

find friendship

give support

get involved

get active



Trefoil Guild

Our brand guidelines v1

As part of the Girlguiding family, our brand is evolving too. In these guidelines we will explain how our brand works alongside and supports Girlguiding, while remaining recognisably Trefoil.

You can read the full Girlguiding brand guidelines on their website.

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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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



Trefoil Guild

Trefoil is a space that welcomes everyone aged 18 and over to meet new people, challenge yourself, make life long friends and be part of something for you. Trefoil is a place to:

find friendship

give support

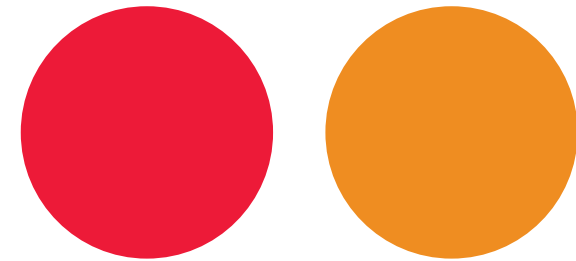
get involved

get active

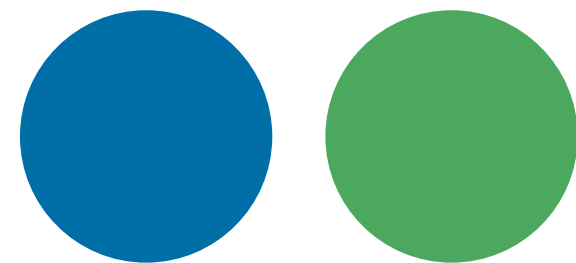
At a glance:

Trefoil Guild

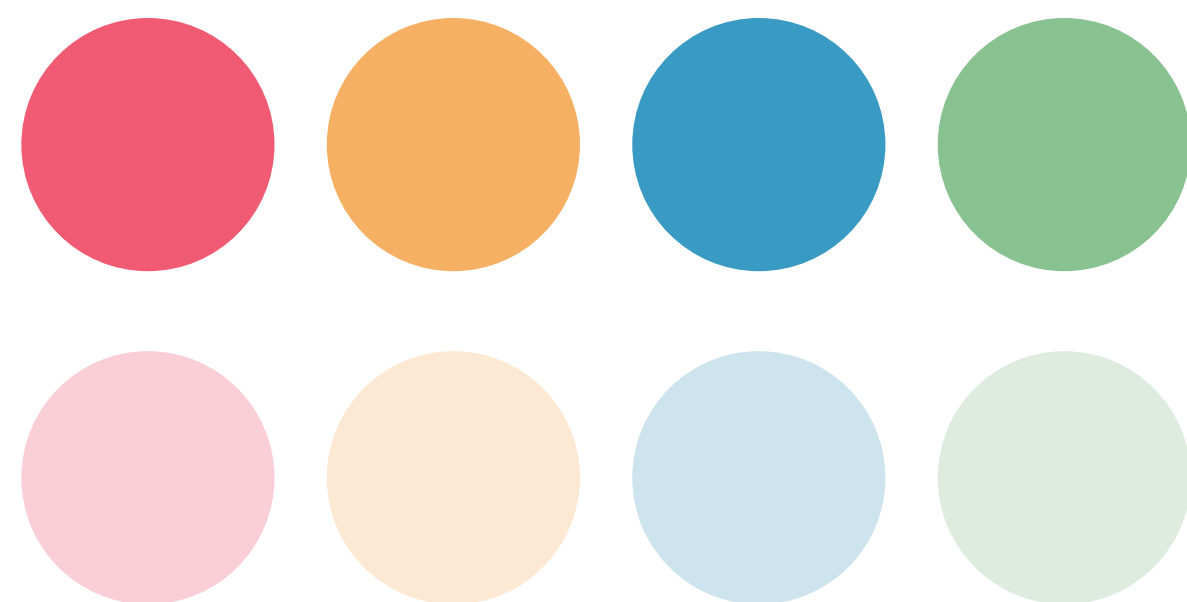
Primary colours



Secondary colours



Accent colours



Logo



Trefoil Guild

Localised logo example



Trefoil Guild

Somerset North

Logo

Wordmark and trefoil

This is our primary colourway, with our logo in white on the Trefoil red background.

