

Brand Standards



Girl Guides
of Canada
Guides
du Canada

Revised November 2015 | Issued November 2012

Welcome to the Girl Guides of Canada–Guides du Canada (GGC) Brand Standards. This document provides you with the guidelines you will need to ensure all GGC communications, merchandise and messages are consistent with our brand image.

Girl Guides of Canada is a brand. Presenting the organization consistently, appropriately and effectively in all marketing materials and messages is critical. Although our audience, events and initiatives may vary across the country, we are all part of one organization which supports the same Mission and Vision. A consistent projection of Girl Guides of Canada through our graphics, our messaging and our merchandise will ensure that we are all brand ambassadors delivering a clear and integrated message. These Standards will ensure that all materials produced with the GGC name are protecting and enhancing the brand of Girl Guides of Canada.

The Standards established for Girl Guides of Canada have, and will continue, to evolve over time as situations change and as experiences dictate. This manual is an update to the 2008 Graphic Standards Manual.

This document consists of three sections:

Part A: Graphic Standards

Part B: GGC Style Guide

Part C. Event Merchandise Guidelines

Please do not reproduce any art directly from this manual. You may download the GGC logo, graphic elements, brand photos from the Girl Guides of Canada Brand Centre at brandcentre.girlguides.ca

Girl Guides of Canada members, volunteers, staff and suppliers are expected to follow the standards outlined in this document. If you have any questions, please contact our Marketing & Strategic Alliances team at communications@girlguides.ca

November, 2015 – a number of updates have been made to the Graphic and Style guidelines. Most significant are a change in GGC fonts, guidelines for usage of unbranded photography, and the addition of common spelling, capitalization and terminology guidelines.



Revised November, 2015

Girl Guides of Canada–Guides du Canada is the organization of choice for girls and young women. Girl Guides is committed to providing the tools and resources to help girls achieve greatness.

The Girl Guides brand, and what it promises girls and women, must be instantly and easily recognizable in the marketplace, and its visual vocabulary and voice must be used consistently across all communication to ensure harmony, strength and unfailing recognition.

To do this, the Brand Standards, which houses information on Graphic Standards, the creation of Girl Guide-identified clothing and merchandise, and the Style Guide, provides the tools and information to help every person associated with GGC more accurately reflect who we are, and what the organization offers.

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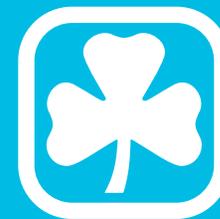
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Graphic Standards



Girl Guides
of Canada
Guides
du Canada



Primary Logo



Secondary Logo



Tertiary/Corporate Logo



The Girl Guides of Canada–Guides du Canada logo is comprised of the Trefoil contained within the frame, and the Girl Guides of Canada word mark. The logo is available in three formats: Primary, Secondary and Tertiary. Please use the logo format appropriate for each situation.

The primary (horizontally stacked) version of the Girl Guides of Canada–Guides du Canada logo is the preferred option and should be used whenever possible on all print materials and communication pieces.

The secondary (vertically stacked) version of the Girl Guides of Canada–Guides du Canada logo is to be used when space restrictions prevent you from using the primary version.

The tertiary (horizontal) version of the Girl Guides of Canada–Guides du Canada logo is primarily for internal corporate use and in situations where the space available is extremely long and narrow, e.g., a business card, letterhead, a footer or certain promotional merchandise such as a pen or pencil.

For information on how to use the Trefoil only, please see the Graphic Elements section on page 21.

Logo: Acceptable Colours



First choice for logo usage is blue (which is PMS 661 or its process equivalent) on white



Second choice for logo usage is a reverse logo of white on blue (which is PMS 661 or its process equivalent)



PMS 659



PMS 657



PMS 657

Third choice for logo usage is on one of the corporate blues



PMS 659



PMS 534



PMS 648



PMS 306



Girl Guides of Canada / Guides du Canada

Logo can be used in black on white and in white on black

Graphic Standards

Revised November, 2015

The Girl Guides of Canada–Guides du Canada logo (Primary, Secondary or Tertiary) may be produced in blue, Pantone 661 (hereinafter to be referred to as PMS 661), white or black.

When produced in blue (PMS 661) the logo may appear on a background of one of two blues - PMS 657 or PMS 659.

When produced in white (reverse) the logo may appear on a background of any of the corporate blues (PMS 661, 657, 659, 648, 534, or 306) or black.

When produced in black (for black and white print pieces only) the logo may only appear on a white background.

For more information about the Girl Guides of Canada brand colours, please see the Colour Section, later in this manual.



The logo cannot be a colour other than blue (PMS 661), white or black



The logo cannot be placed over a coloured background, other than those identified at left



The Trefoil and the wordmark must be the same colour



Logo: Identify the Proper Format

Graphic Standards

Revised November, 2015

COLOUR FORMAT

PMS	PROCESS	RGB
For use when printing on paper or crests	For use when printing four colour process	For use on screen (web)
PMS colours are used for external printing	Process colours are used for internal and external printing	RGB is useful for websites, PowerPoint and broadcast

FILE FORMAT

VECTOR	RASTER
.ai or .eps	.jpg
For use when printing the logo larger than a few inches	For use when printing on paper or web
Vector art uses mathematical formulas to produce the image	Raster images are made up of pixels or dots
	High resolution (lots of pixels) for print
	Low resolution (smaller file size) for web

Choose which logo to download from the Brand Centre by considering where you will be placing the logo. If you need it for:

1. Web
Choose a jpeg for web (low rez)
2. Print
Choose:
high resolution, process or PMS vector or raster

The Girl Guides of Canada logo is available for members to download from the Brand Centre (brandcentre.girlguides.ca)

Use the appropriate logo for print or web.



For use when printing with a special PMS ink Vector, PMS 661



For use when printing process (CMYK) jpg or eps



For use when you require a logo for a website jpg, RGB



For use when you require a white logo



For use only when printing in black and white



Logo: On Photographs or Animation

Graphic Standards

Revised November, 2015



A background image is acceptable when the logo is clearly legible



Unacceptable usage of the logo against a patterned background.



Unacceptable usage of the logo against a patterned background.



Acceptable logo usage is when there is enough contrast between the logo and the background to clearly read the logo.



Unacceptable logo usage is when there is not enough contrast between the logo and the background. In this example the white bowl doesn't provide enough contrast.

It is permissible to place the Girl Guides of Canada–Guides du Canada logo on a photograph or illustration providing there is sufficient contrast and an uncluttered background so as not to obstruct the clarity of the logo.

When animating the logo for use within video, TV or digitally for the website, it can spin, grow, fade in, but it must always be presented in final frames in an upright position, facing the viewer. The aspect ratio of the logo must remain consistent and it must be presented in either blue (Pantone 661) , white or black.



Proper use of logo as shown in final frames of GGC television commercial.



