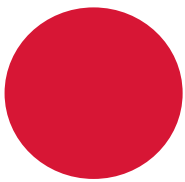


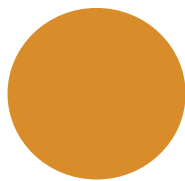
# Trefoil Guild

## brand overview

### Primary colours

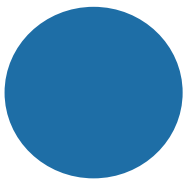


**Trefoil Guild red**  
C0 M100 Y80 K10  
R215 G22 B53

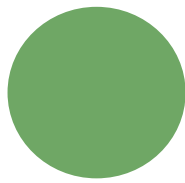


**Trefoil Guild gold**  
C15 M50 Y100 K0  
R216 G141 B42

### Secondary colours

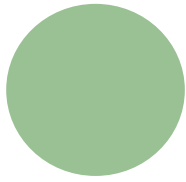
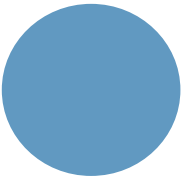
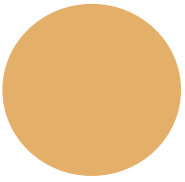
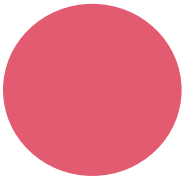


**Trefoil Guild blue**  
C80 M40 Y0 K20  
R30 G110 B166



**Trefoil Guild green**  
C50 M0 Y70 K20  
R111 G167 B101

### Accent colours

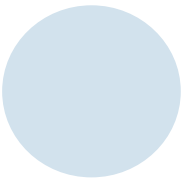
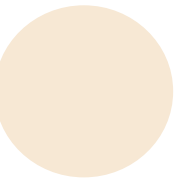
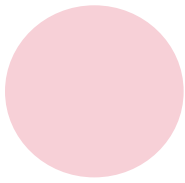


**Trefoil mid red**  
C0 M70 Y56 K7  
R227 G91 B113

**Trefoil mid gold**  
C11 M35 Y70 K0  
R338 G175 B105

**Trefoil mid blue**  
C56 M28 Y0 K14  
R97 G153 B193

**Trefoil mid green**  
C35 M0 Y49 K14  
R154 G193 B147



**Trefoil pastel red**  
C0 M20 Y16 K2  
R247 G208 B215

**Trefoil pastel gold**  
C3 M10 Y20 K0  
R247 G232 B212

**Trefoil pastel blue**  
C16 M8 Y0 K4  
R210 G226 B237

**Trefoil pastel green**  
C10 M0 Y14 K4  
R226 G237 B224

Trefoil main logo



# Trefoil Guild

Localised logo one line



## Trefoil Guild

Somerset North

Localised logo two lines



## Trefoil Guild

London and  
South East England

Trefoil smaller space logo



# Trefoil Guild

localised smaller space logo



## Trefoil Guild

First line of text  
Second line of text

### 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: 15mm for the national logo, 28mm for the localised version.

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 one. When there is very little room, like on a badge, use the symbol instead.



**Poppins** is the primary typeface we use across our communications. It can be used in a range of weights. Please follow guidance here.

Poppins is free to download and use.  
<https://fonts.google.com>

**Bold** | **SemiBold** | Medium | Regular | Light

**Abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Main header: Bold**

**Sub-header: Semi Bold**

Paragraph copy: Regular

Notes: Light

### Trefoil logo colours

Always use the white logo on a red background. Use a full red background like on this page or use a smaller section of red when using the logo in documents. Try to incorporate the red background into designs.

### Key information

Put smaller amounts of key info in white text on a Trefoil red background, with headers in white and subheaders in white or a pastel colour for emphasis. Make sure your text is easily readable.

### Body copy

Make sure larger amounts of body copy are in black, with headers in bold or Trefoil red. Use a white background to make text easier to read. See the full guidelines for more info and examples.

# Trefoil Guild style overview

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.

## 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 specific. 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 the 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 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. Never refer to us as The Guild.
Trefoil Guild member or Trefoil	Use the full term or shorten to Trefoil. For example, 'I went to a Trefoil meeting last night'.
chair secretary treasurer	Lowercase for all role titles unless starting a sentence. Do not use chairman. Chair is an inclusive term.
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 and 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 staff.
adviser	Adviser roles are all lowercase except when abbreviating PR. 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. Can be used in any order or 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. Each level is lowercase eg bronze Voyage award.
Annual Meeting	Do not use AGM or 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 SemiBold rather than just 'the magazine'.
KEY	Our database. All capitals.
Trefoil website	Our website. The word 'website' does not need to be capitalised.
80th Anniversary	Celebrated in 2023 with the theme 'from acorns to giant oaks'.
Thanks and recognition	A way to thank members - a brooch and certificate..
Trefoil Guild Silver Brooch	A way to celebrate very special achievements.



# Trefoil Guild

## badge and design overview

Always use localised Trefoil names and specify the challenge, event or activity name. For example, for a region fun and friendship day, make sure your badge says something like

'North East England fun and friendship day 2023'

The Trefoil symbol should always be on the Trefoil Guild red background, which should be incorporated into the design. Check your designs meet the branding requirements by emailing us.

[trefoilguild@girlguiding.org.uk](mailto:trefoilguild@girlguiding.org.uk)

Read the full branding guidelines on the [Trefoil website](#).

**What this could look like:**



See some Girlguiding examples here:



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