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

Sometimes the primary logo may appear to big for the space. When this happens use the smaller space logo.

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

Primary logo



The trefoil

Trefoil Guild

Our wordmark

Smaller space logo



Symbol



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 is shows our logo in the Trefoil Guild red on a white background.

Our Trefoil Guild logos should only ever be used on a Trefoil red or white background.

Primary logo



The trefoil

Trefoil Guild

Our wordmark

Smaller space logo



Symbol



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 capital letter 'T' from our wordmark 'Trefoil' across all edges.

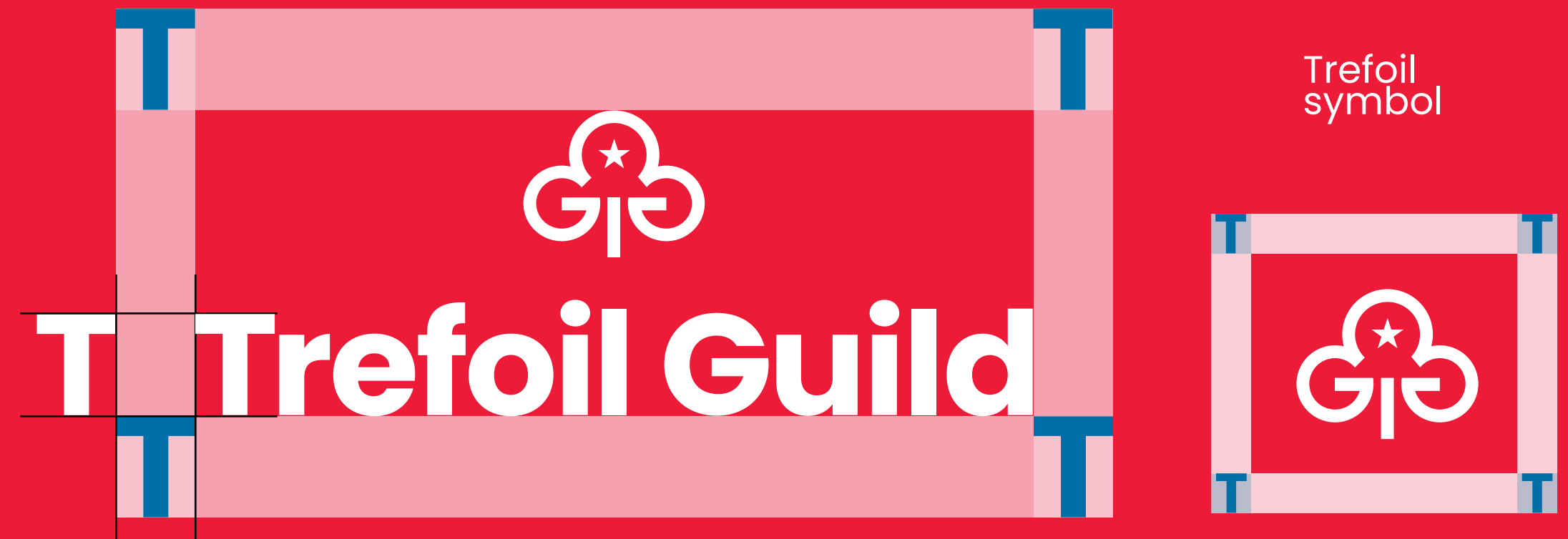
How big should it be?

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.

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

Trefoil Guild primary logo
Primary colourway



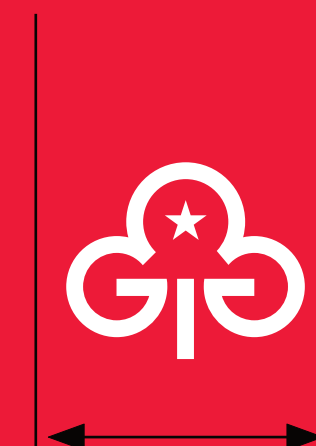
Primary: 15mm wide



Smaller space: 28mm wide



Trefoil symbol: 7mm wide



Logo

When to use each one

How to use our logo

The Trefoil Guild primary logo should be used to help people recognise Trefoil Guild.