Logo Usage: Buffer Space



Graphic Standards

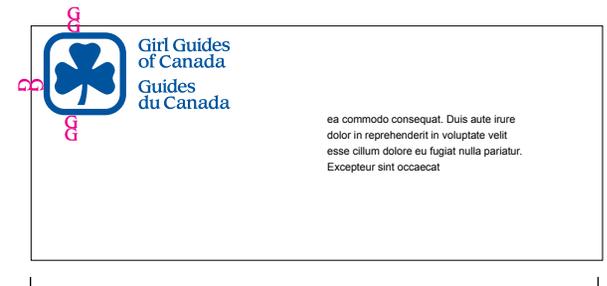
Revised November, 2015

In order for our logo to be effective even at small sizes, it is important that it has sufficient clear space around it. Use the height of the capital 'G' in the logo as a visual reference for clear space. There should be a minimum of two 'G's of clear space around the logo.

The logo may not be any smaller than one inch.



minimum size
1 inch



Do not place the logo too close to a margin or the edge of a page

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harum und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque honor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam makes one wonder who would ever read this stuff? Bis nostrud exercitatio ullam mmodo consequat. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent luptatum delenit aigue excepteur sint occae. Et harum dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

Occasionally, you will be required to use another logo in addition to the official Girl Guides of Canada–Guides du Canada logo. This logo should always play a secondary role to the Girl Guides of Canada–Guides du Canada logo in terms of position (to the right) and size (approximately 75% or less). It should always be clear that the communication is originating from Girl Guides of Canada–Guides du Canada and not the supporting organization.



Girl Guides of Canada Cookies Logo

Graphic Standards

Revised November, 2015

Girl Guide Cookies Logo



The cookie logo has been retired

The Girl Guide Cookies logo has been retired and will not be used in any materials.



The first letter of each word in the tagline Girl Greatness Starts Here should be capitalized



In French, the English capitalization protocol doesn't apply

All members, volunteers and partners are encouraged to use the Girl Guides of Canada tagline, Girl Greatness Starts Here, to support our brand voice and image.

Girl Greatness Starts Here must be used with the Girl Guides of Canada logo or the words Girl Guides of Canada in the copy.

The tagline cannot be altered or substituted with another phrase.

When the tagline is used as a graphic element in English, the first letters of each word should be capitalized and may only appear in one of our official fonts. (See Typography section, page 14.)

When the tagline is used as a graphic element in French, the first letter of the phrase is capitalized – all other letters are lower case – and may only appear in one of our official fonts. (See Typography section, page 14.)



This section provides information on the proper use of colour in Girl Guides of Canada documents.

PMS	PROCESS	WEB
PMS 661	C100 M70 Y0 K10	R0 G84 B158 H#00549E
PMS 534	C100 M80 Y30 K5	R23 G74 B124 H#171E7C
PMS 659	C55 M30 Y0 K0	R115 G157 B210 H#739DD2
PMS 657	C20 M7 Y0 K0	R189 G216 B241 H #BDD8F1
PMS 306	C75 M0 Y7 K0	R0 G188 B228 #00BCE4
PMS 648	C100 M62 Y0 K52	R0 G52 B104 H#003468
PMS 212	C0 M72 Y11 K0	R241 G109 B154 H#F16D9A
PMS 1545	C0 M53 Y100 K72	R102 G55 B0 H#663700
PMS 362	C70 M0 Y100 K9	R56 G124 B43 H#48a942
PMS 485	C0 M95 Y100 K0	R238 G49 B36 H#EE3124

Corporate Blue colour palette features PMS 661 and includes PMS 648 used in the Guide uniform

PMS 648 is both a corporate blue and a uniform palette colour

The Uniform palette features the colours of the new uniform.

The Girl Guides of Canada–Guides du Canada Primary Palette includes a range of corporate blues plus a series of colours representing the branches within Guiding.

PMS 661 is the Girl Guides of Canada base colour, and should be the dominant colour, or at least of equal weight, in print designs.

When printing, it is important to decide if the piece requires a special PMS ink as it's an extra cost. It is equally important to input the provided CMYK values (for printing) and RGB values or hex code numbers (for digital screen artwork) into your application's swatch panel.

PMS	PROCESS	WEB
For use when printing on paper	For use when printing four colour process	For use on screen (RGB)
PMS colours are used for external printing	Process colours are used for internal and external printing	RGB and hex colours are useful for websites, PowerPoint and broadcast

PMS	PROCESS	WEB
PMS 210	C0 M39 Y6 K0	R247 G174 B195 H#F7AEc3
PMS 167	C0 M60 Y100 K17	R208 G111 B26 H#D06F1A
PMS 364	C73 M32 Y100 K20	R73 G169 B66 #387C2C
PMS 359	C36 M0 Y49 K0	R2167 G213 B157 H#17D59D
PMS 200	C0 M100 Y63 K12	R211 G17 B69 H#D31145
PMS 202	C0 M100 Y61 K43	R152 G0 B46 H#98002E
PMS 166	C0 M64 Y100 K0	R244 G123 B32 #F47B20
PMS 397	C29 M18 Y100 K0	R191 G185 B49 H#BFB931
PMS 115	C0 M12 Y95 K0	R255 G225 B79 H#FFE14F

The Girl Guides of Canada–Guides du Canada Secondary Palette consists of a range of colours to complement the colours representing the various branches within Guiding in the Primary palette.



Revised November, 2015

This section will show you the official fonts of Girl Guides of Canada—Guides du Canada.

HEADLINE AND BODY COPY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Minimum Size 14 pt Arial Bold for headlines

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Minimum Size 9 pt Arial Regular

Arial is a solid sans serif typeface. Universally available to all users in print and web, it is ideal for maintaining consistency across all media. For a clear message use Arial Bold at 14 pt for headlines and Arial Regular at 10 pt for body copy. Italics should be used minimally (references, footnotes, and publication titles.) The GGC name, address and website information must always appear in Arial.

Arial is suitable for web and print.

NOTE: Did you know that after a period (full stop), only one space is required? Computer-generated fonts have the spacing between letters accurately adjusted for maximum legibility, so only one space is required.

Girl Greatness Starts Here
Girl Greatness Starts Here

Girl Greatness Starts Here

Freight Sans

Freight Sans is a sans-serif typeface which can be used as an alternative to Arial. It is clean and warm, incorporating a balance of rounded and geometric shapes. The font comes with a variety of weights and styles, making it versatile and appropriate for a wide range of uses.

NOTE: Freight Sans can be purchased online from several font retailers. It is suitable for print and web.

Foco

Foco is a sans-serif typeface that incorporates a friendly and youthful design with clean elements. A combination of semi-rounded and pointed edges give the typeface a modern contemporary feel. It comes with a variety of weights and styles that are clearly legible and accessibility friendly.

NOTE: Foco can be purchased online from several font retailers. It is suitable for print and web.

Girl Greatness Starts Here

HEADLINE TYPEFACE

Sans Culottes Regular (30 point)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
ÀÂÇÈÉàâçèé

Minimum Size 14 pt

Lifehack

Lifehack is a fun casual script that is warm, friendly and slightly unstructured. It is ideal for conveying GGC's youthful girl-centred personality. The design of the typography will work well with Arial, Freight Sans and Foco in our full range of marketing and communications materials.

