

GIRL GUIDES AUSTRALIA BRAND GUIDELINES

October 2021

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.

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.

Please refer page 19 for approval process and use of GGA branding.



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

Print



20mm

Digital



60px

Print



30mm

Digital



90px

Horizontal brandmark minimum size guide

Print: 30mm wide

Digital: 90px wide

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.



Do not change colour of brandmark



Do not skew, rotate or distort brandmark



Do not use any effects on the brandmark



Do not change proportions or spacing of elements of brandmark



Do not have the star and underlines in any other colour apart from Guide yellow, white or black



Do not place brandmark on a busy background or pattern

The Trefoil

The Trefoil is stylised and accompanied by a seven-pointed star, representing the Commonwealth Star.

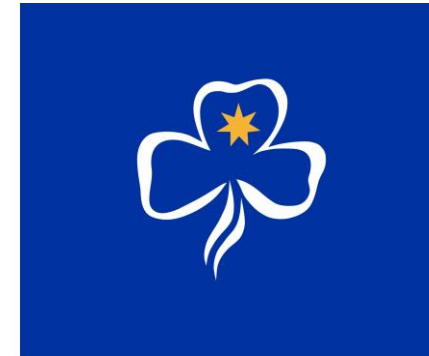
The Trefoil is the worldwide symbol for Girl Guides and Girl Scouts. The three leaves represent the original three-fold promise.

The Trefoil is a trademark of Girl Guides Australia.

Primary Trefoil

The primary Trefoils are displayed in Girl Guides Australia's colours; Guide Blue and Guide Yellow, with the reverse using white.

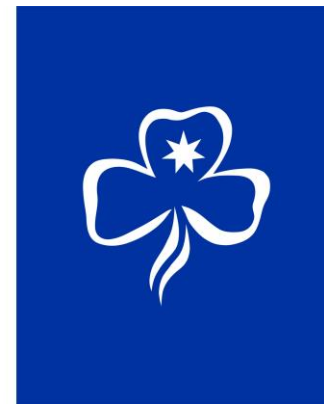
Choose a Trefoil best suited for legibility on your artwork.



Secondary Trefoil

The secondary Trefoil is available in all black, all white, all Guide Blue or any single colour that compliments the background. The star must be the same colour as the Trefoil.

The secondary Trefoil is to be used in applications where required or where the primary brandmark will not be legible.



Trefoil usage

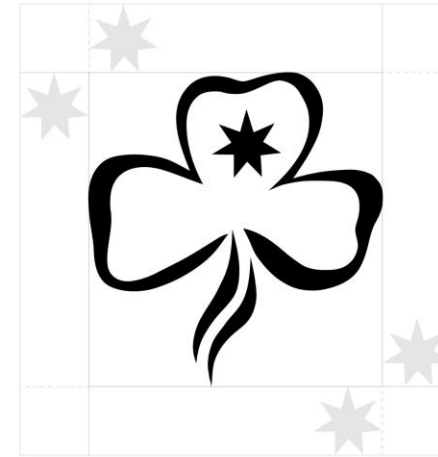
We want to maintain the integrity of our Trefoil brandmarks. Keep the proportions as seen here. There's no need to stretch, re-draw or distort.

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

Print



10mm

Digital



30px

Our State Girl Guide Organisations' 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.

Please refer page 19 for approval process and use of Girl Guide branding.



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



Print



20mm

Digital



60px

Print



30mm

Digital



90px

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.



Do not change colour of brandmark



Do not skew, rotate or distort brandmark



Do not use any effects on the brandmark



Do not change proportions or spacing of elements of brandmark



Do not have the star and underlines in any other colour apart from Guide yellow, white or black



Do not place brandmark on a busy background or pattern

Use of the Girl Guides Australia Logo and Trefoil

- GGA branding, which includes the GGA Logo and Trefoil, can be used by all members of Girl Guiding in Australia on badges, resources to support Girl Guiding and event/camp apparel following approval by SGGOs.
- GGA and/or SGGOs can use GGA branding for fundraising purposes including the application of the GGA Logo (with or without the State identity) or Trefoil to specific products.
- No person, group or other entity affiliated to Girl Guides in Australia can create fundraising products or fundraise using the GGA Logo (with or without the State identity) or Trefoil. This includes Leaders, Districts, Regions, Trefoil Guild, Peer Groups as examples.
- Use of the GGA branding without a State identity requires approval from GGA. Approval requests must include how the Logo is to be used and the purpose and details of the suppliers producing the items.

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.

Guide Blue

Pantone® PMS 286

CMYK 100 84 11 3

RGB 0 51 161

Hex 0033a1

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

- internal & external-facing communications
- corporate communications
- Guide programs

Primary colour palette

<p>Ocean</p> <p>Pantone® PMS 2935</p> <p>CMYK 100 63 0 2</p> <p>RGB 31 38 212</p> <p>Hex 1f26d4</p>	<p>Ocean Light</p> <p>Pantone® PMS 2718</p> <p>CMYK 65 40 0 0</p> <p>RGB 92 136 218</p> <p>Hex 5c88da</p>
<p>Guide Yellow</p> <p>Pantone® PMS 143</p> <p>CMYK 2 32 91 0</p> <p>RGB 246 180 54</p> <p>Hex f6b436</p>	<p>Daffodil</p> <p>Pantone® PMS 3955</p> <p>CMYK 2 0 100 0</p> <p>RGB 255 207 0</p> <p>Hex ffcf00</p>
<p>Turquoise Light</p> <p>Pantone® PMS 298</p> <p>CMYK 65 3 0 0</p> <p>RGB 65 182 230</p> <p>Hex 41b6e6</p>	<p>Turquoise</p> <p>Pantone® PMS 7702</p> <p>CMYK 66 8 7 1</p> <p>RGB 72 169 197</p> <p>Hex 48a9c5</p>



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.

Secondary Colour Palette

Grass

Pantone® PMS 3561

CMYK 50 0 100 0

RGB 118 188 34

Hex 76bc22

Grass Light

Pantone® PMS 358

CMYK 32 0 51 0

RGB 173 220 145

Hex addc91

Flame

Pantone® PMS 485

CMYK 0 95 100 0

RGB 218 41 28

Hex da291c

Flame Light

Pantone® PMS 2050

CMYK 4 17 1 0

RGB 239 215 229

Hex efd7e5

Autumn

Pantone® PMS 172

CMYK 0 80 98 0

RGB 250 70 22

Hex fa4616

Autumn Light

Pantone® PMS 489

CMYK 6 25 26 0

RGB 236 195 178

Hex ecc3b2

**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



CUNIA USES
DECREASED
LEADING

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.



GIRL GUIDES

GO PLACES

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.

Poppins Thin

abcdefghijklmnopqrstuvwxyz

Poppins ExtraLight

abcdefghijklmnopqrstuvwxyz

Poppins Light

abcdefghijklmnopqrstuvwxyz

Poppins Regular

abcdefghijklmnopqrstuvwxyz

Poppins Medium

abcdefghijklmnopqrstuvwxyz

Poppins SemiBold

abcdefghijklmnopqrstuvwxyz

Poppins Bold

abcdefghijklmnopqrstuvwxyz

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

All content remains the sole property of Girl Guides Australia (2021)