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

The symbol must only be used on a communication or product that clearly belongs to Trefoil Guild.

For anything local, use the localised versions.

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

Note: All designs and wording are for illustrative purposes only.

Trefoil Guild primary logo

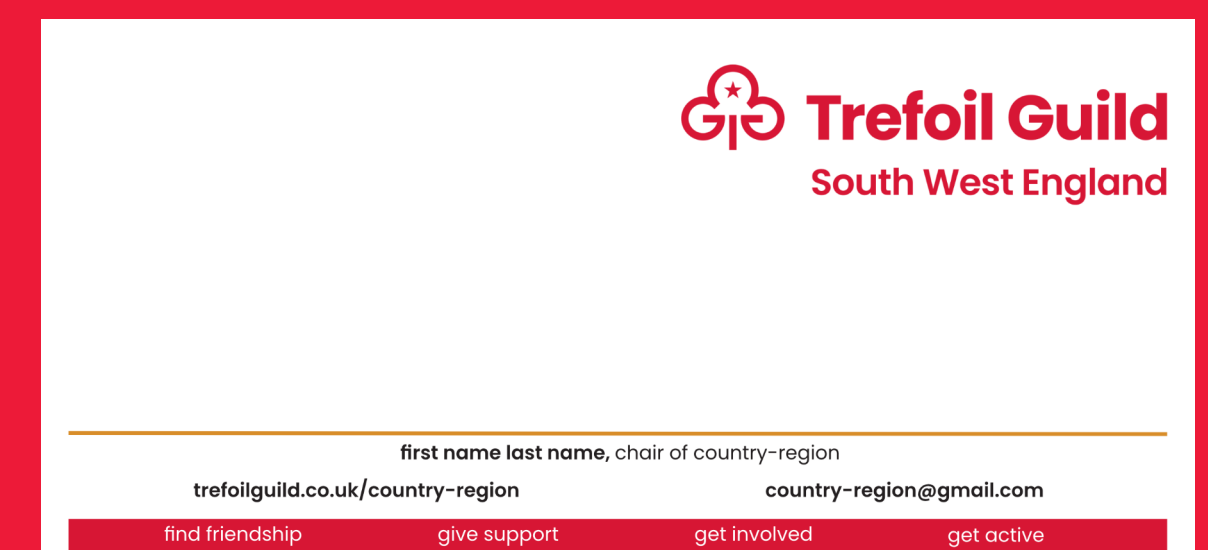


Postcard

Trefoil symbol



Embroidered badge



Smaller spaces
for example a compliment slip

Logo

Localisation

Make it local

You can also add a local name 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 in 1 or 2 lines.

To create a localised logo, visit the **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)



Poppins semibold

Kent West county
optional 2nd line

Logo

Using your local logo

Make it local

To create a localised logo, visit the **online design centre** and create your local Trefoil county, guild, or country or region logo. Be sure to use the appropriate localisation for the task at hand. Making a flyer for a county event? Use the county local logo. If you're inviting new members to join your Trefoil, use your guild localisation.

What could this look like?



Colour Specifications

Primary colours



Trefoil Guild red
C0 M100 Y80 K10
R215 G22 B53
Hex d71635
Pantone® 186



Trefoil Guild gold
C15 M50 Y100 K0
R216 G141 B42
Hex d88d2a
Pantone® 145

Secondary colours



Trefoil Guild blue
C80 M40 Y0 K20
R30 G110 B166
Hex 1e6ea6
Pantone® 7462



Trefoil Guild green
C50 M0 Y70 K20
R111 G167 B101
Hex 6fa765
Pantone® 7490



Black
C0 M0 Y0 K100
R29 G29 B27
Hex 1d1d1b



White
C0 M0 Y0 K0
R255 G255 B255
Hex ffffff

Accent colours



Trefoil mid red
C0 M70 Y56 K7
R227 G91 B113
Hex e35b71
Pantone® 7417



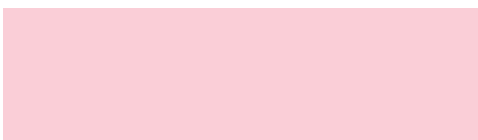
Trefoil mid gold
C11 M35 Y70 K0
R338 G175 B105
Hex e4af69
Pantone® 157