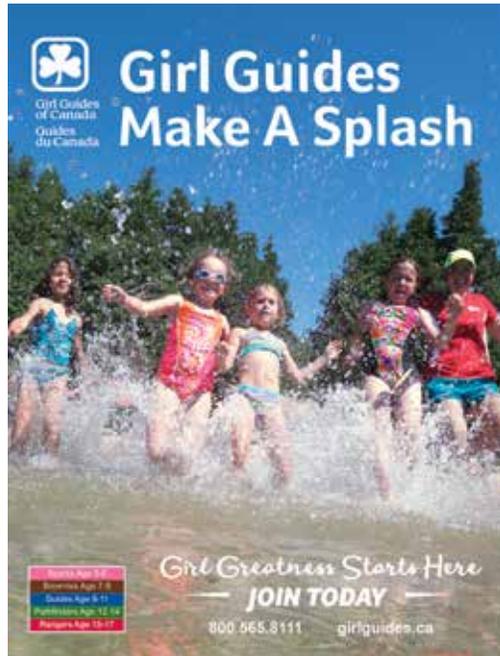
NOTE: Lifehack can be purchased online from several font retailers. It is suitable for print and web.

Sans Culottes

Sans Culottes is a distressed sans serif typeface for use in print and web formats. Use should be limited to instances when specific statement or graphic representation is needed – e.g. the Word Wall (see page 25) and the Respect t-shirt. For a clear message, use Sans Culottes in all caps at 30 pt for headlines and Arial Regular at 10 pt for body copy. Italics should not be used.

NOTE: Sans Culottes is available as a web font from K-Type, a small, independent type foundry based in Manchester, England. It can be purchased online from most major font suppliers. It is suitable for print materials and for web.

Keep the number of typefaces in a piece down to two or three at most.

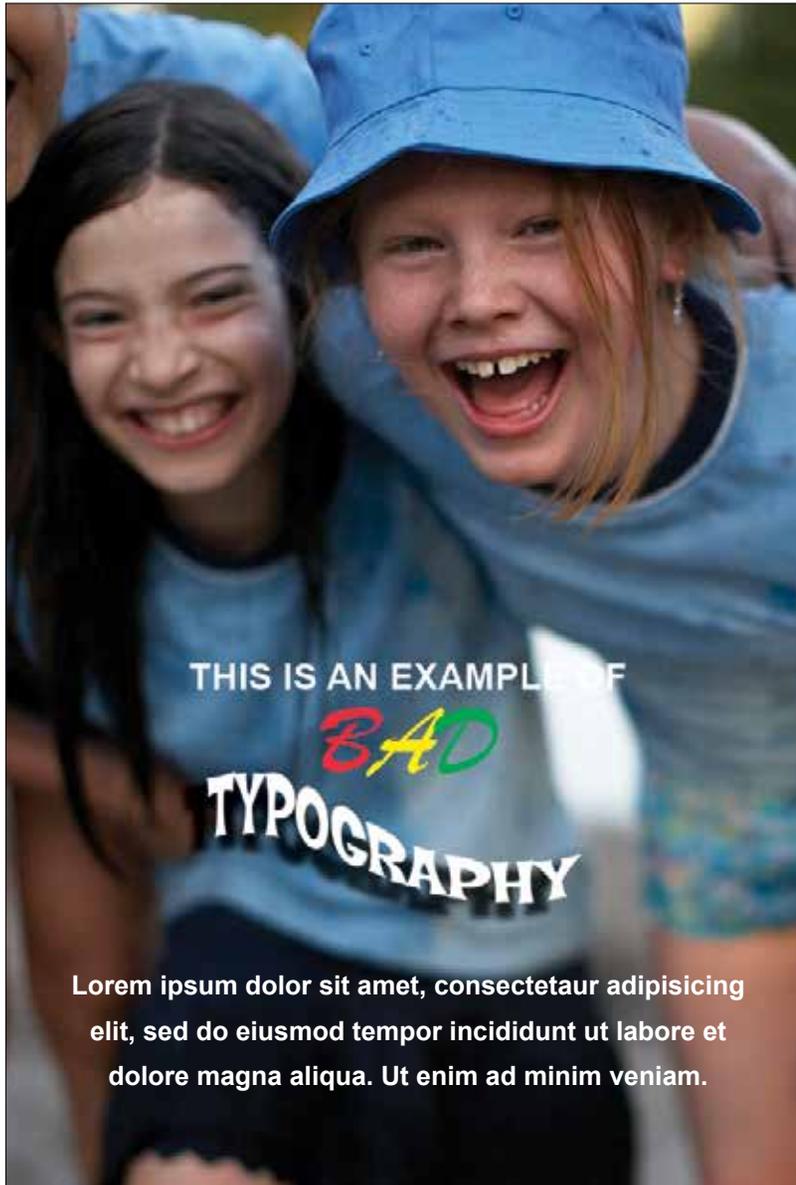


Foco headline font.

Be careful not to use a light coloured type on a light photo and dark type on a dark photo.

Arial font

Information such as our website and phone number should always be in Arial or Frieht Sans font.



These are a few of the simple don't's in the world of typography. Keep in mind that if people have to work to read something, generally speaking, they just won't read it.

Do not use multiple headline font sizes

Do not use multiple typefaces

Do not use unapproved typefaces

Do not use unnecessary colour

Do not set body copy in bold typeface

Use only one space after a period



This section provides information on graphic elements provided to assist you in designing compelling layouts.



The Trefoil is the unifying symbol of WAGGGS. The three leaves represent the three-fold Promise as originally laid down by the Lord Baden-Powell.

The Trefoil is the most recognizable symbol associated with Girl Guides of Canada–Guides du Canada. Even used on its own it is recognizable as our brand. It may be used as a graphic element.

It should be at least one half an inch in size.

The Trefoil must always be used within the frame.

Never warp, skew or rotate the trefoil.



minimum size
0.5 inches



Do not use
without the
stylized frame



Do not rotate



Do not stretch



Do not warp



Do not use
dropshadow
with trefoil



First choice for trefoil usage is blue (PMS 661 or its process equivalent) on white



Second choice for blue trefoil usage is blue (PMS 661 or its process equivalent) on PMS 657 or PMS 659 (or its process equivalent)



The trefoil may be printed in black when on white. For use only when printing in black and white

Blue Trefoil on Corporate Blue Palette



PMS 659



PMS 657

The trefoil in PMS 661 can be placed against these corporate blues

White Trefoil on Corporate Blue Palette



PMS 661



PMS 659



PMS 657



PMS 648



PMS 534



PMS 306

The trefoil in white can be placed against the corporate blues



The trefoil in white can be placed against black

The Trefoil can only be reproduced in PMS 661, white or black.



The trefoil must not be a tint or transparent but must be 100% opaque.



