



Branding Guidelines



All over the world, Girls' Brigade members wear the same badge. The uniforms may vary in the different countries but the badge remains the constant feature. The GB Badge, also known as the Crest, is the sole emblem of the organisation and its design and colour may not be altered.



The GB Crest and GBNI Jigsaw logos are both registered as trademarks in the UK in the name of Girls' Brigade NI.

Refer to page 2 for guidance on usage.



These logos with the writing 'Northern Ireland' is reserved for GBHQ use only. If GB companies wish to use this version of the logo, then it can be adapted to include the name of the company. There is a cost involved (refer to page 5). Contact the National Secretary for further details.

Girls' Brigade Northern Ireland

Branding Guidelines

Reproduction of the GB logos (as on page 1) without permission is strictly forbidden, with the exception of the purposes outlined below for GBNI affiliated companies.

GBNI affiliated companies do not need to seek permission for anything that is solely for internal company use including:

- Printed programmes eg. for annual displays;
- Orders of Service eg. for Enrolment and District Services;
- Letters/internal printed leaflets to parents;
- PowerPoint presentations for church;
- Invitations to company events (unless they are being printed by commercial printers);
- Cakes;
- GB company related projects eg. Queen's Award Projects (unless they are being produced by a third party supplier or will be used in the public domain); and
- GB company social media (please use GBNI social media profile logo available for download from the Leaders' Section of the GBNI website).

You must apply for permission to use the logos for anything that you are selling or is going out to the public including:

- Printing or embroidery on clothing, excluding tunics, sweatshirts, hoodies, zip-up hoodies and polo shirts which must be bought from the GBNI Shop;
- Printing on gifts eg. for a special anniversary;
- Engraving the logos on cups and awards;
- Websites, blogs and social networks;
- Posters, flyers, brochures etc. for which you will be using commercial printers;
- Calendars, diaries, cookery books;
- Stained glass windows; and
- Advertising.

Please note: If the GBNI Shop sells any of the above items, permission will not be granted.

When using a third party business to print, engrave etc., you must seek permission using the Permission Request Form via the National Secretary (the Permission Form to use GB logos is attached to this pack). When this is given, you will receive a Permission Certificate that you must present to the business doing the work for you. If you do not follow this procedure, then the business will have made a serious breach of UK Trademark Law and legal action may be taken against them.

The logos are available for download in the Leaders' Section of the GBNI website for use by any GBNI affiliated company for internal use only. These are low resolution and are fine for company printed items but are not advisable for commercial printing. For specialist printing, high quality artwork files are required and will often be requested by the business doing the work. These high quality files will be supplied by the National Secretary if permission for their use is granted. The permission seeker will be asked to ensure that the business only uses those files for the particular request and will delete them after use. The company must also supply the business with a copy of these branding guidelines to ensure the consistency and correct reproduction of the logos.

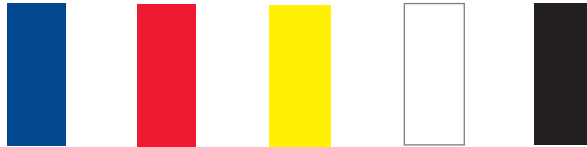
Any logos given to third party businesses, under the GBNI Logo Permission Scheme for use by a GB company or individual, **are restricted for the sole use applied for**. Businesses may not retain and use the logos for another project unless they have specific permission from GBNI, even if at the request of an individual or GB company who has had previous work done for them.

If you are unsure whether you need permission, please contact the National Secretary.
email: nationalsecretary@gbni.co.uk

Girls' Brigade Northern Ireland

Branding Colour Guidelines

Please note: It is strictly forbidden to amend the GB logos which you download in any way, such as changing colours or incorporating elements into a different or new logo.



