Graphic Standards

Revision: July 2018

Welcome

The Girl Guides—Guides du Canada (GGC) Brand Standards consist of three documents:

.Graphic Standards

- **Style Guide**
- **Merchandise Guidelines**

Together they provide you with the tools and guidelines you need to ensure all GGC communications, merchandise and messages have a consistent and engaging look and feel.

Our brand sets us apart from other organizations. Although our audiences, events and initiatives may vary across the country, we are all part of one organization with the same Vision and Mission. It is important that how we portray our brand is strong, unified and clear. This goes beyond just our logo and colours to how all our brand identity assets work together to communicate our Vision and Mission – both externally and internally.

GGC members, volunteers, staff and suppliers are expected to follow the guidelines in the Brand Standards. If you have any questions, please contact our Marketing and Communications team at marketing1@girlguides.ca.

For access to approved formats of our logo, Trefoil and branded Word and PowerPoint templates, visit the Brand Centre in Member Zone, under communications.

Our Vision

A better world, by girls.

Our Mission

To be a catalyst for girls empowering girls.

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Colour

There are four official GGC colour palettes.

The Core Palette consists of three blues, white and four greys.

The Primary and Secondary Branch Palettes can be used for branch-specific purposes and as general accent colours.

The Accent Palette can be used as general accent colours.

GGC Blue

Pantone® 7691 c

C 100
M 43
Y 0
K 30

R 0
G 98
B 152

HEX/ HTML
006298

Sky Blue

Pantone® 305 c

C 54
M 0
Y 6
K 0

R 100
G 203
B 232

HEX/ HTML
59CBE8

To maintain WCAG 2.0 compliance, use only black text on sky blue.

Light Blue

Pantone® 7457 c

C 18
M 0
Y 5
K 0

R 187
G 221
B 230

HEX/ HTML
BBECF7

White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HEX/ HTML
FFFFFF

Cool Grey 10 c

C 40
M 30
Y 20
K 66

R 99
G 102
B 106

HEX/ HTML
63666A

Cool Grey 7 c

C 20
M 14
Y 12
K 40

R 151
G 153
B 155

HEX/ HTML
97999B

Cool Grey 3 c

C 8
M 5
Y 7
K 16

R 200
G 201
B 199

HEX/ HTML
C8C9C7

Cool Grey 1 c

C 4
M 2
Y 4
K 8

R 217
G 217
B 214

HEX/ HTML
D9D9D6

Primary Branch Palette

Sparks

Pantone® 219 c

C 1
M 92
Y 4
K 0

R 218
G 24
B 132

HEX/ HTML
DA1884

Brownies

Pantone® 7588 c

C 0
M 55
Y 69
K 65

R 115
G 62
B 34

HEX/ HTML
7B4D35

Guides

Pantone® 2955 c

C 100
M 60
Y 10
K 53

R 0
G 56
B 101

HEX/ HTML
003865

Pathfinders

Pantone® 2278 c

C 62
M 0
Y 98
K 35

R 71
G 136
B 49

HEX/ HTML
4E801F

Rangers

Pantone® 7627 c

C 5
M 94
Y 88
K 22

R 184
G 41
B 39

HEX/ HTML
A72B2A

Secondary Branch Palette

Pantone® 7422 c

C 0
M 16
Y 3
K 0

R 244
G 205
B 212

HEX/ HTML
F4CDD4

Pantone® 1495 c

C 0
M 46
Y 78
K 0

R 255
G 143
B 28

HEX/ HTML
FF8F1C

Pantone® 2905 c

C 45
M 1
Y 0
K 1

R 141
G 200
B 232

HEX/ HTML
8DC8E8

Pantone® 358 c

C 34
M 0
Y 42
K 0

R 173
G 220
B 145

HEX/ HTML
ADDC91

Pantone® 170 c

C 0
M 48
Y 50
K 0

R 255
G 134
B 116

HEX/ HTML
FF8674

Trefoil Guild

Pantone® 2685 c

C 95
M 100
Y 26
K 14

R 54
G 41
B 107

HEX/ HTML
36296B

LINK

Pantone® 7421 c

C 38
M 94
Y 63
K 45

R 106
G 27
B 49

HEX/ HTML
6A1B31

Berry

Pantone® 2041 c

C 0
M 98
Y 39
K 40

R 161
G 34
B 78

HEX/ HTML
A1224E

Indigo

Pantone® 2746 c

C 100
M 98
Y 0
K 0

R 23
G 28
B 143

HEX/ HTML
171C8F

Teal

Pantone® 3282 c

C 100
M 4
Y 56
K 8

R 0
G 133
B 120

HEX/ HTML
008578

Lilac

Pantone® 2603 c

C 72
M 99
Y 0
K 3

R 112
G 32
B 130

HEX/ HTML
702082

Copper

Pantone® 7580 c

C 0
M 77
Y 97
K 15

R 192
G 81
B 49

HEX/ HTML
C05131

Emerald

Pantone® 7732c

C 89
M 0
Y 96
K 30

R 0
G 122
B 62

HEX/ HTML
007A3E

Cerulean

Pantone® 307 c

C 100
M 22
Y 2
K 18

R 0
G 107
B 166

HEX/ HTML
006BA6

Light Berry

Pantone® 197 c

C 0
M 46
Y 12
K 0

R 232
G 156
B 174

HEX/ HTML
E89CAE

Light Indigo

Pantone® 277c

C 35
M 9
Y 0
K 0

R 171
G 202
B 233

HEX/ HTML
ABCAE9

Light Teal

Pantone® 3248 c

C 48
M 0
Y 22
K 0

R 109
G 205
B 184

HEX/ HTML
6DCD88

Light Lilac

Pantone® 2562c

C 19
M 35
Y 0
K 0

R 215
G 169
B 227

HEX/ HTML
D7A9E3

Light Copper

Pantone® 712 c

C 0
M 20
Y 30
K 0

R 252
G 200
B 155

HEX/ HTML
FCC89B

Light Emerald

Pantone® 2256c

C 57
M 0
Y 62
K 0

R 86
G 194
B 113

HEX/ HTML
56C271

Light Cerulean

Pantone® 324 c

C 35
M 0
Y 14
K 0

R 156
G 219
B 217

HEX/ HTML
9CDBD9

In order to meet Web Content Accessibility Guidelines 2.0 (WCAG 2.0) standards there must be a high level of contrast between the background colour and text. Please use the following guidelines for the text in GGC communications.