The trefoil can only be used on one of our corporate blue background colours. It cannot be used on a uniform palette colour



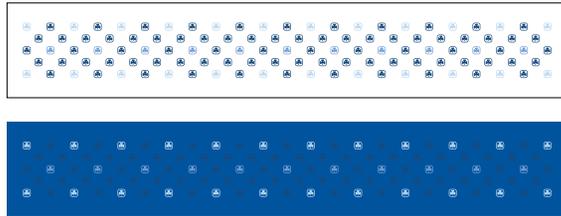
The trefoil and the frame cannot be separated and must be the same colour



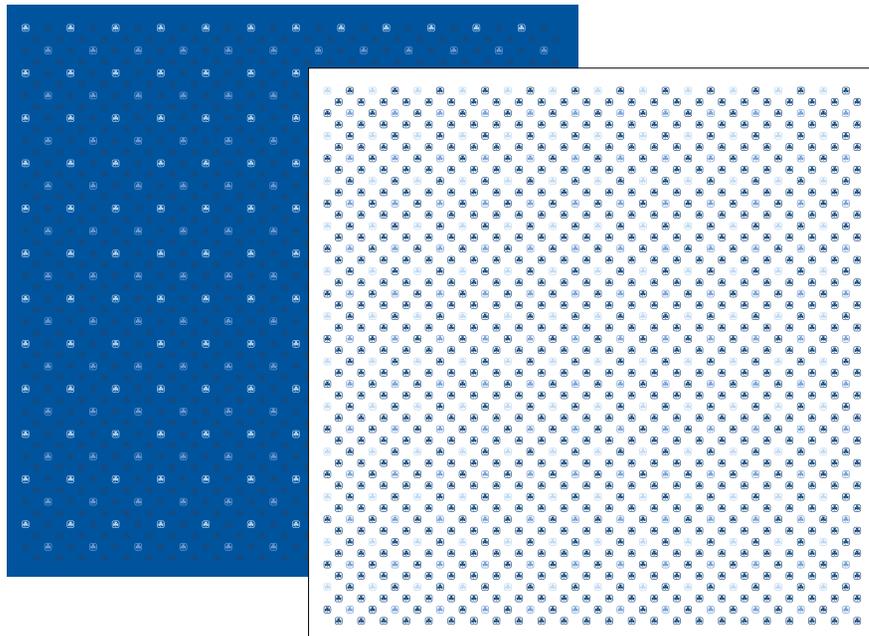
Do not change its colour



Do not place it on a background colour



The Trefoil pattern,
as shown here is
available at the Brand
Centre as a .jpg or .ai
file. You can create
vertical or square
patterns (as shown
below) from this file



A simple pattern like the ones shown to the left can add a great deal of interest to a layout when tastefully paired with photography or type. Type should never appear over this element.

This artwork is provided on our Brand Centre (brandcentre.girlguides.ca) on a blue or white background.

NOTE: You may use any of the corporate blues as the background colour. To change the color of the background to one of the corporate blues, you will need design software such as Adobe Illustrator or Photoshop.



Do not place type on pattern





The "Colour Bar"
 is made of colours
 from the Primary and
 Secondary Palette

The colour bar adds a dash of brand colour to designs. It is best used with white or PMS 657 above or below it as placing similar colours next to it diminishes its contrast.



GG_infobar_all.eps

arrow box

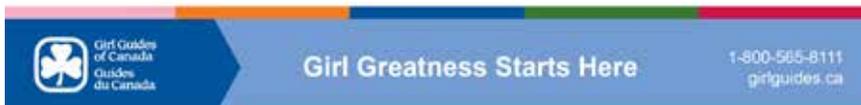
colour bar

info box

Provides white space for information

Logo is placed in
 arrow box with sufficient
 space around it

These graphic elements may only be used by individuals familiar with image editing techniques and software.



Arrow Sign Off Bar is best
 placed at the bottom of a
 poster or advertisement



The I Heart GGC Bar
 combines the Colour
 Bar with the Word Wall
 background and the I Heart
 GGC graphic element

Note: the logo must be
 present elsewhere in the
 piece



Word Wall Background

Graphic Standards

Revised November, 2015



Word Wall light blue
graphic element is available
for download as a jpeg from
our Brand Centre



Word Wall dark blue
graphic element is available
for download as a jpeg from
our Brand Centre

The word wall shouts out what GGC is about in a fun and focused way. Inspired by our Respect T-shirt, the word wall remains a popular branding item.



The I heart GGC graphic element adds a dash of fun and colour to your designs

Download "I love GGC" from our Brand Centre (brandcentre.girlguides.ca)

The brand colours help make for a fun-filled message with this graphic element.

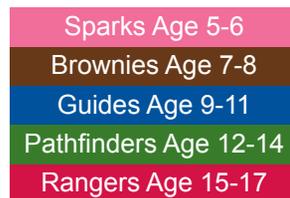


Magnets featuring the I heart GGC graphic are available at the Brand Centre (brandcentre.girlguides.ca)



Many of GGC’s photos capture specific and genuine moments, like the hazy recollection of a fond childhood memory. Girls and parents should be able to see themselves in the images we present them.

All our images should reflect the diversity of our membership and the “Girl Greatness” brand position.



English and French versions
are available for download
on the Brand Centre.

Brand photographs should be used for all communications whenever photography is necessary.

Photos with members in uniform clearly identify the image as GGC and comprise the majority of our brand photographs. It is recognized that photos of members out-of-uniform can also be engaging and effective in communicating the personality of GGC. When out-of-uniform photographs are used, the following elements must be clearly visible within the communication piece:

- The GGC logo
- The Girl Greatness Starts Here tagline

In addition,

- The coloured branch chart (see below) should be used in external communications – this should not be used if the piece is black and white, or if there are very tight space restrictions

Brand photos and the branch chart are available for download on the Brand Centre (brandcentre.girlguides.ca) and by contacting the national office.



Documentary photographs, such as those taken at local events, generally, do not engage the viewer on an emotional level like brand photography does. Rather, they serve as a record of events and activities. Documentary photography which has not been approved by national office should be reserved for internal newsletters and regional communications.

Imagery should value capturing authentic experiential moments rather than posed portrait shots.

All members included in a published photo must have signed affirmatively on their IR-1.

We can't publish a photo without it. Photos taken during fundraising events do not require additional permission for use if all participants (or parents/guardians for girls) are known to have signed a waiver at the start of the event. If someone has brought a friend or family member, it is important to get them to sign a release form. The form is available on Member Zone.

Verbal permission is not acceptable.



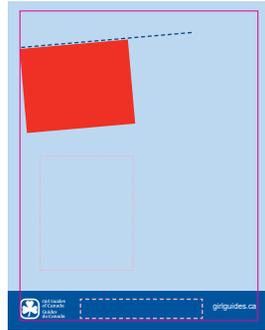
Girl Guides of Canada–Guides du Canada is a diverse organization represented by girls from all backgrounds and this is to be naturally represented in our photography.

Meaningful use of diversity means ensuring the images we choose to present to the public are true to our organization.



This section provides examples and templates for creative and design materials which meet GGC graphic standards, for both print and online media.

