

Introduction

In these guidelines we will explain how our brand works to give us our identity and help us communicate.

The guidance provides useful information to help you design your own flyers, badges and local Trefoil material in keeping with our style.

Branding is important so make sure that all members liaise with your county, country or region public relations adviser before ordering any merchandise or print runs, and country or region teams should contact the national Trefoil office for any country or region merchandise or print run checks.

Approvals are required for merchandise, badges, certificates, any public relations materials or items that are being sold:

- county teams and guilds should liaise with their country or region PR adviser
- country and region teams should contact the Trefoil office.

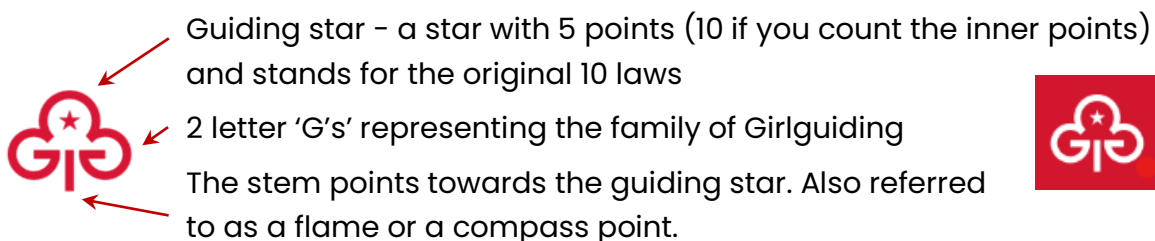
Our Trefoil symbol

Our Trefoil symbol has evolved over time but still retains the important values of the original symbol created in 1910 and is the unifying symbol of Trefoil and Girlguiding across the world.

The Trefoil symbol is used on badges including our promise badge and where a small image can only be used.

Shown as white on a Trefoil red background or Trefoil red on a white background. When used it should never be smaller than 7 millimetres wide.

This symbol is special and should never be added to or used as part of another image.



Our Trefoil Guild logo

There are 2 logo options. Both are available as either white on a Trefoil red background or Trefoil red on a white background.

Things to consider in making your choice:

- What you need the logo for?

Trefoil Guild

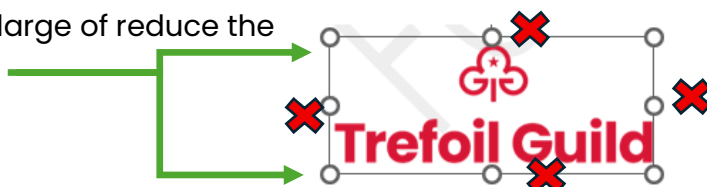
- Which logo would work best in the space you have.
- Will the document need to be printed or viewed digitally? The Trefoil red background is very striking but takes a lot of ink if printing is required.

When adding your logo or symbol:

- Making sure that the logo is easy to read and is never changed or dimensions adjusted.
- Resizing your image could make it look squashed, stretched or pixelated



- In Microsoft Word:
 - Maintain the correct width and height, known as the aspect ratio by clicking on your logo to select it. You will then see your image in a box with points known as 'resize handles' at the corners and side of your image.
 - In the drop-down box select 'Size and Position' and then in 'Layout' ensure that the box 'Lock Aspect Ratio' is selected.
 - Use the corner handles to enlarge or reduce the size never the side points



- **Always give the logo space and never overlap it with other graphics, text, photographs or illustrations.**



Remember that the national Trefoil Guild logo should only be used for approved Trefoil Guild business.

Option 1: Our name or wordmark shows under the Trefoil symbol. This logo should never be used smaller than 15 millimetres wide.



Option 2: Our name or wordmark shows to the right of the Trefoil symbol. This logo should never be used smaller than 28 millimetres wide.



The guild, county, country or region logo

Guilds, counties, countries and regions should generate their own logos using the [online logo generator](#). Full instructions on how to [use the online design centre for Trefoil logos](#) is available on the Trefoil website.

