



# Branding guide

**A little intro to the new brand**



# Welcome message



Hannah Cook  
County branding adviser

Girlguiding launched our new brand in February 2023 to reflect who we are, what we do, and our flexibility in an ever-changing world.

Within North Yorkshire South county, we want to make sure that this new look and feel is not daunting for our volunteers, nor allow it to feel inaccessible.

Therefore, we have created this mini information guide that outlines the key messages our unit volunteers need to know.

If you have any questions on our brand, or how you should be using it, please contact me using the email address on the left and I will be more than happy to assist.



[girlguidingnys.org.uk](https://girlguidingnys.org.uk)



[branding@girlguidingnys.org.uk](mailto:branding@girlguidingnys.org.uk)



Girlguiding North Yorkshire South



[@girlguidingnys](https://www.instagram.com/girlguidingnys)



[@girlguidingnys](https://www.x.com/girlguidingnys)



**Girlguiding**  
North Yorkshire  
South county

# Logo overview



## Primary vs secondary

Primary = white logo on dark background

Secondary = dark logo on white background

It shouldn't be on any other colour backgrounds.



## Smaller space logo

Colourways are the same as above



## Localising the logo

Your unit or level name can go on one or two lines underneath the logo, as long as the length isn't wider than the word "Girlguiding".

Don't include the word 'unit' or any bracketed information (such as meeting place name) in your logo localisation.

Use your unit number in the localisation, if you have one.



# Symbols and patterns

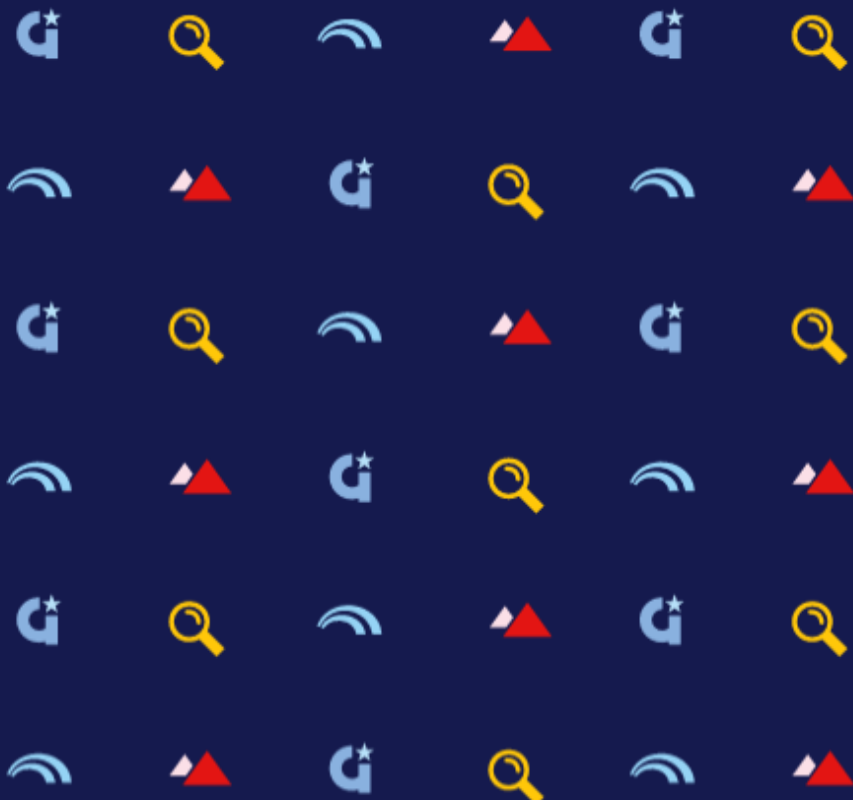
The 4 simple symbols are great ways to show the interconnectedness of our sections, illustrating how we are one family. You can download the individual symbols, along with other assets and connector logos, [here](#). Scroll down within the article to find the embedded 'download' links.

Just don't change the colours, and use the assets on the right background colour appropriate to the section.

## Symbol set



## Symbol pattern



# Colours

## 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

## 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



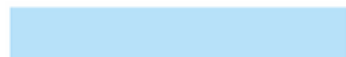
**Rangers blue**  
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C67 M21 Y0 K0  
R78 G165 B220  
Hex 4ea5dc



**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

## Remember:

Don't tint the colours, or use any other shades of these colours. Use the dark blue for all text (not black).

Use the Girlguiding mid blue for text on a white background (when not using the dark blue). You can also place white text on a mid blue background.