 <p> Girl Guides of Canada Guides du Canada </p>	<p>SPARKS</p>  <p> Lorem ipsum dolor sit amet, conset tetaur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ven iam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla. </p>	<p>BROWNIES</p>  <p> Lorem ipsum dolor sit amet, conset tetaur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ven iam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla. </p>	<p>GUIDES</p>  <p> Lorem ipsum dolor sit amet, conset tetaur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ven iam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla. </p>
 <p>FALL REGISTRATION</p> <p>www.girlguides.ca</p>			

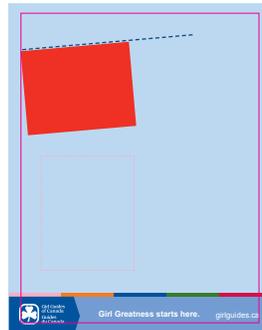


Vertical ad space or poster orientation is preferred

The light blue area is filled with a brand photo

The red box signifies the type area. Note it is on a five degree angle

The solid blue bar at the bottom is for the fixed logo placement, a call to action and fixed url placement



There are two signature bars styles that are recommended. View these in the Graphic Elements section of this manual. These elements are available as jpeg files on our Brand Centre

Because ad sizes vary, it is best to recreate the sign off bar to meet your specifications

Keep the logo and url within the margins

-  Margin
-  Photo area
-  Signature area
-  Headline area
-  Type area.

Girl Guide ads follow a specific template so that they have a similar look and feel. The imagery at the left, provides instruction on how to create effective advertisements and posters while adhering to the GGC brand.



Select a brand photo that will fill the allotted image space and that speaks to your messaging. Choose one that will allow for type to be positioned beside the focal point of the image, while maintaining enough contrast to read the type

You need to crop the photo to fit your ad's dimensions



Add your message in one of our brand fonts. (See fonts section for choice.) Make sure it is in one of our brand colours. (See colours section for choice.)

Type is placed flush left

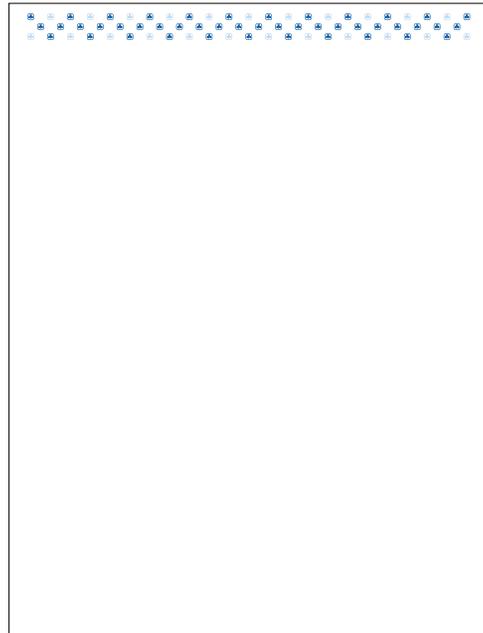
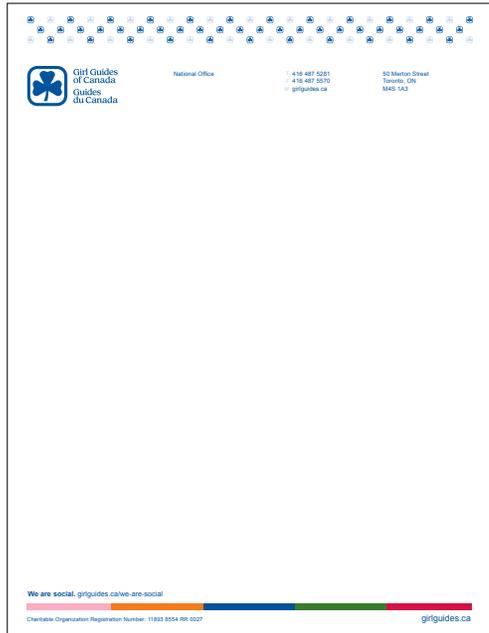
You may need to photoshop the background image lighter or darker behind the text to make your text more legible



Stationery Template

Graphic Standards

Revised November, 2015



The letterhead template is available as a MS Word document you can customize and print from your computer, or as an InDesign file for printing by an off-set printer. Letterhead can also be ordered from the Brand Centre (brandcentre.girlguides.ca).



Arial font is used
for the name and
address

The envelope template is available as an InDesign file
and must be printed by an off-set printer.




Girl Guides of Canada **Guides du Canada**

Long Name 2 lines
 Short Council

NAME OF PERSON
 Position of Person

T 416 920 6666
 TF 1 800 565 8111
 F 416 920 1440
 E valoism@girlguides.ca
 W provincial-local-website

Suite 2209
 14 Birch Ave.
 Toronto, ON
 M4V 1C8

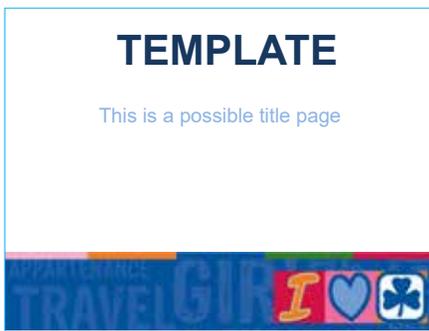
girlguides.ca



MISSION

Girl Guides of Canada-Guides du Canada enables girls to be confident,
 resourceful and courageous, and to make a difference in the world.

The business card template is available as an InDesign file and must be printed by an off-set printer.



A GGC branded PowerPoint template with two options for the cover slide is available

PowerPoint presentations should use the GGC branded template. It is available as a download by members from the GGC Brand Centre at brandcentre.girlguides.ca.

Style Guidelines



Girl Guides
of Canada
Guides
du Canada

These Style Guidelines are a reference document that sets the standards for written communication within Girl Guides of Canada–Guides du Canada. The Style Guidelines encompass style, usage, grammar, capitalization and spelling norms to be followed by all members of GGC.

These standards have been developed to promote uniform practices for communicating the GGC brand in a professional and consistent manner.

Guiding terminology is based in part on the Charter and Bylaws of Girl Guides of Canada–Guides du Canada. Grammar, spelling, style and usage decisions are based on the Canadian Oxford Dictionary and the Canadian Press Style Book.



Girl Guides of Canada–Guides du Canada

Do not capitalize 'of' or "du"
There are no spaces on either side of the hyphen
Use an en dash if possible

The official name is

Girl Guides of Canada–Guides du Canada.

Upon second reference, the official name may be abbreviated to either:

Girl Guides of Canada

OR

Girl Guides

OR

GGC

OR

GduC (when used in French)

The use of the acronym GGC is not recommended for external or publicly available materials.

When using the name of the organization with a division, council or unit name, it should be written as:

Girl Guides of Canada–Guides du Canada, British Columbia Council

Girl Guides of Canada, British Columbia Council

Or, alternatively, as a second reference

Girl Guides 51st Brookfield Unit

Girl Greatness Starts Here

The official tagline should have the first letter of each word capitalized

It should be in one of our official fonts such as Arial

All members, volunteers and partners are encouraged to use the Girl Guides of Canada tagline, Girl Greatness Starts Here, to support our brand voice and image.

Girl Greatness Starts Here must be used with the Girl Guides of Canada logo or the words Girl Guides of Canada in the copy.