Colour Mode	Blue	Red	Yellow	White	Black
Pantone	Process Blue 280 c	Red 186 c	Process Yellow c		
CMYK - C	100	0	0	0	0
CMYK - M	72	100	0	0	0
CMYK - Y	0	87	100	0	0
CMYK - K	18.5	0	0	0	100
RGB - R	0	226	255	255	0
RGB - G	68	0	237	255	0
RGB - B	136	41	0	255	0

Logo Dimensions

When using the GB Crest on approved clothing for which permission has been sought and given, the standard size is to be:

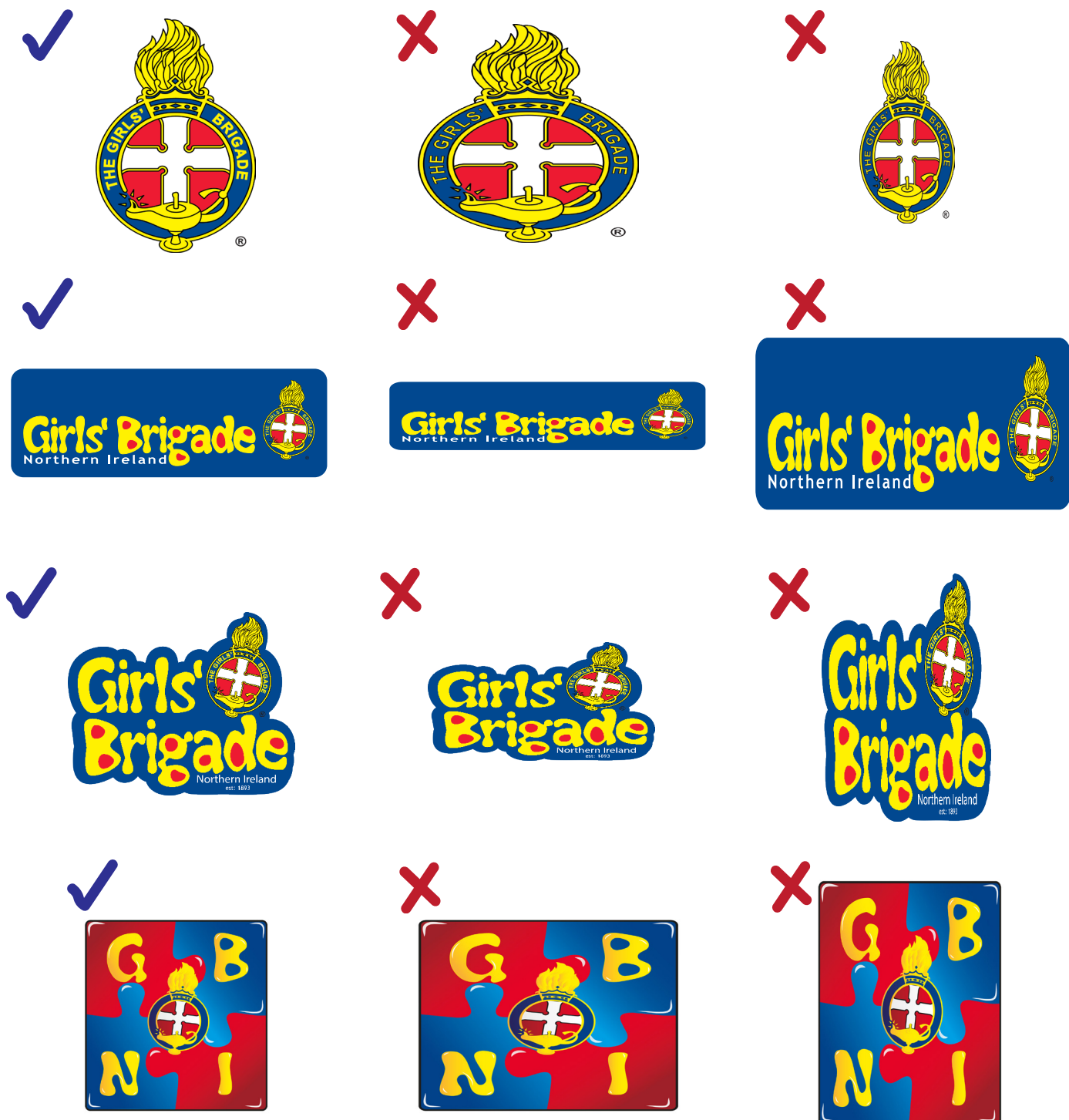
GB Crest - 60 mm in height from tip of flame to the base of the lamp.