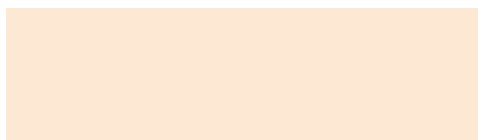
Trefoil mid blue
C56 M28 Y0 K14
R97 G153 B193
Hex 6199c1
Pantone® 7454



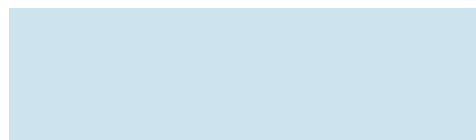
Trefoil mid green
C35 M0 Y49 K14
R154 G193 B147
Hex 9ac193
Pantone® 7494



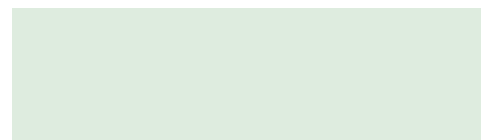
Trefoil pastel red
C0 M20 Y16 K2
R247 G208 B215
Hex f7d0d7
Pantone® 176



Trefoil pastel gold
C3 M10 Y20 K0
R247 G232 B212
Hex f7e8d4
Pantone® 155



Trefoil pastel blue
C16 M8 Y0 K4
R210 G226 B237
Hex d2e2ed
Pantone® 7450



Trefoil pastel green
C10 M0 Y14 K4
R226 G237 B224
Hex e2ede0
Pantone® 7485

Colour Palette

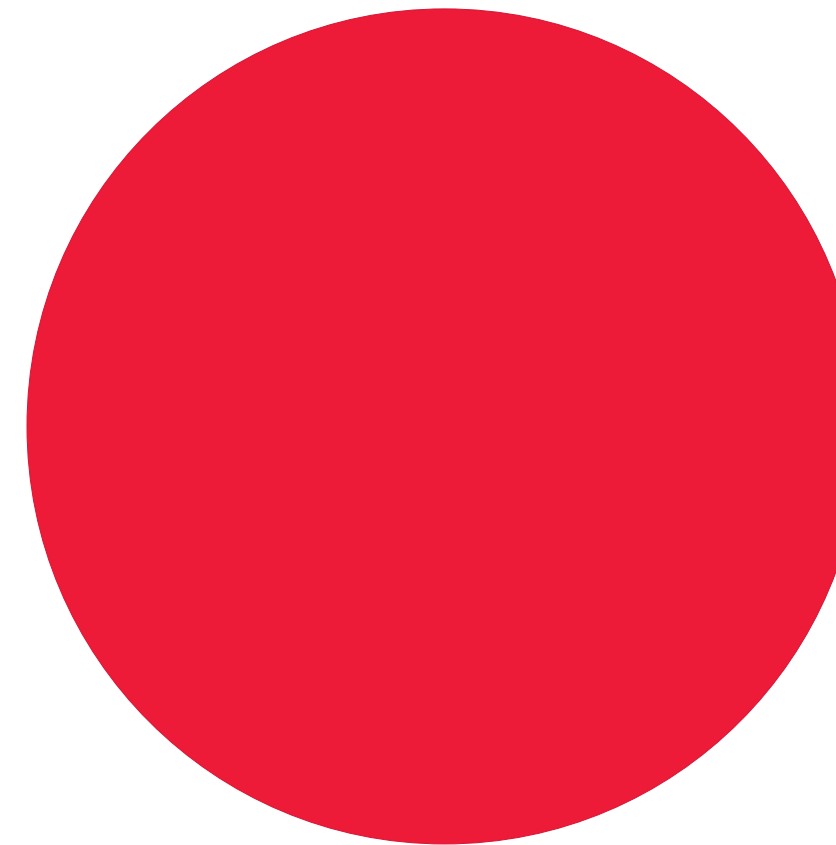
The Trefoil colours are the same recognisable colours – our bright and visible red and gold, and our secondary colours of blue and green.

