



Girlguiding

Our brand guidelines

Version 1



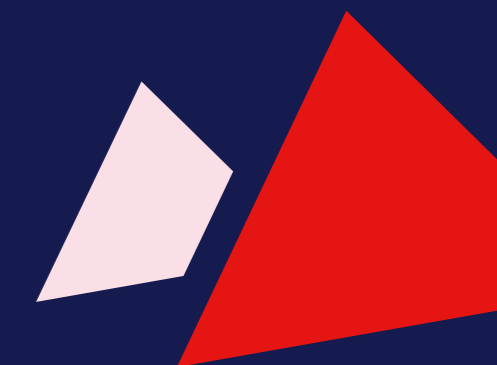
Hi!

Our brand is much more than a logo. It's how we look. It's how we sound. It's what we do. It reflects what we believe in. It's the shortcut to everything we stand for.

We communicate with girls in mind. These guidelines will help us offer consistently brilliant experiences to all girls, and to the volunteers and staff that help us shape these experiences.

In these guidelines, we explain how the different parts of our brand work together. And we show you how to bring our brand to life.

Our brand should be flexible and respond to the pace at which girls' lives can change. So this guidance will evolve over time.



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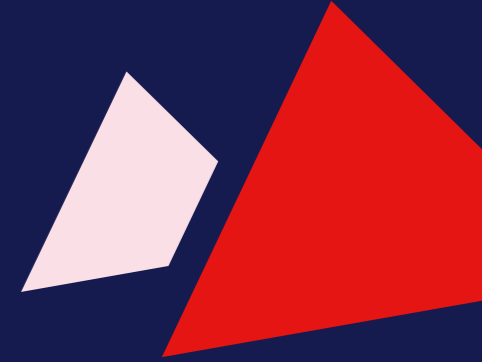
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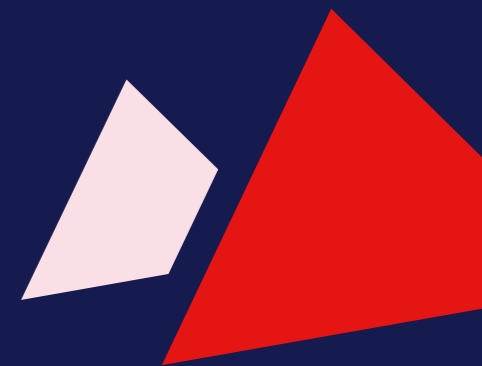
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Who we are



We help all girls
know they **can**
do anything



Our brand strategy on a page

Who we are.

Vision

An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

Mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

Values

We're caring, challenging, empowering, fun, inclusive and inspiring.

Brand purpose.

We help all girls know they can do anything

How we're unique.

Explore

We help girls think big and be bold. We catch them if they stumble and encourage them to try again.

Have fun

Girlguiding is about every girl joining in. It's about trying her best and having fun along the way.

Belong

We're all part of a team: trusted friends, inspiring leaders and mentors. We make sure everyone feels they belong here.

Brand personality.

Encouraging

Welcoming

Curious

Courageous

Section personalities.

Rainbows
(4–7 years)
Curious, courageous,
playful, carefree

Brownies
(7–10 years)
Curious, courageous,
energetic, excitable

Guides
(10–14 years)
Curious, courageous,
supportive, imaginative

Rangers
(14–18 years)
Curious, courageous,
proactive, optimistic

We are an inclusive organisation, and everything we do aims to bring the guiding experience to as many girls as we possibly can. Reinforces the **collective/ community that powers Girlguiding.**

'Do' is active, and **speaks to participation**, and the attitude of trying things out, **'in the moment'**.

It works on two levels: it is both the many and **varied activities** we offer week in week out, and also a **mindset that they can take out into the world**, a way of seeing that there are hundreds of possibilities waiting for them to get stuck in. And they can do them all.

We help all girls know they can do anything

Girlguiding is an enabler and **a supportive organisation**

Using 'we' also relates to the importance of **togetherness and belonging.**

Direct and conclusive: this reflects the **courage and confidence** of what we offer to girls and what we want to instil in girls.

Our unique offer

Explore

We help girls think big and be bold. We catch them if they stumble and encourage them to try again.

We show them a world of possibilities big and small. We're so much more than Scouts for girls.

Have fun

Girlguiding is about everyone joining in.

Each girl can choose her own path through our activities and events.

It's not about competing – it's about trying your best and having fun along the way.

Belong

At Girlguiding girls connect with friends they trust, leaders and mentors they admire, and a global family through WAGGGS.

All girls are welcome here – whoever they are, and wherever they are in the UK.

We're a family

Girlguiding is our masterbrand.

This is the look, feel and tone of our charity. It's how we create the right impressions and connect with the people who can make us stronger: our people, volunteers, partners, supporters and other organisations.

Our sections are our sub-brands for girls.

Each one has a distinct identity, designed to appeal to girls at certain ages as they grow.

The Girlguiding masterbrand connects everything.

This sits alongside the section brands, showing that we're one unified family. It links the sections under a single brand purpose.



Our personality

These four characteristics guide how we speak, look and behave:

Encouraging: helpful and positive

Welcoming: making sure all girls feel like they belong

Curious: open minded and inquisitive

Courageous: always willing to have a go

Our section personalities

We're always curious and courageous. On top of this, each section has its own unique personality.

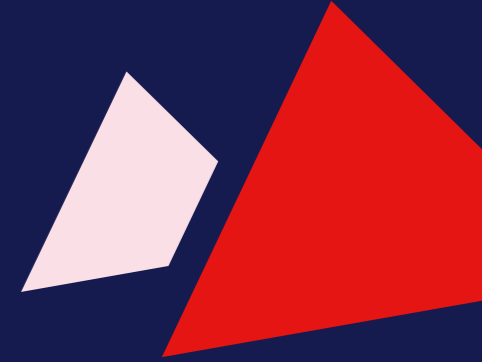
Rainbows are playful and carefree

Brownies are energetic and excitable

Guides are supportive and imaginative

Rangers are proactive and optimistic

How we look



Our heritage

Our logo has 2 elements, our trefoil and the wordmark

Our trefoil

Our trefoil is the unifying symbol of Girlguiding across the world.

Each part of the trefoil has a meaning. The three leaves represent elements of the Promise:

Self

Being true to myself and developing my beliefs.

Others

Serving the King and my community, helping other people.

Keeping the Guide Law

Our new trefoil retains the important values of the original symbol created in 1910.

Guiding Star

Represents the Guide Law - a star with five points (and therefore 10 if you count the inner points) stands for the original 10 laws.

2 letter 'G's'

Represents the Girlguiding and a reference to earlier versions of our trefoil.

The stem

The stem of the trefoil points forwards and towards the guiding star, showing the direction members should always be going in. It has also been referred to as a flame and a compass point.

Wordmark

Girlguiding



Logo

Our primary colourway

This is our primary colourway, with our logo in white on the Girlguiding dark blue background.

We have 2 logo sizes – primary and smaller space – and our trefoil.

Sometimes the primary logo may appear too big for the space. When this happens use the smaller space logo. You'll see the smaller space logo on digital platforms where the logo size is responsive.

It's important to always use our official logo artwork without making any changes to this.

Primary logo



Smaller space logo



Trefoil



Logo

Our secondary colourway

Our primary colourway should always be used where possible. But occasionally when printing at home, or when our logo is positioned with a partner, you may need to use our secondary colourway.

Our secondary colourway shows our logo in the Girlguiding dark blue on a white background.

Our Girlguiding logos and trefoil should only be used on a dark blue or white background.

Primary logo



The trefoil

Girlguiding

Our wordmark

Smaller space logo



Trefoil



Logo

Using it well

Give it space

Our logo should always be confident and proud.

Never obscure it with other graphics, text, photographs or illustrations.

The clear space area is based on the height and width of the capital letter 'G' from our wordmark across all edges.

How big should it be?

To make sure our logos are easy to read, don't go smaller than our minimum sizes.

Use our primary logo where you can, and always stick to our minimum size requirements for our logo and trefoil.

If there isn't enough space for the primary logo, use the smaller space logo.

Our primary colourway

Primary logo



Trefoil



Primary: 15mm wide
 Small space: 28mm wide
 Trefoil: 7mm wide

Logo

When to use each one

How to use our logo

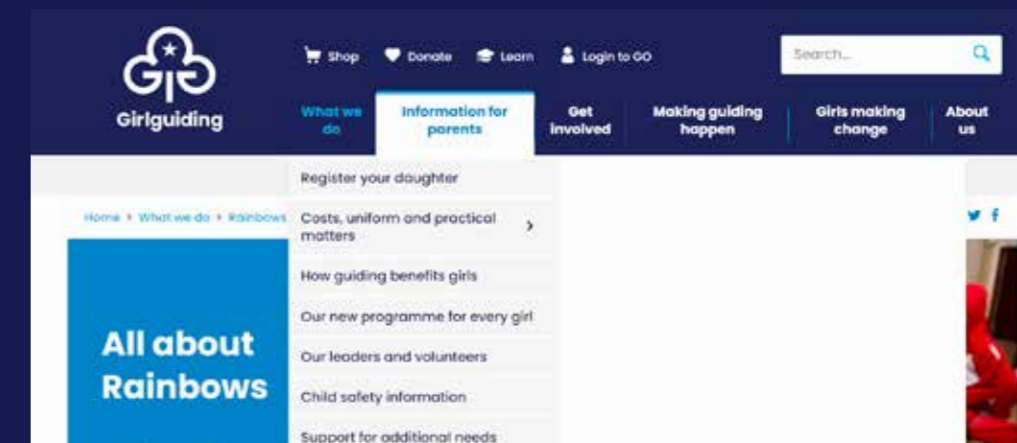
The Girlguiding primary logo should be used to help people recognise Girlguiding.

Where space is limited the smaller space logo or trefoil can be used.

The trefoil must only be used on communications or products that clearly belong to Girlguiding.

You'll see examples throughout the guidelines, but if you're not sure, you can email brandingmatters@girlguiding.org.uk

Girlguiding primary logo

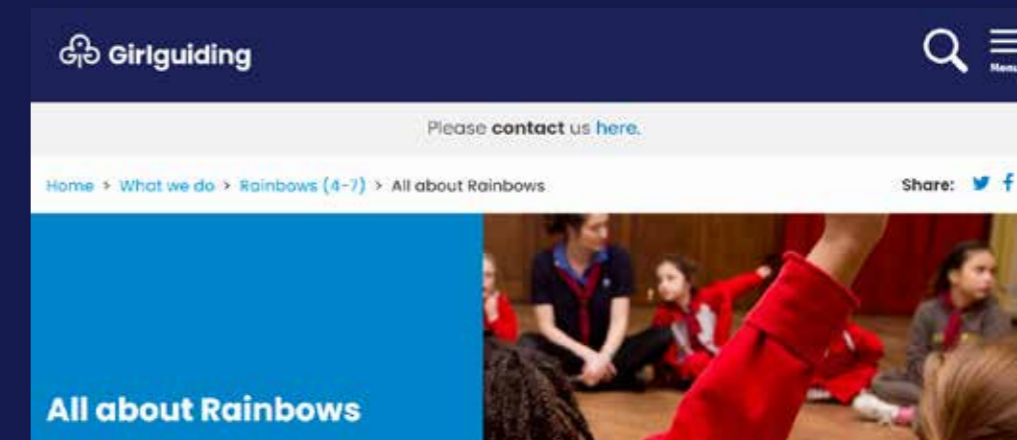


Website

Trefoil



Embroidered badge



Smaller spaces
E.g. Web page

Logo

Our connector logos

We want everyone who sees our section logos to understand they're part of the Girlguiding family. So, we use the Girlguiding connector logos to show this relationship. This also helps people understand that the positive benefits of Girlguiding are shared across all the sections.

Use our connector logos as you see here - never add a local name to the connector logos.

Trefoil-only versions



Logo

Using our connector logos

Use the Girlguiding connector logos on all section materials.

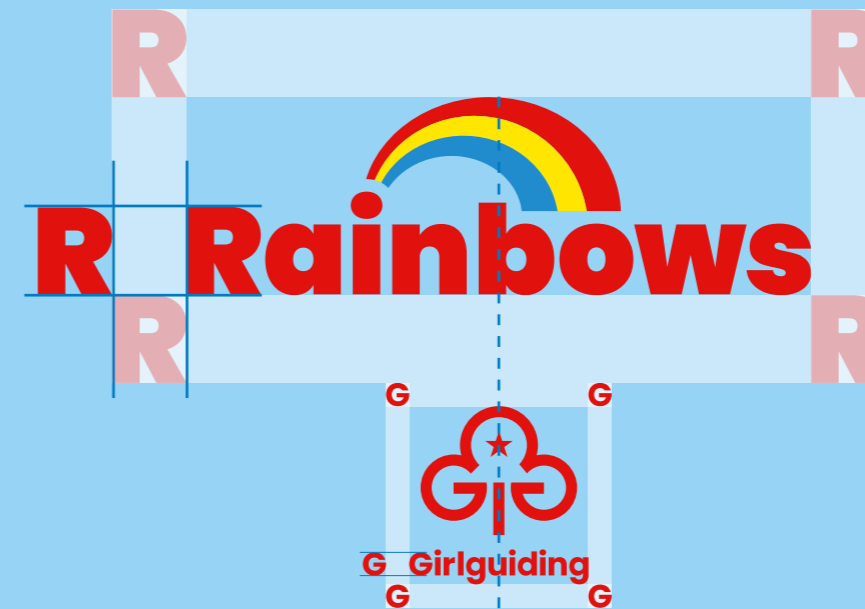
Placement

If possible, place the connector logo on the same vertical line as the section logo. Always leave space between them - at least the clear space of both logos combined.

If you can't centrally align the logos, choose another position. For example, on something small like a purse, logos could go on the front and back.

On badges, use the connector trefoil in the section colour - no need to include the section logo too.