DIGITAL White

DIGITAL Light Blue

PRINT Light Blue

PRINT Sky Blue

PRINT White

DIGITAL White

DIGITAL Light Blue

PRINT White

PRINT Light Blue

PRINT Sky Blue

PRINT Black

DIGITAL GGC Blue

DIGITAL Grey 10

DIGITAL Black

PRINT Grey 10

PRINT Black

PRINT Sky Blue

PRINT GGC Blue

DIGITAL White

DIGITAL Sky Blue

DIGITAL Light Blue

PRINT White

PRINT Sky Blue

PRINT Light Blue

DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White
DIGITAL Sparks	PRINT Sparks	DIGITAL Brownies	PRINT Brownies	DIGITAL Guides	PRINT Guides	DIGITAL Pathfinders	PRINT Pathfinders	DIGITAL Rangers	PRINT Rangers
DIGITAL Sec. Sparks	PRINT Sec. Sparks	DIGITAL Sec. Brownies	PRINT Sec. Brownies	DIGITAL Sec. Guides	PRINT Sec. Guides	DIGITAL Sec. Pathfinders	PRINT Sec. Pathfinders	DIGITAL Sec. Rangers	PRINT Sec. Rangers
	PRINT Sec. Sparks		PRINT Sec. Brownies		PRINT Sec. Guides		PRINT Sec. Pathfinders		PRINT Sec. Rangers
	PRINT Sec. Sparks		PRINT Sec. Brownies		PRINT Sec. Guides		PRINT Sec. Pathfinders		PRINT Sec. Rangers

DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White	DIGITAL White	PRINT White
DIGITAL Berry	PRINT Berry	DIGITAL Indigo	PRINT Indigo	DIGITAL Teal	PRINT Teal	DIGITAL Lilac	PRINT Lilac	DIGITAL Copper	PRINT Copper	DIGITAL Emerald	PRINT Emerald	DIGITAL Cerulean	PRINT Cerulean
DIGITAL Light Berry	PRINT Light Berry	DIGITAL Light Indigo	PRINT Light Indigo	DIGITAL Light Teal	PRINT Light Teal	DIGITAL Light Lilac	PRINT Light Lilac	DIGITAL Light Copper	PRINT Light Copper	DIGITAL Light Emerald	PRINT Light Emerald	DIGITAL Light Cerulean	PRINT Light Cerulean
	PRINT Light Berry		PRINT Light Indigo		PRINT Light Teal		PRINT Light Lilac		PRINT Light Copper		PRINT Light Emerald		PRINT Light Cerulean
	PRINT Light Berry		PRINT Light Indigo		PRINT Light Teal		PRINT Light Lilac		PRINT Light Copper		PRINT Light Emerald		PRINT Light Cerulean

Trefoil

The Trefoil is the foundation of our visual identity. It is present on every piece of Girl Guides communication, without exception.

In its purest form, it lives on a white background in our GGC blue.

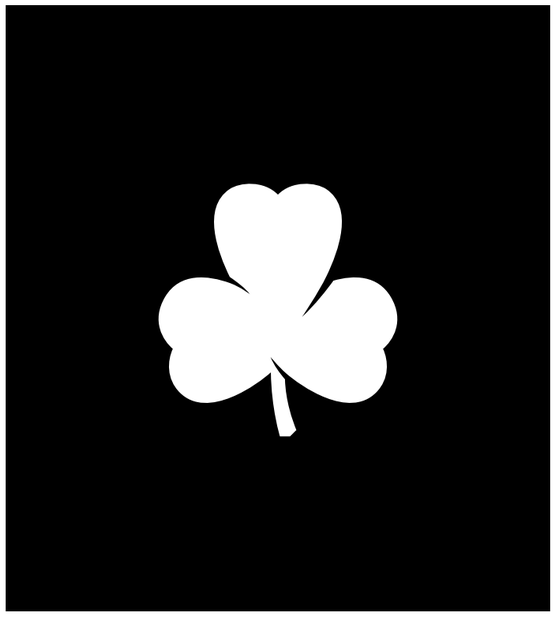
The Trefoil must not be altered in any way. It must not be flipped, stretched, compressed or contain text or images. The stem must always point to the right.

On dark backgrounds, it can be white.

Basic black for no-colour applications such as black and white print pieces, fax, engraving, and 3D molding.

On our sky blue, it can be GGC blue.

On black, it's GGC blue.



On our sky blue, it can also be white.

The Trefoil should not appear more than once on any one page/frame.

While the Trefoil must be present on every piece of Girl Guides communication, it should be used sparingly. This will ensure that it is impactful and remains iconic.

It is recognized that this is harder to control in complex digital spaces such as Facebook.

Examples:

A multi-page print piece can have the Trefoil alone on the cover if “Girl Guides” is present elsewhere in the piece, such as the back cover.

A smartphone app can have the Trefoil alone in the loading screen if “Girl Guides” appears elsewhere in the user experience.

A poster can use the Trefoil alone if the copy contains “Girl Guides”.