How to use them?

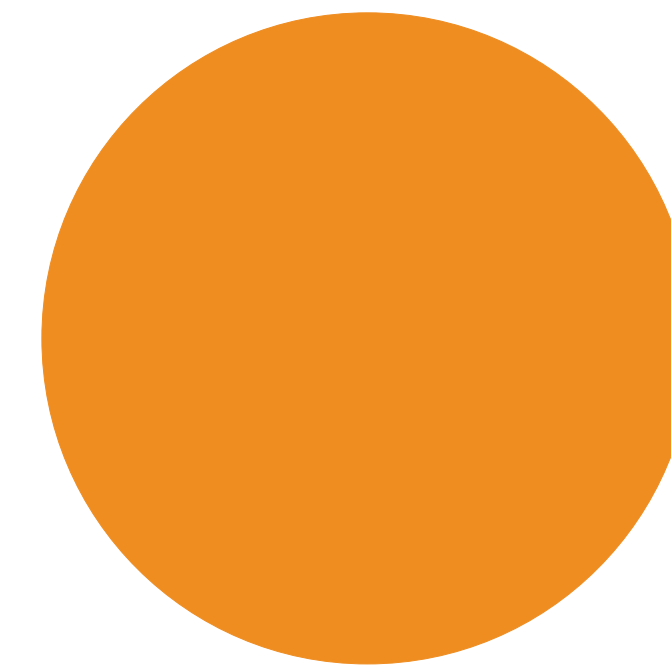
Use our Trefoil colours in the balance shown here. Make sure the primary colours stand out more than the secondary colours. The accent colours should support the secondary colours.