Minimum clear space



Logo

Sizing our connector logo

Size

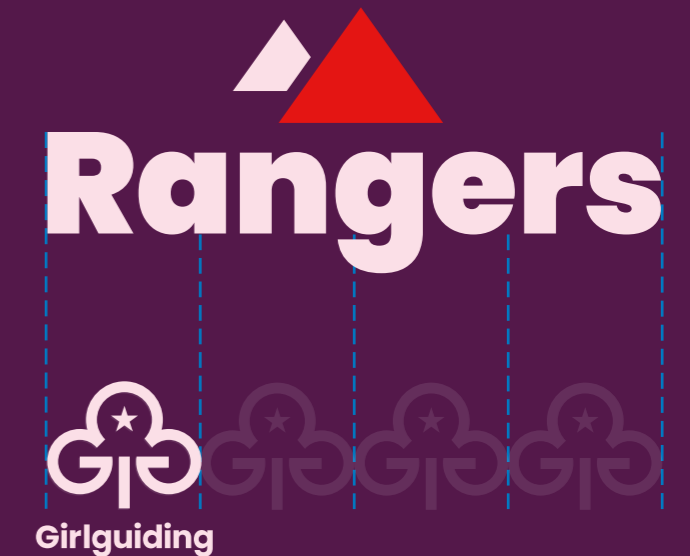
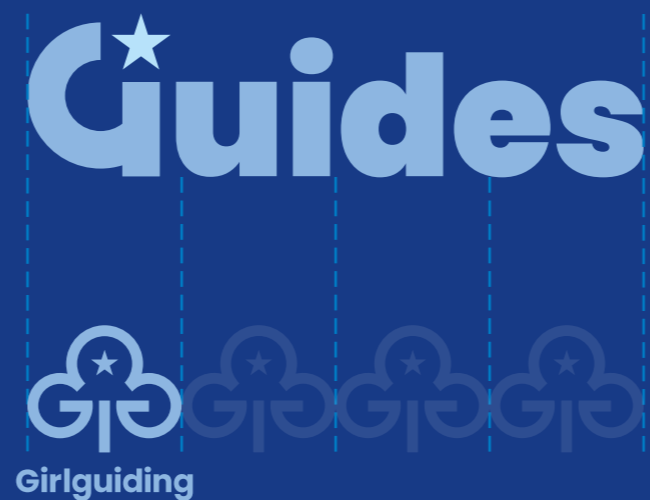
Connector logos in section colours should be 1/4 of the width of the section logo. Use the width of the trefoil when sizing, not of the word Girlguiding. This makes it clear that the section is the main communicator.

If this makes the connector logo smaller than the minimum size, use the trefoil version of our connector logo.

Primary:
15mm
wide



Smaller
space:
7mm
wide



Logo

Localisation

Make it local

You can also add a local name or unit underneath our logo.

There is a fixed size and position for the local name for both the primary and smaller space logos, as you can see here.

Local names are set in Poppins SemiBold and can appear on 1 or 2 lines.

To create a localised logo, visit our [online design centre](#).

How big should it be?

Make sure your logo stays at our minimum size or above. This is to keep the location name at least 8pt so that it's easy to read.

Primary logo, primary colourway
(centre aligned)



Smaller space, primary colourway
(right aligned)



Symbols

Using symbols and patterns

We have 4 simplified symbols representing each of our sections. You can use these as a set or pattern in a large or small version, but don't change the colours.

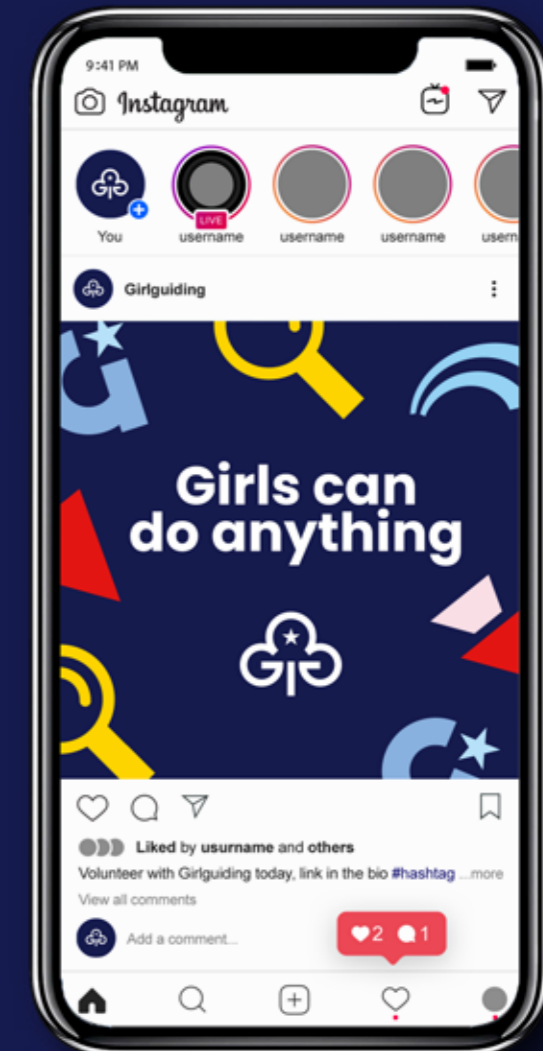
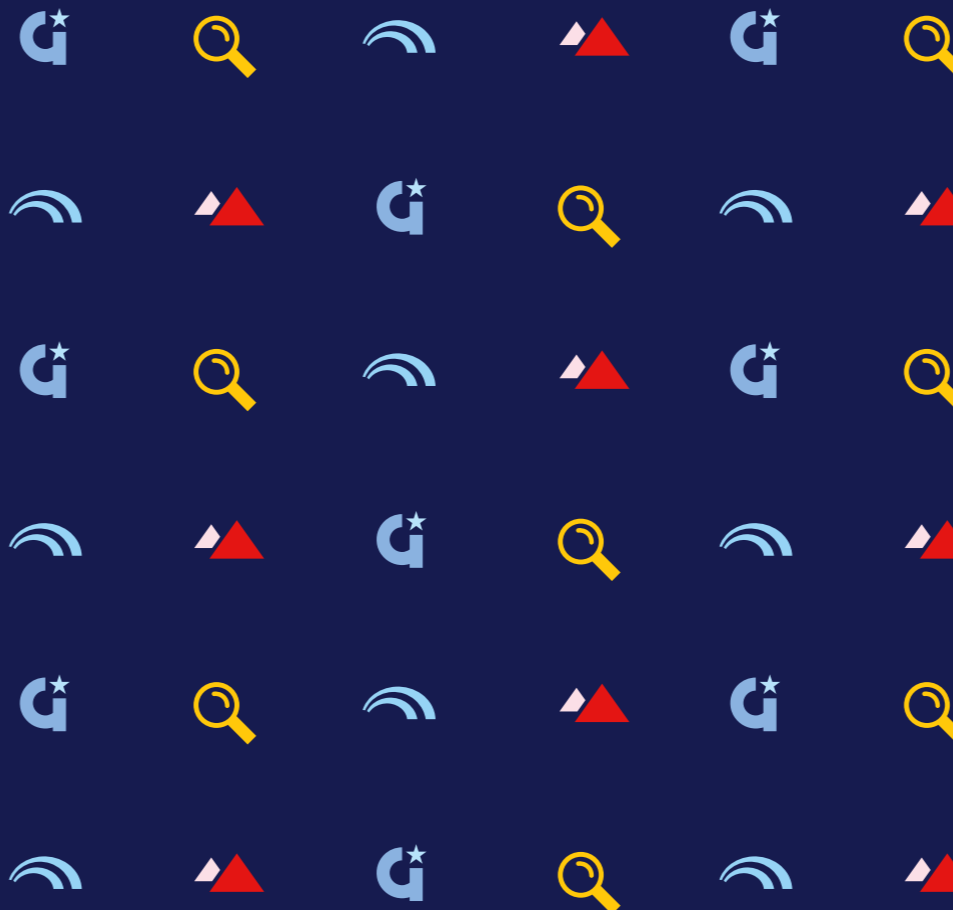
Try to represent the sections equally when using the symbols.

The symbols playfully remind our audiences that we're a family of brands with girls at our heart.

Symbol set



Symbol pattern



Colour Palette

Our colours create a vibrant and confident palette.

The secondary and accent colours are taken from the 4 sections to link our family of brands.

How to use them?

Always use our colours in the ratios shown here. Make sure primary colours stand out more than secondary ones. Accent colours should support the secondary colours.

Choose your colours carefully – aiming for good contrast and visibility, this is important for accessibility. Avoid using too many at once!

Which blue do I use when?

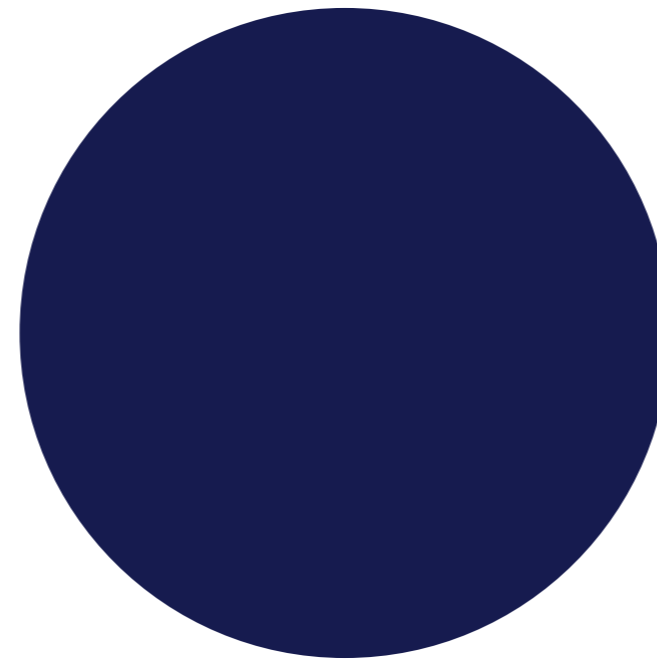
Girlguiding mid blue

This is our default mid blue – to be used for text on a white background. You can also reverse the colours by placing white text on a mid blue background.

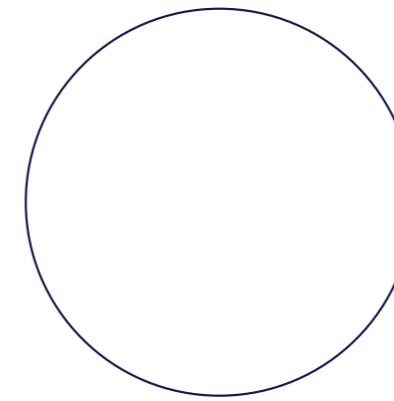
Girlguiding light blue

Use this lighter colour only for text and smaller graphic elements (like arrows and icons) on the Girlguiding dark blue background. This helps keep things readable and accessible.

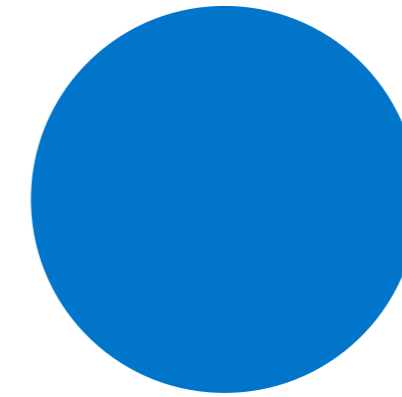
Girlguiding primary colours



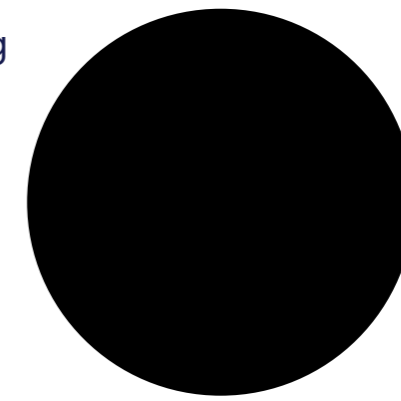
Girlguiding dark blue



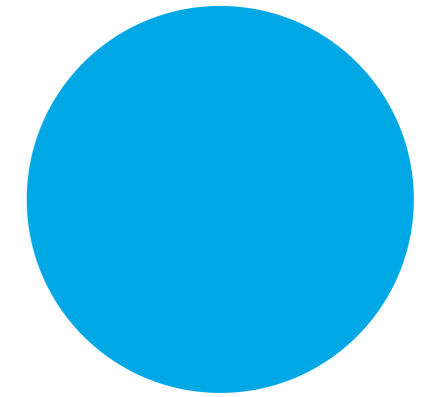
White



Girlguiding mid blue

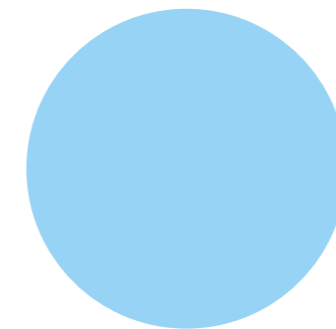


Black

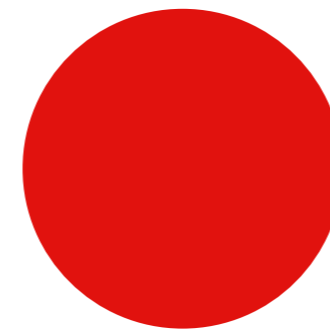


Girlguiding light blue

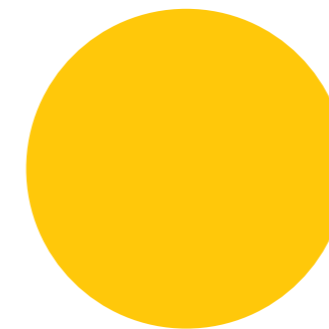
Girlguiding secondary colours



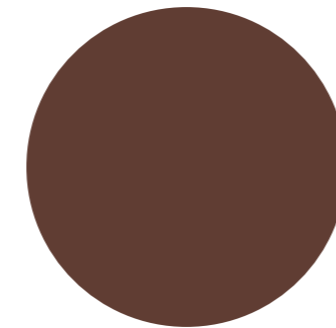
Rainbows light blue



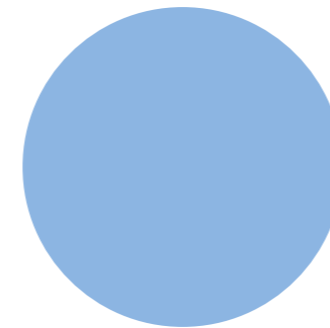
Rangers red



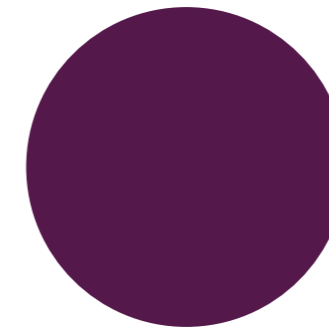
Brownies yellow



Brownies brown



Guides mid blue



Rangers purple

Girlguiding accent colours



Rainbows purple



Rainbows orange



Brownies orange



Guides coral



Guides dark blue



Rangers blue



Guides light green



Guides green



Guides light blue



Rangers light pink

To keep the right colour balance, we never use colour tints. This helps our visual brand stay consistent and strong.

