



BC Logo/Trefoil Approval Guidelines

The BC Public Relations Committee approves the use of the GGC logo and Trefoil according to the standards specified in the GGC [Merchandise Guidelines](#) and [Graphic Standards](#). However, those guidelines leave some room for interpretation and do not address all issues that arise in logo use submissions.

In order to ensure consistency in our approvals, promote a Girls First approach and ensure our approvals procedures are relevant to the membership's needs, we have developed these guidelines to be used within the BC PR Committee.

Crests

- Crests can be produced for:
 - Events (for example, unit/district/area camps, workshops, international trips)
 - Camping Facilities (for example, Camp Olave, Camp Creina)
 - Districts, Areas, and Units (for example, Alcan District, Thompson Nicola Area)
 - Challenges – only if the crest says *Challenge* (for example, BC Photo Challenge)
 - Provincial and Area level people and committees (for example, Provincial Commissioner, and Advisers, or Area Commissioner)
- We encourage members to design event crests that include the event date (in accordance with p. 6 of the Event Merchandise Guidelines: “Any item that is produced for events, camps, or travel must carry the Girl Guides of Canada logo, the event name and, if space permits the event date”). However, if the applicant does not want to include the date but has included the event name, we will not insist that a date be added.
- Crests must include the Trefoil in white or blue (an approximation of Pantone 7691). There is no restriction on background colour for the Trefoil on crests.

Clothing

- Clothing can be produced for:
 - Events (for example, unit/district/area camps, workshops, international trips)
 - Camping Facilities (for example, Camp Olave, Camp Creina)
- We encourage members to design event clothing that includes the event date (in accordance with p. 6 of the Merchandise Guidelines: “Any item that is produced for events, camps, or travel must carry the Girl Guides of Canada logo, the event name and, if space permits the event date”). However, if the applicant does not want to include the date but has included the event name, we will not insist that a date be added.
- Clothing may be produced only in the colours shown on p.6 of the Merchandise Guidelines (37 colour options; burgundy can only be used for Link items and purple can only be used for Trefoil Guild items).
- If the item is a T-shirt or jacket, the logo or Trefoil must appear on the left sleeve, upper front left chest or below the neckline on the back of the shirt (see p.32 of the guidelines).
- **If the Trefoil is used alone, then the full logo must appear elsewhere on the clothing item.**
- The logo and Trefoil can be produced in the colors included in the merchandise guidelines, but only certain logo colours may be used on each clothing colour. See the national merchandise guidelines for details.

****There is an expectation that, whenever possible, Guiders be financially prudent and be aware that they are using money raised from cookie sales****



Other Merchandise

- Merchandise such as water bottles and bags can be produced for:
 - Events (for example, SOAR, provincial workshops)
 - Camping Facilities (for example, Camp Olave, Camp Creina)
- We encourage members to design merchandise to include the event date (in accordance with p. 6 of the Event Merchandise Guidelines: “Any item that is produced for events, camps, or travel must carry the Girl Guides of Canada logo, the event name and, if space permits the event date”). However, if the applicant does not want to include the date but has included the event name, we will not insist that a date be added.
- Merchandise may be produced only in the colours shown on p.23-25 of the Merchandise Guidelines (37 colour options; burgundy can only be used for Link items and purple can only be used for Trefoil Guild items).
- Merchandise must include the logo or Trefoil in accordance with the Event Merchandise Guidelines.

Trademarks/Copyrights

- The BC PR Committee will not knowingly approve the use of the Trefoil or logo on items that use words or images protected by trademark or copyright, unless proof of permission is provided. For example, crests with Dr. Seuss characters or social media logos will not be permitted. However, it remains the responsibility of the crest designer to ensure they do not use material protected by trademark or copyright.

Indigenous Designs

- Cultural appropriation is an issue of concern in the worlds of graphic design and the arts. It was once common to see products using approximations of Indigenous designs. However, at a time when truth and reconciliation are top of mind, it is not acceptable for non-Indigenous peoples to appropriate Indigenous designs without permission and without understanding the significance of the designs.
- Examples abound of non-Indigenous people reinterpreting Indigenous art forms, to disastrous PR results: <http://www.cbc.ca/news/canada/british-columbia/running-festival-medal-appropriation-1.4346686>
<http://www.cbc.ca/news/canada/toronto/toronto-gallery-indigenous-art-cancels-amandapl-1.4091529>
- The following document, produced by the Australian Council for the Arts, provides helpful guidance that also applies in the Canadian context:
http://www.australiacouncil.gov.au/symphony/extension/richtext_redactor/getfile/?name=daaf1afd6d719315db5e5e174a1da961.pdf
For example, the document states: "Authenticity is a major concern in the Indigenous arts sector. The rise in demand of Indigenous art has led to many rip-off practices including: production of artworks by non-Indigenous artists that depict Indigenous styles and are passed off as 'Indigenous art'" and "the use of inappropriate images by artists and graphic designers, for example, copying sacred symbols from rock art books for commercial logos".
- **The PR Committee will not approve designs that copy Indigenous designs *unless an Indigenous person has created the design* (and has approved of the use of the design on the Guiding product).** For example, crests with drawings of totem poles or First Nations art will not be approved unless an Indigenous person has created the design and given permission for its use.

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