Girls' Brigade Northern Ireland Branding Proportions Guidelines

Please make sure you keep the proportions correct when using the logos - **DO NOT** make fatter or thinner just to fit your space! Those below with the blue tick are correct. The GB Crest should always be circular not oblong and the Jigsaw logo should always be perfectly square not rectangular. The logos must **never** be adjusted, redrawn or modified in any way from what is shown below as correct. Do not enlarge the GB Crest within all of the GBNI logos, which takes it out of correct proportion.

HINT - when resizing the logos, hold down the shift key when dragging to maintain the correct proportions. Colours must be as shown in examples below and as per the CMYK/RGB colour tables on page 3.

Please forward this information to any third party supplier.



Girls' Brigade Northern Ireland logo with your company name guidelines



The logos above with the writing 'Northern Ireland' is reserved for GBHQ use only. To use the above logos you must have your own company name inserted in place of the words 'Northern Ireland'. Graphics for this are drawn up on demand for a set-up charge. This will cost £40. If you wish to make a purchase, then please complete the Permission Request Form (pages 6 and 7). Payment will be sought after permission is granted.

General Publicity

Please ensure that in all photographs of your company sent out to the public domain ie. to newspapers etc., that the GB members are wearing the correct uniform. If GB members are wearing leisurewear ie. hoodies/polo shirts that have not be purchased from the GBNI Shop, please do not use these images for publicity.

GBNI Newsletter/Facebook etc.

It is always great to receive photos from companies for the GBNI Newsletter and Facebook page.

However, if the GB members are wearing hoodies or polo shirts that are not supplied by the GBNI shop then unfortunately the photographs cannot be used as these will have been made in breach of copyright.



Permission Request Form to Use GB Logos

Please return completed form to the National Secretary

post: GBHQ C2 Kilbegs Business Park, Fergusons Way, Antrim BT41 4LZ

email: nationalsecretary@gbni.co.uk

Date	
Company name	
Contact address	
Daytime tel	
Email address	
Name of leader applying for permission	If handwriting this form please print name in block capitals
Captain's signature (if different from person applying for permission)	If you are returning this form electronically and are not the Company Captain tick the box to indicate that you have received the Captain's permission to apply for logo use. <input type="checkbox"/>

Tick the box to indicate which logo you wish to use. (You may tick more than one box)





Name, address, telephone, email of the business (printer/supplier) you are using to reproduce the logo.	
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For HQ use only	<input type="checkbox"/> Permission granted	Signature:
Date Received:	<input type="checkbox"/> Permission not granted	Date:

Please state here what you are putting the GB Crest or GBNI Jigsaw logo on (eg. poster, website, Facebook page).

Please note: Permission will not be granted for logo use on tunics, sweatshirts, hoodies, polo shirts, or any other items that are available to order from our GBNI Shop at www.gbnishop.co.uk

If for Facebook or a website, please print the link here so the site may be viewed:

Design Details

Please give **precise** details below of the overall design elements such as colour(s), size of publication/item, positioning of the requested logo, intended use, and details of any other third party logos appearing alongside where applicable. Where possible, please submit a rough sketch. If you are not sure what information to print here, please contact the National Secretary, tel: 028 9454 8054 or email: nationalsecretary@gbni.co.uk to discuss.



The logo above with the writing 'Northern Ireland' is reserved for GBHQ use only.

To use the above logos, you **must** have your own company name inserted in place of the words 'Northern Ireland'. Graphics for this are drawn up on demand at a set-up charge of £40 per logo. Please tick the box if you would like to order one of these logos with your company name. The logo will be supplied digitally as a vector file for high resolution reproduction. The reproduction of these personalised logos must still follow the guidance outlined on page 2.

If you wish to order the above logo for your company, please contact the National Secretary, or return this form together with the payment and the following section also completed.

If you are ordering a customised GB logo, please print clearly the text you desire:

Girls' Brigade
Northern Ireland



www.gbni.co.uk