Colour Specifications

Girlguiding primary colours



Girlguiding dark blue

Pantone® 2766 C
C100 M87 Y0 K58
R22 G27 B78
Hex 161b4e



Girlguiding mid blue

Pantone® 2382 C
C100 M35 Y0 K0
R0 G123 B196
Hex 007bc4



Girlguiding light blue

Pantone® 2995 C
C85 M5 Y0 K0
R0 G167 B229
Hex 00a7e5



Black

Pantone® NA
C0 M0 Y0 K100
R29 G29 B27
Hex 1d1d1b



White

Pantone® NA
C0 M0 Y0 K0
R255 G255 B255
Hex ffffff

Secondary colours



Rainbows light blue

Pantone® 2905 C
C44 M2 Y0 K0
R150 G211 B245
Hex 96d3f5



Rangers red

Pantone® 485 C
C0 M98 Y100 K0
R225 G18 B14
Hex e1120e



Brownies yellow

Pantone® 7408 C
C0 M17 Y100 K0
R255 G200 B10
Hex ffc80a



Brownies brown

Pantone® 7596 C
C27 M69 Y90 K69
R96 G61 B51
Hex 603d33



Guides mid blue

Pantone® 2128 C
C49 M20 Y0 K0
R140 G181 B226
Hex 8cb5e2



Rangers purple

Pantone® 262 C
C58 M91 Y0 K68
R84 G24 B74
Hex 54184a

Colour Specifications

Accent colours



Rainbows purple
 Pantone® 526 C
 C65 M91 Y0 K0
 R121 G52 B139
 Hex 79348b



Rainbows orange
 Pantone® 2011 C
 C0 M43 Y100 K0
 R246 G160 B0
 Hex f6a000



Brownies orange
 Pantone® 716 C
 C0 M61 Y100 K0
 R239 G123 B0
 Hex ef7b00



Guides coral
 Pantone® 2344 C
 C0 M59 Y49 K0
 R255 G128 B135
 Hex ff8087



Guides dark blue
 Pantone® 2146 C
 C100 M81 Y0 K13
 R23 G58 B134
 Hex 173a86



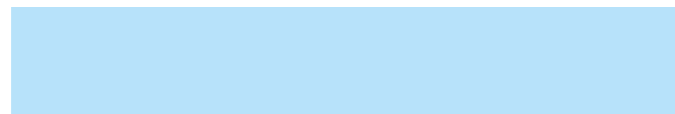
Rangers blue
 Pantone® 2171 C
 C67 M21 Y0 K0
 R78 G165 B220
 Hex 4ea5dc



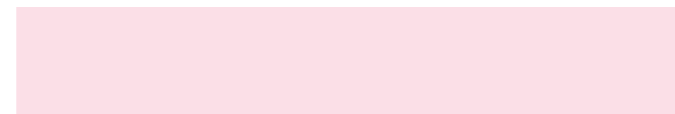
Guides light green
 Pantone® 4163 C
 C52 M0 Y36 K0
 R143 G215 B185
 Hex 8fd7b9



Guides green
 Pantone® 2251 C
 C84 M0 Y74 K0
 R0 G164 B105
 Hex 00a469



Guides light blue
 Pantone® 635 C
 C24 M0 Y8 K0
 R183 G226 B250
 Hex b7e2fa



Rangers light pink
 Pantone® 2050 C
 C0 M13 Y0 K0
 R251 G223 B231
 Hex fbdfe7

Typography

Primary typeface

We have 2 typefaces:
Poppins and Zilla Slab.

Poppins is the primary typeface we use across all our communications.

It can be used in a range of weights.

Poppins is free to download and use.

<https://fonts.google.com>

Alternate font

If you can't access Poppins, our substitute font is Century Gothic which provides a similar feel and can be used in a range of weights.

But where possible Poppins should always be used.

Poppins Bold

Abcdefghijklmnopqrstuvwxyz

123456789

Bold | SemiBold | Medium | Regular | Light

Main header Bold

Sub-header SemiBold

Paragraph copy Regular

Notes Light

Typography

Secondary typeface

We use our secondary typeface, **Zilla Slab**, for quotes and small bits of copy – never for headlines.

There are 2 weights to choose from.

Zilla Slab is free to download and use.

<https://fonts.google.com>

Zilla Slab SemiBold

**Abcdefghijklmnopqrstuvwxyz
123456789**

SemiBold | Regular

Quote copy SemiBold

Quote copy Regular

Example use:

'I enjoy it so much. The girls are lovely and I feel like I'm doing something worthwhile. It's amazing!'

– Tayba, leader

Typography Colour

Header copy

Backwoods cooking ✓

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have.

Backwoods cooking ✗

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have.

Headers can be a different colour to what sits underneath.

Make sure your header colour stands out on the page so it's easy to read.

Sub-header copy

Backwoods cooking ✓

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have. Get ready to become a campfire connoisseur!

Backwoods cooking ✗

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have. Get ready to become a campfire connoisseur!

Your subheader colour can either be the same as or different than the paragraphs underneath.

Make sure subheaders don't stand out more than the main header itself.

Body copy

Backwoods cooking ✓

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have. Get ready to become a campfire connoisseur!

Backwoods cooking ✗

Fix up a fiery feast
Whether you're an al fresco newbie or a seasoned camper, cooking over a fire is a useful and tasty skill to have. Get ready to become a campfire connoisseur!

All body copy should be Girlguiding dark blue or white, sitting on a contrasting background so it's easy to read.

You can use section colours for backgrounds, but avoid using these colours for body copy.

Patterns and photography

Backwoods cooking ✗

Fix up a fiery feast

Backwoods cooking ✗

Fix up a fiery feast

To keep things easily readable, don't place text over photography or on textured or busy backgrounds.

Symbols and icons can be carefully placed over images to add to the design. They should never obstruct a face.

Illustration

Styling principles



When creating an illustration use flat colour and no graduation.

Easy to understand



Be inclusive



Be age appropriate



Set a scene



Be relatable



Keep it simple



Illustration

Styling principles

Here are some examples of how our illustration principles can be applied.



Photography Styles

Our imagery helps us to connect with our audience. It shows what it's like to be part of Girlguiding. Through our imagery we reinforce our brand purpose that girls can do anything.

We have 4 photography styles that help us build a story.



Relationships

Girls and volunteers should be engaged in activities or sharing an emotion together. They should look natural and comfortable.



Moments

This is a special shot when everything – light, angle, composition, and emotion – lines up.

The girls and volunteers should look natural, if they're looking at the camera it should feel authentic not posed.



Detail

When showing close up details and moments, try to include brand colours and uniforms. These images are often non identifiable.



Establishing

Use wide shots to set the scene and tell the story of an event in a single image. Like the detail style, these images are often non identifiable.

Photography Principles



Reportage

All images should feel colourful and bright to show we are a vibrant youth brand. Images must feel authentic, and a natural depiction of the scene.

Try to use natural light where possible.

Composition

Make sure there's a sharp focus on our subjects, with a focal point that catches the viewers' attention. Our images have a clean uncluttered composition with minimal background noise or detail.

Girls should never be shown completely alone. There should always be evidence of someone else in the picture.

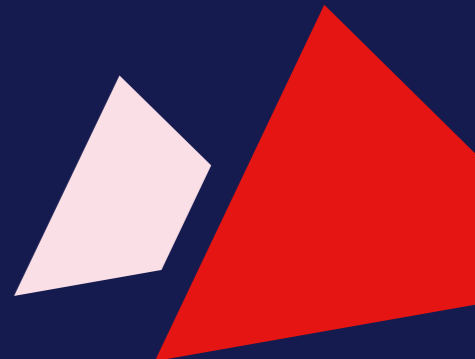
Mood

Our photography is always engaging and positive. We photograph girls and volunteers at their level, to see the emotion on their faces, and engage with them.

Diverse and inclusive

We want everyone to be able to see themselves as part of Girlguiding and it's important we represent everyone across our photography.

How we bring Girlguiding to life



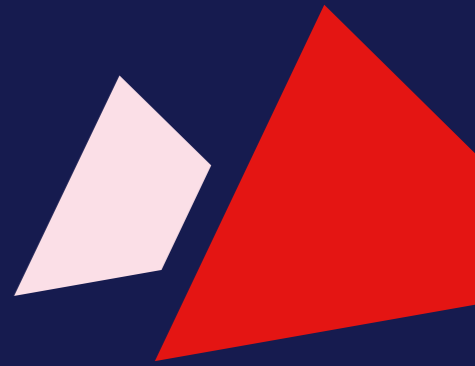
How we bring Girlguiding to life

Examples

Our logos and symbols are used in a bold and playful way. This makes our products and merchandise distinctive, stylish and clearly Girlguiding.



How we sound



Our tone of voice

Why this matters

Our tone of voice helps us bring our brand personality to life so that we create the right impressions of Girlguiding, everywhere.

It also helps us put things across simply and clearly so that what we say is helpful and accessible to all. It encourages us to tune in to the needs of others and write and speak in a way that's helpful to our various audiences.

There are 3 main principles to our tone of voice.

Straight talking

We're refreshingly clear and direct

Thoughtful

We're people-focused and empathetic

Encouraging

We always sound helpful and positive

Our tone of voice

Principles and techniques

Straight talking

Using simple, direct language that's clear to our various audiences shows we're open to all.

It also shows we have the courage to speak plainly. When our messages are easy to follow, everyone can quickly find the information they need. Sounding straight talking is about being:

- ✓ Easy to follow
- ✓ Open and honest
- ✓ Refreshingly clear and simple

How to sound straight talking

- Use everyday language
- Get to the point
- Keep sentences short
- Use more verbs than nouns

Thoughtful

Taking the time to think about our readers helps us make sure our communications hit the spot, every time. And our focus on people helps us come across as warm and welcoming. Sounding thoughtful is about being:

- ✓ People-focused
- ✓ Empathetic
- ✓ Warm

How to sound thoughtful

- Put people first
- Acknowledge why things matter using warmth and empathy
- Help people find key info through good signposting: clear headings, lists, links and calls to action

Encouraging

To inspire people to do things, our language needs to have clarity and energy. We are a youth brand, and we want to sound like one. Sounding encouraging is about being:

- ✓ Positive
- ✓ Energetic
- ✓ Motivating

How to sound encouraging

- Imagine it's a conversation
- Be positive, where you can
- Show, don't just tell
- Be playful (when the time is right)

For more guidance on writing for Girlguiding, see our [tone of voice guidelines](#)

Key messaging

Overview

Whenever we talk about Girlguiding, we want to show the best of who we are, what we do and what being part of guiding brings.

Our key messaging helps us do this when talking about Girlguiding and each of our 4 sections.

About Girlguiding

Use this to describe Girlguiding to a varied audience

We're over 300,000 girls from 4 to 18 who come together to laugh, learn, explore and have adventures. We're over 70,000 volunteers who make guiding happen by giving our time, talents, enthusiasm and care for girls.

We're 25,000 local groups having fun and exploring activities week in, week out – from Aberdeen to Arundel and in between.

We're her first night away, weekend camping adventures, summer music festivals, emails to her MP about the things she cares about.

We're the badges she collects to capture the journey she's chosen – anything from mindfulness to rock-climbing to crafting to coding.

We're a powerful collective voice – by girls, for girls – changing the world for the better.

**We help all girls
know they can
do anything.
We're Girlguiding.**

Who we are?

Use this to paint an inspiring picture of the Girlguiding experience

Purely descriptive

We're the UK's largest youth organisation dedicated completely to girls.

Short

We open up a world of possibilities to girls from 4 to 18 – one where they can do anything.

Medium

We show girls from 4 to 18 a world of possibilities big and small. One where every girl can laugh and learn and be herself.

Girlguiding is what each girl wants it to be. It might be the thrill of doing something for the first time. Songs around a campfire. The buzz of getting a new badge. Coming home exhausted and full of stories. It's a space where she can be herself, get creative, explore, and most of all have fun.

Long

Girls can do anything.

We help every girl discover this for herself, whether she's 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. This is a place where she can be herself, get creative, explore, and most of all have fun. Where she'll make special friends and do things she never thought she could.

Girlguiding is what each girl wants it to be. She can choose her own path through our activities and events. It might be giggles in sleeping bags. Songs around a campfire. The buzz of getting a new badge. The sound of thousands of excited girls at their very own music festival. The thrill of doing something for the first time. Coming home exhausted and full of stories.

We help girls think big and be bold. We catch them if they stumble and encourage them to try again. We show them a world of possibilities big and small. We're for girls, with girls, led by girls. We're Girlguiding.

Why join us?

Use this to explain what makes Girlguiding different

We're just for girls

In our relaxed and encouraging all-girl spaces, every girl can be herself and feel at home. No pressure, no judgement – just fun and learning with other girls, guided by our inspiring volunteers.

We help girls grow

We fire girls' imaginations through challenges and adventures for all personalities and abilities, from 4 to 18 years old. She'll try new things with friends she trusts and volunteers she looks up to. And this will give her courage, connections, confidence, and memories she'll never forget.

We're flexible

No two guiding experiences are the same. She can choose her own way through our programmes, badges and awards. To her regular meetings, she might add weekend adventures or trips to other places. She can join at any age between 4 and 18 – and if she needs to leave for whatever reason, we'll always welcome her back.

We're a close-knit community

Her best friends will be in her local unit, but with Girlguiding groups all over the country, she'll have ready-made friends in just about every town.

And she'll instantly be part of our global family – connected to guiding communities in 150 countries around the world.

We're not standing still

We've been by girls' sides for over 100 years. Today, we're squarely focused on what drives, challenges and excites girls here and now. We listen to what girls tell us, and this guides what we offer and what we fight for.

Rainbows

We are...

Curious

Courageous

Playful

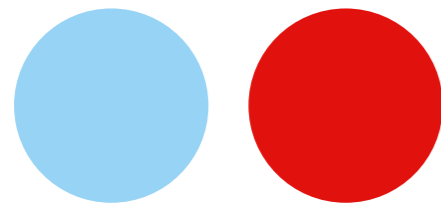
Carefree

Rainbows welcomes all girls from 4 to 7 years old coming together to play, learn and have tons of fun in a colourful, safe space.