The tagline cannot be altered or substituted with another phrase.

When the tagline is used in English all words must start with a capital letter. When used in French, only the first letter for the first word is capitalized.

Girl Greatness Starts Here

Le leadership des filles commence ici

Spelling

Many Canadians are passionate about spelling words “Canadian,” but there are many opinions on what exactly is Canadian. The Canadian style has been borrowed from both the British and the American, so these Style Guidelines attempt to use spelling that is most commonly found across the country, and based on the Canadian Oxford Dictionary.

- Use –our, not –or, in words of more than one syllable in which the ‘u’ is not pronounced, as in honour (not honor); favour (not favor); colour (not color); odour (not odor). However, in some forms of these words, the ‘u’ is dropped (as in honorary), and when an “ous” ending is added, as in humorous, glamorous and laborious.

- Use the ‘Canadian’ spelling on the following words (American spellings in brackets).

adviser (advisor)	meagre (meager)
axe (ax)	mould (mold)
barbecue (barbeque)	offence (offense)
blond (blonde)	skilful (skillful)
chaperon (chaperone)	spectre (specter)
centre (center)	theatre (theater)
colour (color)	
defence (defense)	
enrol (enroll)	
enrolment (enrollment)	
fulfil (fulfill)	
grey (gray)	
Halloween (Hallowe’en)	
inquiry (enquiry)	
licence (license)	
manoeuvre (maneuver)	
metre (meter)	
pedlar (peddler)	
sombre (somber)	
syrup (sirup)	
pyjamas (pajamas)	
catalogue (catalog)	
cheque (check)	
litre (liter)	

Abbreviations

- All-capital abbreviations and acronyms are written without periods (WAGGGS, AIDS), unless the abbreviation is geographical (P.E.I., B.C., U.S.), or refers to a person (S. Callahan).
- Mixed abbreviations that begin and end with a capital letter do not use periods (PhD, U of T).
- Metric symbols are not abbreviations and do not take periods (m, l, kW, km/h).
- Ampersands are only allowed if used as part of a corporate name (A&W) or expression (R&B).
- Acronyms that have become common words are not capitalized (radar, laser, scuba).

Hyphens

- Hyphenate most well-known compounds of three words (three-year-old, happy-go-lucky, hide-and-seeK).
- Use a hyphen to avoid doubling a vowel, or tripling a consonant (co-operate, doll-like).
- Use a hyphen to join an initial capital with a word (T-shirt).

Capitalization

Generally capitalize the following:

- Proper names (Mrs. Smith).
- The names of departments and agencies of national and provincial governments (Ministry of Natural Resources).
- Formal titles (such as Unit Guider, District Commissioner, Safe Guide Adviser, etc.) and those that are almost an integral part of a person's identity (Chief Commissioner Pamela Rice; Prime Minister Justin Trudeau).
- Trade and brand names, and names of associations, companies (Lululemon), organizations (Girl Guides of Canada—Guides du Canada).
- Religions, holidays, historical periods and events (Guide-Scout Week, World Thinking Day, Christmas Eve).
- Languages, races (Aboriginal Peoples, French-Canadian, people from Asia).
- Places and addresses (Halifax, Nova Scotia).
- Awards and decorations (Order of Canada, Enrolment pin, Honorary Life award).
- Names of branches and groups within Guiding (Guide(s), Spark(s), Brownie(s).)

Otherwise lowercase is favoured:

- When a comma is used to separate a title from a name (the Chief Commissioner, Pamela Rice; national adviser, Sara Smith; the Prime Minister, Justin Trudeau).
- For occupational titles and descriptions (adviser, public relations director; astronaut Roberta Bondar).

- When regions are not generally known as specific geographical areas (southwestern Ontario, eastern Alberta).
- Except in cases of all-lowercase or all-uppercase names, follow the capitalization used by the organization or person unless it hampers readability (iPod, eBay, WestJet, k.d. Lang, Jell-O) unless it is at the beginning of a sentence (EBay).

French Capitalization

- For the names of organizations, the first word is capitalized unless it is an article; all other words except proper nouns are lowercase.
- For the titles of books and songs, the first word is capitalized (and the second when the first word is an article) and proper nouns (Les Liaisons dangereuses).
- For the names of newspapers, the definite article, the first noun and proper nouns are capitalized (Le Journal de Montreal, Le Courrier du people).

Lists and Bullets

Punctuation and capitalization in short bullets of a few words can be eliminated without hampering readability:

For this craft you will need:

- glue
- scissors
- markers

If the copy is longer and can stand on its own as a sentence, use uppercase for the first letter of the first word in each bullet, and use periods at the end of each one:

The Pathfinders had to complete three tasks during their visit to the zoo:

- They were to complete a survey.
- They helped the zookeeper feed the giraffes.
- They cleaned the trash from the picnic areas.

Numbers

In general, spell out whole numbers below 10 and use figures for numbers 10 and above (Only three girls participated in the NSP activities but 22 had signed up).

- Use figures for numbers up to 999,999. Above that, switch to words if absolute precision is not required (It is a \$1.2-million project).
- Do not use commas with dimensions, measurements and weights consisting of two or more elements (The woman is five feet 11 inches tall; The trip lasted 12 weeks and three days).
- Use figures when the context does not require the words “years” or “years old” (Anne is 21. The other girls are nine.)
- When writing the time, use 1 a.m. (not 1:00 a.m.); 9 at night; 2 o'clock; 10:15 p.m.; noon (not 12 noon); midnight (not 12 midnight); October 12 (not October 12th).

It is important to be sensitive to the use of terms related to ethnicity, race, gender, marital status, sexual orientation, age, mental and physical abilities and characteristics, and socio-economic factors that may make some people feel excluded or marginalized. When speaking or writing about a person who belongs to a specific group or background, put the person first.

- **Aboriginal Peoples**
In Canada, there are status Indians and non-status Indians, Métis and Inuit. Use upper case for Aboriginal Peoples, which includes all Indian, Métis and Inuit people in Canada. Use upper case for First Nations. But use the term Indian with discretion.
- **Names of Races**
Capitalize the proper names of nationalities, peoples, races and tribes (Aboriginal Peoples, Arab, Caucasian, Jewish, French-Canadian, Inuit, Asian, Cree, Latin).

Don't put any unnecessary emphasis on a person's ethnic background by using hyphenated descriptions such as Polish-Canadian, or Jamaican-Canadian.

The terms black or white or brown do not name races and are lowercase.

- **Sexual Orientation**
Use the terms gay and lesbian (lower case) to describe people attracted to the same sex. The term transgender describes a person whose gender identity is different from their biological sex assigned at birth (e.g. someone who is born biologically male and identifies as a female).
- **Gender Neutral Language**
Use gender-neutral language when possible (police officer, firefighter, spokesperson, chair).
- **Disabilities**
Be accurate, clear and sensitive when describing a person with a disability or illness and mention it only if it is pertinent. Don't define people by their disorders (e.g., the blind, the disabled, the handicapped), but rather (people with disabilities, people with schizophrenia).

