**Brand Essence**

Our brand essence is the core characteristics that define our brand. These are:

**Empowerment**—Building the capacity and capability of girls and women by providing choices and skills to make a difference. Supporting girls and young women to achieve by building self-confidence and providing leadership opportunities. Celebrating the success of girls and young women by supporting girls to realise their potential, whatever that journey is. Opening the door to friendships and building memories that will last a lifetime.

**Daring**—Giving girls and young women a sense of adventure, new pathways, and experiences to develop leadership skills for the future. Challenging girls to make a difference, encouraging them to take new opportunities and developing new skills for their future. Challenging communities on the expectations of girls and young women and to see a better future for girls and young women.
Fun—with friends, to ensure a confident positive future ahead of them.

Learning—Learning through doing, learning through play, learning with each other, learning by sharing, and learning by leading. Mentoring girls and giving them the skills to tackle life head-on and express who they truly are. We encourage and challenge each and every girl individually to do their best.

Active—when taking action we are informed, collaborative, and engaged with our community and the world around us!

Connecting with Community—Girl Guides are part of a bigger family, a global friendship, a worldwide movement. We contribute to our community through service. We value relationships to build an understanding of others, to extend our knowledge of the world, to communicate on matters important to our cause, and to provide opportunities for our members to grow.

Making the world a better place—Girl Guides want to contribute to the world around them to improve it for their friends, their family, and community, whether at home or abroad. Girl Guides are alive to the issues of our times and want to have a say in their future.

Evolving—Girl Guides are committed to change and to adapt to the world around them. Making sure that we are alive to the emerging needs of girls and young women is vital to our future.
Brand Attributes

Underpinning these characteristics are our values:

**Integrity**—We deliver on what we say we can do and will be honest and transparent in our communication.

**Empowerment**—we challenge girls and young women to realise their potential and make a difference in their world.

**Collaboration**—we co-operate and share to make the world (at home and abroad) a better place.

**Respect**—we value the diversity of communities and recognise that all have good intentions.

**Passion**—we are proud, enthusiastic, and believe in our organisation. We see answers, not problems.

**Initiative**—we create new ideas and are responsible for these becoming a reality.
Voice and Personality
Our personality and voice are defined by what we bring into people’s lives which includes:

Fun

Friendships and a support network

Adventure

Discover - experiencing things that you otherwise may not

Community, togetherness and a family—a sense of belonging

A sense of achievement

A space for girls and women to build their confidence and identity in a safe environment

Skills and learning
We Champion

A strong set of ethics, community values and behaviours.

Learning and development through discovery.

A world view.

Empowering girls and young women.

Making a difference in the lives of girls and young women across the world.

Diversity and difference.

Choice.

Having faith in young people to lead by providing opportunities for leadership.

The individual making a difference in the community.

Girls and women building their identity.
We Are Against

Putting girls and women in boxes. We know that girls and women need to have a choice.

Social expectations that constrain and limit the growth of girls and women—girls and women need to set and develop their own destiny.

Conformity and limitations being placed on girls and women.

Self-doubt.

Apathy.

Inequality.
We Aim To Make Members Feel

A sense of belonging.

Empowered to discover what is possible.

Safe and secure to be who they want to be and to push boundaries.

Appreciated for who they are and the journey that they are taking.

Worthy and self-confident.

Proud of their organisation.

Belief in what is possible for themselves.

Able to make a difference.
Girl Guides Australia is a member of the world governing body of Guides: The World Association of Girl Guides and Girl Scouts (WAGGGS).

The brandmark is part of our identity as Girl Guides Australia (GGA) and reflects our values.

The GGA brandmark is comprised of three parts; the Trefoil, the words GIRL GUIDES AUSTRALIA and the underlines.

The Trefoil is stylised and accompanied by a seven-pointed star, representing the Commonwealth Star. The Trefoil is the worldwide symbol for Girl Guides and Girl Scouts. The three leaves represent the original three-fold promise.
**Secondary brandmarks**
The secondary GGA brandmarks are available in all black and all white, to be used in applications where required or where the primary brandmark will not be legible.