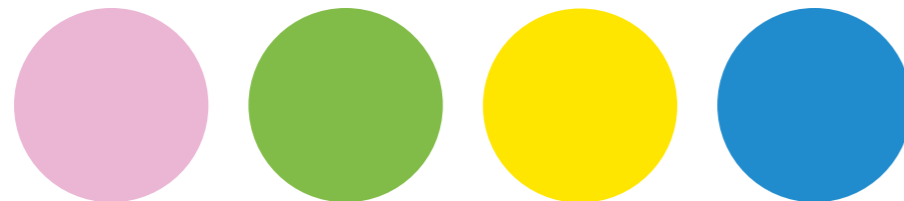


At a glance: Rainbows

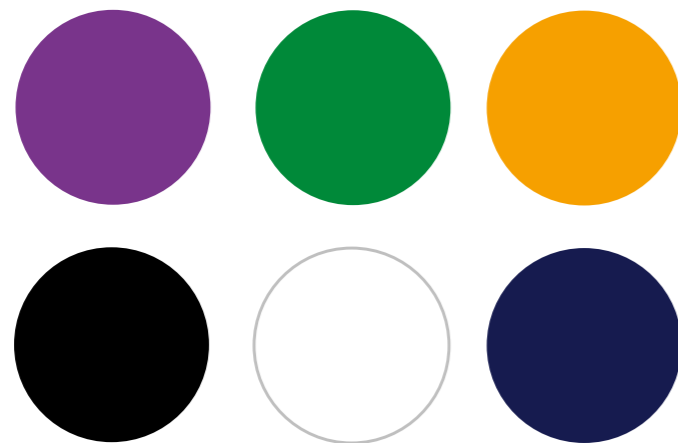
Primary colours



Secondary colours



Accent colours



Logo



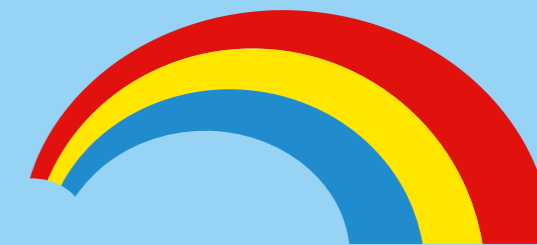
Connector logo



Localised logo



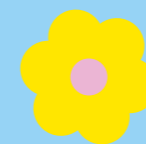
Rainbow symbol



Rainbow icons



Alternate colourways



Pattern



Logo

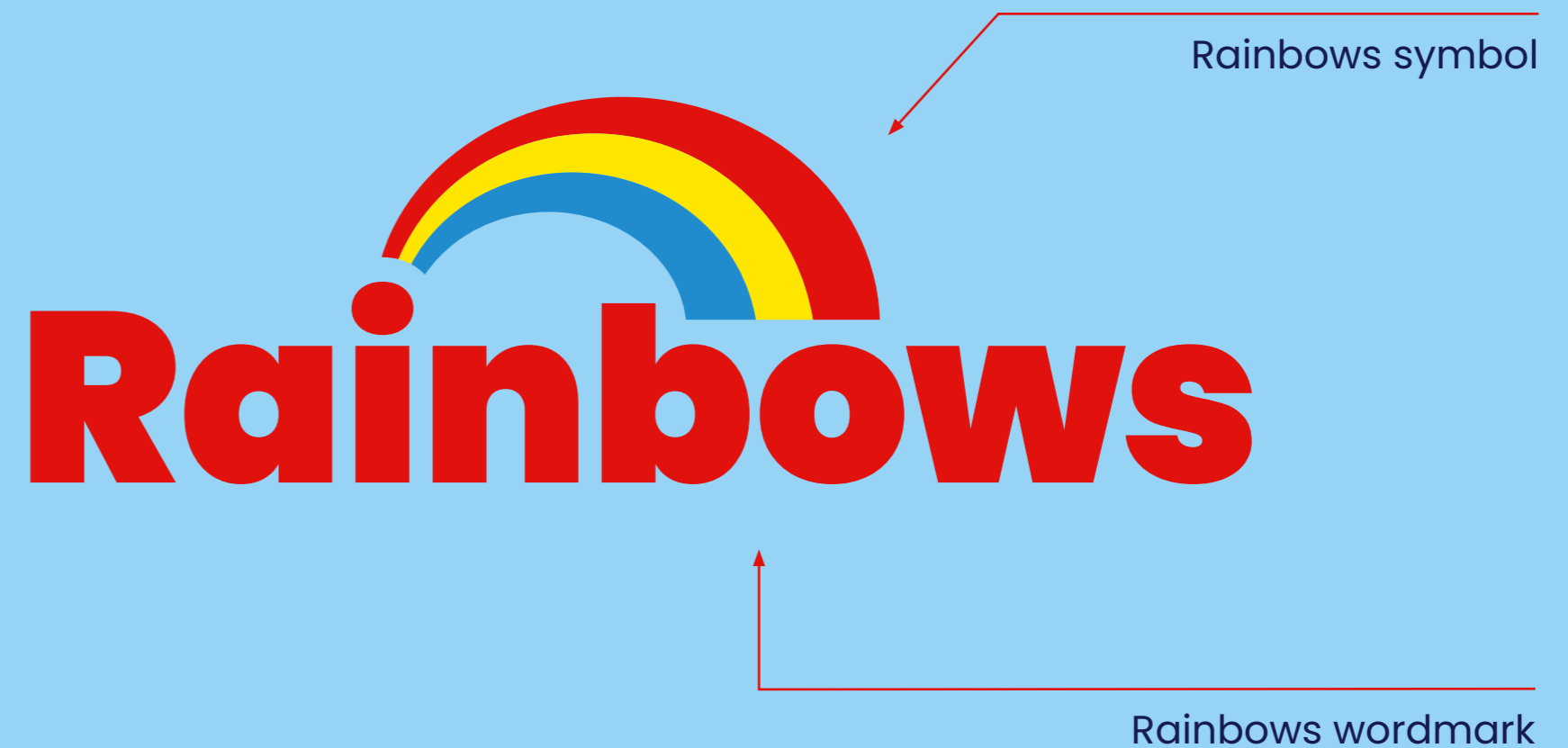
Our logo design

The symbol of the rainbow is naturally energetic. Its swoosh shows growth and development.

There are 2 elements to the Rainbows logo: symbol and wordmark. These have been carefully designed, so never adapt or change the artwork in any way.

Always place the logo on a Rainbow light blue background.

Primary logo



Logo

Using it well

Give it space

Our logo should always be confident and proud.

Never overlap it with other graphics, text, photographs or illustrations.

The clear space area is based on the height and width of the capital letter 'R' from our wordmark across all edges.

How big should it be?

To make sure the logo is always easy to read, keep it to the minimum size or above.

Primary colourway

Primary logo



Section logo: 28mm wide

Logo

Making it local

Make it local

You can also add a local name or unit underneath our logo.

There is a fixed size and position for the local name, shown here.

Local names are set in Poppins Semibold and can appear in 1 or 2 lines.

To create a localised logo, visit our [online design centre](#).

How big should it be?

Make sure your logo stays at our minimum size or above. This is to keep the location name at least 8pt so that it's easy to read.



Icons Usage

We have a special set of icons for Rainbows which bring our section personality to life.

The icons reflect our colour palette and should be placed on backgrounds that are white or Rainbow light blue. Only use the icons in the colours you see on this page.

We can be playful with our Rainbows symbol by flipping or rotating it to suit the layout.

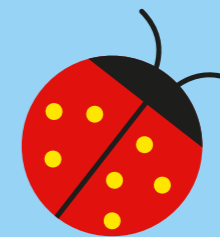
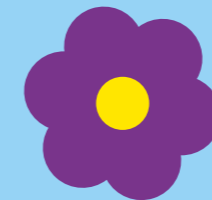
Rainbow symbol



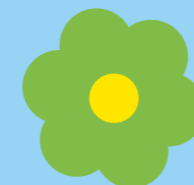
Icons in action



Rainbow icons



Alternate colourways



Symbol

Using our symbol and patterns

We have unique patterns using the Rainbows symbol.

You can use the large or small versions of these, but please don't change the colours.

Rainbow symbol



Pattern



Colour Palette

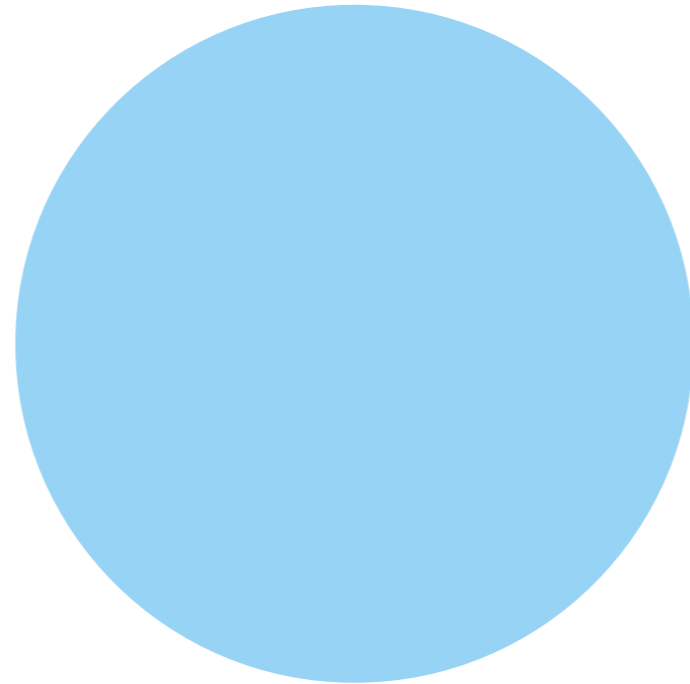
The Rainbows colours are designed to attract attention and be bright and playful.

How to use them?

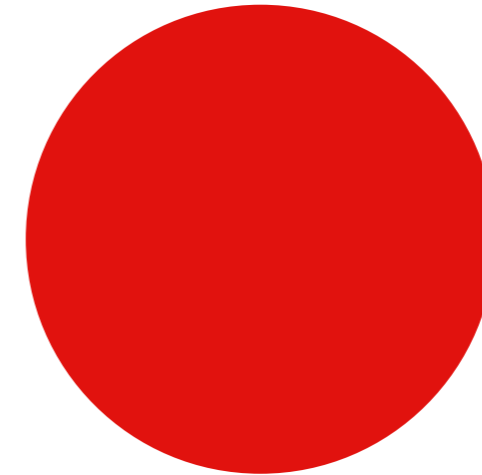
Use our Rainbows colours in the balance shown here. Make sure the primary colours stand out the most, and use accent colours only to support the secondary colours.

Try not to use too many colours at once. Make sure the ones you choose have good contrast and visibility.

Primary colours

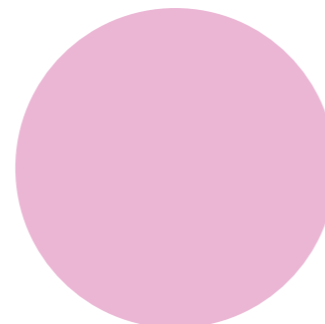


Light blue

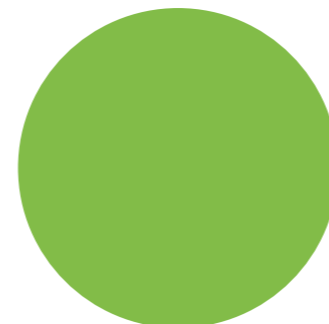


Red

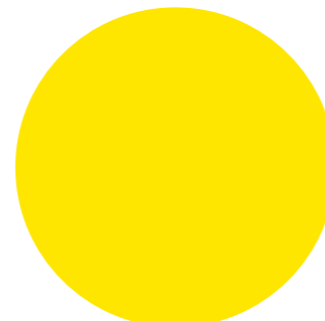
Secondary colours



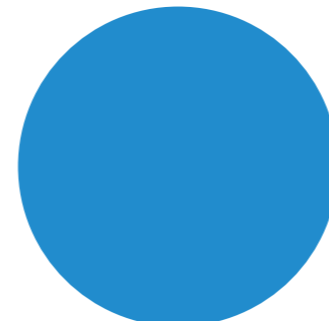
Lilac



Light green

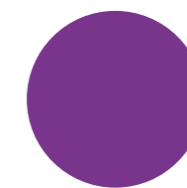


Yellow

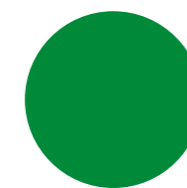


Blue

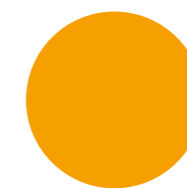
Accent colours



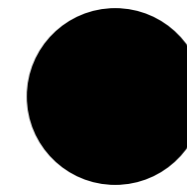
Purple



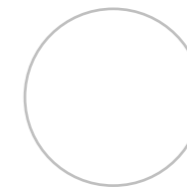
Green



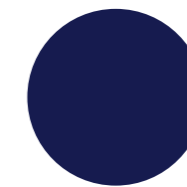
Orange



Black



White



Girlguiding dark blue

Colour Usage

Key information

Put key information on a Rainbow light blue background, with headers and subheaders in red.

Body copy

Make sure all body copy is Girlguiding dark blue. If there's lots of copy, put it on a white background to make it easier to read.

Note: All designs are for illustrative purposes only.

Rainbows red

Use for both headers and sub headers

Secondary and accent colours

Use for icons on page



Rainbow promise

I promise that I will do my best to think about my beliefs and to be kind and helpful.

Rainbow promise

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Our badges

Rainbow Bronze award

If you earn two Theme awards, you will get the Rainbow Bronze award.

Rainbow Silver award

If you earn four Theme awards, you will get the Rainbow Silver award.

Rainbow Gold award

If you earn all six Theme awards, make your Promise and complete a final challenge, you will get the Rainbow Gold award. This is the highest award you can get in Rainbows and it is really special.



Rainbows light blue

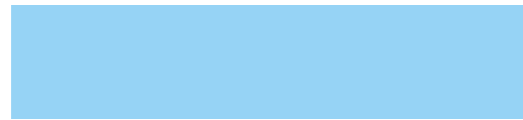
Use as background colour to highlight key information

Girlguiding dark blue

Use for body copy placed onto white

Colour Specifications

Primary colours



Rainbows light blue
 Pantone® 2905 C
 C44 M2 Y0 K0
 R150 G211 B245
 Hex 96d3f5



Rainbows red
 Pantone® 485 C
 C0 M98 Y100 K0
 R225 G18 B14
 Hex e1120e

Secondary colours



Rainbows lilac
 Pantone® 671 C
 C6 M38 Y0 K0
 R235 G181 B212
 Hex ebb5d4



Rainbows light green
 Pantone® 360 C
 C56 M0 Y87 K0
 R130 G189 B72
 Hex 82bd48



Rainbows yellow
 Pantone® 102 C
 C0 M5 Y100 K0
 R255 G229 B0
 Hex ffe500



Rainbows blue
 Pantone® 2382 C
 C78 M33 Y0 K0
 R33 G140 B204
 Hex 218ccc

Accent colours



Rainbows purple
 Pantone® 526 C
 C65 M91 Y0 K0
 R121 G52 B139
 Hex 79348b



Rainbows green
 Pantone® 348 C
 C93 M0 Y98 K17
 R0 G137 B57
 Hex 008939



Rainbows orange
 Pantone® 2011 C
 C0 M43 Y100 K0
 R246 G160 B0
 Hex f6a000



Girlguiding dark blue
 Pantone® 2766 C
 C100 M87 Y0 K58
 R22 G27 B78
 Hex 161b4e



Black
 Pantone® NA
 C0 M0 Y0 K100
 R29 G29 B27
 Hex 1d1d1b



White
 Pantone® NA
 C0 M0 Y0 K0
 R255 G255 B255
 Hex ffffff

Bringing Rainbows to life

Examples

Being bold and playful with our brand helps show that our communications and products are stylish, fun and clearly Rainbows.

This reflects our personality: curious, courageous, playful and carefree.



How we sound

Key messaging

Purely descriptive

Play, learning and tons of fun for girls from 4 to 7.

Short

Rainbows welcomes all girls from 4 to 7 years old for play, learning and tons of fun in a colourful, safe space.