In a social medium like Instagram, the Trefoil can be used alone as the profile icon because “Girl Guides” appears in the profile name.

On any one piece of GGC communication, the Trefoil must be accompanied by “Girl Guides” in some form. This applies to all usage of the Trefoil, including standalone Trefoil, bled Trefoil, within the logo and corner sash.

Girl Guides Wordmark

For one-page/frame applications, these Girl Guides wordmarks can used when the Trefoil appears as a standalone Trefoil, bled Trefoil or corner sash.

Girl Guides

English

Girl
Guides

English

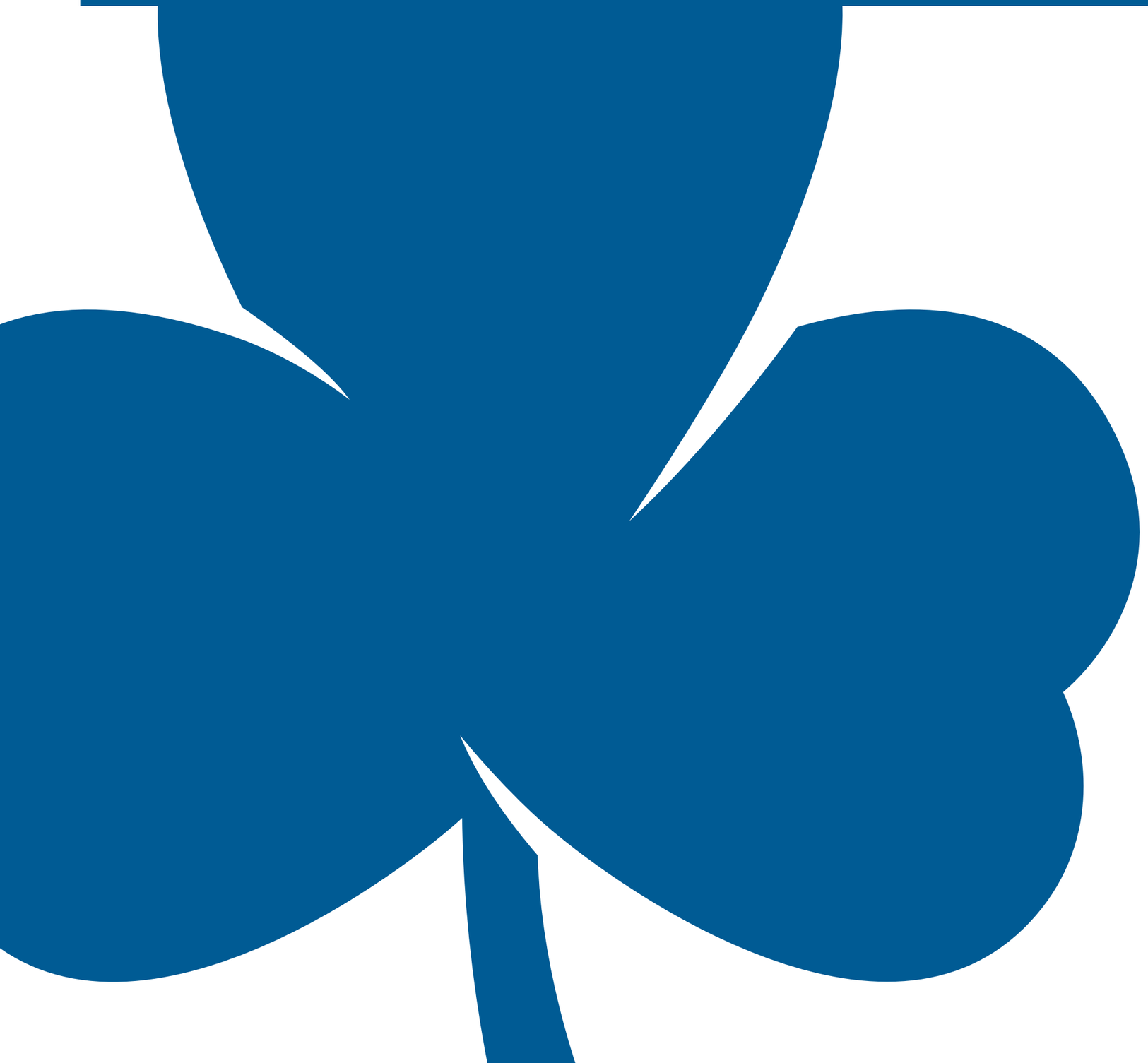
Guides

French

English Wordmark Horizontal

English Wordmark Vertical

French Wordmark



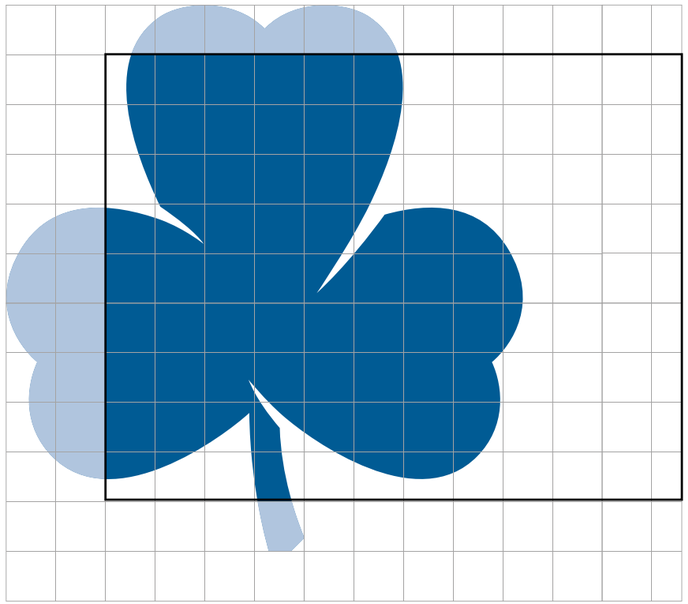
The Trefoil can be blown up and bled off the page, as an impactful graphic element.

