

Branding Basics - Creating a Badge



Girlguiding members can make use of the charity's trademarked designs on locally produced products. However, in order to protect Girlguiding's image, we need to ensure that these designs are used responsibly. Girlguiding require all locally produced badges have three elements on them:

- the trefoil
- your unit area name
- the name of your event or challenge

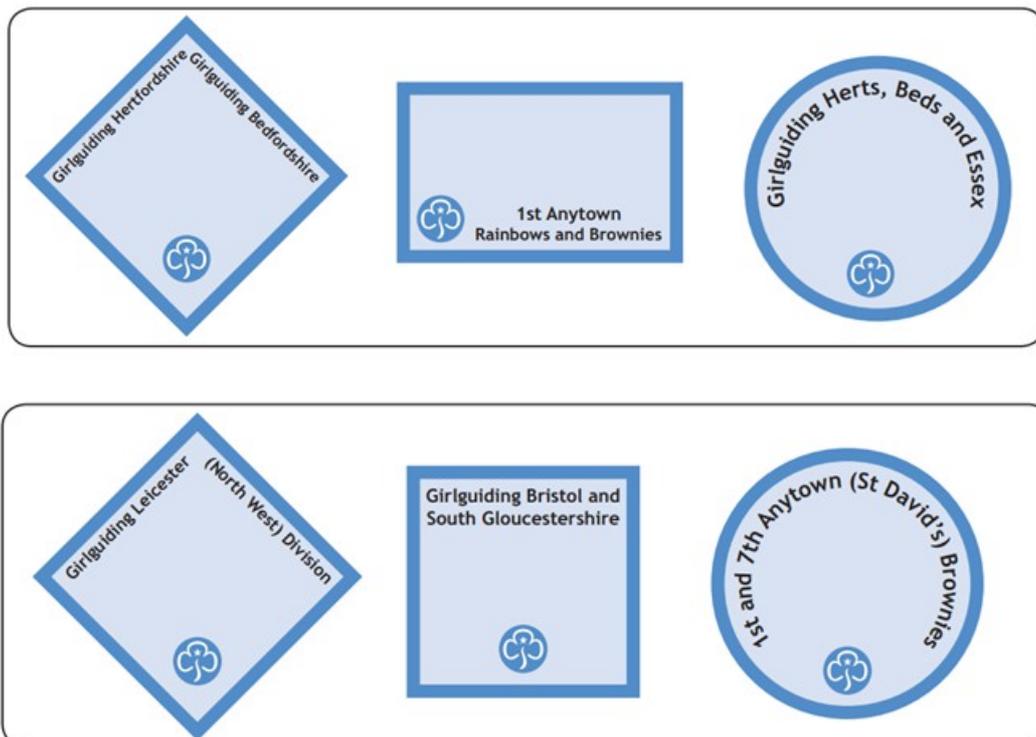
The trefoil must:

- be used only in Girlguiding blue. Even if your badge is just for one section, you need to use the blue trefoil, not the Promise badge in that section's colour
- be used only in its original format. Do not change it in any way or use the elements separately
- not be used as a pattern or as part of another design or picture
- not be used upside down or at an angle if at all possible
- be close to the name of the unit or area producing the badge (see below for examples).

When including your area or unit name, make sure to:

- include 'Girlguiding' before the area for any District, Division or County badge
- use your full unit name when creating a badge for a specific unit (the word Girlguiding does not need to be used in this instance)
- write the section name in full - The Senior Section not SS, for example
- Create a logo in the Online Print Centre if you need to make a local logo.

Some suggestions on badge layout:



Design dos and don'ts:

- Avoid using lots of small details and colours - simple designs work best on small items.
- Think about where the badge will be displayed - this could affect the size and colours.
- If it will be sewn on to guiding wear tops or sashes, a badge should ideally be less than 70mm wide.
- Remember that the more colours you use on your design, the more expensive it will be. Sparkly threads or Day-Glo colours will cost more.
- Make use of Girlguiding's fonts and colours. These are an important part of Girlguiding's brand identity. While we do not insist that local areas follow these guidelines when designing badges, if you choose to do so your badge will be instantly recognisable as a guiding item and will help to reinforce the organisation's identity.

 <p>Do include your local area name.</p>	 <p>Do include the name of your project.</p>	 <p>Do put a white ring round the trefoil if it is on a similar coloured background.</p>
 <p>Don't use the strapline without the rest of the logo.</p> <p>Don't make the trefoil into a different shape.</p>	 <p>Don't use the trefoil in any colour other than Girlguiding's blue.</p> <p>Don't make the trefoil into a picture or design.</p>	 <p>Don't use the Centenary sparkle design now that the Centenary is over.</p> <p>Don't use a blue trefoil on a white background - it should be white on blue.</p>

Full help and advice on creating all kinds of resources can be found on the Girlguiding website: <https://www.girlguiding.org.uk/making-guiding-happen/resources/create-a-resource/brandingmatter@girlguiding.org.uk>