Medium

Rainbows welcomes all girls from 4 to 7 years old for play, learning and tons of fun in a colourful, safe space. She'll laugh, sing and make a happy mess (and help clear it up!) as she chooses her way through our programme of activities. She'll have plenty of magic moments: she might become a time traveller, an animal tracker, a pop singer, a stargazer. It's a wonderful world of adventure, week after week, just for her.

Long

Rainbows welcomes all girls from 4 to 7 years old for play, learning and tons of fun in a colourful, safe space. This is a place where your little one can stretch her wings – trying new things and putting her energy to good use under the watchful eyes of our caring volunteers. She'll laugh, sing and make a happy mess (and help clear it up!) with special friends in regular meetings.

She can choose her way through our programme of activities: getting creative with crafts, learning through games and stories, exploring indoors and out, even going on her first sleepover. She'll have plenty of magic moments to tell you all about: she might become a time traveller, an animal tracker, a pop singer, a stargazer. Rainbows is a wonderful world of adventure, week after week, just for her.

Brownies

We are...

Curious

Courageous

Energetic

Excitable

Brownies welcomes all girls from 7 to 10 years old for non-stop fun, learning and adventure.



At a glance: Brownies

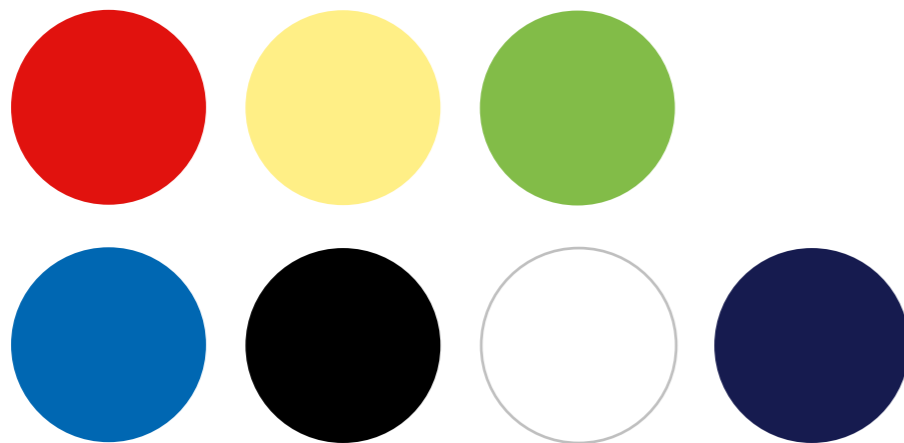
Primary colours



Secondary colours



Accent colours



Logo



Localised logo



Brownies symbol



Connector logo



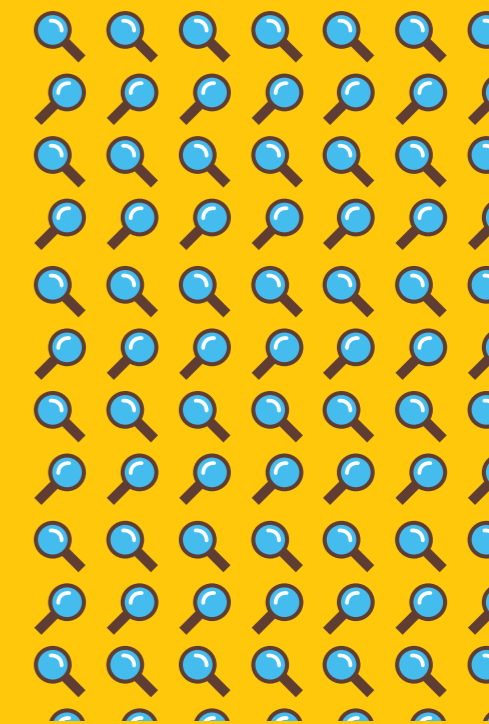
Brownies icons



Icons engaging with Brownies symbol



Pattern



Logo

Our logo design

The Brownies symbol is a magnifying glass. This shows the curious and adventurous nature of Brownies.

There are 2 elements to the Brownies logo: symbol and wordmark. These have been carefully designed, so never adapt or change the artwork in any way.

Always place the logo on a Brownie yellow background.

Primary logo



Logo

Using it well

Give it space

Our logo should always be confident and proud.

Never overlap it with other graphics, text, photographs or illustrations.

The clear space area is based on the height and width of the capital letter 'B' from our wordmark across all edges.

How big should it be?

To make sure the logo is always easy to read, keep it to the minimum size or above.

Primary colourway

Primary logo



Section logo: 28mm wide

Logo

Making it local

Make it local

You can also add a local name or unit underneath our logo.

There is a fixed size and position for the local name, shown here.

Local names are set in Poppins Semibold and can appear in 1, or 2 lines.

To create a localised logo, visit our [online design centre](#).

How big should it be?

Make sure your logo stays at our minimum size or above. This is to keep the location name at least 8pt so that it's easy to read.



Icons Usage

We have a special set of icons for Brownies which bring our section personality to life.

The icons reflect our colour palette and should be placed on backgrounds that are Brownies yellow or white. Only use the icons in the colours you see on this page. You can use them with or without the magnifying glass.

You can also use the dotted pathway from the footsteps icon on its own.

Brownies symbol

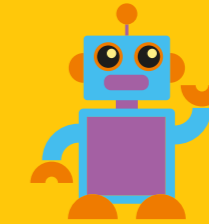
We can be playful with our Brownies symbol by flipping or rotating it to suit the layout.



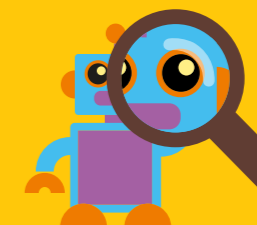
Icons in action



Brownies icons



Icons with Brownies symbol



Symbol

Using our symbol and patterns

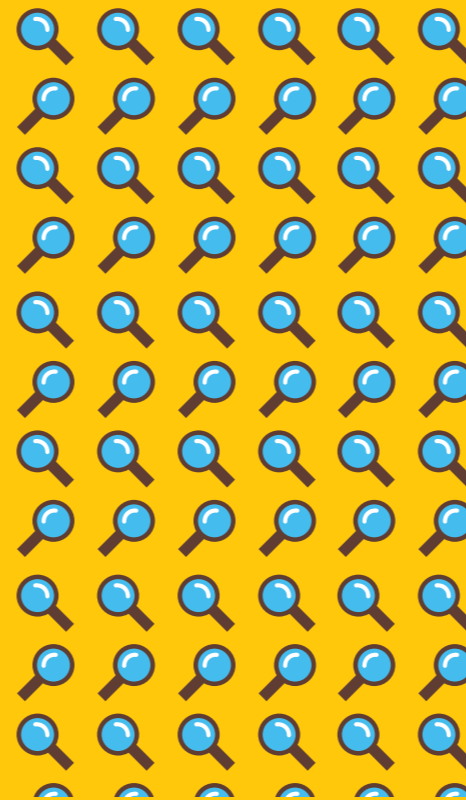
We have unique patterns using the Brownies symbol.

You can use the large or small versions of these, but please don't change the colours.

Brownies symbol



Pattern



Colour Palette

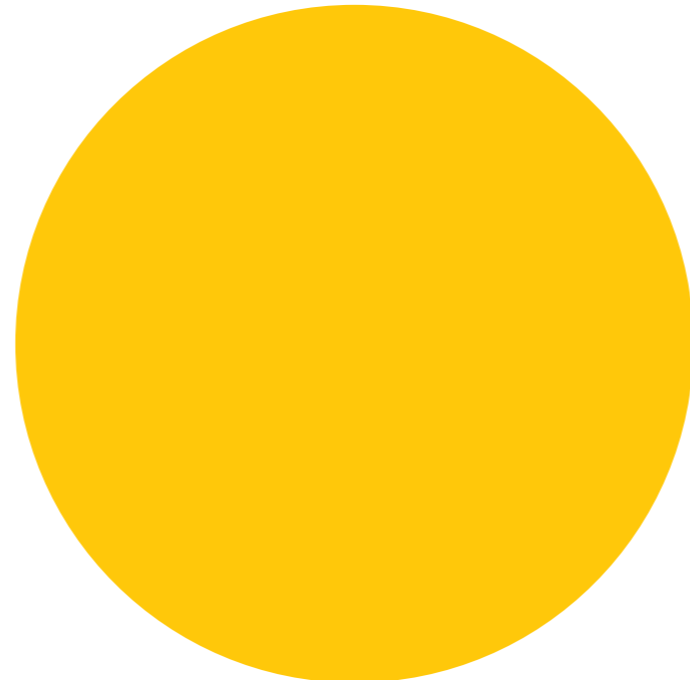
The Brownies colours are designed to attract attention and be vibrant and exciting.

How to use them?

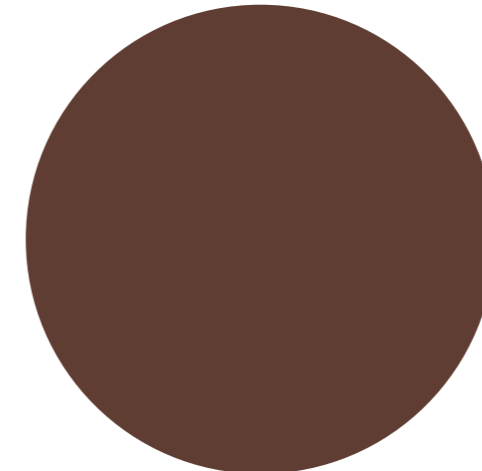
Use our Brownies colours in the balance shown here. Make sure the primary colours stand out the most, and use accent colours only to support the secondary colours.

Try not to use too many colours at once. Make sure the ones you choose have good contrast and visibility.

Primary colours

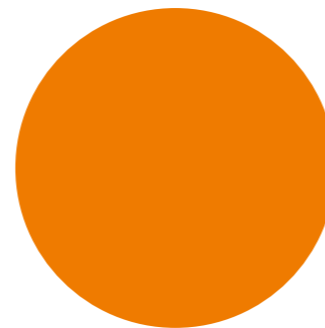


Yellow

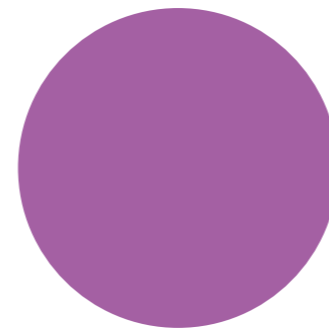


Brown

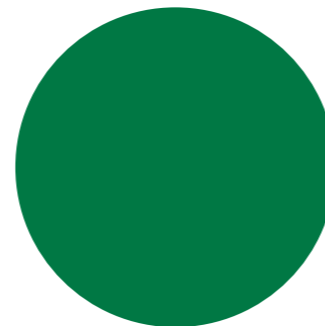
Secondary colours



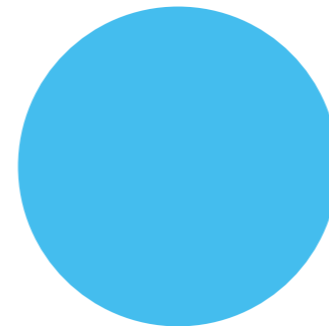
Orange



Purple

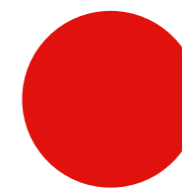


Green



Light blue

Accent colours



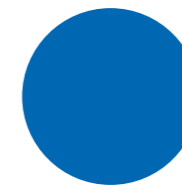
Red



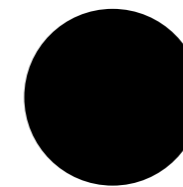
Pale yellow



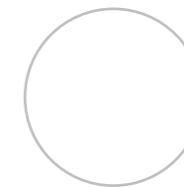
Light green



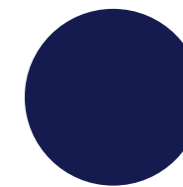
Blue



Black



White



Girlguiding dark blue

Colour Usage

Key information

Put key information on a Brownie yellow background, with headers and subheaders in brown.

Body copy

Make sure all body copy is Girlguiding dark blue. If there's lots of copy, put it on a white background to make it easier to read.

Note: All designs are for illustrative purposes only.

Brownies brown

Use for both headers and sub headers

Secondary and accent colours

Use for icons on page



Brownie promise

I promise that I will do my best, to be true to myself and develop my beliefs, to serve the Queen and my community, to help other people and to keep the (Brownie) Guide Law.

Brownie promise

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh euis tincidunt ut laoreet dolore magna aliquam.

Our badges

Brownie Bronze award

If you earn two Theme awards, you will get the Brownie Bronze award.

Brownie Silver award

If you earn four Theme awards, you will get the Brownie Silver award.

Brownie Gold award

If you earn all six Theme awards, make your Promise and complete a final challenge, you will get the Brownie Gold award. This is the highest award you can get in Brownie and it is really special.



Brownies yellow

Use as background colour to highlight key information

Girlguiding dark blue

Use for body copy placed onto white

Colour Specifications

Primary colours



Brownies yellow
 Pantone® 7408 C
 C0 M17 Y100 K0
 R255 G200 B10
 Hex ffc80a



Brownies brown
 Pantone® 7596 C
 C27 M69 Y90 K69
 R96 G61 B51
 Hex 603d33

Secondary colours



Brownies orange
 Pantone® 716 C
 C0 M61 Y100 K0
 R239 G123 B0
 Hex ef7b00



Brownies purple
 Pantone® 2583 C
 C42 M71 Y0 K0
 R164 G96 B163
 Hex a460a3



Brownies green
 Pantone® 7726 C
 C100 M0 Y85 K29
 R0 G120 B68
 Hex 007844



Brownies light blue
 Pantone® 298 C
 C65 M3 Y0 K0
 R68 G189 B238
 Hex 44bdee

Accent colours



Brownies red
 Pantone® 485 C
 C0 M98 Y100 K0
 R225 G18 B14
 Hex e1120e



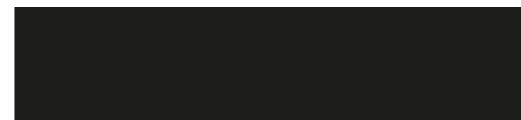
Brownies pale yellow
 Pantone® 601 C
 C0 M3 Y58 K0
 R255 G239 B134
 Hex ffef86



Brownies light green
 Pantone® 360 C
 C56 M0 Y87 K0
 R130 G189 B72
 Hex 82bd48



Brownies blue
 Pantone® 2144 C
 C100 M52 Y0 K0
 R0 G103 B178
 Hex 0067b2



Black
 Pantone® NA
 C0 M0 Y0 K100
 R29 G29 B27
 Hex 1d1d1b



White
 Pantone® NA
 C0 M0 Y0 K0
 R255 G255 B255
 Hex ffffff



Girlguiding dark blue
 Pantone® 2766 C
 C100 M87 Y0 K58
 R22 G27 B78
 Hex 161b4e

Bringing Brownies to life

Examples

Use our assets in a bold and playful way. This makes our products and communications stylish, fun and clearly Brownies.

