Merchandise
Standards

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.

For access to approved formats of our Trefoil, logo, wordmark 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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Merchandise Standards Overview

The GGC Merchandise Standards work in tandem with the Graphic Standards to ensure that all internal and external visual elements are consistent and accurately portray our brand's visual identity.

Merchandise may be produced for a wide range of GGC activities and initiatives, including:

• Camps

• Internal and external events

• Trips: Nationally and provincially sponsored and independent

• Unit, Link and Trefoil Guild activities

The following pages provide an overview of GGC's branding elements and guidelines for usage. Specifically, they address our:

• Colour palette

• Trefoil

• Logo

• Wordmark

• Fonts

• Tagline

The Merchandise Standards were developed by the Marketing and Communications department at GGC's national office. For questions or clarification please contact your provincial office.

Merchandise Standards Guidelines

The following guidelines must be adhered to by all GGC members and staff:

- All merchandise must **receive the approval** of your provincial council, as per the established provincial process.
- **Merchandise cannot be produced for fundraising purposes** (for further details see **Fundraising Procedures and Guidelines** on Member Zone in the Admin tab).
- All merchandise must **incorporate the GGC logo** – the Trefoil on its own is acceptable where space is limited.
- All **suppliers must work within the GGC colour palette** – matching as close as possible in all instances.
- All **suppliers must work with approved GGC Trefoil, logo and wordmark files** – no alterations can be made; however, it is recognized that there are limitations with small-scale and crest production.
- Inclusion of a **camp or event name and date is encouraged**; however, this is not mandatory.
  - o Merchandise produced for **annual/recurring camps** held at GGC owned or leased properties must include camp property name and GGC logo.

- Merchandise must **consider the diverse needs of our members** – including fit/sizing options of apparel and cost. Apparel should take into consideration whether members will want to wear it after the event date.
- Merchandise may be produced for **international and domestic trips/travel** (nationally or provincially sponsored or independent).
  - o Consideration must be given to the clothing requirements of the trip and family budgets.
  - o Apparel must be appropriate for the trip.
- Use of **images and words protected by copyright or trademark are not permitted** unless proof of permission is provided; for example, Disney characters and logos may not be used.
- **Crests, pins and jewelry** must adhere to the GGC colour palette.
  - o The Trefoil or logo may be produced in gold, silver or bronze on a pin.
  - o Only the national office has permission to create jewelry using the Trefoil or logo.

Crafts using GGC Branding Elements

Members may create craft items that use the GGC logo, Trefoil and tagline as part of a unit activity. This includes activities such as knitting, crocheting, painting and colouring where individual items are not identical to others. These items cannot be sold, or have an associated fee.

Use of Indigenous Designs

GGC recognizes and values the richness of human diversity in its many forms and therefore strives to ensure environments where girls and women from all walks of life, identities, and lived experiences feel a sense of belonging and can participate fully. This commitment to inclusion means GGC's culture, programming and practices encourage self-awareness and awareness of others; room for difference; and environments where girls and women feel safe, respected, supported, and inspired to reach their potential.

Cultural appropriation, the unacknowledged adoption of customs, practices or ideas of one culture by another, is an issue we need to avoid as we design and produce merchandise and crests. In particular, we must be aware of what constitutes the appropriation of Indigenous culture, symbols and art and how we can work to avoid it. It is essential that we work with Indigenous persons, communities and artists in Canada to ensure that we can respectfully appreciate and engage Indigenous culture and art.

As such, GGC members designing merchandise and crests which have Indigenous cultural elements must work with an Indigenous artist – and receive their approval for usage. Cultural elements may include totem poles, teepees, art recognizable as having Indigenous style, etc.

Indigenous designs cannot be used unless an Indigenous person has created the design and has approved the use of the design on a specific GGC merchandise item.

Branding Elements

Colour

There are four official GGC colour palettes.

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

The Primary Branch Palette can be used for branch-specific merchandise and as general accent colours.

The Secondary Branch Palette can be used for branch and non-branch-specific merchandise and as general accent colours.

The Accent Palette can be used for non-branch-specific merchandise and as general accent colours.

Exceptions can be made for camp role/function-specific purposes.

