

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 fulfill 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

helpful and positive

Welcoming

making sure all girls feel like they belong

Curious

open minded and inquisitive

Courageous

always willing to have a go

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'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.



Logo

Our primary colourway

Our primary colourway has our logo in white on the Girlguiding dark blue background. We have 2 logo sizes – primary and smaller space – and our trefoil.

When the primary logo appears too big for the space, use the smaller space logo. It's important to always use our official logo artwork without making any changes to this.

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.

Using our logo well

Space and size

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.

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

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.

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](#).

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

Primary logo



Smaller space logo



Trefoil



Primary logo



Smaller space logo



Trefoil



Our primary colourway

Primary logo



Trefoil



Girlguiding



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

Primary logo,
primary
colourway
(centre
aligned)

28mm minimum
across
'Girlguiding'



Smaller space, primary colourway
(right aligned)



28mm across 'Girlguiding'
excluding trefoil

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



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.



Sizing our connector logo

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.

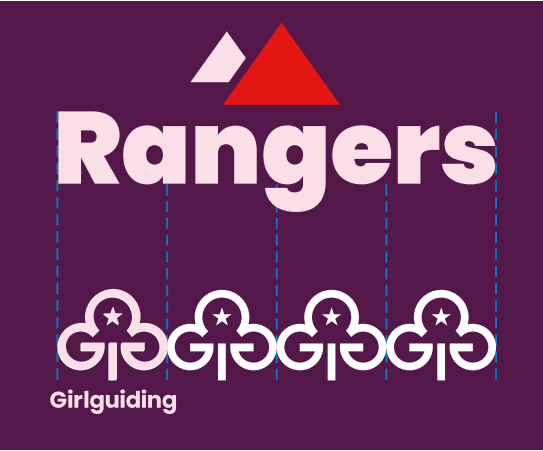
If this makes the connector logo smaller than the minimum size, use the trefoil version of our connector logo.



Primary:
15mm wide



Smaller
space:
7mm
wide



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.

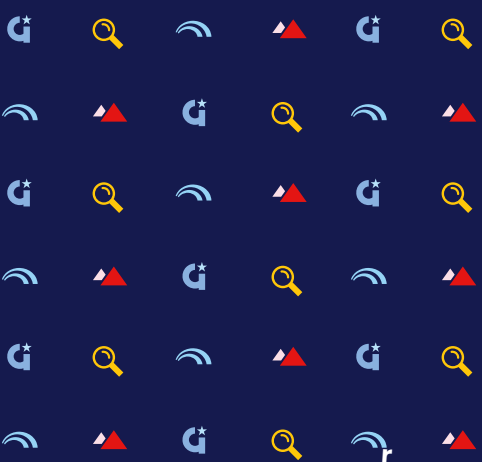
Try to represent the sections equally when using the symbols.

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

Symbol set



Symbol pattern



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.

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.

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

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

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.



Detail

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



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.



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.

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.

Colour Palette

Our colours create a vibrant and confident palette.

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.

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

Specifications

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

See sections for codes



Rainbows light blue



Rangers red



Brownies brown



Brownies yellow



Guides mid blue



Rangers purple

Accent colours

See sections for codes



Rainbows purple



Rainbows orange



Brownies orange



Guides coral



Guides dark blue



Rangers blue



Guides light green



Guides green



Guides light blue



Rangers light pink

Rainbows

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

Brownies

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

Guides

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

Rangers

Primary colours

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 d1ffd5

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

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

Accent colours

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

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

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

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.

Our tone of voice

Principles and techniques

Straight talking

We're refreshingly clear and direct

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

We're people-focused and empathetic

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

We always sound helpful and positive

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)

Our house style

Capital letters

We capitalise each main word for:

- Hashtags (for readability): #AdventuresAtHome
- The names of things (proper nouns)
 - Brands: Adidas, Twitter, Google
 - Places: London, Europe, Waddow Hall
 - People: Prince William, Beyoncé
 - Awards – but not the word award itself: Guiding Star award, Silver Fish award
 - Unique and marketable Girlguiding events, initiatives and publications – here are the ones we capitalise:
 - Sparkle and Ice
 - Wellies and Wristbands
 - Fearless Fun
 - Big Gig
 - Little Giggle
 - Twisted Tech
 - Go for GOLD
 - Girls' Attitudes Survey

If you're creating a new event or initiative, please speak to the brand, comms and marketing team about naming.