Use the Girlguiding light blue only for text and smaller graphics (like arrows) on the dark blue background.

# Fonts

Poppins is the primary font used across all communications. You can use it in a range of weight: bold, semi-bold, medium, regular or light.

Poppins is free to download and use from [fonts.google.com](https://fonts.google.com).

If you can't access Poppins, you can use Century Gothic, but where possible use Poppins.

**Bold header**

**Semi-bold sub-header**

Regular paragraph

Light notes

Zilla Slab is the secondary font, to be used just for quotes and small bits of information – never for headlines. It can be used either as semi-bold or as regular weighting.

You can download Zilla Slab for free from [fonts.google.com](https://fonts.google.com)

**Semi-bold quote**

Regular quote



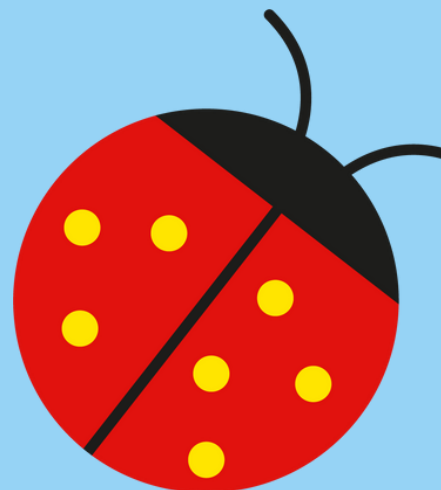


# Rainbows overview

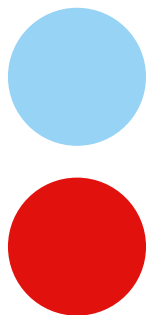


## Rainbows

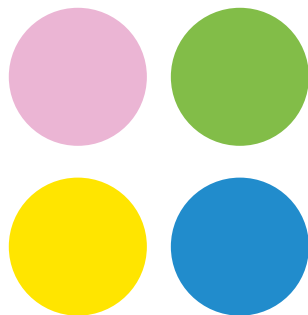
North Yorkshire  
South county



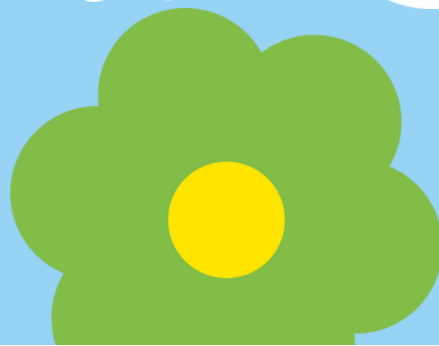
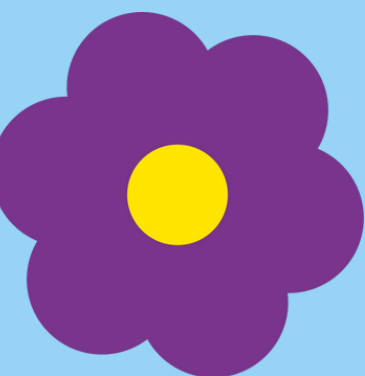
**Primary**



**Secondary**



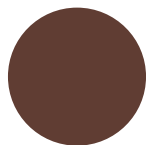
**Accents**



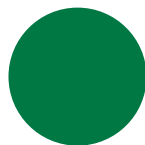
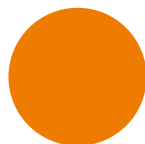
# Brownies overview



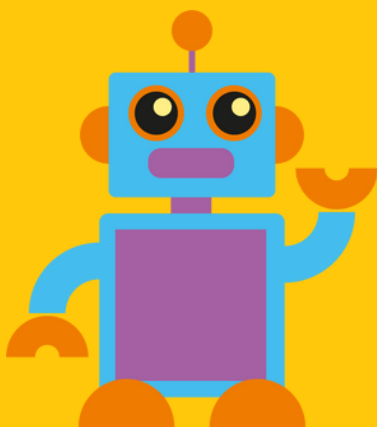
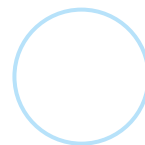
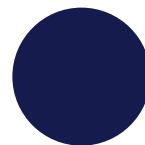
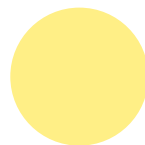
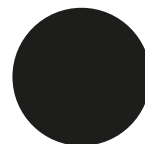
**Primary**