The Trefoil can be bled from the left, right or centre — not from the bottom.

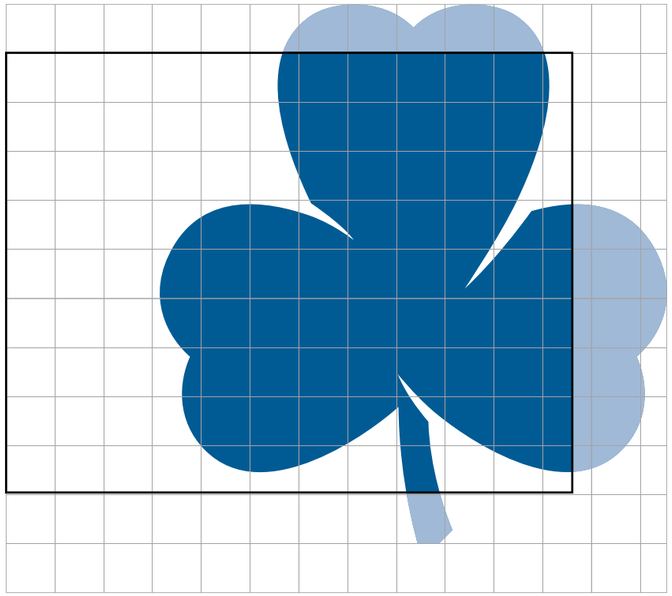
To maintain consistency and the integrity of the Trefoil, proportions must be aligned to the grids on the following pages.

When bled off the page the minimum size of the Trefoil must be 4” x 4”.

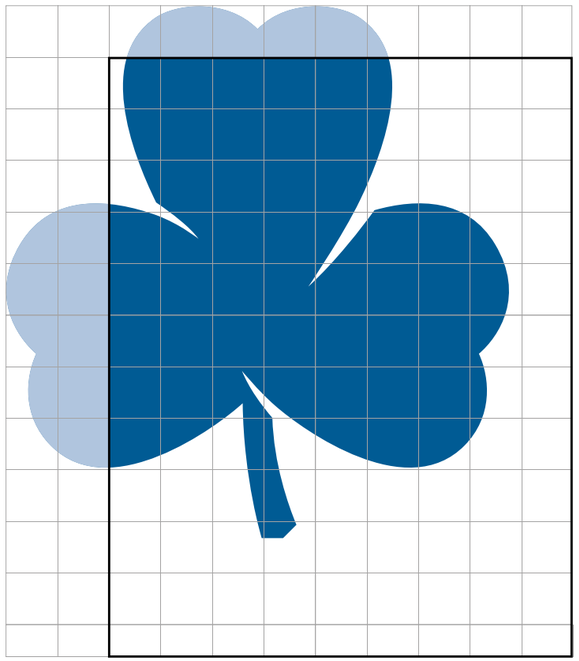
In order to maintain impact as a graphic element, careful consideration should be given to usage of the bled Trefoil. It should be used sparingly, on a page/frame with minimal text and graphic elements – for example, the cover page of a document. It should not be used as a header or footer in a document.