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

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

Trefoil Guild

Pantone® 2685 c

C	95
M	100
Y	26
K	14

R	54
G	41
B	107

HEX/ HTML
36296B

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

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

Black

Pantone® Black C

C	63	R	45	HEX/ HTML
M	62	G	41	2D2926
Y	59	B	38	
K	94			

Trefoil / Logo / Wordmark

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

The GGC logo is available in English and French - in both vertical and horizontal formats. It should appear on all merchandise items, space permitting.

English Horizontal

English Vertical

French

The GGC wordmark can be used when the Trefoil is used as a standalone element.

English Horizontal

English Vertical

French

Fonts

There are four official GGC fonts that can be used on merchandise.

Ideal Sans Semibold is our core font. It requires a license to use. The cost per user is covered by GGC, but to keep spending manageable usage is **restricted to professionally produced or printed pieces.**

An alternative font that can be easily shared among members, staff and suppliers is:

- **Franklin Gothic Demi or Franklin Gothic Medium – they can be found in the font drop down tab in Word.**

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

Usage Tip: If you are creating a one-off item, such as a t-shirt for a unit activity or outing, you can use Franklin Gothic Demi or Franklin Gothic Medium and our expressive fonts. This gives you lots of creative flexibility.

Ideal Sans Semibold is our primary merchandise font.

Ideal Sans Semibold is our core merchandise font. Licenses have been purchased by GGC, however usage is restricted to professionally produced and printed pieces – 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.

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 produced or printed pieces – and files that cannot be altered such as PDFs. **They can be downloaded from dafont.com at no charge.**

Tagline

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. For example:

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.

Branding Elements Usage

The Trefoil should not appear more than once on any one face / side of a merchandise item.

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

On any one piece of GGC merchandise, the Trefoil must be accompanied by "Girl Guides" in some form. This applies to all usage of the Trefoil, including standalone Trefoil and within the logo.

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.

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.

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.
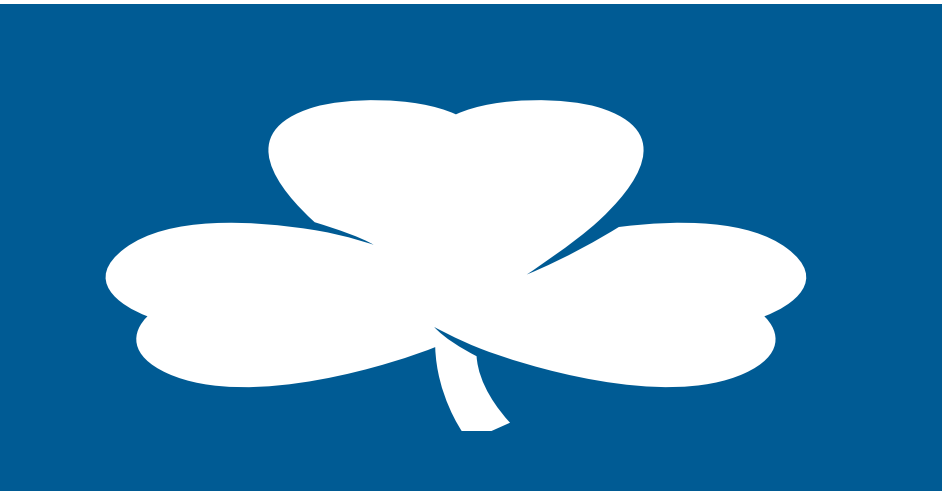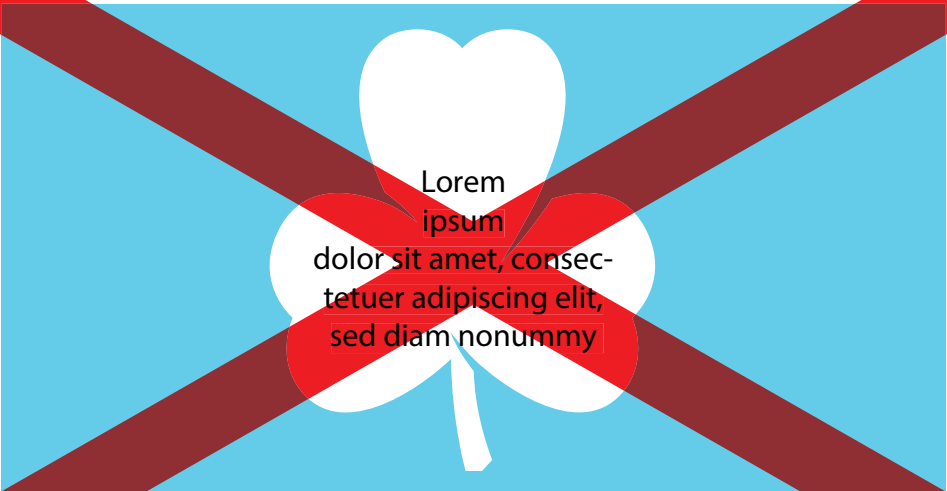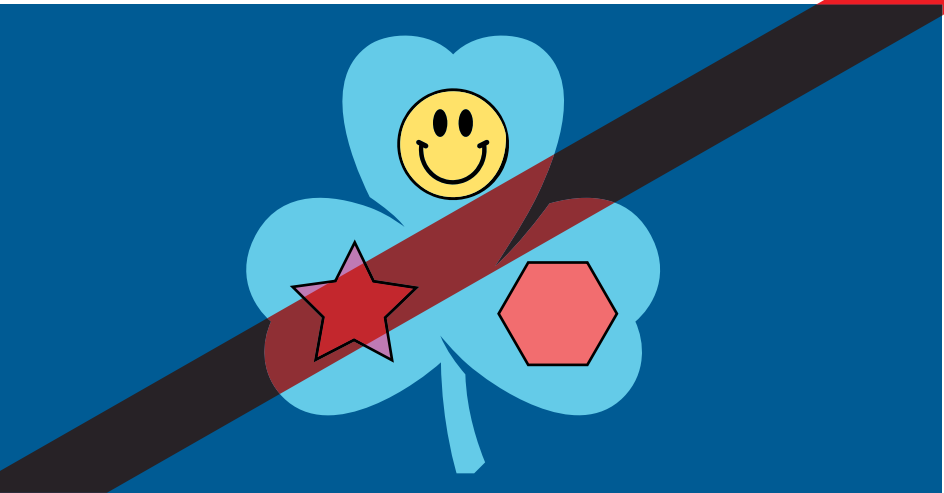
The following background options apply to the use of the Trefoil and the GGC wordmark on all merchandise and crests.