Stacked secondary brandmarks

**Brandmarks usage**
We want to maintain the integrity of our brandmarks. Keep the proportions as seen here. There’s no need to stretch, re-draw or distort.

Use the primary GGA brandmark whenever possible, and use the secondary brandmark when the primary won’t work.
Clear space guide
The GGA brandmark needs clear space to be visible. Use the Commonwealth Star from the brandmark as a guide for minimum clearance on all four sides.

The same clear space guide applies to all of the Girl Guides brandmarks and the Trefoil.

Minimum size guide
These are the smallest sizes that our brandmarks can be reproduced while staying legible.

**Stacked brandmark minimum size guide**
Print: 20mm wide  
Digital: 60px wide

**Horizontal brandmark minimum size guide**
Print: 30mm wide  
Digital: 90px wide

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Digital</th>
<th>Print</th>
<th>Digital</th>
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<td>GGA</td>
<td>20mm</td>
<td>60px</td>
<td>30mm</td>
<td>90px</td>
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</tbody>
</table>
Things to avoid

The brandmarks should not be altered in any way unless advised by this brand portal. Ensure the brandmark is placed on a background that is legible, e.g. do not place a white logo on a light background.

The brandmarks must not be used in a way that implies an endorsement of a product or service without the express permission of Girl Guides Australia.
The Trefoil
The Trefoil is stylised and accompanied by a seven-pointed star, representing the Commonwealth Star. The Trefoil is the worldwide symbol for Girl Guides and Girl Scouts. The three leaves represent the original three-fold promise.

Primary Trefoil
The primary Trefoils are displayed in Girl Guides Australia’s colours; Guide Blue and Guide Yellow, with the reverse using white. Choose a Trefoil best suited for legibility on your artwork.

Secondary Trefoil
The secondary Trefoils are available in all black, all white and all Guide Blue, to be used in applications where required or where the primary brandmark will not be legible.
**Trefoil usage**

We want to maintain the integrity of our Trefoil brandmarks. Keep the proportions as seen here. There's no need to stretch, re-draw or distort. Use the primary Trefoil whenever possible, and use the secondary Trefoil when the primary won't work.

**Clear space guide**

The Trefoil needs clear space to be visible. To give it the right amount of room, use the Commonwealth Star from the brandmark as a guide for minimum clearance on all four sides. The same clear space guide applies to all of the Girl Guides brandmarks.

**Minimum size guide**

These are the smallest sizes that our Trefoils can be reproduced while staying legible.

Print applications: 10mm wide
Digital applications: 30px wide

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Our State Girl Guide Organisation Brandmarks
Girl Guides Australia is a member of the world governing body of Guides: The World Association of Girl Guides and Girl Scouts (WAGGGS).

The brandmark is part of our identity as Girl Guides Australia (GGA), reflecting the values of the organisation.
The Girl Guides state brandmarks are comprised of three parts; the Trefoil, the words GIRL GUIDES AUSTRALIA and specific State & the underlines.

The Trefoil is stylised and accompanied by a seven-pointed star, representing the Commonwealth Star. The Trefoil is the worldwide symbol for Girl Guides and Girl Scouts, with the three leaves representing the original three-fold promise.
State brandmarks
As with our Girl Guides Australia brandmarks, you will find each State brandmark has a stacked and horizontal version.

These stacked and horizontal layouts are also supplied as their reverse (in white and yellow) and as secondary brandmarks (in full black and full white).

Choose a brandmark best suited for legibility on your artwork.
Brandmarks usage
We want to maintain the integrity of our brandmarks. Keep the proportions as seen here. There’s no need to stretch, re-draw or distort.

Use the primary Girl Guide state brandmarks whenever possible, and use the secondary brandmarks when the primary won’t work.