We capitalise the first word only of:

- The first word in any new line of text (in tables, lists, on badges, in email signatures, etc)
- Titles, headings, subheadings and online navigation elements like menu items and button labels

Why minimise capitals

Studies have shown that capital letters catch the eye and slow down reading in general. For some groups, such as people with visual impairments or dyslexia, capital letters can make it harder to recognise word shapes.

We don't capitalise:

- Things in general: uniforms, insurance policy, training materials, volunteers, activity centres
- Job titles, volunteer roles, teams and committees, for example:
 - We'll be sending a free resource pack to all unit leaders.
 - Our chief executive is Angela Salt.
 - Amanda Medlar, our chief guide, attended the meeting on behalf of Girlguiding.
 - Contact our complaints and compliance team if you need more information.
 - Our audit and risk committee meets every quarter.
- Badges, schemes, topics, themes, qualifications or unit meeting activities in running text (we capitalise the first word only if it's at the start of a line): book lover interest badge, climbing and abseiling scheme, time travellers, barrier breakers, skills for my future, leadership qualification, etc
- The words we use to describe Girlguiding areas, such as 'regions', 'counties', etc: our Lanark district, our Tamworth division
- Any word to make it feel more important
- The words in URLs: girlguiding.org.uk/information-for-parents

Our house style

Conjunctions

There’s nothing wrong with starting sentences with conjunctions like ‘and’, ‘but’ and ‘or’. It’s perfectly grammatically correct and is more common these days – in fact, it can be a useful way to add a bit of energy to your writing. But use them sparingly and make sure they’re followed by complete sentences.

Contractions

Contractions shorten phrases by adding an apostrophe like ‘it’s’ or ‘isn’t’. We use contractions to give our writing a more natural, human tone – words like

‘I’ve’, ‘we’ve’ and ‘you’ll’.

In speech, we sometimes avoid contracting ‘not’ for emphasis: I did not do that! So you might want to replicate this in writing. The trick is to read your text out loud to make sure it sounds natural and flows properly.

Dates

We use this format for dates: day, month then year, as in 12 January 2023. We don’t use suffixes (12th, 20th, 1st) as these can cause spacing issues and can affect [readability](#).

It’s often helpful to say the day too – and you only need to specify the year when it’s not obvious: Thursday 12 January.
If you’re using dates in a table, it’s fine to abbreviate the longer names of months (12 Jan 2023).

For decades, we talk about the 1990s or the ‘90s, never the 1990’s, and make sure we’re consistent.

ie and eg

Avoid using these abbreviations. They indicate Latin phrases, and it’s much clearer to write out what they mean in plain English. They’re also harder for screen readers to pick up.
Remember: ie means in other words, while eg means for example.
If you’re short of space and have to use the abbreviations, use them without full stops.

Money

Use the £ symbol instead of writing out the word ‘pounds’. And don’t use decimals unless there are pence to include: £45 not £45.00

Numbers

We write all numbers as digits.[Research has shown](#) this is much better for readability especially on screens.

If it feels awkward to start a sentence with a number, try to reword it to avoid this. And if you’re using ‘one’ in a phrase where the digit looks strange, write it as a word instead: ‘she’s one of a kind’, for example.

When talking about ages, we hyphenate the compound: 12-year-olds.

Percentages

To help with readability, always use the symbol instead of spelling out the word: 50%, not 50 per cent.

Phone numbers

Break these after the area code, for example:
•020 7834 6242
•0161 941 2237
•028 9042 6025 not 0289 042 6025 (Northern Ireland)
Break UK mobile numbers into groups of digits: 5 then 3 and 3: 07XXX XXX XXX.

Times

Write times like this: 9.30am, 10pm
Use the 12-hour clock (11pm) rather than the 24-hour clock (23.00).

Websites

We don’t include the ‘www’ when writing website addresses: [girlguiding.org.uk](#).
This is no longer necessary, and people usually leave it out when speaking web addresses, plus not all web addresses include it.

Ampersands (&)

Only use ampersands in brand names (Marks & Spencer). In normal sentences, spell out the word ‘and’ to help with readability.

Apostrophes

Apostrophes can be tricky. But they’re important – getting this basic punctuation wrong looks unprofessional and can irritate people.

- We use an apostrophe for 2 reasons:
1. To show that a letter or letters have been left out: don’t forget, I’m here. See contractions.
 2. To show possession: this month’s publication. If the owner is plural, the apostrophe usually comes after the s. If the plural doesn’t end in an s, you put the apostrophe before the s: children’s.

So, the bees’ knees is talking about more than 1 bee. And the bee’s knees? Just the 1 bee.