The following background options apply to the use of the Trefoil and the GGC wordmark on all merchandise and crests.

Primary Branch Palette

Sparks   Brownies   Guides   Pathfinders   Rangers   Trefoil Guild   LINK
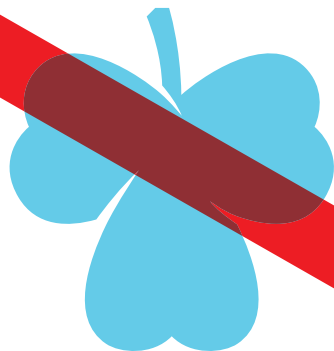
Secondary Branch Palette

The following background options apply to the use of the Trefoil and the GGC wordmark on all merchandise and crests.

Accent Palette

| Berry | Indigo | Teal | Lilac | Copper | Emerald | Cerulean |

| Light Berry | Light Indigo | Light Teal | Light Lilac | Light Copper | Light Emerald | Light Cerulean |
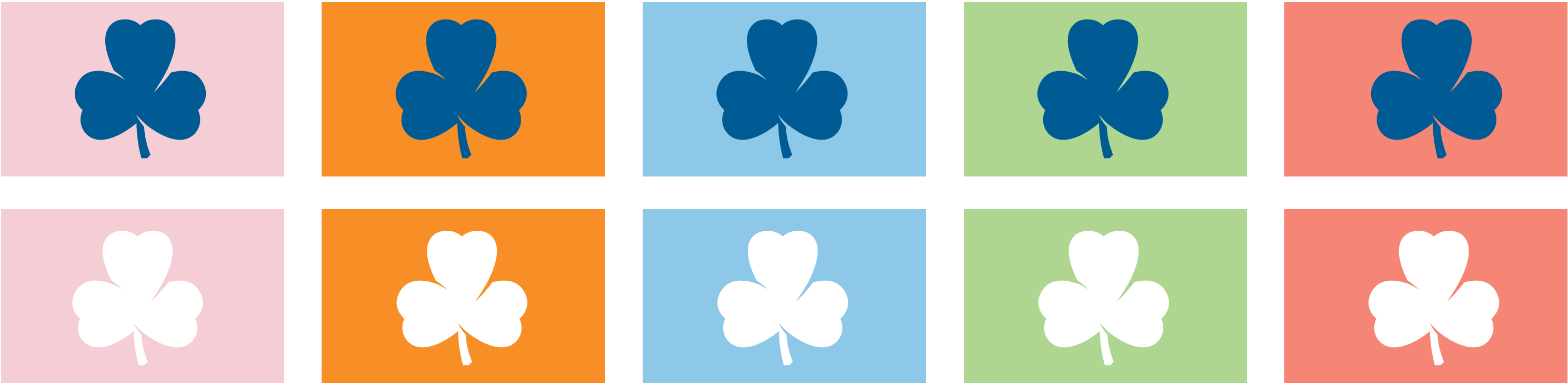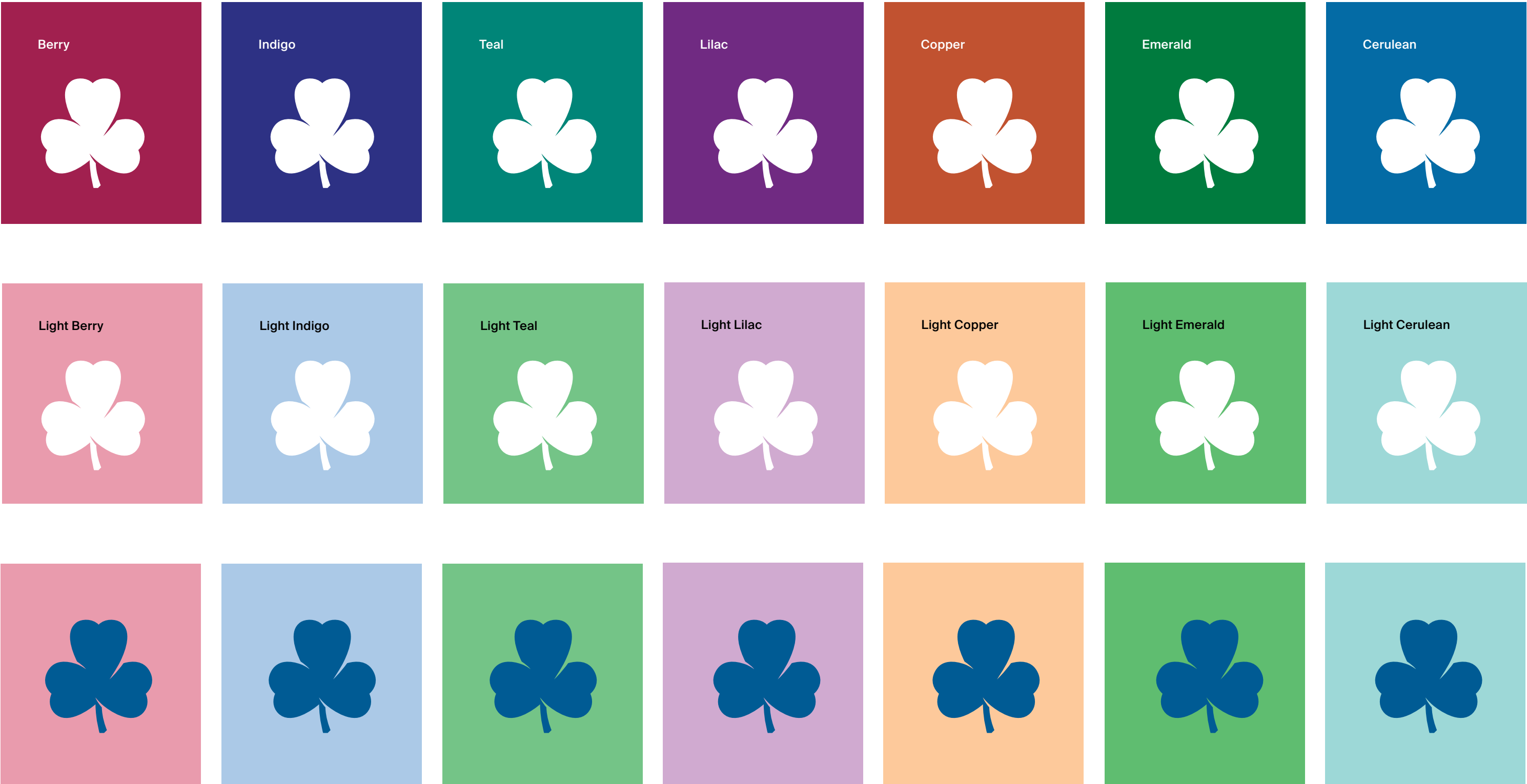
The Trefoil must not be altered in any way. It must not be flipped, stretched, compressed or contain text or images. The stem must always point to the right.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