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

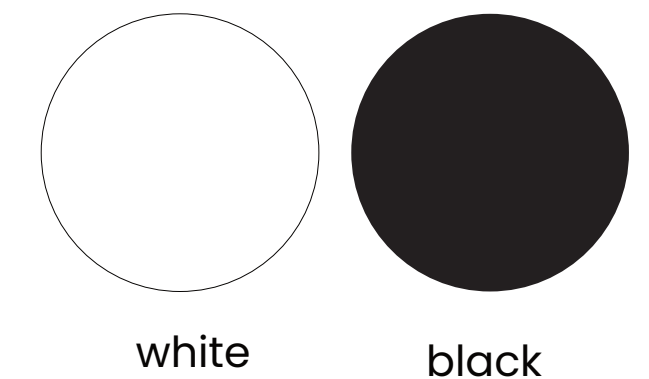
Primary colours



Trefoil Guild primary red



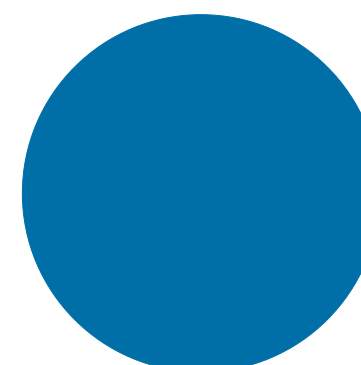
Trefoil Guild gold



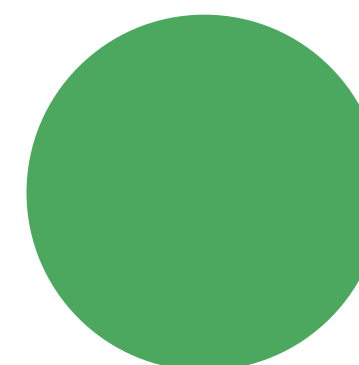
white

black

Secondary colours

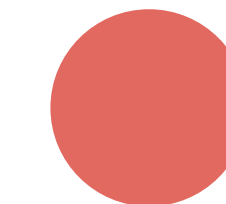


Trefoil Guild blue

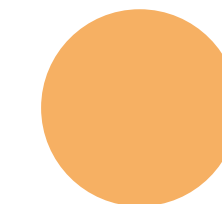


Trefoil Guild green

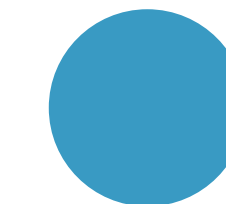
Accent colours



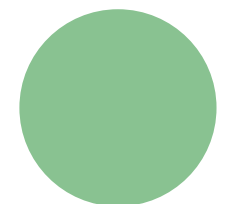
Trefoil Guild
mid red



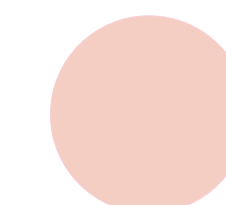
Trefoil Guild
mid gold



Trefoil Guild
mid blue



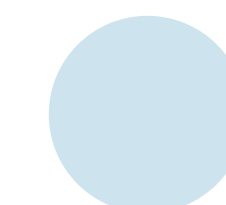
Trefoil Guild
mid green



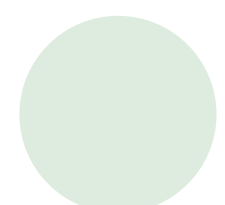
Trefoil Guild
pastel red



Trefoil Guild
pastel gold



Trefoil Guild
pastel blue



Trefoil Guild
pastel green

Colour Usage

Key information

Put smaller amounts of key info in white text on a Trefoil red background, with headers and subheaders in white.

Body copy

Make sure larger amounts of body copy are in black, with headers in Trefoil red.

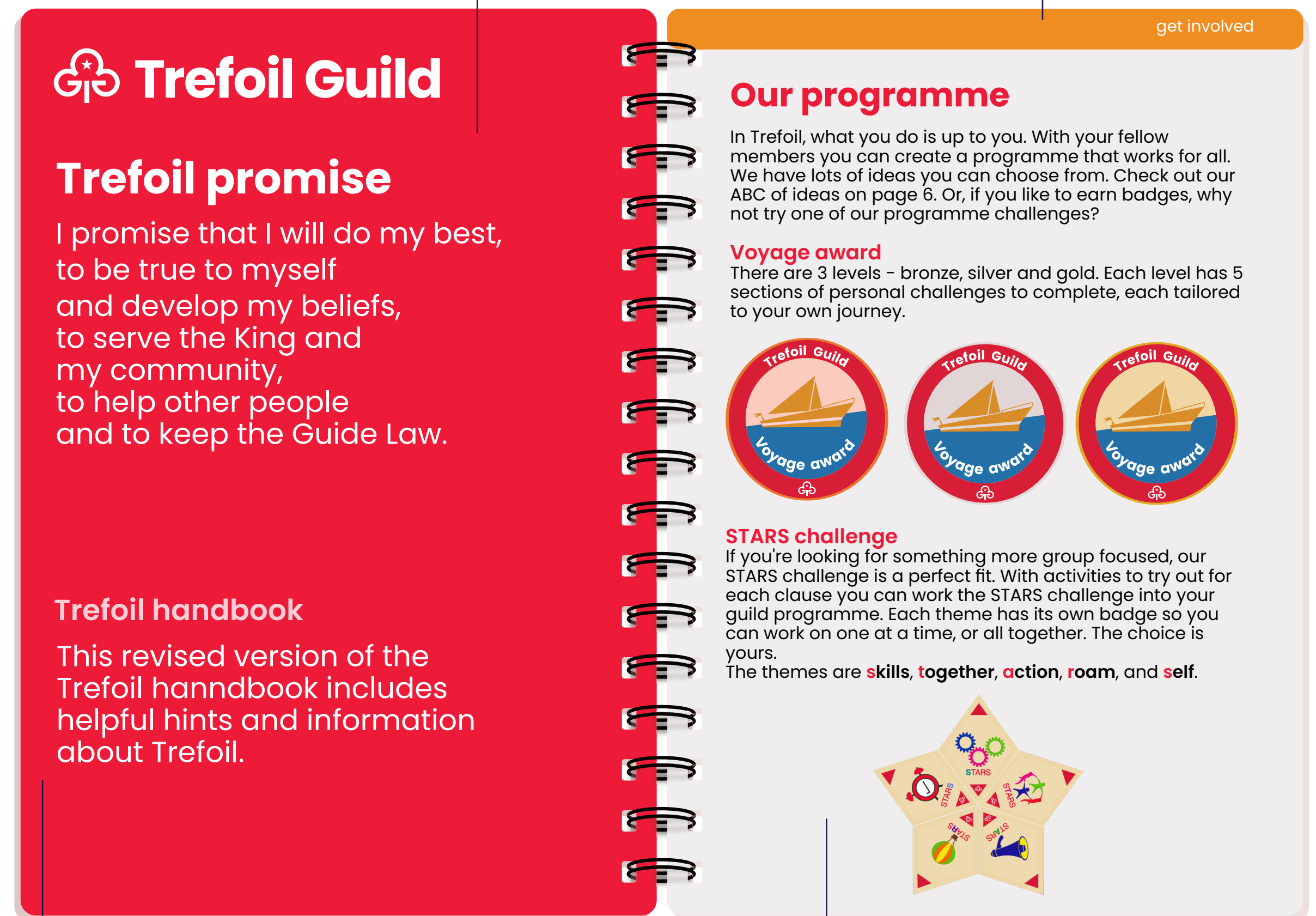
Use a white background to make text easier to read.