There are 2 situations that can cause problems, so watch out for them:

1. Ordinary plurals don’t need apostrophes. ‘We sell apple’s and pear’s’ is wrong.
2. It’s or its? It’s means it is or it has. Its means belonging to it, which is unusual because it shows possession but doesn’t need an apostrophe: the company is confident about its future.

Exclamation marks

Use exclamation marks sparingly, as they can give your writing a slightly hysterical tone. We don’t throw in exclamation marks as an easy way of sounding encouraging. Whenever you find yourself using one, always check how it reads without. Then only use it if you think it adds an important emphasis.

Bold

Use bold sparingly to emphasise words, numbers and dates. It’s a great way of making something stand out at first glance, so bold text is ideal for key information such as headlines.

Don’t overuse bold, as it can make things harder to read. And never use it for an entire paragraph – when everything is in bold, nothing stands out.

We use bold for headings in non-digital communications. For anything that’s going to be read online (like our website, online PDFs and Word documents), it’s best to apply our heading styles (H1, H2, etc) for consistency and accessibility.

Bold italic

Bold italic makes text hard to read, so stick with bold alone.

Italics

Avoid using italics – they make writing look cluttered and affect readability, especially on screens.

Lists or bullets

Introduce lists with a colon, and use bullet points like this:

- Item 1
 - Item 2
- Start each item in the list with a capital letter.
- If the items in the list are full sentences, put a full stop at the end, just as you would on a normal sentence. For phrases, there’s no need for a full stop at the end. And each list should be one or the other, not a mixture of the 2.
Or, to put it another way:
- If the items in the list are full sentences, put a full stop at the end, just as you would on a normal sentence.
 - For phrases, there’s no need for a full stop at the end.
 - And each list should be one or the other, not a mixture of the 2.

Start your lists off with bullets. Only use numbers if you’re listing a sequence or starting your list off with a number phrase (such as ‘10 great reasons to join Girlguiding’).

Margins

Always align margins to the left – never justify, as the uneven spacing this creates affects readability.

Spaces

Use a single space after a full stop. Like this. Double spaces after full stops are related to how manual typewriters worked and are bad for readability – plus they look old-fashioned.

Use a single line between paragraphs, like here.

Inclusive language

We want everyone to feel welcome and included at Girlguiding. So, we avoid language that excludes or makes assumptions about anyone.

Everyone's different and has their own language preferences. It's always best to ask or listen to how the person describes themselves, and use that language where you can.

Here's some advice on how to be as inclusive as possible when communicating for Girlguiding:

- Try and use the correct terms, but don't tiptoe around something. Instead of 'we want our imagery to show diversity', say 'we want our imagery to show racially diverse people'.
- When describing a person or people with a specific characteristic, ask yourself: is it essential to the story? If it is, use the language they use where you can.
- Be specific when talking about a person or community. Name ethnic groups instead of using broad terms like BAME.
 - For example, say 'the Bengali community' rather than 'the Asian community'.
 - If you're talking about the experiences of people who aren't white, 'people of colour' is more common around the world.
- Avoid the term 'minority group' as a blanket term for underrepresented groups, as underrepresented doesn't always mean a minority. Instead use marginalised groups or underrepresented groups.
- Don't use an adjective as a noun when describing someone.
 - For example, instead of 'Muslims', say 'Muslim girls'.
- Bear in mind that not all families have mothers and fathers. Use 'parents and carers' when referring to this group in general.
- Unless we're talking about children, avoid age descriptors like young, old, or elderly as they can reinforce negative stereotypes.
 - If you need to mention age, be precise and give an age range such as 'people who are 60 and over'.

- When talking about disability avoid slang expressions, phrases that suggest victimhood, and negative terms.

- For example, instead of 'confined to a wheelchair', say 'wheelchair-user' and instead of 'they're dyslexic', say 'they have dyslexia'.
- Be careful about unintentionally derogatory words too, such as 'go crazy with the kids' and 'a mental weekend away'. If in doubt, leave it out.

- People can assume all disabled people are 'heroic' or 'inspiring' for simply existing with a disability. This can feel patronising to some disabled people. For others, this can be a good way to recognise the extra effort they have to make in a society that isn't built for them. So think about what's appropriate for what you're writing. How would the person you're writing about want to be described?
- If you're writing about someone's sexual orientation, use the terms they use. If you need to be more inclusive, say LGBTQ+.
 - If you're not sure what pronoun to use when referring to someone, it's best to ask them. We sometimes use 'they' as a singular pronoun.