The following background options apply to the use of all versions of the GGC logo – English horizontal, English vertical and French–on all merchandise and crests.

The following background options apply to the use of all versions of the GGC logo – English horizontal, English vertical and French–on all merchandise and crests.

Primary Branch Palette

Sparks

Brownies

Guides

Pathfinders

Rangers

Trefoil Guild

LINK

Secondary Branch Palette

The following background options apply to the use of all versions of the GGC logo – English horizontal, English vertical and French–on all merchandise and crests.

Accent Palette

Berry

Indigo

Teal

Lilac

Copper

Emerald

Cerulean

Black

Light Berry

Light Indigo

Light Teal

Light Lilac

Light Copper

Light Emerald

Light Cerulean

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

Examples of Branding Elements on Merchandise

The GGC logo should appear on all
merchandise items, space permitting. It
should not appear more than once on any one
face/side of the item.

Following are examples of common logo
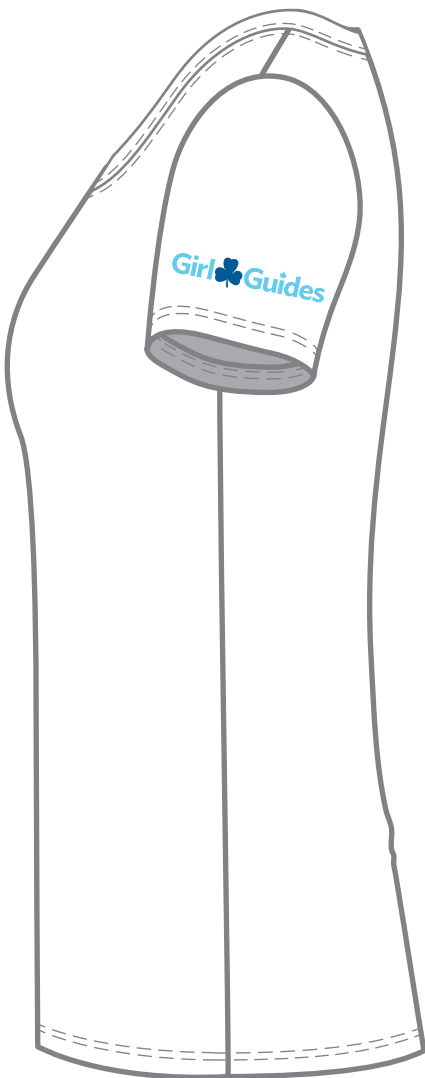placement on a t-shirt.

Left chest   **Top of back**   **Left sleeve**

Following are examples of common logo and event icon placement on a t-shirt.

Inclusion of a camp or event name and date is encouraged – however, this is not mandatory.

Camp S'mores

July 2018

Girl Guides

Event and date over left chest with logo on left sleeve.