White

Use for both headers and sub headers.

Secondary and accent colours

Use for extras on page.



Trefoil red

Use as a background colour to highlight key information.

Black

Use for body copy placed onto white.

Note: All designs and wording are for illustrative purposes only.

Key messages

Usage

We have four key messages that underpin Trefoil.

find friendship

get involved

give support

get active

Key messages in action

The messages reflect Trefoil and can be used in text to highlight what Trefoil is all about.

In design, the key messages should be used in conjunction with our two primary and two secondary colours.



A pocket guide to Trefoil Guild

Are you 18 and over?

Are you looking for something new?

Come and join Trefoil Guild, a place to

find
friendship

get
involved

give
support

get
active

...whatever that means for you.



Trefoil Guild

Registered charity number 1075232 © Trefoil Guild 2023

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

0123456789

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:

**'The members have
grown together over
many, many years and
had some great times!'**

– Jane, Trefoil member

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 black or white, sitting on a contrasting background so it's easy to read.

You can use Trefoil Guild 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 header copy over photography or on textured or busy backgrounds.

Illustration

Some examples of Girlguiding illustration and styling principles.



The Trefoil symbol should always be on the Trefoil Guild red background, which should be incorporated into the design.



Note: All designs and wording are for illustrative purposes only.

Girlguiding's tone of voice

Why this matters

Girlguiding's tone of voice helps them bring their brand personality to life so that they create the right impressions of Girlguiding, everywhere.

It also helps them to put things across simply and clearly so that what they say is helpful and accessible to all.

It encourages Girlguiding to tune in to the needs of others and write and speak in a way that's helpful to their various audiences.

There are 3 main principles to their 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

Trefoil Guild's tone of voice

Why this matters

As part of the Girlguiding family, we're adopting their tone of voice to ensure that what we are saying is equally accessible and clear to all of our members.

You can read Girlguiding's full tone of voice guidelines on [their website](#).

We have our own Trefoil tone of voice guidelines on [our website](#), with a handy style guide to help you to talk about Trefoil in a welcoming way. It includes a list of Trefoil terms so we're all on the same page. The next page has a essentials version with key information.

Tone of voice

Principles and techniques

As part of the Girlguiding family, we're adopting their tone of voice. Here you can see an overview adapted for Trefoil, and you can read full guidelines on our website.

Straight talking

Using simple, direct language that's clear to our various audiences shows we're open to all and a place to find friendship. It also makes information easy to find.

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

Thoughtful

Thinking about our readers helps us come across as welcoming and supportive, and makes sure our communications hit the spot, every time.