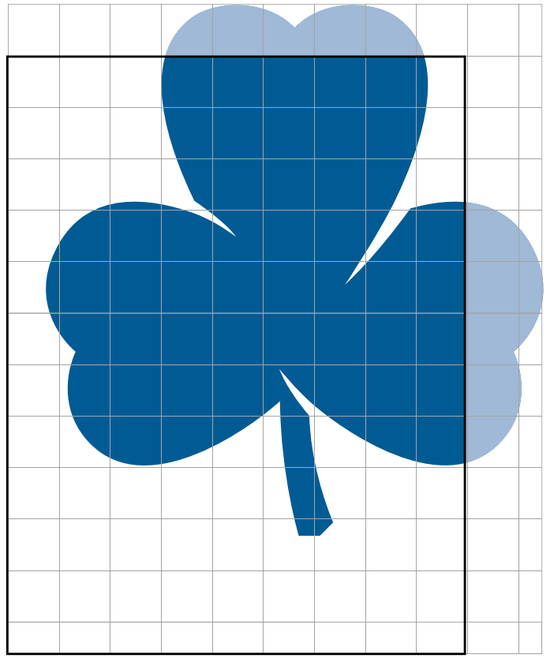
Horizontal Left



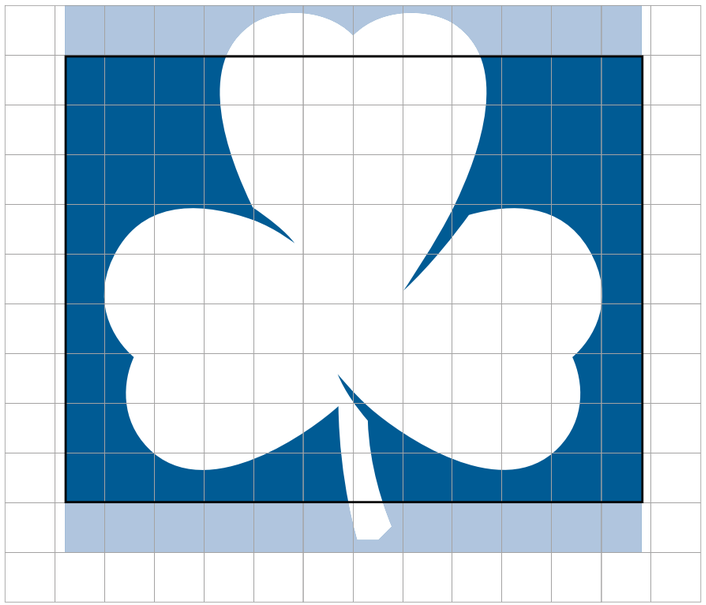
Horizontal Right



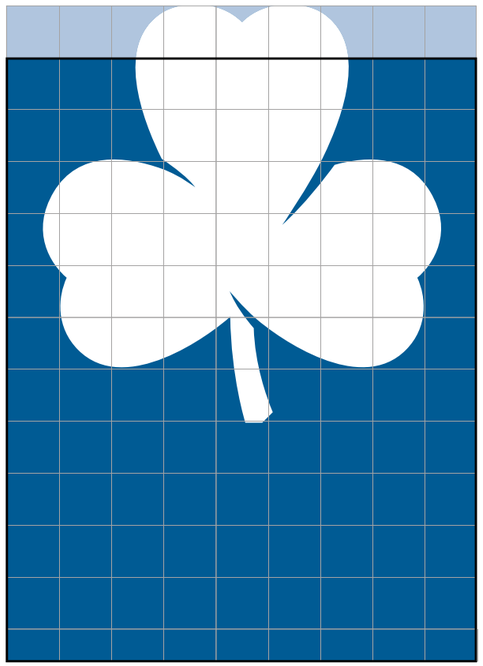
Vertical Left



Vertical Right



Horizontal Centre



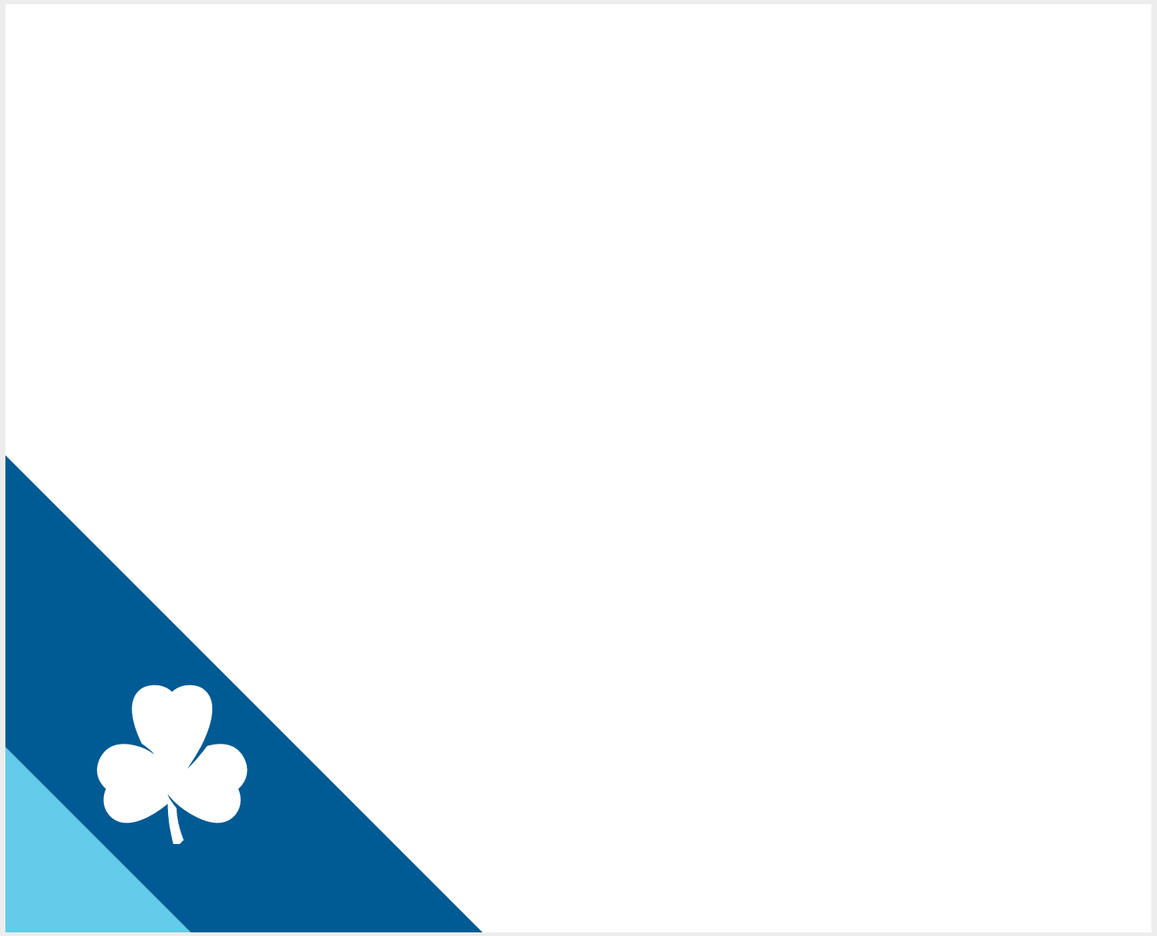
Vertical Centre

Corner Sash

Beyond our Trefoil and logo, the corner sash is a graphic accent we can use to add brand identity impact.

The sash is always in the bottom left corner.

The sash can vary in size to suit the application—practically and aesthetically. The sash is a graphic accent. It should not be larger than 1/8 of the page/ frame.