A note on the word girl

We're a girl-only space for all girls and young women. We're also proud to be a trans-inclusive organisation and welcome trans girls and non-binary young people.

We know the term 'girl' may not cover these young people – and language is of course always evolving. When we can, we adjust our language to be gender neutral. This helps us include all young people who relate to experiences of girlhood and womanhood.

For more about inclusive language

↳ [gov.uk](https://www.gov.uk/guidance/talking-about-disability) guidance for talking about disability

↳ The [inclusive content section](#) of the NHS digital service manual

Writing for Girlguiding checklist

- ☑ Does the writing sound straight talking, thoughtful and encouraging?
- ☑ Is the language everyday and active, with plenty of you, we, our, your, etc?
- ☑ Does it sound conversational, like a real (likeable) person talking?
- ☑ Are sentences and paragraphs focused, concise and easy to digest?
- ☑ Are things phrased positively, where possible?
- ☑ Have you focused on what matters (and why) to your audience?
- ☑ Do the main points stand out?
- ☑ Where possible, have you used descriptive language, examples and real voices to paint a picture?
- ☑ Are the details (like capital letters and punctuation) in line with our house style?
- ☑ Is your language inclusive?

Glossary of common terms

Girlguiding is full of language that’s unique to guiding. We need to be mindful that this is our own very special jargon, and it can sometimes feel exclusive. This glossary will help you write consistently for and about Girlguiding.

5 essentials	Number 5 then lower case for our 5 guiding principles
activities	Use in relation to the programme only – when referring to Future Girl, say ‘initiatives’ or ‘opportunities’ instead
activity centres Girlguiding activity centres	The words activity centres are always lower case. We no longer say TACs (training and activity centres). When naming activity centres, capitalise the name
activity theme	Lower case
adviser	Not advisor Lower case for role
Anglia region	Initial capitals for place names Lower case on ‘region’
annual subscription	Lower case
a safe space	Lower case – if this might be confusing in a sentence, use a more straight talking word like training or resources Write levels in lower case: level 1, level 2, level 3
assistant leader	Lower case for the role
award	Lower case when referring to awards in general Capitalise the names of speci ic awards, but not the word award itself: Laurel award
badge	Lower case
BAME	Avoid this term – say people of colour instead
be well	Lower case for the programme theme

Bronze award	First word only capitalised
Brownie Brownies	Initial capital when referring to the 7-10-year-old section
Brownie unit	Not Brownie pack
chief commissioner	Lower case
chief guide	Lower case
commissioner	Lower case
cooperate	Not co-operate
coordinator	Not co-ordinator
county, country	Lower case, even when referring to the Girlguiding area
Covid	Not Covid-19 or COVID-19 or coronavirus
DBS check disclosure check	Either use the abbreviation (stands for Disclosure and Barring Service check) or the simple term Only the abbreviation uses capitals
disabled girl or person	Instead of girl or person (living) with a disability
district	Lower case when referring to Girlguiding area
district assistant district commissioner	Lower case
division	Lower case
Duke of Edinburgh’s Award	Name of award is capitalised in line with DofE style After the first mention, can be abbreviated to DofE
ecard elearning email enewsletter	Without hyphens
express myself	Lower case for the programme theme
first aid first aider	Lower case
Girlguiding Inspire or Inspire (if the context is clear)	Initial capitals for our community for 18-30-year-olds

Girlguiding UK	Use only in a global context
Girlguiding qualified trainer	Lower case to refer to someone who delivers training and has their trainer qualification
GO	Capitals for the abbreviation of our membership system (Guiding Organiser)
GOLD Go for GOLD	Acronym for Guiding Overseas Linked with Development. The selection event for GOLD
going away with licence or scheme	Lower case
Gold award	First word only capitalised
Guide Guides	Initial capital for our 10-14-year-old section. Use only in relation to the members of this section –when referring to everyone say ‘all girls in Girlguiding’
The Guide Association	The legal/financial entity – only use when necessary: for example, ‘please make cheques out to The Guide Association’
Guide camp permit	First word only capitalised
Guide law	Only Guide capitalised
guiding	Guiding is what we do (verb) Lower case, except when it’s in a sentence with Scouting (Guiding and Scouting) or a global context (World Guiding)
girls	How we refer to our members in the sections – no need to say ‘girls and young women’
have adventures	Lower case for the programme theme
ICANDO	All capitals
innovate	Lower case for skills builder topic – see skills builder for more info
interest badges	Lower case: interest badge, book lover interest badge

