

Branding mini guide

Written content

Font: use Poppins, or Century Gothic if Poppins isn't available.

Font size: 11pt minimum

Tone of voice: is your message straight-talking (no acronyms or complex language), encouraging (sounds helpful and positive), and thoughtful (people-focused and empathetic).

Date: number, month, year. For example, 21 September 2023

Web addresses: lose the https://www. For example, girlguiding-anglia.org.uk

Do capitalise

- Hashtags (for readability)
- The names of things (proper nouns), for example brands, places, people, unique and marketable Girlguiding events, initiatives and publications (Wellies and Wristbands/Girls' Attitudes Survey etc)
- The first word only of: any new line of text, titles, headings, subheadings, and online navigation elements like menu items

Don't capitalise

- Job titles, volunteer roles, teams and committees
- Badges, schemes, topics, themes, qualifications or unit meeting activities in running text
- The words we use to describe Girlguiding areas, such as 'regions', 'counties', etc

Quick fire capitalisation on commonly used guiding terms:

- region/county/division/district
- peer education
- county commissioner/region chief commissioner/chief's team
- Rainbows/Brownies/Guides/Rangers/young leaders/leaders

Contractions: use them. For example don't, won't, we'll, I'd, you're

Numbers: all numbers should be digits

Times: use the 12-hour clock, for example 11pm, 9.30am

Ampersands (&): Only use ampersands in brand names (Marks & Spencer). In normal sentences, spell out the word 'and'.



Imagery

Logo: are you using the blue logo on a white background? Have you left enough space around the logo? Is it, where possible, in the top left corner? Have you localised your logo?

Colours: text should be Girlguiding dark blue or white, sitting on a contrasting background so it's easy to read.

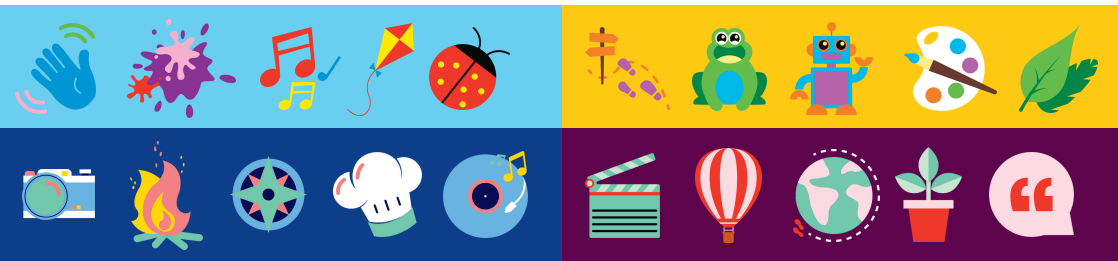
Section logos: are you using the correct logo for the section you're representing? If you're talking about more than 1 section, use the master brand logos. Are you section logos on the correct colour background?



4 core section icons: these icons can be used together but must be displayed on the Girlguiding dark blue background.



Additional section icons: these must only be used for their relevant section. They can't be mixed with other section icons (example groupings below).



Graphics checklist:

- Easy to understand
- Be age appropriate
- Be relatable
- Be inclusive
- Set a scene
- Keep it simple