Girl Guides' Inclusivity Poster can be downloaded from the Brand Centre. The poster features the Statement of Inclusion in both French and English.



A

Administrative Community Leader
advancement (as in advancement from Guides to
Pathfinders)
Adviser
Annual General Meeting
Appointment pin
area (generic)
Area (specific, as in Mapleway Area)
Assessor
award (as in Gold Maple Leaf award)

B

Baden-Powell (as in Agnes Baden-Powell, Olave
Baden-Powell, Robert Baden-Powell; note the
hyphen)
badge (generic or specific, as in Needlework badge)
be prepared (generic)
Be Prepared (when used as our motto)
Board of Directors (short form after first usage: BOD)
brainstorming (one word, lower case)
branches (of Guiding)
bridging
Brown Owl (when used in place of a name)
Brownies (Brownie when referring to an individual as
in Maya is a Brownie) Brownie circle
Brownie handshake
Brownie Law
Brownie unit

C

campfire (one word)
campsite (one word)
Canada Cord
Canadian flag
Canadian Guider (magazine; note italics)
Canadian Units on Foreign Soil (CUFS)
Canadian World Friendship Fund (CWFF)
Chair (of the Board or a committee; not chairman or
chairwoman)
Challenge (generic or specific, as in the International
Day of the Girl Challenge)
Chief Commissioner
Chief Commissioner's Gold/Silver/Bronze award
chocolate mint campaign
chocolate mint cookies
classic cookie campaign
classic chocolate and vanilla cookies
Code of Conduct
Commissioner
committee (generic)
Committee (where specific as in Audit Committee)
Community of Guiding
Contact Guider
Cookie All Stars
Cookie Days in Canada
council (generic, as in area council)
Council (specific as in Ontario Council)

D

decision makers, decision-making
department (generic)
Department (specific as in Marketing and Strategic
Alliances Department)
district (generic)
District (specific, as in Sunset District)
District Commissioner
division (generic)
Division (specific, as in Silverbirch Division)
Duke of Edinburgh's Award

E

e-blast
ecotourism, eco-trip
e-learning (E-learning when at the beginning of a
sentence)
elected member
email
emblem (generic and specific, as in Guide emblem)
enrolment (not enrollment)
Enrolment pin
Extra Ops (or Extraordinary Options)

F

first aider
first aid kit
fundraising (one word)

G

Girl Assistant
Girl Greatness Starts Here
Girl Guides of Canada–Guides du Canada (note use of en dash) (short form after first usage: GGC)
Girl Guide classic cookies
Girl Guide chocolatey mint cookies
Girl Guide cookies
girl engagement
Girls First
goal-setting (as adjective, not noun)
Guide Law
Guider
Guides (Guide when referring to an individual as in Maya is a Guide)
Guide-Scout Week (hyphen; no spaces)
Guiding
Guiding Mosaic (short form when including the year: GM2016)

H

Handshake (specific, as in the Guide Handshake)
handshake (lowercase generic)
home contact person (HCP)
Honorary Life award
Honorary Life member
horseback riding

I

iMIS
in-house

interest badge
internet
inter-provincial

K

keeper (specific to the Sparks program)
key (specific to the Brownies program)

L

Lady Baden-Powell pin
Lady Baden-Powell award
Law (as in Brownie Law or Guide Law)
Lend a Hand
life skills
Link
Lones
Lord Baden-Powell

M

member (common usage when referring to a member of GGC)
Member (for Board of Directors use in governing documents)
Member Organizations (of WAGGGS)
member-at-large
membership
Member Zone
Mission
Motto
Movement (as in the Guiding Movement)

N

national flag
national office
national website
non-member volunteer
non-profit
not-for-profit

O

organization
online
Outdoor Activity Leader (OAL)

P

Pathfinders (Pathfinder when referring to an individual as in Maya is a Pathfinder)
patrol
police records check (PRC)
problem-solving (as adjective, not noun)
program
program area
Promise (as in the Guiding Promise)
province
provincial office
provincial (as in provincial newsletter, provincial office)
Provincial (specific as in Provincial Council)
Provincial Commissioner

R

Rangers (Ranger when referring to an individual as in
Maya is a Ranger)
Resource Guider
Responsible Guider
risk management (no hyphen)

S

Safe Guide
scholarships (as in national scholarships)
Scouts Canada (not Boy Scouts)
sleepover (one word)
songbook (one word)
Sparks (Spark when referring to an individual as in
Maya is a Spark)
standing committee (generic as in a standing
committee was formed)
Standing Committee (specific as in the Girl
Engagement Standing Committee)
strategic plan
strategic priority

T

Tawny Owl (capitalized when used in place of a
name)
third-party service provider (TPSP)
toadstool (as in the Brownie toadstool)
tool kit (two words)
Trainer
Training Adviser
training module
travelling, not traveling

Trefoil

Trefoil Guild

Trex

twinning (when generic)

Twinning (when specific, as in Twinning 2020)

U

unit

Unit Administrator

Unit Guider

V

Vision (of Girl Guides of Canada)

W

WAGGGS (spell out first mention: World Association
of Girl Guides and Girl Scouts)

Water Activity Adviser

website

World Centre

World Chief Guide

World Conference

World Thinking Day

worldwide (one word)

Event Merchandise Guidelines



Girl Guides
of Canada
Guides
du Canada



Guidelines for the Production of Event Clothing, Merchandise and Crests

Event Merchandise Guidelines

49

Revised November, 2015

To strengthen the GGC brand and safeguard the brand's visual integrity all event clothing, merchandise, and crests must follow these guidelines.

These guidelines, replace all other previously issued guidelines for the production of event clothing, merchandise and crests.

Note that these guidelines are different from the Graphic Standards for print and media materials. Contact your Provincial Office if any clarification is required.

Nationally-produced merchandise covers a significantly broader range of items and, for historical or other reasons, may vary from these guidelines.

Non-event clothing and merchandise may not be produced.

The production of specially identified clothing or merchandise, other than for events, camps, or travel as noted on the following pages, does not conform to the branding of GGC.

Any item that is produced for events, camps, or travel, must carry the GGC logo, the event name and, if space permits, the event date, with the exception of camp hats which may carry the Trefoil only.

BACKGROUND: By definition, a GGC event is any planned activity that occurs at a given place and time and involves many participants. There is no set lower limit on the number of members involved in an “event”.

With respect to the creation of merchandise, GGC has created four categories of events and defines the merchandise which can be produced for them.

1. **CAMPS:** Camp encompasses the experience of camping as well as physical camp properties. Camp merchandise may be produced by National, or by Provincial, Area, or District Councils related to GGC physical camp sites. Merchandise which may be produced includes clothing and souvenir items. These items may be given to campers as part of the event or may be offered for sale to campers. There is no restriction on the number of pieces or the type of clothing and souvenir items associated with a camp.
2. **EXTERNAL EVENTS:** As a general principle, an external event is an activity or function at which members are in public and are representing GGC. Examples of external events include: cookie selling, invitational consultations, parades, conferences, or meetings presented by government officials, other organizations, or corporate sponsors.

No merchandise is to be produced.