International Women's Day	Initial capitals and apostrophe before the 's'
internet	Lower case
jamboree	Lower case, unless referring to the name of a specific one; Jamboree Denmark
the King	Always capitalised We can initially say His Majesty The King, then HM the King or the King on other mentions
know myself	Lower case for the programme theme
leader	Lower case for role
leader in training	Lower case
leadership qualification leadership team	Lower case
LGBTQ+	How we refer to the lesbian, gay, bisexual and trans plus community – this is in line with Stonewall's guidance
Long Service award	Name of award capitalised (but not the word award)
members	Lower case Avoid using externally: say volunteers and girls instead
no one	No hyphen, 2 words
online design centre	Lower case
online shop	Instead of web shop
parent and carer	Lower case – not parent or guardian.
patrol patrol sleepover	Lower case
patron	Lower case
peer education	Lower case
peer educator	Lower case for role
programme	Lower case

promise promise badge promise sign	Lower case
promise celebration	Lower case. Not enrolment
Queen's Guide award	Name of award capitalised (but not the word award)
Rainbow Rainbows	Initial capital for our 4-7-year-old section.
Rainbow helper	Lower case for helper
Ranger Rangers	Initial capital for our 14-18-year-old section.
region	Always lower case
residential	Lower case
second	Lower case when referring to the deputy leader of a patrol or six
section	Lower case
Silver award	First word only capitalised
Silver Fish award	Name of award capitalised (but not the word award)
six	Lower case for this Brownie grouping
sixer	Lower case when referring to the leader of a patrol or six
skills builders	Lower case. Skills builder names are also lower case: eg first aid skills builder, innovate skills builder Write topic name + skills builder + stage number: innovate skills builder stage 2
skills for my future	Lower case for the programme theme
social services	Lower case unless referring to a specific body: Hertfordshire Social Services
survival skills	Lower case for the unit meeting activity topic
take action	Lower case for the programme theme
task and finish group	Lower case

Theme award	First word only capitalised
they	Use as a gender-neutral third-person pronoun
trainer	Lower case for role
trainer qualification	Lower case
trans (adj)	Lower case, preferable to transgender. Don't say transexual
trefoil	Lower case
Trefoil Guild	Initial capitals for the name Lower case when talking generally about individual guilds
trustee	Lower case
tweet	Lower case (for verb and noun)
unit	Lower case
unit helper	Lower case for role. We don't say 'occasional helper'
unit leader	Lower case for role We don't say 'guider'
unit meeting	Lower case
unit meeting activities	Lower case when referring to the activities in general Lower case for for topic names: survival skills
volunteer	Lower case
wellbeing	1 word
World Centres	These are; Our Chalet in Switzerland, Our Cabaña in Mexico, Pax Lodge in the UK, Sangam in India and Kusafiri in Africa
World Thinking Day	Capitalise event
young leader young leader qualification	Lower case for role and qualification

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.

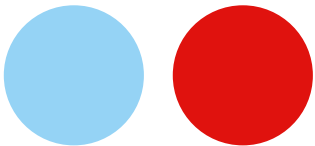
And she'll instantly be part of our global family – connected to guiding communities in 150 countries around the world.

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.

At a glance: Rainbows

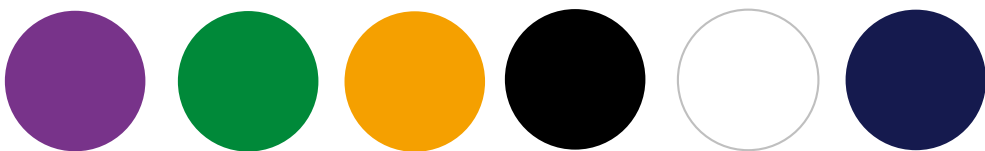
Primary colours



Secondary colours



Accent colours



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.