Logo centred below the neck-line on the back (front of t-shirt appears same as example on the left).
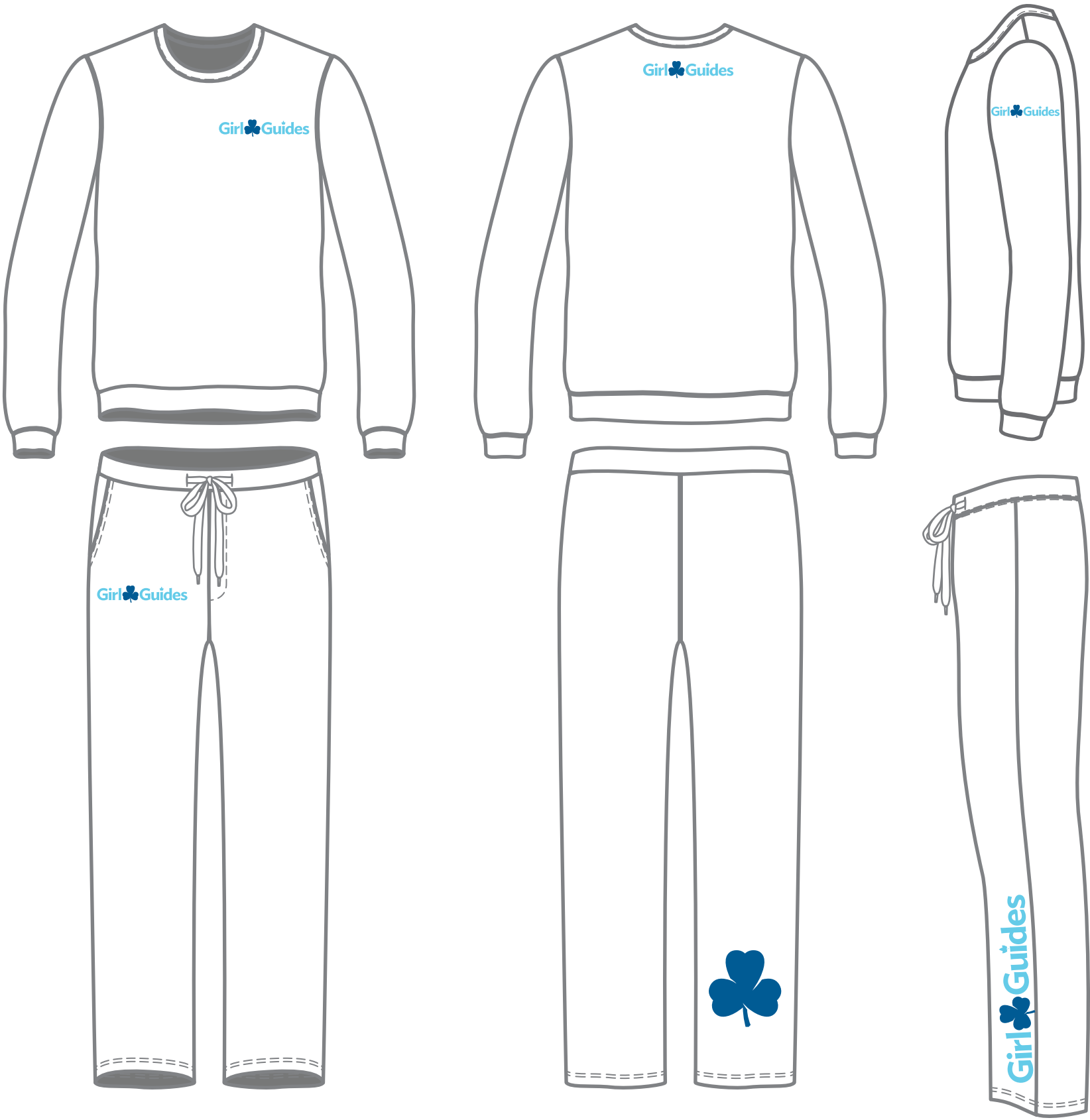
If the Trefoil is placed on its own (exception for crests), it must be accompanied by the logo or wordmark somewhere else on the garment.

On the front over the left chest
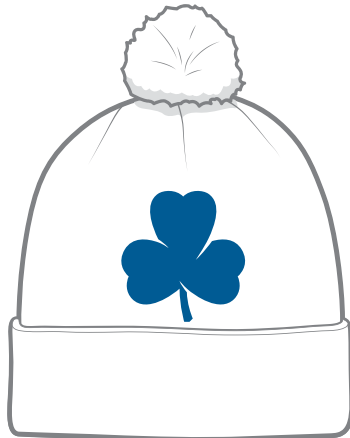
Below the neck-line on the back, centered

Front

Side

Back

Front

Back

Girl Guides