Logos are generated in the same colourways as the national logo and there are fixed sizes for your name which can be across 1 or 2 lines as shown in the example below.

Guilds, counties, countries and regions should show their name only as in the examples below.

- Local Trefoil logo examples



- County logo example.



- Countries and regions logo examples



Trefoil colour palette

Our primary colour is our Trefoil red, but we also have Trefoil gold. These can be used with the secondary colours of Trefoil Guild blue and green with accent colours used as needed.

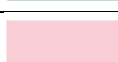
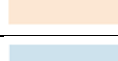
Text should normally be either in white or black. There are some exceptions which include text generated for the online generator which includes Trefoil red text. If using coloured text, always make sure that the text can be read easily. Those with accessibility issues or who are colour blind may not be able to read coloured text. Try not to use too many colours at once and make sure you retain good contrast and visibility.

How do you know if you have the right colour of shade which matches our brand? Depending on your computer, your software, the printer you are using or the badge supplier different specifications may be required. It isn't enough to say 'red' or 'blue'. Colour variations exist if whether you are looking to print or view digitally. It sounds complicated but we have given you a range of specifications which match our colour palette and given some pointers below on how to use them - pick the right 1 for your project.

- For printed items use:
 - o CMYK which stands for Cyan, Magenta, Yellow and Key or black and are used to achieve accurate colours in printed materials
 - o Pantone codes which are used in printing and manufacturing and ensure that colours are always an exact match.
- For digital items use:
 - o RGB codes which stands for Red, Green and Blue and is used on digital screens. RGB is device dependant so red on your computer could look like purple on another.
 - o HEX codes are used for website design, social media graphics, and other screen-focused design tools such as Canva.

Primary colours		CMYK	RBG	HEX	Pantone
Trefoil red		C0 M100 Y80 K10	R215 G22 B53	D71635	186
Trefoil gold		C15 M50 Y100 K0	R216 G141 B42	D88d2a	145

Secondary colours		CMYK	RBG	HEX	Pantone
Trefoil blue		C80 M40 Y0 K20	R30 G110 B166	1e6ea6	7462
Trefoil green		C50 M0 Y70 K20	R111 G167 B101	6fa765	7490

Accent colours		CMYK	RBG	HEX	Pantone
Trefoil mid red		C0 M70 Y56 K7	R227 G91 B113	e35b71	7417
Trefoil mid gold		C11 M35 Y70 K0	R338 G175 B105	e4af69	157
Trefoil mid blue		C56 M28 Y0 K14	R97 G153 B193	6166cl	7454
Trefoil mid green		C35 M0 Y49 K14	R154 G193 B147	9ac193	7494
Trefoil pastel red		C0 M20 Y16 K2	R247 G208 B215	f7d0d7	176
Trefoil pastel gold		C3 M10 Y20 K0	R247 G232 B212	f7e8d4	155
Trefoil pastel blue		C16 M8 Y0 K4	R210 G226 B237	d2e2ed	7450
Trefoil pastel green		C10 M0 Y14 K4	R226 G237 B224	e2ede0	7485

Text colours		CMYK	RBG	HEX
Black For routine meeting notes or minutes automatic black is acceptable		C0 M0 Y0 K100	R29 G29 B27	1d1d1b
White		C0 M0 Y0 K0	R255 G255 B255	ffffff

Trefoil wear only	CMYK	RBG	HEX
Navy	Under review		

Colour usage

The amount of colour used will often depend on whether something will be viewed on screen, printed professionally or printed on a home computer. Blocks of colour use large amounts of ink when home printing and can look very poor quality if printers are not recalibrated and regularly checked.