Design layouts should always represent the Brownies personality: curious, courageous, energetic and excitable.



How we sound

Key messaging

Purely descriptive

Nonstop fun, learning and adventure for girls from 7 to 10.

Short

Brownies welcomes all girls from 7 to 10 years old for nonstop fun, learning and adventure.

Medium

Brownies welcomes all girls from 7 to 10 years old having nonstop fun, learning and adventure. It's full of firsts: she might grow her first plant, cook her first cake, put up (and take down) her first tent, light her first fire, go on her first fun-packed weekend away with guiding friends. With a helpful hand from our encouraging volunteers, she'll explore her creative side, get out into the great outdoors, and start learning to look after herself, others and the world we live in. There's something for every girl at Brownies, and plenty of moments she'll never forget.

Long

Brownies welcomes all girls from 7 to 10 years old for nonstop fun, learning and adventure. It's full of firsts: she might grow her first plant, cook her first cake, put up (and take down) her first tent, light her first fire, go on her first fun-packed weekend away with guiding friends. With a helpful hand from our encouraging volunteers, she'll explore her creative side, get out into the great outdoors, and start learning to look after herself, others and the world we live in.

She can build her own Brownie adventure – she might just want to have fun with her friends; she might like to work towards the many badges and awards we offer. She can have a go at all sorts of things: from making a robot to exploring mindfulness to putting on a magic show. There's something for every girl at Brownies, and plenty of moments she'll never forget.

Guides

We are...

Curious

Courageous

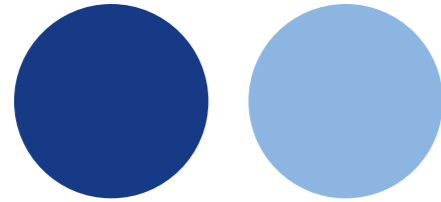
Supportive

Imaginative

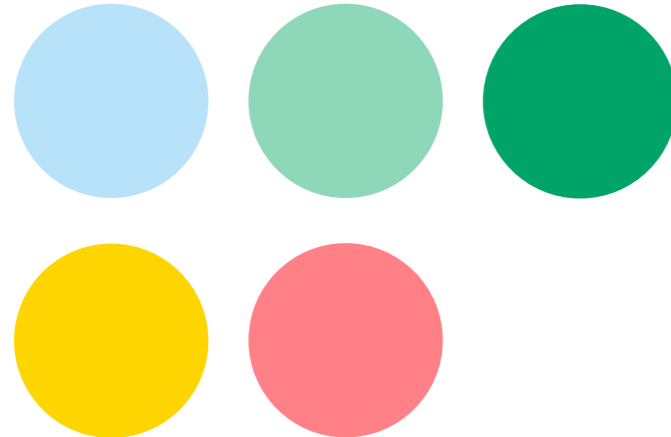
Guides is a relaxed, welcoming space where you can have fun, learn and be yourself with good friends from 10 to 14 years old.

At a glance: Guides

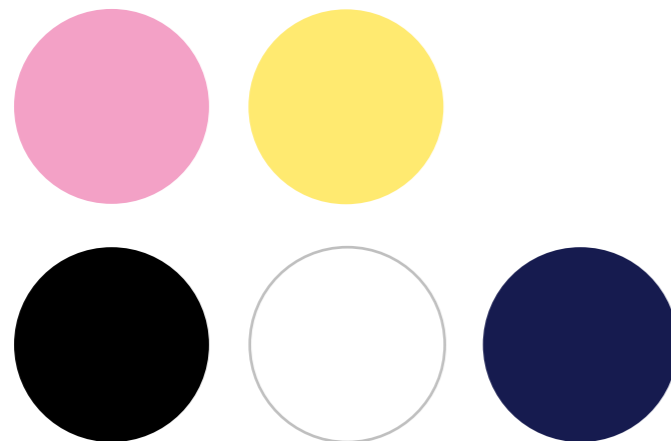
Primary colours



Secondary colours



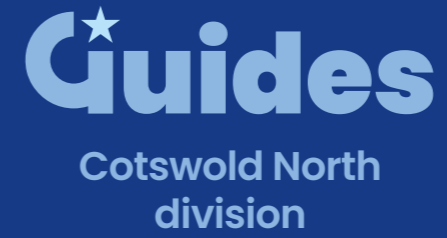
Accent colours



Logo



Localised logo



Guides symbol



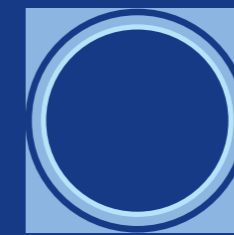
Connector logo



Guides icons



Patterns



Pattern



Logo

Our logo design

The Guides logo is based on the guiding star. This shows the imaginative and supportive nature of Guides.

The symbol is integrated into the wordmark in the Guides logo. This has been carefully designed, so never adapt or change the artwork in any way.

Always place the logo on a Guide dark blue background.

Primary logo



Logo

Using it well

Give it space

Our logo should always be confident and proud.

Never overlap it with other graphics, text, photographs or illustrations.

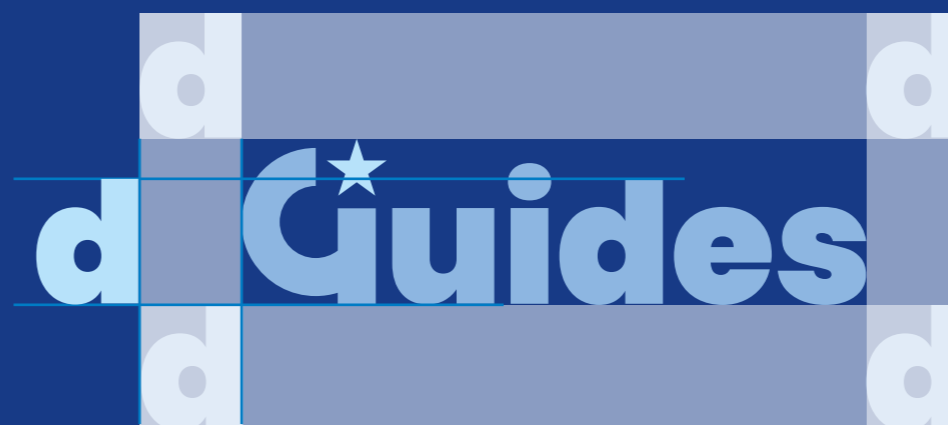
The clear space area is based on the height of the letter 'd' from our wordmark across all edges.

How big should it be?

To make sure the logo is always easy to read, keep it to the minimum size or above.

Primary colourway

Primary logo



Section logo: 28mm wide

Logo

Making it local

Make it local

You can also add a local name or unit underneath our logo.

There is a fixed size and position for the local name, as shown here.

Local names are set in Poppins Semibold and can appear in 1 or 2 lines.

To create a localised logo, visit our [online design centre](#).

How big should it be?

Make sure your logo stays at our minimum size or above. This is to keep the location name at least 8pt so that it's easy to read.



Girlguiding logo with a star in the 'i' and the text 'Cotswold North division' below it.

Cotswold North
division



Girlguiding logo with a star in the 'i' and the text 'Cotswold North division' below it, with a blue double-headed arrow indicating the width.

Cotswold North
division

28mm minimum
across width of logo

Icons Usage

We have a special set of icons for Guides which bring our section personality to life.

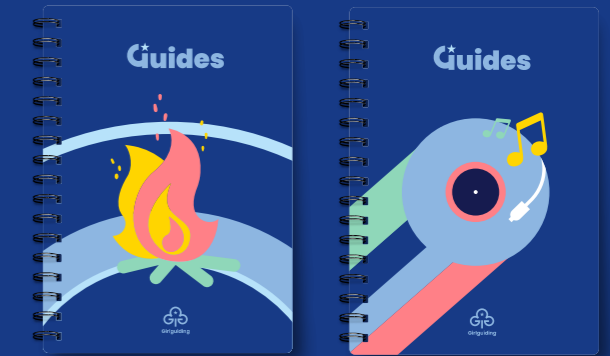
The icons reflect our colour palette and should be placed on backgrounds that are Guides blue or white. Only use the icons in the colours you see on this page.

We can also use repeated shapes and lines as extra patterns to support the icons.

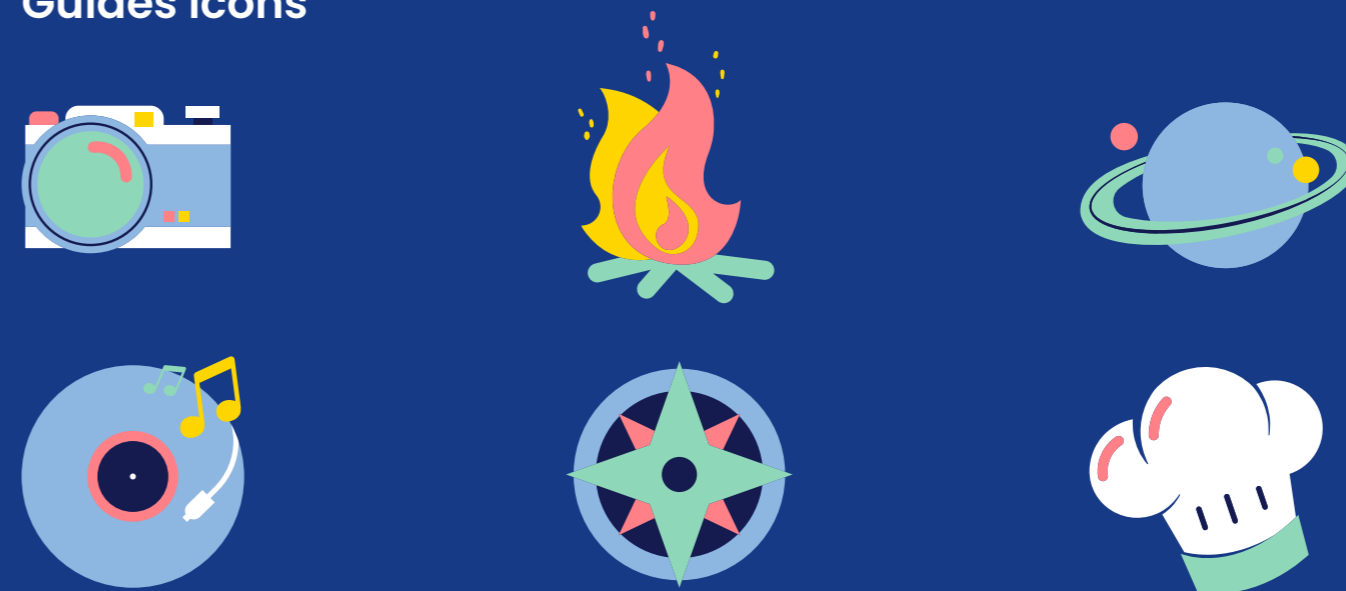
Guides symbol



Icons in action



Guides icons



Patterns



Symbol

Using our symbol and patterns

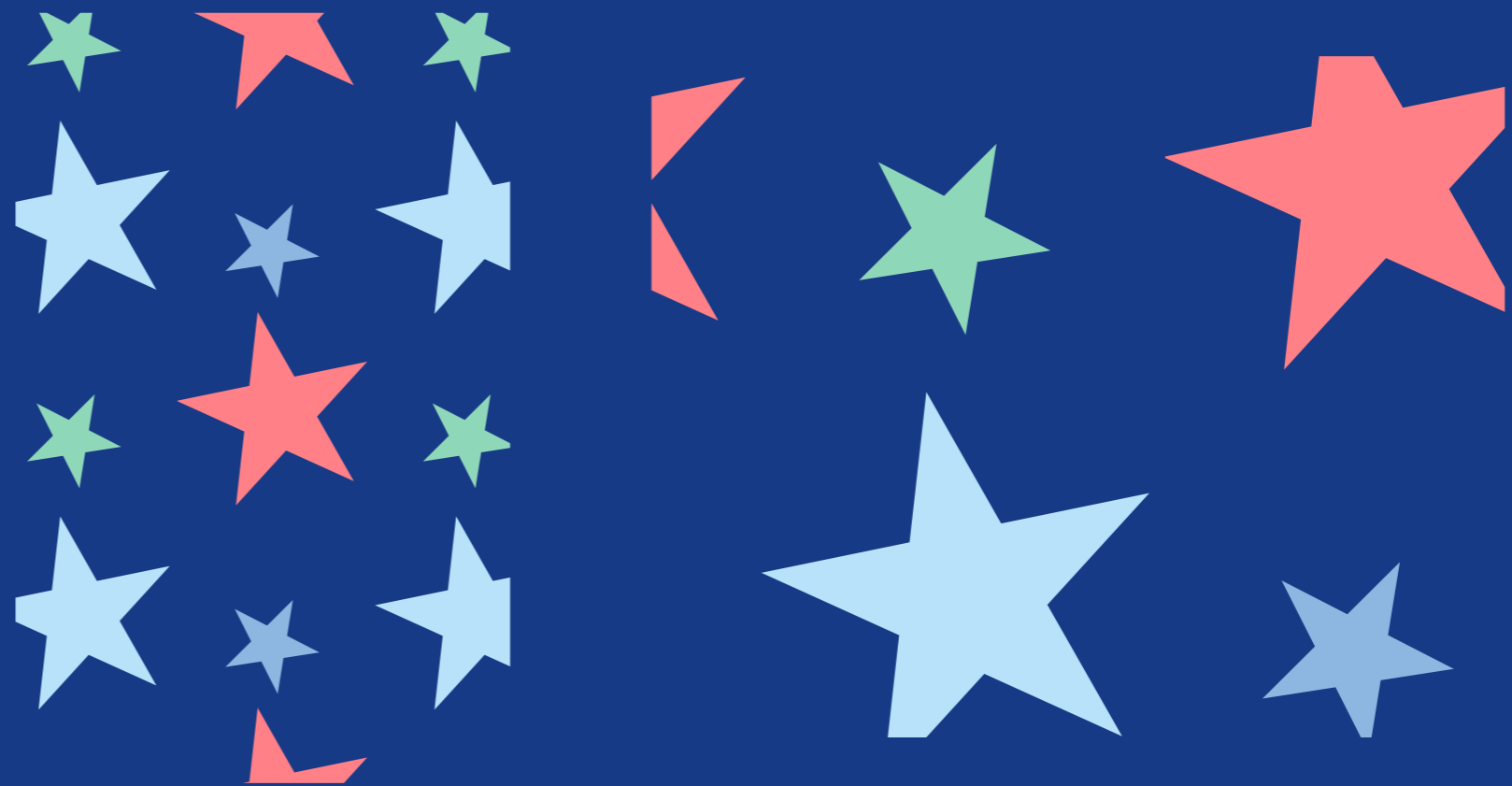
We have unique patterns that use the star from the Guides symbol.