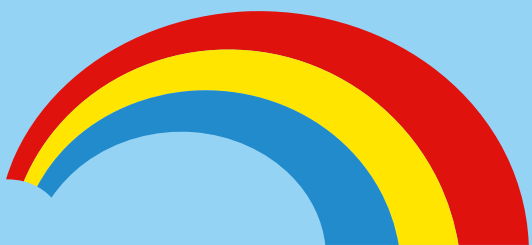
Logo



Localised logo



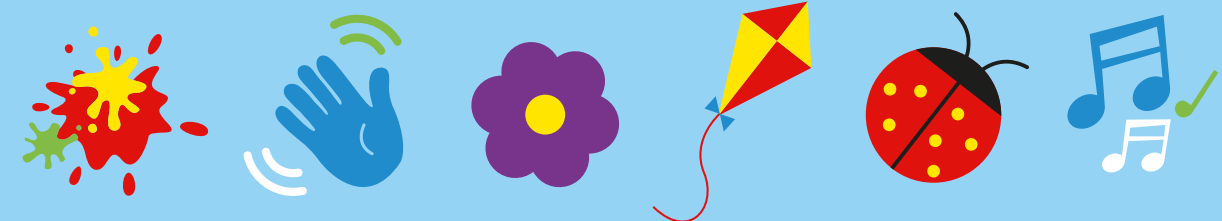
Rainbow symbol



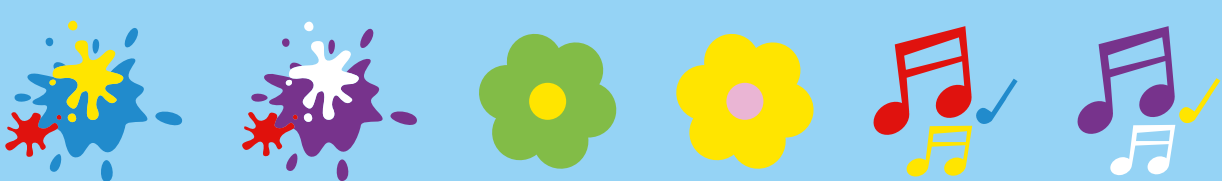
Connector logo



Rainbow icons



Alternate colourways



Icons in action



Primary colourway

Primary logo



Section logo: 28mm wide

Pattern



At a glance: Brownies

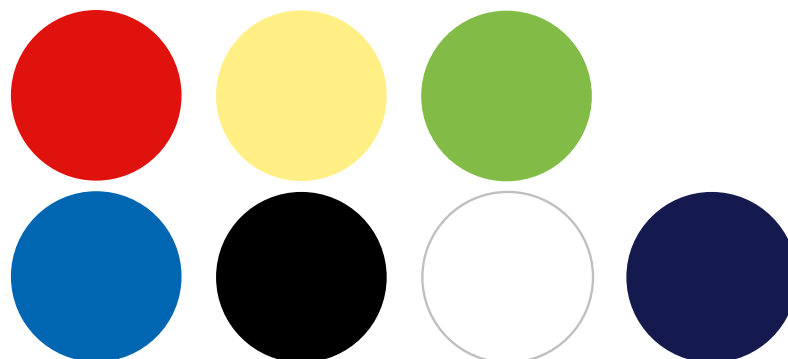
Primary colours



Secondary colours



Accent colours



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.