There are two versions of the sash:

One for dark or photographic backgrounds

Another for white backgrounds

Logo
English
Horizontal

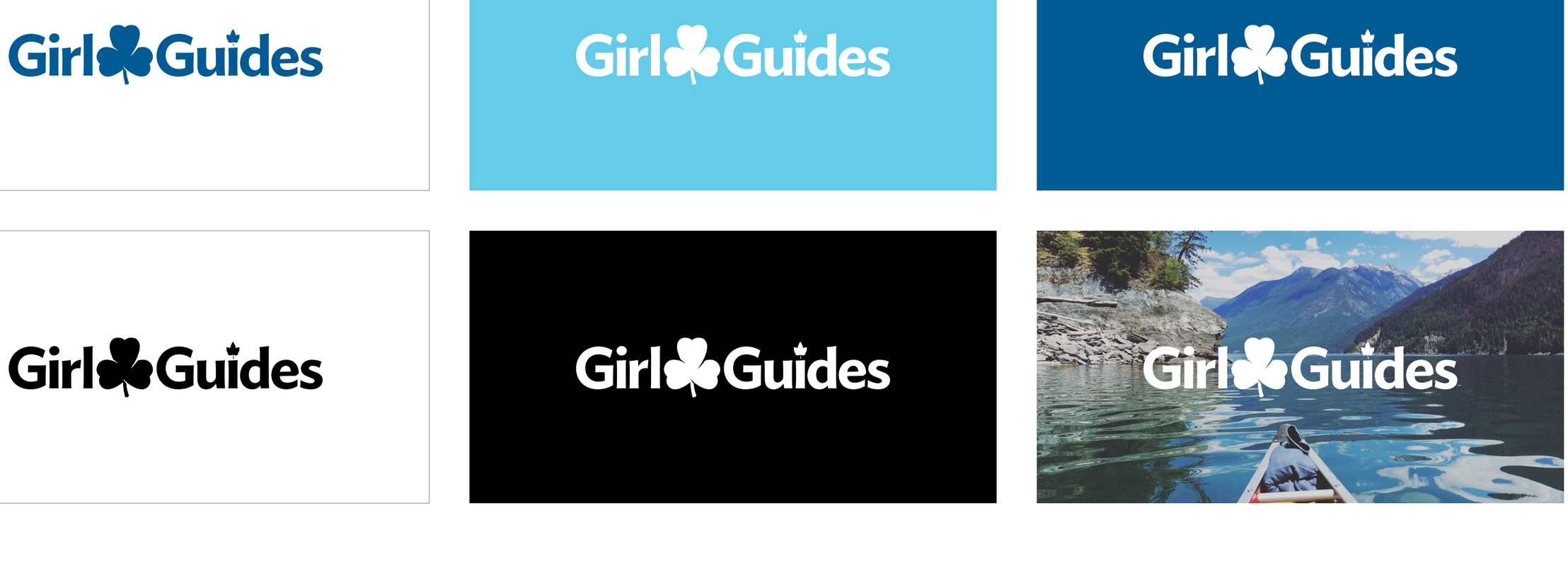
Girl Guides

Girl Guides

Girl Guides

Ideally, our logo lives in environments where white, sky blue, and GGC blue are available.

These are our three ideal versions.


Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Girl Guides

Logo

English

Vertical

Girl
Guides

Girl
Guides

Girl
Guides

Ideally, our logo lives in environments where white, sky blue, and GGC blue are available.

These are our three ideal versions.