- White or coloured text on a Trefoil red background

White or coloured texts in the Trefoil colour palette **need to be clear** for all members including those with accessibility needs or colour blindness. Some shades will not give good contrast such as Trefoil mid red on a Trefoil red background – as can be seen in the following text. **Trefoil red.**

- Trefoil colours or black text on white background

Black, primary or **secondary colours** in the Trefoil colour palette provide good contrast for all members including those with accessibility needs or colour blindness. For large amounts of text always use black type on a white background. Some Trefoil pastel shades will not give good contrast on a white background, such as Trefoil pastel gold – as can be seen in the following text which is almost invisible.

Trefoil pastel gold.



- The Trefoil symbol shows best displayed as white on a Trefoil red background on badge designs.



Font and layout

Our Trefoil font is called Poppins. If it's not on your computer font list, then you can download for free from [Poppins - Google Fonts](#)

You can use the fonts in a range of weights and sizes. Suggested weights and font sizes are shown below.

Main header

'Poppins Bold' size 14 or 16

Subheading or to emphasise

use 'Poppins Semibold' size 13

Paragraph content

use 'Poppins' size 11 or 12

For light notes

use 'Poppins Light' size 10 or 11

Tone of voice

How we write and what we write is important to ensure that what we are saying is equally accessible and clear to all our members.

Straight talking Using simple, direct language shows that we are open to all and a place to find friendship. It makes information easy to find and understand.

- Use everyday language and keep to the point
- Use short sentences

Thoughtful Thinking about our members helps us come across as welcoming and supportive.

- Put people first
- Acknowledge why things matter using warmth and empathy
- Help members find key information through good signposting
- Be inclusive and use inclusive language

Encouraging To motivate members 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, but only if appropriate

Hints and tips

Capitals	Minimise the use of capitals to make reading more accessible. Text, which is in capitals, can LOOK AS IF WE ARE SHOUTING , and could cause offense.
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Numbers:	Express all numbers as digits except at the beginning of a sentence when it may be more appropriate to write in words or when it would strange, such as 'one of a kind'. Ages as in '40-year-olds' should be hyphenated.
Dates and times	Express all dates as numbers in British format; day-month-year - 01 July 2020 Only use full date if needed. Use cardinal numbers not ordinal numbers, such as 1st, 2nd. - Monday 01 July 2020 For key events or meetings include the day of the week. - July or July 2020 Often only the month or the month and year are needed - 1990s or '90s For decades do not add an apostrophe before the 's'. The 24-hour clock or am / pm formats can be used. Whichever format is used be clear to clarify if the time is 12 noon or 12 midday or 12 midnight. The 12-hour format is easier to read and interpret. In speech it is easier to say '5pm' instead of '17:00'. The 24-hour format removes ambiguity if arranging essential and important times such as travel pick up or departure times.
When to use in, on or at.	'in' is used when it's followed by a month, year, season, or certain parts of the day 'at' is used when there's a specific time and at certain parts of the day 'on' is used for dates and days of the week.
Abbreviation and punctuation	Avoid abbreviation and 'jargon' words. Write out in full words such as, 'that is' and 'for example'. Use single quotation marks, but for quotes within quotes use double. Brackets – use round not square and use sparingly. Avoid italics as it affects readability. Introduce lists with a colon, then use bullet points and start each point with a capital letter. Avoid long sentences using lots of semicolons, commas or dashes. Avoid exclamation marks unless needed as they can appear as rude or insulting, for instance, 'I did tell you that!'

Website links	Don't prefix by 'https:/' or 'www' and avoid long email addresses taking members to specific areas within a website. Avoid 'click here' terms and embed the link into the sentence instead, such as in Home Trefoil Guild .
General style	Align margins to the left to improve readability.