Logo



Localised logo



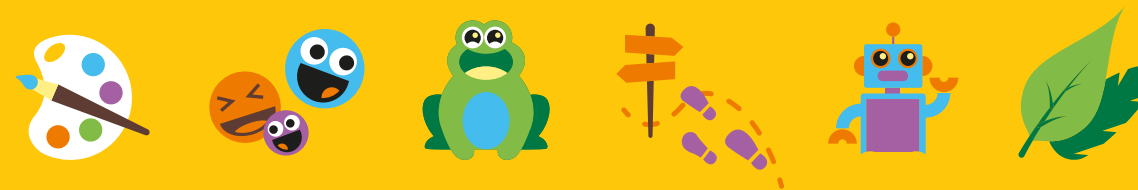
Brownies symbol



Connector logo



Brownies icons



Icons engaging with Brownies symbol



Icons in action



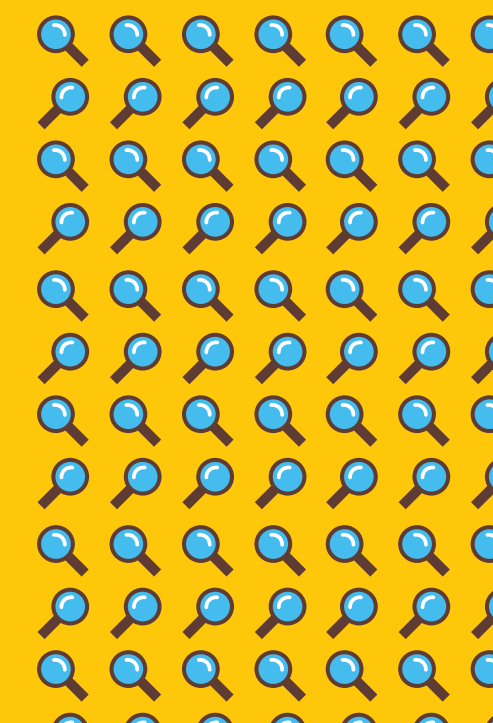
Primary colourway

Primary logo



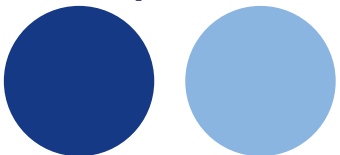
Section logo: 28mm wide

Pattern

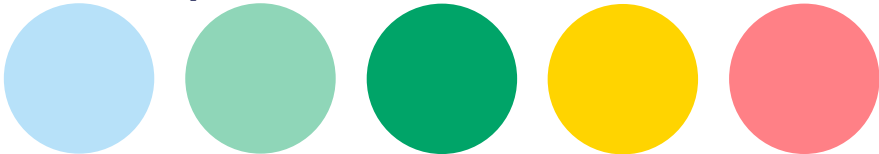


At a glance: Guides

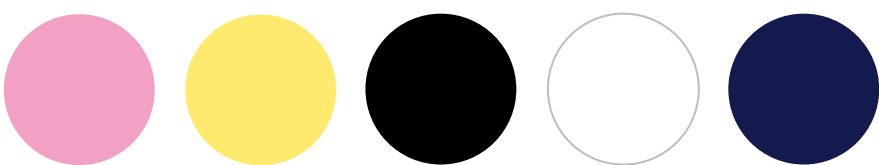
Primary colours



Secondary colours



Accent colours



Logo Our logo design

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

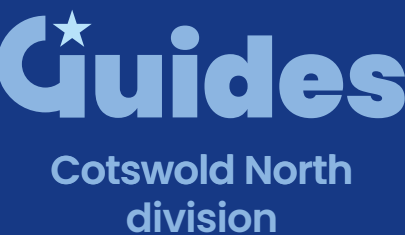
The symbol is integrated into the wordmark in the Guides logo. This has been carefully designed, so never adapt or change the artwork in any way.

Always place the logo on a Guide dark blue background.