- Put people first
- Acknowledge why things matter using warmth and empathy
- Help people find key info through good signposting

Encouraging

To motivate people to get involved or get active, our language needs to have clarity and energy. Use positive, energetic and inspiring language.

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

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?

Key style notes

Capitals Minimise the use of capitals to make reading more accessible, except each word in a hashtag on social media.

Numbers All dates as numbers and only specify the year when necessary. Include the day if helpful. For decades, use 1990's or '90s. Use the £ symbol for money and only write decimal places if they're needed. All numbers are written as digits unless where it would look strange such as 'one of a kind'. Ages are hyphenated such as 90-year-olds. Time is written in 12 hour clock format: 9.30am or 10pm.

Grammar Trefoil Guild and Girlguiding are singular. 'Trefoil is a place to...' It is okay to use contractions or end a sentence with a preposition as it sounds more conversational.

Punctuation Avoid ie and eg - write them out in full. If have to use them, don't use full stops. Round brackets not square, and use sparingly. Use shorter sentences rather than lots of semicolons, commas or dashes. Use exclamation marks sparingly. Avoid forward slashes. Use single quotation marks. For quotes within quotes, use double quotation marks. Avoid italics as they affect readability. Introduce lists with a colon then use bullet points and start each point with a capital.

Style Don't use www. in websites and be clear about what to search for on a website instead of using long web addresses. Avoid 'click here' terms and embed the link into your sentence instead. Always align margins to the left - never justify as it affects readability.

Trefoil specific terms

Trefoil Guild	Pronounced 'TREH-foil'. Only use The Trefoil Guild on official documents and never refer to us as
Trefoil Guild member or Trefoil	The Guild. Use the full term or shorten to Trefoil. For example, 'I went to a Trefoil meeting today'.
chair secretary treasurer	Lowercase for all role titles unless starting a sentence. Do not use chairman. Chair is inclusive.
guild	Avoid using on it's own, but lowercase if used. Preferably, name the Trefoil Guild in question.
county	Always lowercase, including in county chair, county secretary, county PR adviser and so on.
country	Always lowercase unless starting a sentence. Always write out fully. Do not shorten to cr or c/r.
region	Always lowercase including in titles such as region chair or region Voyage award coordinator.
national and national chair	Lowercase unless starting a sentence, including in titles like national chair (like chief guide).
Trefoil office or office team	Not national office, and office is lowercase. Can also refer to the 'staff' or 'staff team'.
adviser	Adviser roles are all lowercase except for the PR abbreviation. Adviser is spelled with 'er' not 'or'.
role titles	All role titles are lowercase including as part of titles. For a full list see our style guide.
board of trustees	always lowercase. For example, 'Eileen Martin chairs the board of trustee meetings'
key messages	Find friendship, give support, get active, get involved. Lowercase. Use in any order/individually.
STARS challenge	Capitalise STARS as it is an acronym for the themes: skills, together, action, roam, self.
Voyage award Trefoil Guild	Capitalise Voyage as it is the name but not 'award'. Levels are lowercase, eg bronze Voyage award.
Annual Meeting	Do not use AGM/annual general meeting. Capitalise Annual Meeting. Include the year if relevant.
TRIO	Acronym for Trefoil international opportunities. Use full title alongside first use of acronym.
TOPAZ	Acronym for Trefoil Overseas Partnership: Adventure with Zest. Use full title alongside first use.
The Trefoil	Our quarterly publication. Refer to it by name and in italics rather than just 'the magazine'.
KEY	Our database. All capitals.
Trefoil website	Our website - website does not need to be capitalised.
Thanks and recognition	A way to thank members - a brooch and certificate.
Trefoil Guild Silver Brooch	A way to celebrate very special achievements.

Our brand is in your hands

Create your own logos for your guild, county, country or region via the **online design centre**.

Contact **trefoilguild@girlguiding.org.uk** for any questions you have.

If you're designing a badge, poster or anything else, send your design to **trefoilguild@girlguiding.org.uk** to have it checked and approved.