Girl
Guides

Girl
Guides

Girl
Guides

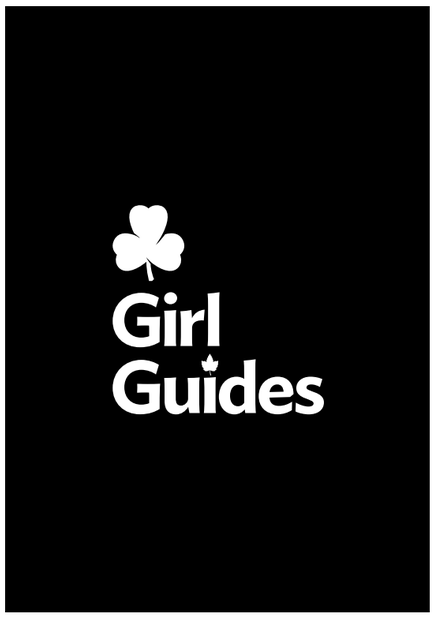
Girl
Guides

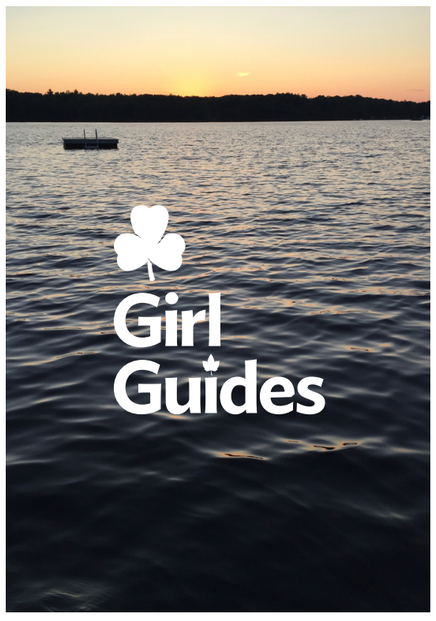
Girl
Guides

Girl
Guides

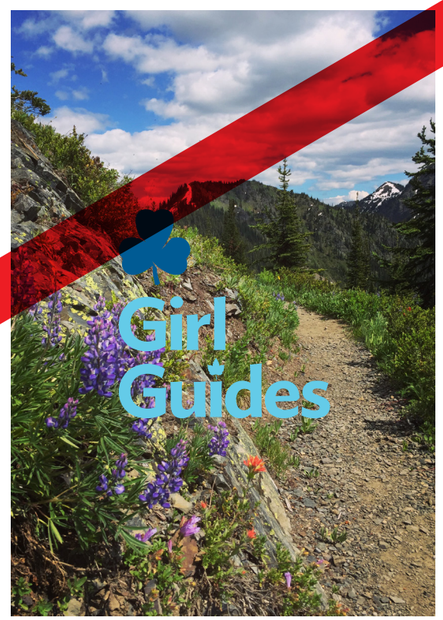
Girl
Guides

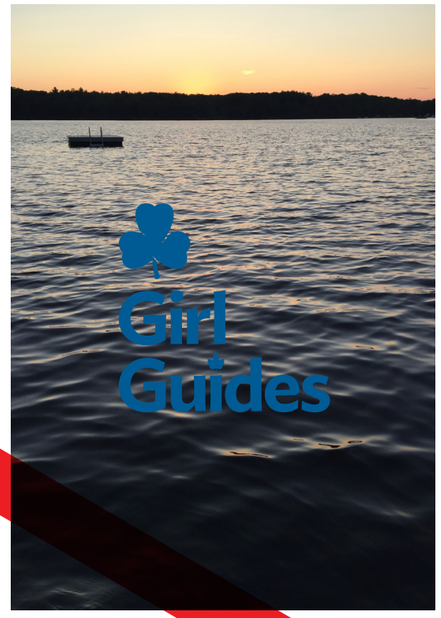
Girl
Guides


Girl
Guides


Girl
Guides

The logo must not be altered in any way. It must not be flipped, stretched, compressed or contain text or images. The stem of the Trefoil must always point to the right.





Our horizontal and vertical logos are interchangeable and equal. Neither logo is preferred over the other.

The decision to use one or the other can be practical — for example, based on available space and/or aesthetic.

In a digital environment that is constantly and quickly evolving, a dual-format logo system allows us
to be nimble with our brand, and always look our best.

Our logos have a maple leaf over the first “i” in "Guides". It has been specifically designed to live harmoniously in the brand identity.
It has a close visual relationship with our Trefoil.

Logo
Français

Guides

Guides

Guides

Ideally, our logo lives in environments where white, sky blue, and GGC blue are available.

These are our three ideal versions.

The logo must not be altered in any way. It must not be flipped, stretched, compressed or contain text or images. The stem of the Trefoil must always point to the right.

Keeping the logo isolated from other graphic elements is key in maintaining visibility. A minimum amount of protected space should always surround the logo, separating it from all other graphic elements. The protected space is defined by the height of the G, as shown to the right.

GGC logo use with other organization's logos

Occasionally on GGC communications we are required to use another logo in association with the GGC logo. This additional logo should play a secondary role to the GGC logo in terms of position (to the right) and size (75% or less). It should be clear that the communication originates from GGC and not the secondary organization.

Tagline

Style and Dimensions

Please use Ideal Sans Medium Pro font. Height of the tagline font must be approximately half the height of the letter d in Guides.

Placement

If used below the logo, the space between the tagline and the logo should be the height of the letter E in Everything (English) and the letter P in Pour (French).

The logo and tagline can be downloaded as a single graphic file on the Brand Centre in Member Zone within the Communications tab.

The tagline is optional, but recommended where there is room.

The tagline should be placed on one line whenever possible. If it must be broken up due to space requirements, the maximum number of lines is three. Words should not be broken by hyphens.

Everything she wants to be.

Everything she wants to be.

Pour qu'elle aille au bout de ses rêves.

Pour qu'elle aille au bout de ses rêves.

English Tagline

“Everything she wants to be.” is GGC’s English tagline.

Usage

As a graphic element: “Everything she wants to be.” must be written out as a sentence. The only capitalized letter should be the “E” and there is a “.” at the end.

It can be used under the logo or as a standalone copy block.

In body copy: The tagline can be written as regular text; for example, “GGC empowers every girl to be everything she wants to be by providing a safe space where she can discover herself ...”

French Tagline

“Pour qu’elle aille au bout de ses rêves.” is GGC’s French tagline.

Usage

As a graphic element: “Pour qu’elle aille au bout de ses rêves.” must be written out in sentence case, not title case. The only capitalized letter should be the “P” and there is a "." at the end.

It can be used under the logo or as a standalone copy block.

In body copy: The tagline can be written out in a sentence case; for example, “En lui offrant un environnement sécurisant, les GdC éveille dans chaque fille son pouvoir d'action pour qu’elle aille au bout de ses rêves.”

Everything she wants to be.

Pour qu'elle aille au bout de ses rêves.

Fonts

There are five official GGC fonts.

Ideal Sans Semibold and Suisse Int'l are our core fonts. They require licenses to use. The cost per user is covered by GGC, but to keep spending manageable usage is restricted to formal communications, design work and websites.

Bosk, Blackline and **Swagger** are our three expressive accent fonts. **They can be downloaded from dafont.com at no charge.**

All five fonts should only be used for professionally printed or published pieces, web and digital communications, and files that cannot be altered such as PDFs. They should not be used if you are working in Microsoft Office Suite programs such as Word and PowerPoint.

Alternative fonts that are easily shared among members, staff and suppliers are:

- **Franklin Gothic Demi or Franklin Gothic Medium** – in place of Ideal Sans Semibold
- **Arial** – in place of Suisse Int'l

These can be found in the font drop down tab in Word and PowerPoint. They are also embedded into Word and PowerPoint templates that can be found on the Brand Centre on Member Zone in the communications tab.

Ideal Sans Semibold is our headline font in both digital and print media.

Ideal Sans Semibold is our core headline font. Licenses have been purchased by GGC, however usage is restricted to professionally printed or published pieces, web and digital communications, and files that cannot be altered such as PDFs. **If you, or a supplier, do not have access to Ideal Sans, an acceptable alternative is Franklin Gothic Demi or Franklin Gothic Medium. Both are available in the font dropdown tab in Microsoft Office Suite programs such as Word and PowerPoint.**

Suisse Int'l is our body copy font.