Logo



Localised logo



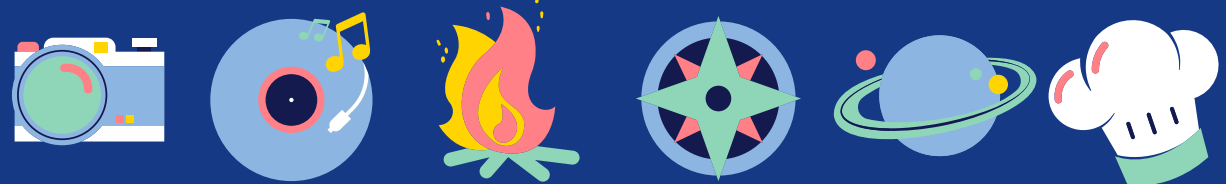
Guides symbol



Connector logo



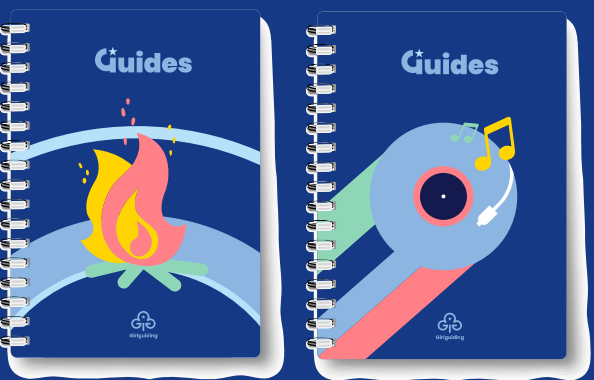
Guides icons



Patterns



Icons in action



Pattern



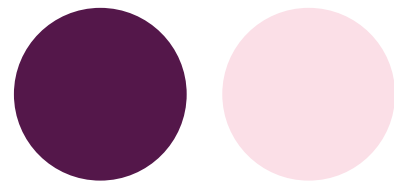
Primary colourway Primary logo



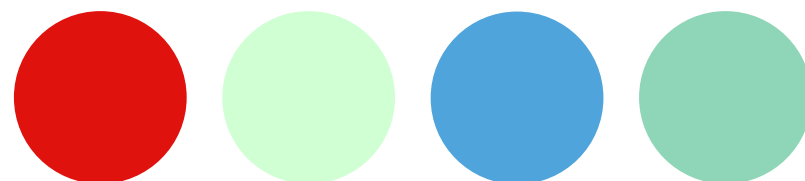
Section logo: 28mm wide

At a glance: Rangers

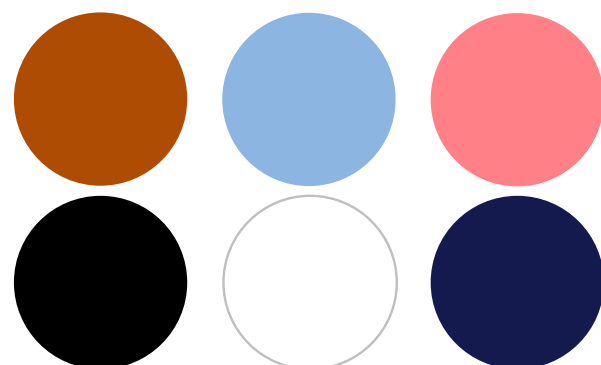
Primary colours



Secondary colours



Accent colours



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.

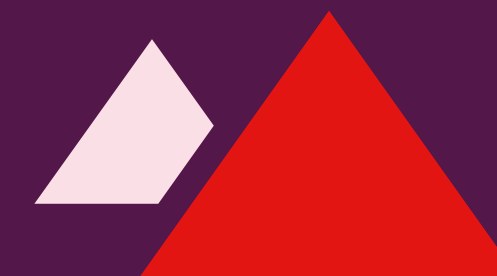
Logo



Localised logo



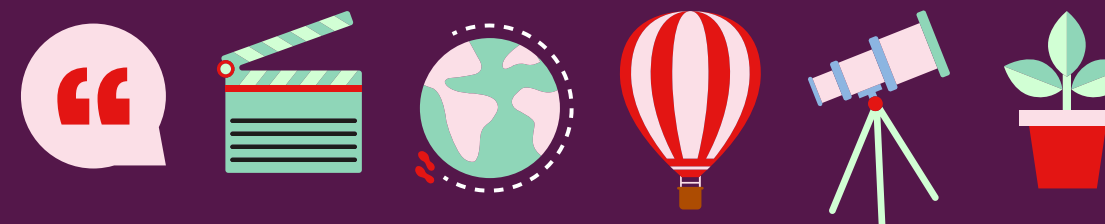
Rangers symbol



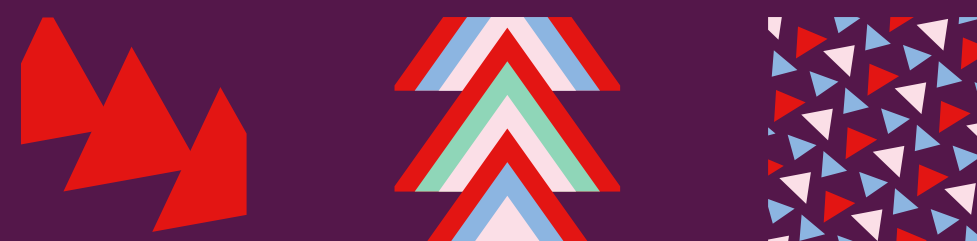
Connector logo



Rangers icons



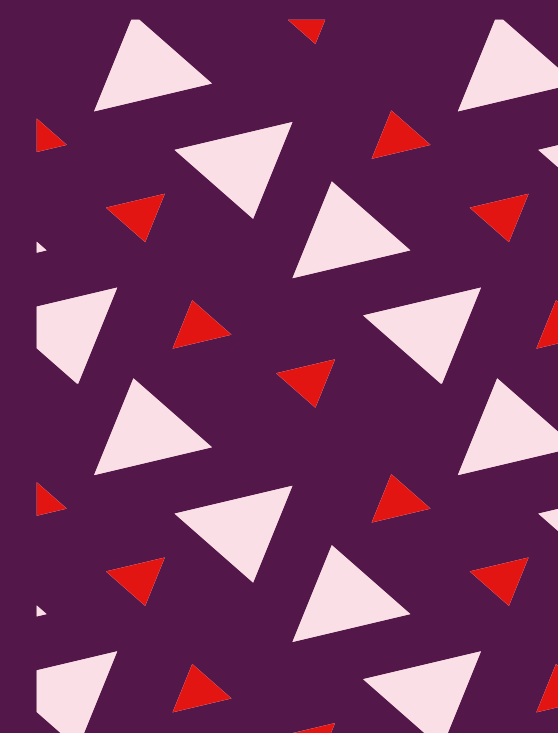
Patterns



Icons in action



Pattern



Primary colourway

Primary logo



Section logo: 28mm wide

Rainbows 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 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 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 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.