**Secondary**



**Accents**





# Guides overview

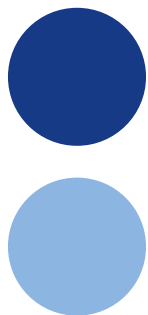


# Guides

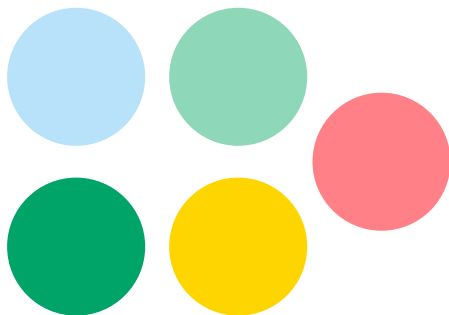
North Yorkshire  
South county



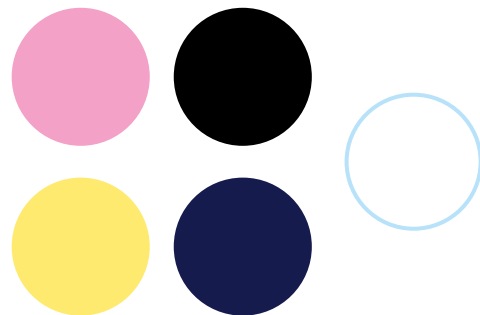
**Primary**



**Secondary**



**Accents**



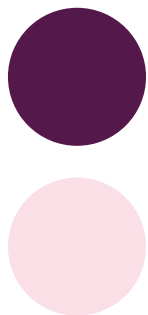
# Rangers overview

  
**Rangers**

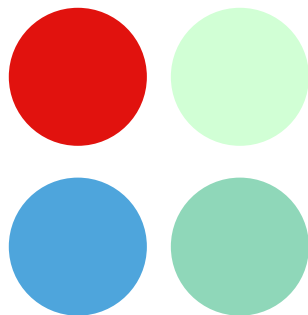
North Yorkshire  
South county



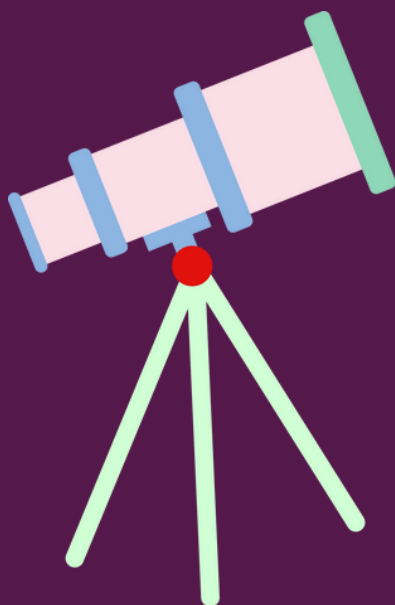
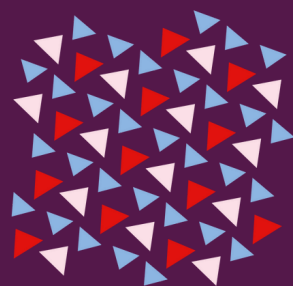
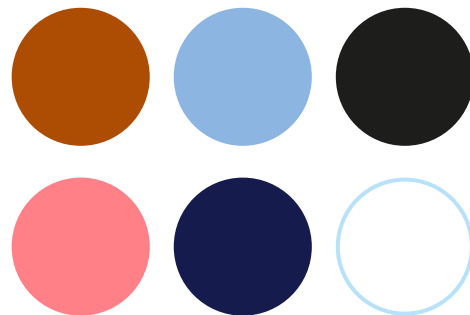
**Primary**



**Secondary**



**Accents**



Girlguiding

# Writing overview

## Key things to remember:

- Avoid abbreviations and acronyms where possible
- Capitalise hashtags and names of things (that are proper nouns)
- Capitalise the first word in any new line of text
- Don't capitalise things in general, including roles, level names (such as division and district), or any words to make them seem important
- Use the 12-hour clock
- Don't include 'www' in website addresses
- Don't use ampersands (&) in the middle of sentences, only in brand names
- Limit your use of brackets and exclamation marks
- Use inclusive language at all times

## Try your best!

Get in touch if you have any questions or are having difficulty with the new brand. We are here to help!

There is lots more information, guidance, and examples on the Girlguiding website that you can draw upon.

To download your logos and other assets, head to the [Online Design Centre](#).