Members are expected to wear their uniforms when representing GGC or taking part in GGC external activities.

3. **INTERNAL EVENTS:** Internal events are those involving GGC members only. Examples of internal events include: training workshop, a committees’ or Guiders’ conference, Girls’ Summit. Internal Event Merchandise should normally be limited to one clothing item (T-shirt, with event logo) and one crest. However, one additional souvenir item, such as a binder or tote bag is acceptable, if applicable.
4. **TRIPS:** Trips are excursions which are primarily international travel, but also include nationally/provincially sponsored national trips, and independent group trips. Trip merchandise may be produced. Trip wear must be suitable and deemed appropriate for the trip. Example: T-shirts, fleeces. There is no restriction on the number of pieces or the type of clothing that may be associated with a trip; however, reasonable consideration must be given to the clothing requirements of the trip (i.e. duration) and family budgets.
NOTE: When travelling internationally, members are expected to travel in the GGC international clothing (red polo shirt, red jacket, international scarf) or GGC uniform as available at the online store.



Clothing items must be in either

- one of the primary palette colours
- one of the secondary palette colours
- white
- black
- grey
- purple (for Trefoil Guild only)

See pages 55 and 56

Logo or Trefoil must appear on the sleeve or upper front left chest

Clothing item must contain the event name and, if space provides, the date of the event

BRANDING OF EVENT CLOTHING: It is anticipated that the most common and likely piece of clothing to be provided will be a T-shirt or a camp hat. All event clothing must include the event name and, if space permits, the date of the event and may include the event's theme or logo.

T-shirts must carry the logo of Girl Guides of Canada—Guides du Canada on the upper front left chest or on the left sleeve. There are three versions of the logo, Primary, Secondary, and Tertiary, and they are shown on pages 54.

The same requirement applies to any other piece of upper body clothing. Clothing may be produced in any primary or secondary palette colour or in white, black or grey, with the logo in white or blue. (See pages 54 and 55.)

Camp hats should carry the Trefoil, in accordance with GGC Brand Standards; however, economics of production may dictate otherwise.

For **Trefoil Guild** events only, the colour purple may be used. (See pages 54 and 55.)



Artwork sent to
 Provincial office for
 approval includes
 Trefoil (with white
 background in
 frame), date of event
 and name of event



Artwork produced as
 a woven crest

BRANDING OF EVENT MERCHANDISE: Event merchandise is the souvenir merchandise which is available for purchase by participants at an event. In all cases, it is expected that special event souvenir merchandise will be considered and chosen in a responsible and businesslike manner making every attempt to ensure that only products which are expected to sell well and have the potential to sell out by the end of the event will be made available by the event organizers.

Event merchandise should carry the logo of Girl Guides of Canada–Guides du Canada or the Trefoil in accordance with GGC Brand Standards as well as the name and, if space permits, the date of the event. Event merchandise may include, for example, binders, bags or pens and other similar products. Event merchandise may include additional pins and crests to those provided to participants as part of the event experience.

The Trefoil/logo may be produced in gold, silver or bronze on a pin. Only the National Office has permission to create jewelry using the GGC Trefoil/logo.



APPROVAL OF DESIGN OF EVENT CLOTHING, MERCHANDISE, PIN AND/OR CREST: Each province has an established process for approval of crests and pins. Event clothing and merchandise, camp gear, and trip wear will be approved by the provinces in the same manner, and in accordance with GGC Brand Standards criteria.



Primary Logo



Tertiary/Corporate Logo



Logo Usage

Secondary Logo



The primary or horizontally stacked version of the Girl Guides of Canada logo is the preferred logo and is to be used whenever possible on all communication pieces

It is highly recommended that the logo is PMS 661 on white

When space is limited the Secondary or Tertiary logo can be used

The logo may not be modified in any way

Logo Colour Options



The logo in PMS 661 can be used on these colours only.



The logo in white can be used on any of the ten primary palette colours



The logo in white can be used on any of the nine secondary palette colours



black

The logo in white can be used when the product is black or grey



grey



PMS 2685

TREFOIL GUILD ONLY
The logo in white can be used when the product is purple

Revised November, 2015

USE OF THE LOGO IN BRANDING OF EVENT CLOTHING AND MERCHANDISE: It is preferred that one of the three GGC logos is used, as shown.

The logo consists of the Trefoil and word mark. They must appear together in the same colour, in the same order, and in the same aspect ratio. (The trefoil can't be made larger in relation to the word mark or vice versa.)

The colour of the logo is PMS 661 or another of the primary palette blues.

The logo may also be white on any of the permitted colours, as shown.

Where the logo is white, the inside background of the Trefoil frame is the colour of the background.

Blue Trefoil on Corporate Blue Palette



It is highly recommended that the Trefoil is PMS 661 on white

The Trefoil may not be modified in any way

Blue Trefoil on Branch Palette



Blue Trefoil on Secondary Palette



White Trefoil on Corporate Blue Palette



These colours make up the primary palette

The Trefoil in white can be used on the primary palette colours

White Trefoil on Branch Palette



White Trefoil on Secondary Palette



The Trefoil in white can be used on any of the secondary palette colours

BRANDING OF EVENT CLOTHING AND MERCHANDISE:

In instances where space is an issue, it is acceptable to use the Trefoil only.

The Trefoil may be PMS 661 on the corporate blue palette colours. Where the Trefoil is blue, please note that on any colours beside the corporate blues, the inside background of the Trefoil frame is white.

The Trefoil may also be white on any of the permitted palette colours, as shown.

Where the Trefoil is white, the inside background of the Trefoil frame is the colour of the background.



black



grey

The Trefoil in white can be used when the product is black or grey



PMS 2685

TREFOIL GUILD ONLY

The Trefoil in white can be used when the product is purple



It is highly recommended that the Trefoil is PMS 661 on white

The Trefoil may not be modified in any way

Blue Trefoil on Corporate Blue Palette



PMS 659



PMS 657

Blue Trefoil on Branch Palette



PMS 212



PMS 1545



PMS 648



PMS 362



PMS 485

Blue Trefoil on Non-Branch or Non-Secondary Colour Palette



When the background colour is not from the primary or secondary palette, the Trefoil must be PMS 661 with white inside the frame.



Example of proper Trefoil usage on a crest when the background colour is not one of the primary or secondary palette colours

BRANDING OF EVENT CRESTS: In instances where space is an issue, it is acceptable to use the Trefoil only.

The Trefoil may be PMS 661 on the corporate blue palette colours. Where the Trefoil is blue, please note that on any colours beside the corporate blues, the inside background of the Trefoil frame is white.

The Trefoil may also be white on any of the primary palette colours. (See page 55 for palette colours.)

Where the Trefoil is white, the inside background of the Trefoil frame is the colour of the background.

When the background colour is not from the primary palette, the Trefoil must be PMS 661 with white inside the frame.



Conclusion

Event Merchandise Guidelines

57

Revised November, 2015

The Event Merchandise Guidelines were developed by the Merchandising Department at the national office.

For questions or clarifications on the Event Merchandise Guidelines, please contact your provincial office.