Trefoil glossary of commonly used words

The Trefoil Guild	This is the formal name of the organisation and is used on official documents and contracts.
Trefoil Guild or Trefoil	As in 'I went to my local Trefoil Guild meeting today' or the shorter and preferred 'I went to my Trefoil meeting today' – you should not use 'I went to my guild meeting today'.
Guild or guild	Avoid using the term on its own but use lower case 'guild' if needed.
Role titles	All roles are in lower case unless starting a sentence, this includes chair, treasurer, secretary, adviser and guiding roles such as commissioner, and chief guide. If the role is preceded by the Trefoil level such as guild, county, country, region or national, these are all lower case unless at the start of a sentence.
Trefoil levels	Guild, county, country, region or national are lower case unless at the start of a sentence.
The Trefoil Guild office, the Trefoil office, the national Trefoil office	All options are acceptable. Do not use 'national office' on its own to avoid confusion with Girlguiding's offices.
board of trustees	Unless at the start of a sentence all lower case.
operational committee	Unless at the start of a sentence all lower case, as are all committee and task and finish group names.
Key messages	The Trefoil key messages are all in lowercase unless at the start of a sentence. Find friendship, give support, get active, get involved.
The Trefoil	Our quarterly publication. Refer to it by name rather than just 'the magazine' and show in 'Poppins semibold' font.
Annual Meeting, Annual Review	These meetings should be capitalised. Do not use the term AGM. Trefoil does not have AGM's or Annual General Meetings.

Thanks and recognition	Naming conventions and spelling of our awards are: Thanks and Recognition badge: lowercase badge The Trefoil award: lowercase award The Silver Trefoil award: lowercase award
Badges and challenges	Naming conventions and spelling are: STARS challenge: capitalise STARS Voyage award: lowercase award Motivate: capital M only International at home: capital I only
TOPAZ	All capitals. An acronym for Trefoil overseas partnership: adventure with zest. Use full title alongside it on first use.
TRIO	All capitals. An acronym for Trefoil international opportunities. Use full title alongside it on first use.
KEY	All capitals. KEY is the Trefoil name for our membership database.

A note about badge designs

The Trefoil symbol or Trefoil logo should be displayed as white on a Trefoil red background on badge designs.

The symbol or Trefoil logo should be in its own space and should not form part of another image or made part of the design.

Include your own localised country, region, county or guild name or logo and add into the badge the challenge, event or activity name and year held.

Using AI (artificial intelligence) to generate your design should be used with caution. Knowledge about the use and challenges of AI are still being assessed. Check that the licencing of any tool used covers commercial use and that images generated do not fall into copyright.

Check your designs meet the branding requirements in this document before getting approval to proceed. Countries and regions should contact trefoilguild@girlguiding.org.uk and counties and guilds should contact their country or region PR adviser or chair.

Templates

To help you design your own flyers and badges the following templates are available for your use from the website

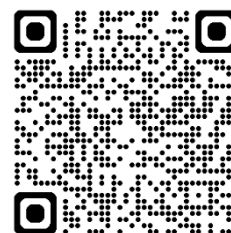
- Letter template which will need your own logo to be added
- Compliments slip template which will need your own logo to be added

- Simple flyer which will need your own logo to be added and localised
- Trefoil symbol
- PowerPoint presentation template which will need your own logo to be added and localised
- Key messages templates
 - o without Trefoil symbol to be used together or separately
 - o with Trefoil symbol to be used together or separately
 - o normally shown in the primary and secondary colours of Trefoil red, gold, blue or green or alternatively in the Trefoil md red, mid gold, mid blue and mid green.
- Our website QR codes which includes our Navilens accessibility QR code

Finding help on branding issues

Online logo generator:

- The generator can be found on the website using girlguiding.rightmarket.com or scanning the QR code
- Step by step instructions are available for generating your logos can be found on the Trefoil website [how to generate your guild logo](#)
- Contact your county, country or region public relations for assistance if needed



NOTE: The logo generator is being discontinued in September 2026. The replacement tool will be announced when available.

Assistance and approvals on PR materials or merchandise designs, including badges:

- County teams and guilds should contact their country or region PR adviser
- Country and region teams should contact trefoilguild@girlguiding.org.uk