You can use the large or small versions of these, but please don't change the colours.

Guides symbol



Pattern



Colour Palette

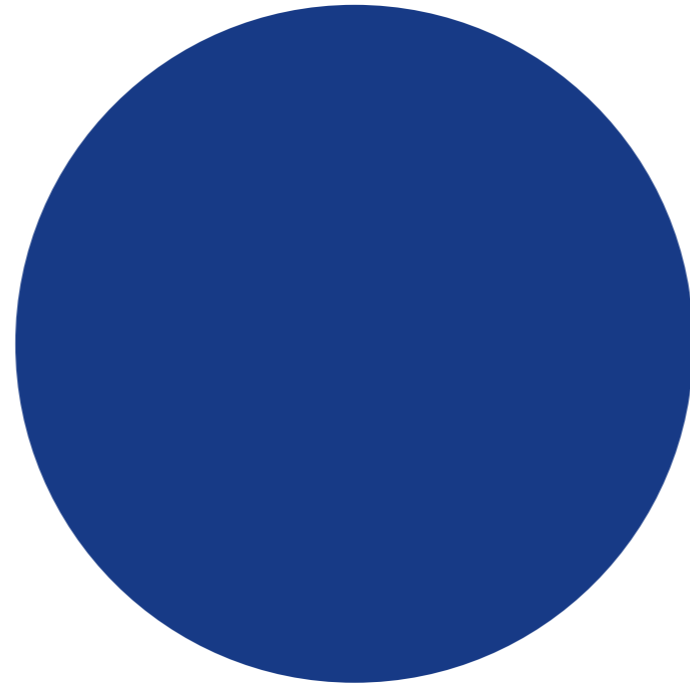
The Guides colours are designed to spark interest and complement our primary colours.

How to use them?

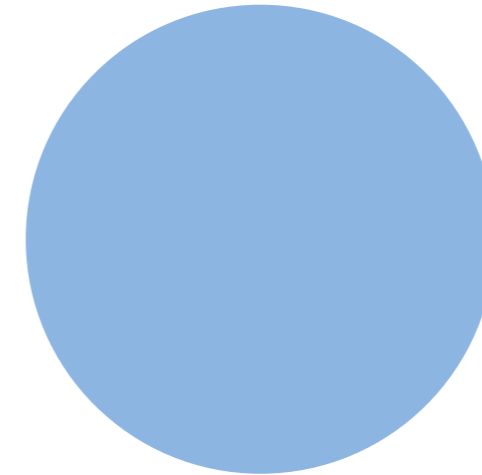
Use our Guides colours in the balance shown here. Make sure the primary colours stand out the most, and use accent colours only to support the secondary colours.

Try not to use too many colours at once. Make sure the ones you choose have good contrast and visibility.

Primary colours

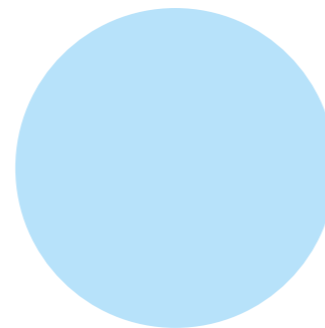


Dark blue

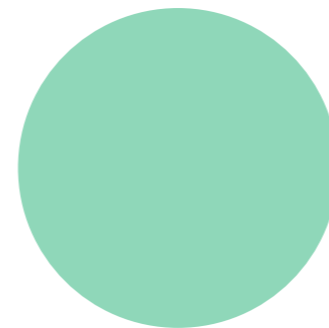


Mid blue

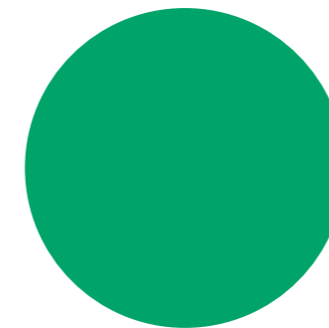
Secondary colours



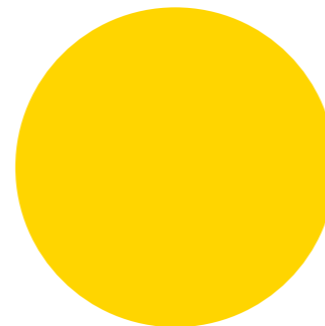
Light blue



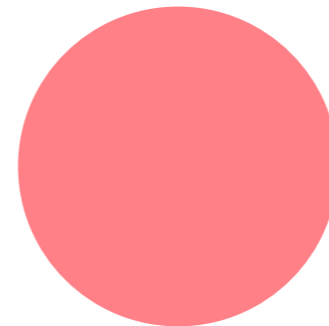
Light green



Green

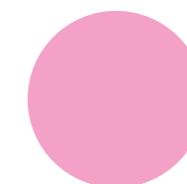


Yellow



Coral

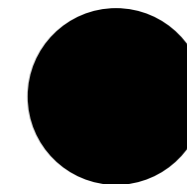
Accent colours



Pink



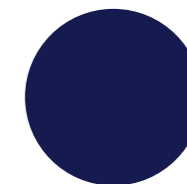
Pale yellow



Black



White



Girlguiding dark blue

Colour Usage

Key information

Put smaller amounts of key information in white text on a Guide dark blue background, with headers and subheaders in mid blue.

Body copy

Make sure larger amounts of body copy are in Girlguiding dark blue, with headers in Guides dark blue. Use a white background to make text easier to read.

Note: All designs are for illustrative purposes only.

Guides mid blue

Use for both headers and sub headers

Secondary and accent colours

Use for icons on page



Guides dark blue

Use as background colour to highlight key information

Girlguiding dark blue

Use for body copy placed onto white

Colour Specifications

Primary colours

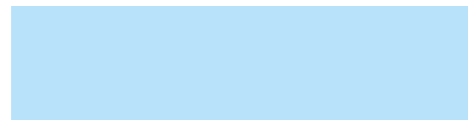


Guides dark blue
Pantone® 2146 C
C100 M81 Y0 K13
R23 G58 B134
Hex 173a86



Guides mid blue
Pantone® 2128 C
C49 M20 Y0 K0
R140 G181 B226
Hex 8cb5e2

Secondary colours



Guides light blue
Pantone® 635 C
C24 M0 Y8 K0
R183 G226 B250
Hex b7e2fa



Guides light green
Pantone® 4163 C
C52 M0 Y36 K0
R143 G215 B185
Hex 8fd7b9



Guides green
Pantone® 2251 C
C84 M0 Y74 K0
R0 G164 B105
Hex 00a469



Guides yellow
Pantone® 129 C
C0 M15 Y100 K0
R255 G213 B0
Hex ffd500



Guides coral
Pantone® 2344 C
C0 M59 Y49 K0
R255 G128 B135
Hex ff8087

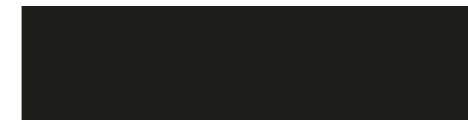
Accent colours



Guides pink
Pantone® 672 C
C0 M49 Y0 K0
R243 G161 B198
Hex f3a1c6



Guides light yellow
Pantone® 2003 C
C0 M5 Y66 K0
R255 G234 B112
Hex ffea70



Black
Pantone® NA
C0 M0 Y0 K100
R29 G29 B27
Hex 1d1d1b



White
Pantone® NA
C0 M0 Y0 K0
R255 G255 B255
Hex ffffff



Girlguiding dark blue
Pantone® 2766 C
C100 M87 Y0 K58
R22 G27 B78
Hex 161b4e

Bringing Guides to life

Examples

Use our assets in a bold and playful way. This makes our products and communications stylish, fun and clearly Guides.

Applications should always represent the Guides' personality: curious, courageous, supportive and imaginative.



How we sound

Key messaging

Purely descriptive

A welcoming, fun-filled space where you'll laugh, learn and expand your horizons. For girls from 10 to 14 – whoever you are, wherever you're from.

Short

Guides is a relaxed, welcoming space where you can have fun, learn and be yourself with good friends from 10 to 14 years old.

Medium

Guides is a relaxed, welcoming space where you can have fun, learn and be yourself with good friends from 10 to 14 years old. A place where you can explore the things you love and do stuff you've never done before. Where else can you think up a new sport, make a new perfume, cook over a campfire, design an advertising campaign, have a mocktail party, raise money for a charity you believe in? At Guides, you can do all of this and loads more.

Long

Guides is a relaxed, welcoming space where you can learn, have fun and be yourself with good friends from 10 to 14 years old. A place where you can explore the things you love and do stuff you've never done before. Where else can you think up a new sport, make a new perfume, cook over a campfire, design an advertising campaign, have a mocktail party, raise money for a charity you believe in? At Guides, you can do all of this and loads more.

And you're in charge: you choose what you do, and you can earn badges and awards as you go, if that's your thing. From regular meetings with your guiding friends and volunteers to going away to festivals, camps, and trips with girls from other places, Guides is one big adventure. Your big adventure.

Rangers

We are...

Curious

Courageous

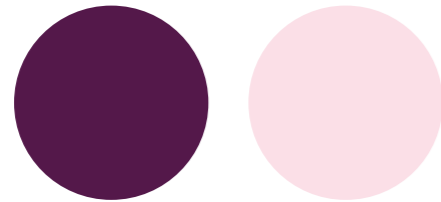
Proactive

Optimistic

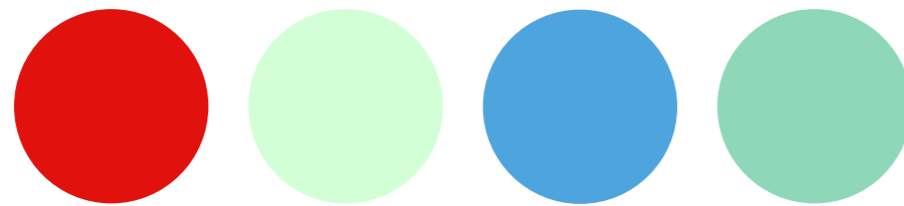
Rangers is your space –
where you get together
with other girls from 14 to 18
to have fun, learn more,
give back, hang out,
and just be you.

At a glance: Rangers

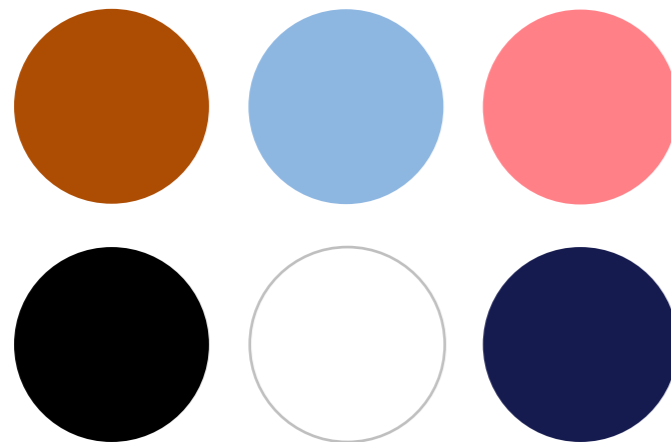
Primary colours



Secondary colours



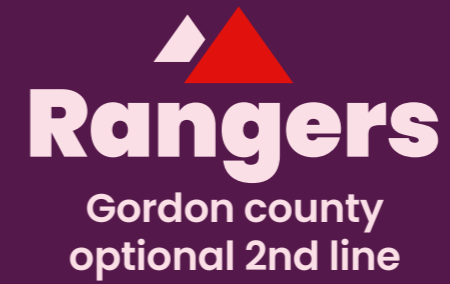
Accent colours



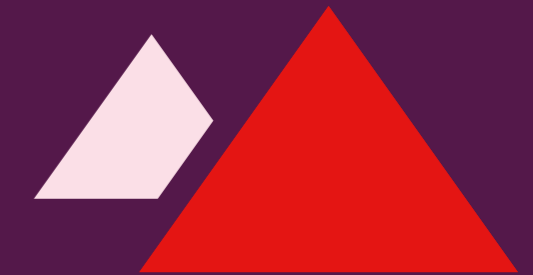
Logo



Localised logo



Rangers symbol



Connector logo



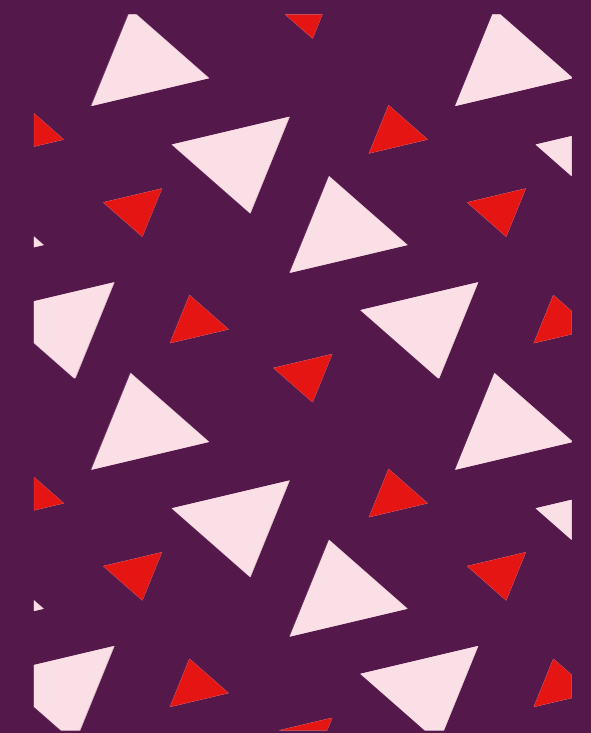
Rangers icons



Patterns



Pattern



Logo

Our logo design

The Rangers symbol is 2 triangles. These can be seen as arrows or mountains - and they show the proactive and optimistic nature of Rangers.

The symbol sits on top of the wordmark in the Rangers logo. This has been carefully designed, so never adapt or change the artwork in any way.

Always place the logo on a Ranger purple background.

Primary logo



Logo

Using it well

Give it space

Our logo should always be confident and proud.

Never overlap it with other graphics, text, photographs or illustrations.

The clear space area is based on the height and width of the capital letter 'R' from our wordmark across all edges.

How big should it be?

To make sure the logo is always easy to read, keep it to the minimum size or above.

Primary colourway

Primary logo



Section logo: 28mm wide

Logo

Making it local

Make it local

You can also add a local name or unit underneath our logo.

There is a fixed size and position for the local name, as shown here.

Local names are set in Poppins Semibold and can appear in 1 or 2 lines.

To create a localised logo, visit our [online design centre](#).

How big should it be?

Make sure your logo stays at our minimum size or above. This is to keep the location name at least 8pt so that it's easy to read.



Icons Usage

We have a special set of icons for Rangers which bring our section personality to life.

The icons reflect our colour palette and should be placed on backgrounds that are white or Rangers purple. Only use the icons in the colours you see on this page.

