



*GUIDING FOR ADULTS*

**Trefoil Guild**

# Partner Brand Guidelines

These guidelines have been developed to provide clear information regarding the use of our logo for partners working with Trefoil Guild. They have been put together to ensure that a consistent identity is achieved for Trefoil Guild on all communications outside our organisation.



Our logo

## Our partnership logo

The Trefoil Guild partnership logo is made up of six elements.

1. The logo panel (speech bubble shape)
2. The trefoil
3. Our name
4. Our strapline (GUIDING FOR ADULTS)
5. The logo panel border
6. The partnership strapline ('Working in partnership with' or 'Supporting the work of')

How these six logo elements appear together should never be altered, nor should any of the elements be separated.



## Our partnership straplines

When our logo appears on any communications produced by, or in collaboration with, another organisation, the partnership strapline 'Working in partnership with' or 'Supporting the work of' are incorporated with our main logo.

Please use the most appropriate version: the 'Supporting the work of' logo should be used by membership benefit partners, and the 'Working in partnership with' logo should be used by all other partners.

Working in partnership with



*GUIDING FOR ADULTS*  
**Trefoil Guild**

Supporting the work of



*GUIDING FOR ADULTS*  
**Trefoil Guild**

## Clear space and minimum size

To maintain the integrity of our logo please do not overlay it with graphics, text, photographs or illustrations. It should always be placed at the top of the document in all communications.

### Clear space

Our logo must have a minimum clear space around it. This is also the minimum distance that our logo should be kept from the logos of other organisations.

### Minimum size

To ensure legibility, the minimum width for reproduction of our logo is 35mm.

### Clear space



### Minimum size



## Positioning our logo

We have four versions of the Trefoil Guild partnership logo shape, pointing in four different directions.

The logo can either be placed top left, top right, bottom left or bottom right.

The version selected should always be positioned to point you to the focus of the material, such as information or an image.

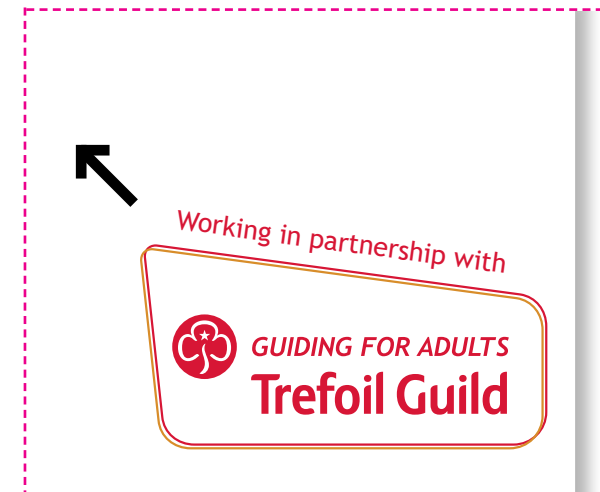
Positioned top left



Positioned top right



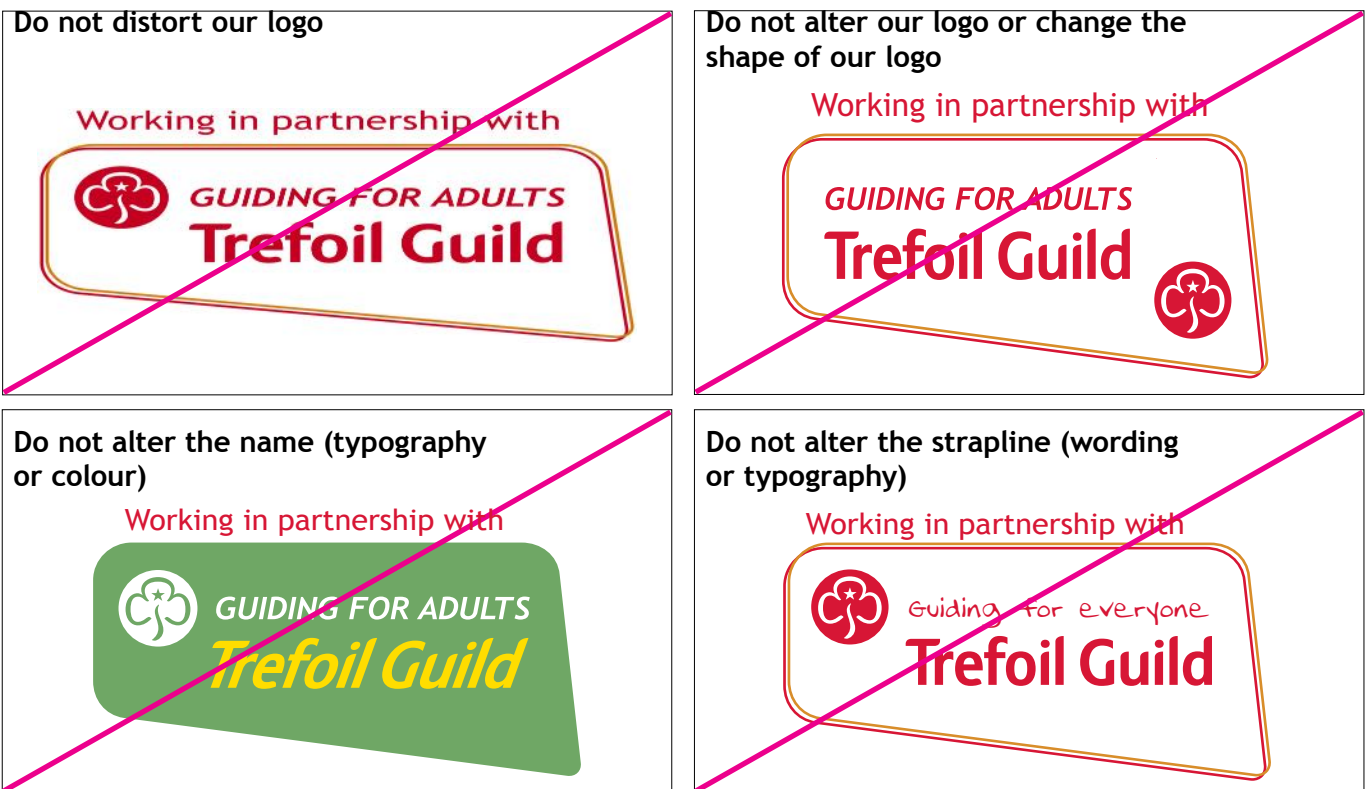
Positioned bottom left



Positioned bottom right

## Incorrect usage

These rules apply to ensure that our logo is used correctly and that our brand is used consistently - please follow them. We ask that you always send documents that feature our logo to us for approval before publishing them, and that you adhere to your contractual obligations (see Trademark Guidelines which outlines our legal standpoint).







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**Trefoil Guild**

If you require further information please contact the Trefoil Guild team at [trefoilguild@girlguiding.org.uk](mailto:trefoilguild@girlguiding.org.uk).

For further information on how to use Trefoil Guild's logo, branding and colours, please refer to the Trefoil Guild Identity Guidelines, available on our website at [www.trefoilguild.co.uk](http://www.trefoilguild.co.uk)