

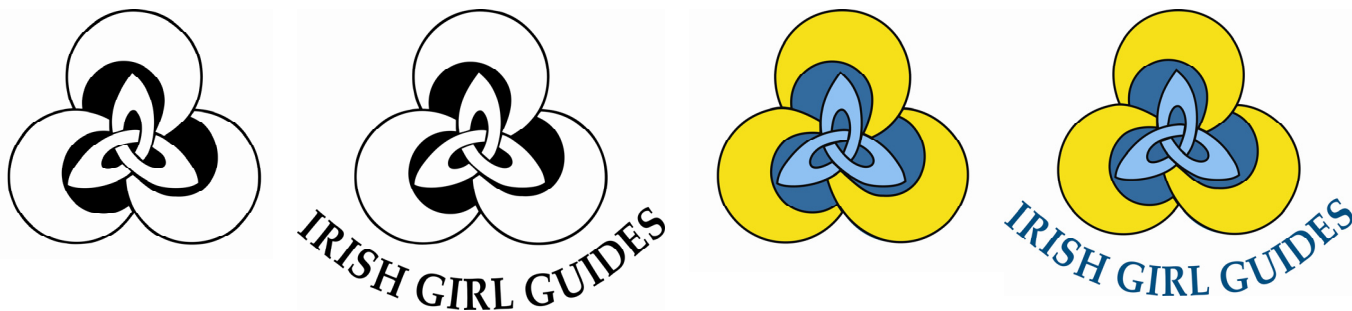
## GUIDELINES FOR LOGO

In April 2010 Irish Girl Guides will launch its new image incorporating logo and uniforms. We now have a modern and dynamic image that reflects who we are and raises our profile in society as we move into the next century of Guiding.

The new logo is strong yet retains the fundamental elements of the Irish Girl Guides - the Guiding trefoil and the distinctive Irish celtic knot. It is important that the Irish Girl Guides logo is used correctly and consistently in all its applications. If it is not, then its impact and recognition will be compromised.

The new brand (new logo, uniform and website) exists to promote the Irish Girl Guides to both internal and external audiences. Therefore, it is important to follow these guidelines that have been introduced to create a professional, recognisable identity for IGG at national and local level. Doing so will ensure that we convey consistent messages about the organisation, its purpose etc.

## USE OF THE LOGO



The new logo will be available on all IGG forms on the website from 1<sup>st</sup> March 2010. Paper stocks for sale in the Distribution Centre will be replaced as and when necessary.

The logo may be reproduced in black and white or colour. You may use either the version with “Irish Girl Guides” written underneath or the version with simply the logo.

The Pantone shades for the colour version are as follows:-

- Inner dark blue, pantone shade 3145C
- Celtic knot light blue, pantone shade 297C
- Yellow, pantone shade 108C

The logo can only be reproduced in these colours or in black. By using these colours you will help to enhance recognition of our logo and re-enforce the identity of our organisation.

When using the logo it is important to use the actual artwork and not to re-create it. It must be used as a whole component - not altered, dismantled or used in part.

Please do not

- alter the proportions and positions of the logo in any way
- change or adjust the colours of the logo
- stretch the logo or make it so small that it's illegible
- recreate the type form of the logo in anything other than Palatino font which should be in bold and capitals
- reproduce the logo on backgrounds which compromise its clarity and legibility
- reproduce the logo on items of clothing

Artwork is available in various formats:

- a. a version for use on paper
- b. a version for use on posters
- c. a larger image for use on banners or larger posters.

Please don't scale up jpeg files so that the pixels become visible and create rough edges. Please contact the Publications Officer in National Office if you need a larger image by emailing [trefoil.news@irishgirlguides.ie](mailto:trefoil.news@irishgirlguides.ie)

If you use the logo on promotional material, letters or notices to parents please ensure that it only appears on the top left corner, with the address details to its right to ensure that all elements are kept consistent.