You can also use the triangle shape to create patterns in one or more of the Rangers colours. The bigger and bolder this is, the more it will stand out.

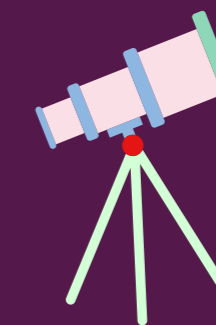
Rangers symbol



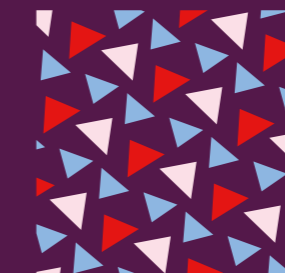
Icons in action



Rangers icons



Patterns



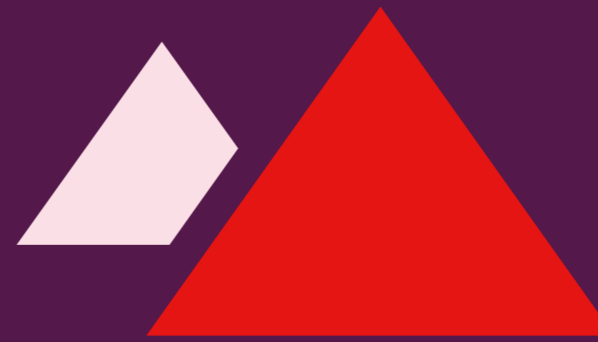
Symbol

Using our symbol and patterns

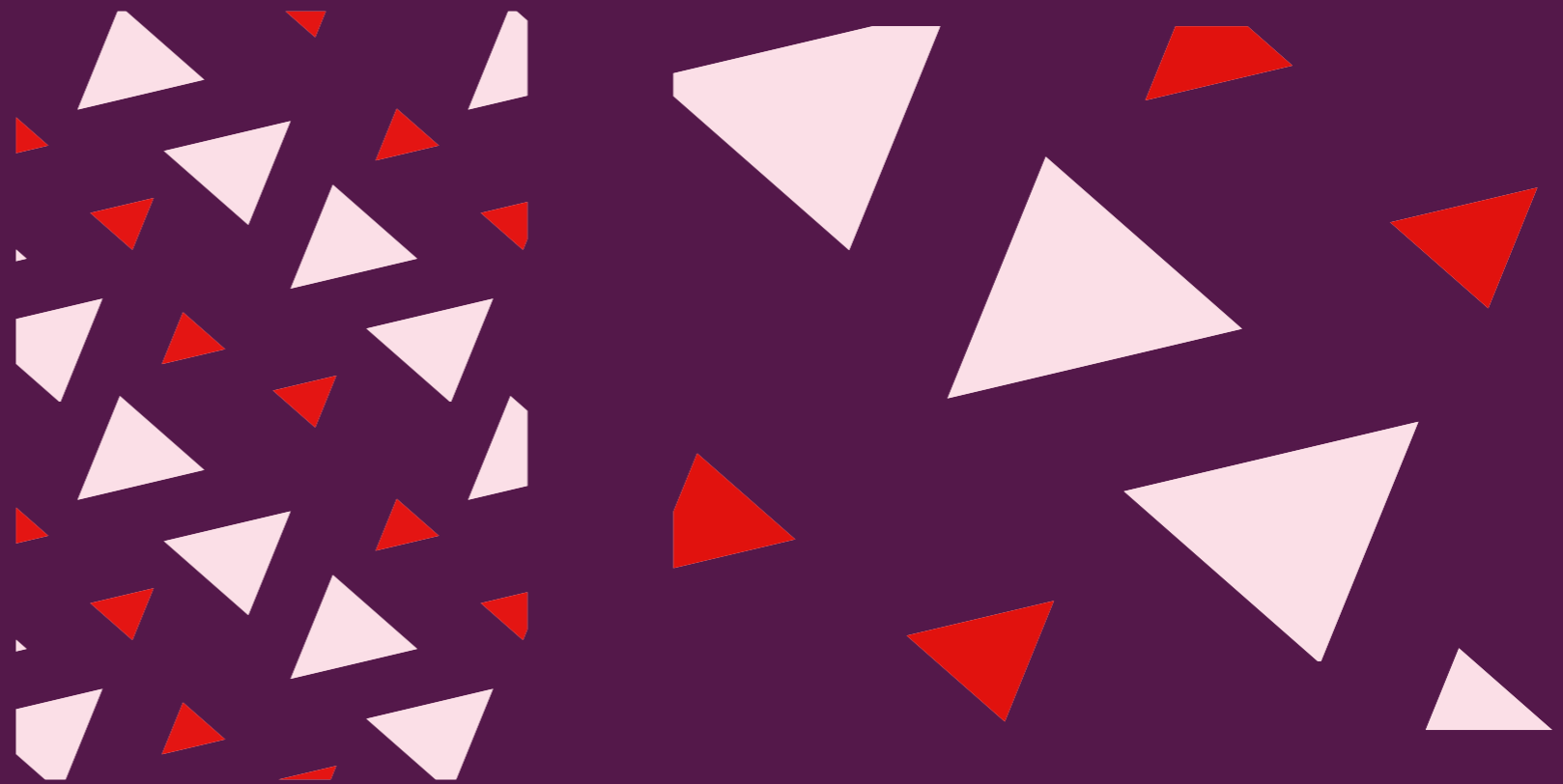
We have unique patterns using the Rangers symbol.

You can use the large or small versions of these, but please don't change the colours.

Rangers symbol



Pattern



Colour Palette

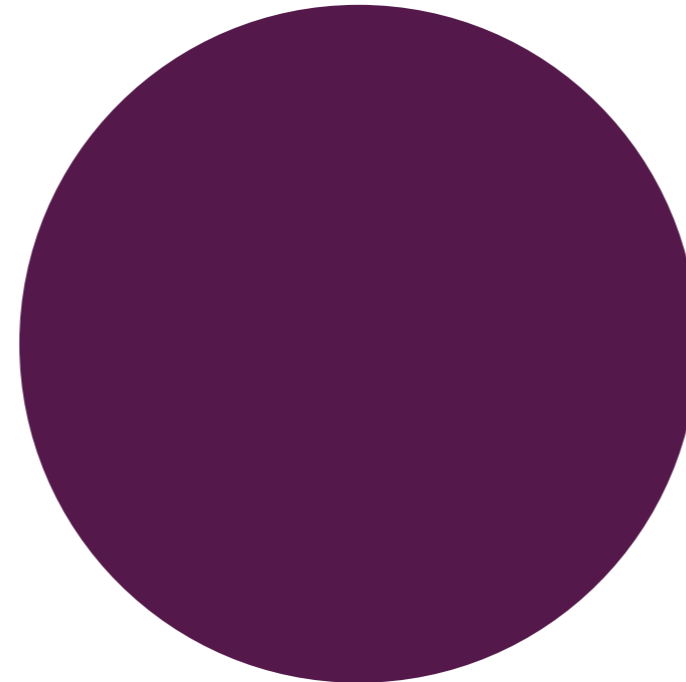
The Rangers colours are designed to complement our primary colours and be positive and dynamic.

How to use them?

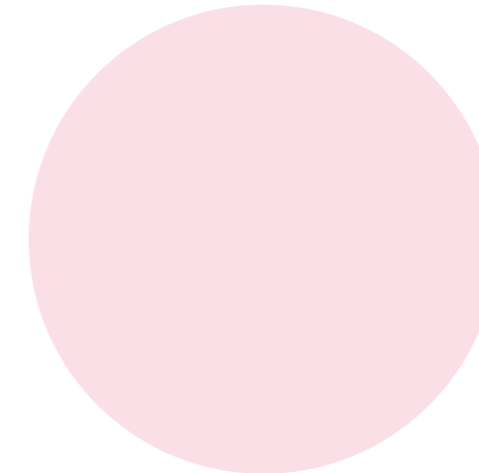
Use our Rangers colours in the balance shown here. Make sure the primary colours stand out the most, and use accent colours only to support the secondary colours.

Try not to use too many colours at once. Make sure the ones you choose have good contrast and visibility.

Primary colours

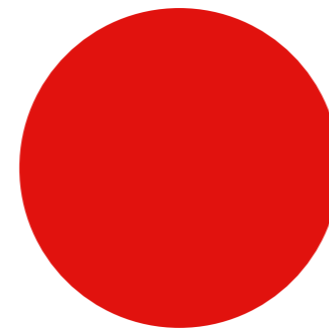


Purple

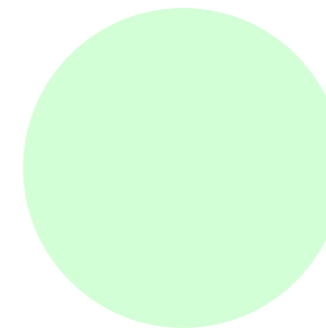


Light pink

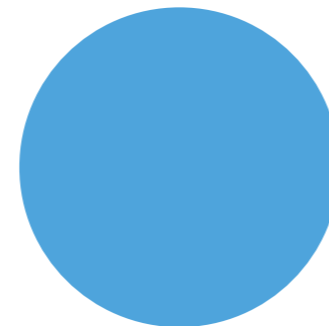
Secondary colours



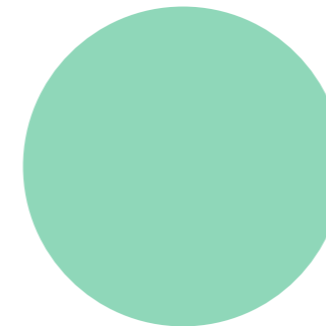
Red



Light green

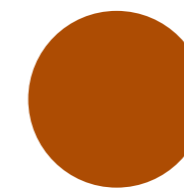


Blue

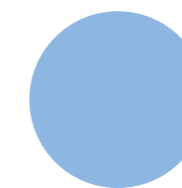


Green

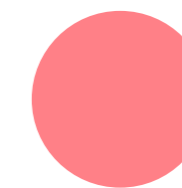
Accent colours



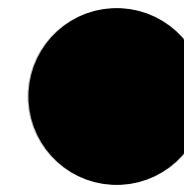
Brown



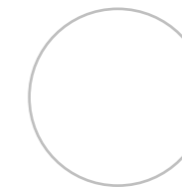
Light blue



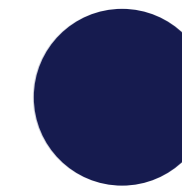
Pink



Black



White



Girlguiding dark blue

Colour Usage

Key information

Put smaller amounts of key information in white text on a Ranger purple background, with headers and subheaders in Rangers light pink.

Body copy

Make sure larger amounts of body copy are in Girlguiding dark blue, with headers in Rangers purple. Use a white background to make text easier to read.

Note: All designs are for illustrative purposes only.

Rangers light pink
Use for both headers and sub headers

Secondary and accent colours
Use for icons on page



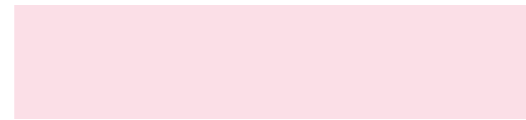
Rangers purple
Use as background colour to highlight key information

Girlguiding dark blue
Use for body copy placed onto white

Colour Specifications



Rangers purple
 Pantone® 262 C
 C58 M91 Y0 K68
 R84 G24 B74
 Hex 54184a

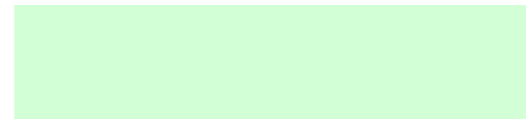


Rangers light pink
 Pantone® 2050 C
 C0 M13 Y0 K0
 R251 G223 B231
 Hex fbdfe7

Secondary colours



Rangers red
 Pantone® 485 C
 C0 M98 Y100 K0
 R225 G18 B14
 Hex e1120e



Rangers light green
 Pantone® 7485 C
 C16 M0 Y31 K0
 R209 G255 B213
 Hex dlffd5



Rangers blue
 Pantone® 2171 C
 C67 M21 Y0 K0
 R78 G165 B220
 Hex 4ea5dc



Rangers green
 Pantone® 4163 C
 C52 M0 Y36 K0
 R143 G215 B185
 Hex 8fd7b9

Accent colours



Rangers brown
 Pantone® 1605 C
 C0 M71 Y100 K34
 R173 G76 B3
 Hex ad4c03



Rangers light blue
 Pantone® 2128 C
 C49 M20 Y0 K0
 R140 G181 B226
 Hex 8cb5e2



Rangers coral
 Pantone® 2344 C
 C0 M59 Y49 K0
 R255 G128 B135
 Hex ff8087



Girlguiding dark blue
 Pantone® 2766 C
 C100 M87 Y0 K58
 R22 G27 B78
 Hex 161b4e



Black
 Pantone® NA
 C0 M0 Y0 K100
 R29 G29 B27
 Hex 1d1d1b



White
 Pantone® NA
 C0 M0 Y0 K0
 R255 G255 B255
 Hex ffffff

Bringing Rangers to life

Examples

Use our assets in a bold and playful way. This makes our products and communications stylish, fun and clearly Rangers.

Design layouts should always represent the Rangers personality: curious, courageous, proactive and optimistic.



How we sound

Key messaging

Purely descriptive

Have fun, learn more, give back, hang out – and just be you. All girls from 14 to 18 welcome.

Short

Rangers is your space – where you get together with other girls from 14 to 18 to have fun, learn more, give back, hang out, and just be you.

Medium

Rangers is your space – where you get together with other girls from 14 to 18 to have fun, learn more, give back, hang out, and just be you. It's regular meetings with your local group, trips at home and abroad, making a difference to the things you care about. It's an open and relaxed space to talk with good friends – it's qualifications and badges and awards. It's the freedom to be more independent, and to do what makes you happy. Rangers is what you make of it.

Long

Rangers is your space, where you get together with other girls from 14 to 18 to have fun, learn more, give back, hang out, just be you. It's regular meetings with your local group, trips around the UK and abroad, making a difference to the things you care about. It's an open and relaxed space to talk with good friends – it's qualifications and badges and awards. It's the freedom to do what makes you happy. Rangers is what you make of it.

Whether you're just joining or have been in Girlguiding for years, Rangers gives you the chance to focus on the things you love and care about, to be more independent, and to challenge yourself. You might want to design an app, or make an animation or vlog, or learn a new sport, or start a petition, or trace your family tree, or connect with nature. You might want to become a volunteer camping leader or first-aider or young leader. You might want to work towards a Duke of Edinburgh's Award or join our Advocate Panel. You might just want to relax with your Ranger friends, sharing thoughts and stories and dreams. The possibilities are many, and the choices are all yours.



Our brand is in **your hands**

Our brand assets and marketing materials will be available on the [online design centre](#).

For advice on how to create bespoke items visit the Girlguiding website.

If you have any questions on how to use our brand please get in touch.

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