiding logo so that the trefoil is smaller than 7mm wide.



Please don't scale up JPEG files so that the pixels become visible and create rough edges.



Please don't use the trefoil on its own except on signage, banners and vehicles when the complete logo (trefoil plus wordmark) appears close by.

Please do not use the trefoil for decorative patterns.

Please do not use the *girls in the lead* strapline without the logo and wordmark. Some merchandise items may be an exception to this rule. Please contact the Marketing and Communications department at CHQ for guidance.