Suisse Int'l is our core body copy font. Licenses have been purchased by GGC, however usage is restricted to professionally printed or published pieces, web and digital communications, and files that cannot be altered such as PDFs. **If you, or a supplier, do not have access to Suisse Int'l, an acceptable alternative is Arial. It is available in the font dropdown tab in Microsoft Office Suite programs such as Word and PowerPoint.**

Suisse Int’l Bold

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac lorem sed risus condimentum auctor.

1234567890 *Italic*

Suisse Int’l Semibold

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac lorem sed risus condimentum auctor.

1234567890 *Italic*

Suisse Int’l Medium

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac lorem sed risus condimentum auctor.

1234567890 *Italic*

Suisse Int’l Regular

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac lorem sed risus condimentum auctor.

1234567890 *Italic*

Suisse Int’l Light

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac lorem sed risus condimentum auctor.

1234567890 *Italic*

Bosk is our fun brush font.

KH-Blackline is our handwritten cursive font.

Swagger is our light and happy handwritten sans serif font.

Bosk, Blackline and **Swagger** are our three expressive accent fonts. Usage is restricted to professionally printed or published pieces, web and digital communications, and files that cannot be altered such as PDFs. **They can be downloaded from dafont.com at no charge.**

On photography, type is usually white.

On lighter photos, type can be set in our colours and placed over the image.

Photography

Aspirational

Active

Outdoorsy

Strong

Positive

Authentic

Inclusive

Diverse

Art Direction:

A moment captured, not created

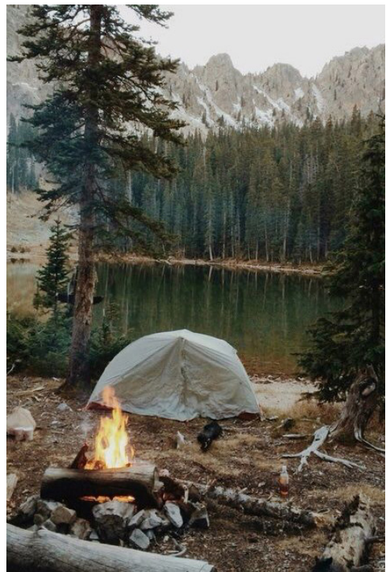
Not forced or staged

Not overly retouched or propped

In a natural setting if possible

Naturally lit

Sample photos are for example only.
Please do not copy from the document.



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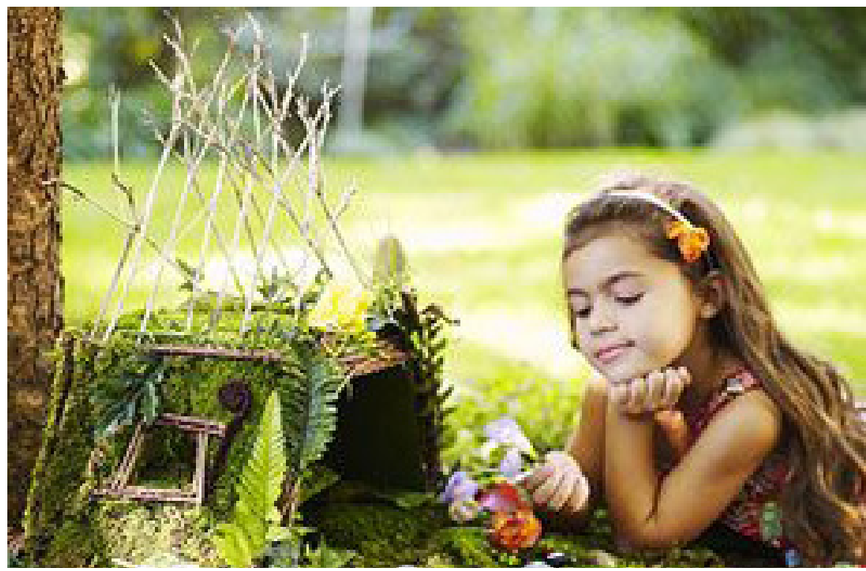
Too staged

Heavy retouching

Heavily photoshoped

Tightly cropped

Too dark



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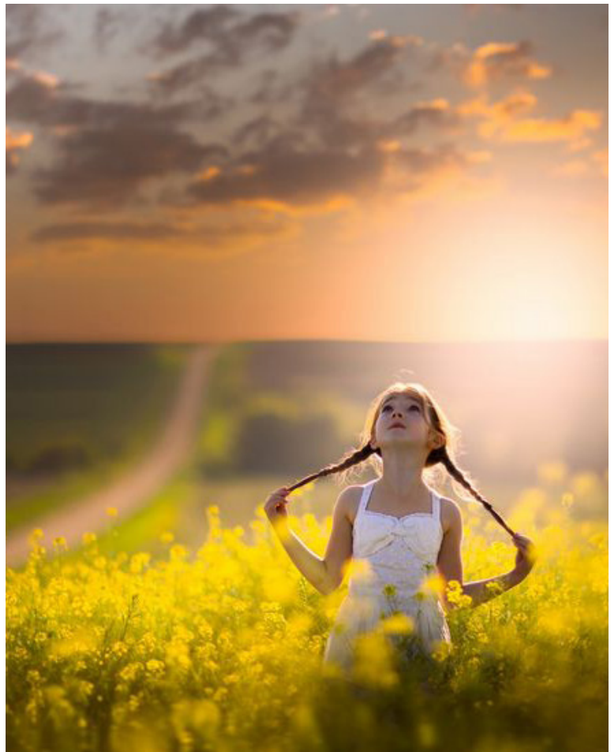

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