Clear space guide
The Girl Guide state brandmarks needs clear space to be visible. Use the Commonwealth Star from the brandmark as a guide for minimum clearance on all four sides.

The same clear space guide applies to all of the Girl Guides brandmarks and the Trefoil.

Minimum size guide
These are the smallest sizes that our brandmarks can be reproduced while staying legible.

Stacked brandmark minimum size guide
Print: 20mm wide
Digital: 60px wide

Horizontal brandmark minimum size guide
Print: 30mm wide
Digital: 90px wide

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Things to avoid
The brandmarks should not be altered in any way unless advised by this brand portal. Ensure the brandmark is placed on a background that is legible, e.g. do not place a white logo on a light background.
The brandmarks must not be used in a way that implies an endorsement of a product or service without the express permission of Girl Guides Australia.
Use of the Girl Guides Australia Logo and Trefoil for marketing purposes

We want to maintain the integrity of our brand and for this reason any use of the Girl Guides Australia logo or the Trefoil for marketing or fundraising purposes must be approved by your State Girl Guide Organisation or by Girl Guides Australia, in writing. Approval must be sought in advance of any material being produced or external parties engaged with.
Girl Guides Australia colour palette

Colour is an important signifier of the Girl Guides Australia brand. Though our legacy brand colours, **Guide Blue** and **Guide Yellow**, remain the same, the palette has been modernised for digital applications. Tonal variations of blue and yellow provide a distinctive, contemporary identity for GGA and allow flexible application.
Primary colour palette

The GGA primary colour palette features **Guide Blue**, a deep navy that is the historical Guiding blue. It is accompanied by four other primary colours — **Guide Yellow**, **Daffodil**, **Ocean** and **Turquoise**. Both Ocean and Turquoise are also available in a Light version.

These primary colours are used for the majority of GGA collateral, including:

- internal- & external-facing communications
- corporate communications
- Guide programs
<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone® PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
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<tr>
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<td>66 8 7 1</td>
<td>72 169 197</td>
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Secondary colour palette

Secondary colours can be used for communications for internal audiences. Palettes can use a combination of primary and secondary colours, or secondary colours may be used on their own. They complement the primary colours, whilst offering a fresh vibrancy and variety within the brand identity.

The secondary colour palette is made up of three colours including Grass, Autumn and Flame — all three of which have Light offerings.
<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone®</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
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<td>100 0</td>
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<td>51 0</td>
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<td>Flame</td>
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<td>1 0</td>
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<tr>
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<td>26 0</td>
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CUNIA IS OUR
HEADLINE
TYPEFACE
Cunia

Cunia is our primary typeface, used for headlines. Full of personality, it is a friendly and distinctive typeface.

Font size = 100pt
Leading = 100pt

Primary typeface usage
Cunia is used for headlines only. It is always used in capitals and only used in bold.

When using Cunia, we also use a decreased leading to reduce the line-height.Anywhere between 90 - 110% of the font size is an ideal leading size.
The base structure of the typeface allows it to be used in both a large and small scale, creating hierarchy and balance across all artwork.

We are free to use Cunia in both solid and outline to create a dynamic and flexible visual presence. The outline typeface works best when used on a solid colour to ensure legibility.
Our typography also works well when used inside or across our solid navigational bars.
Poppins is our body copy typeface
**Poppins**

Poppins is our secondary typeface, used for subheadings and body copy. It is a geometric sans-serif, a perfect complement to the dynamic shapes of Cunia.

**Secondary typeface usage**

Poppins is used for subheadings and body copy. The balanced weight throughout the letterforms allow for legibility and consistency.

Poppins comes in seven weights. We primarily use light, regular and bold across our communications.
When using Poppins in smaller sizes, or thinner weights, we use a +10 tracking value to increase legibility.

Font size = 70pt
Leading = 84pt
Tracking = 10

Poppins uses increased tracking for smaller sizes and thinner weights
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