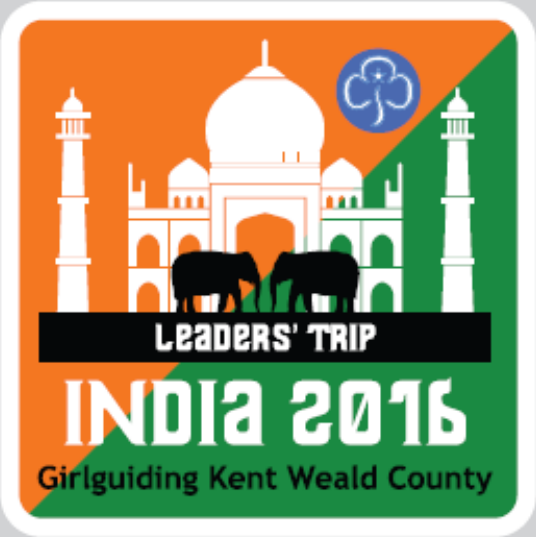
WE DISCOVER, WE GROW
Girlguiding
London & South East England

Designing the perfect badge

The rules to follow and design tips to help

By Vikki Goodridge
Girlguiding LaSER Lead Volunteer for Visual Brand



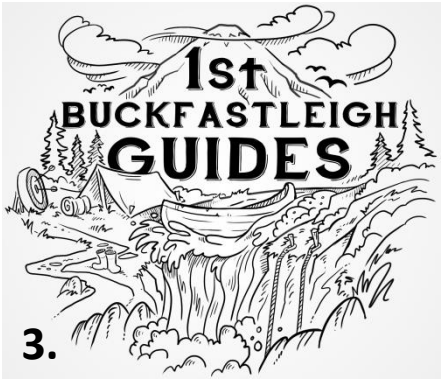
Examples of Badges designed by:

Vikki Goodridge

Lead Volunteer for Visual Brand
Girlguiding LaSER

1.

2.



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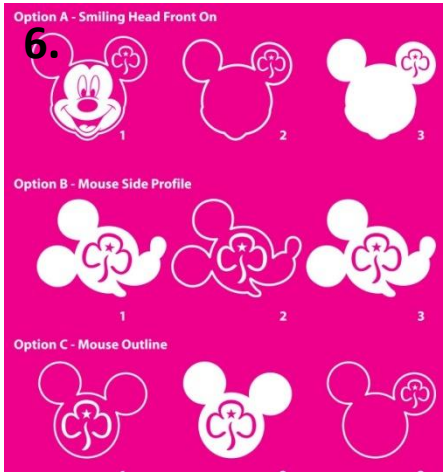


5.

8.

7.

9.

10.

The perfect badge:

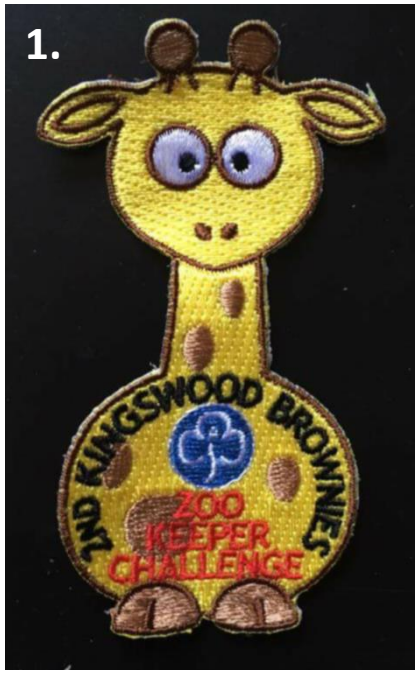
Personalised Name: specifying area and which unit the badge has been designed by/for?

Ideally written in Trebuchet MS

Balanced size **Trefoil**, which is Girlguiding Blue:
Pantone 2718c

Nice **graphic** linked to the challenge theme

Clear explanation of what the badge is for- **name of the activity or challenge**



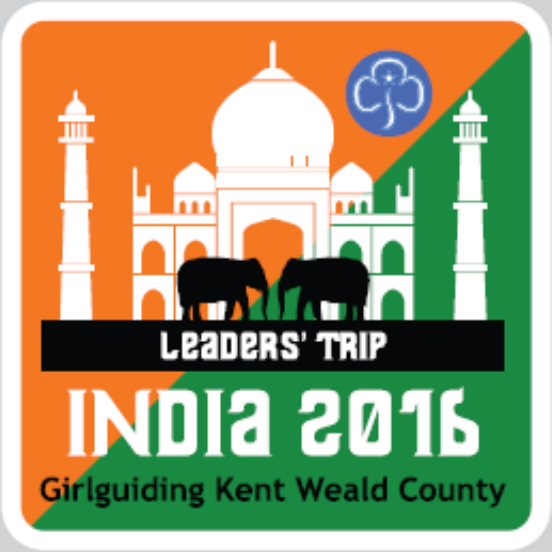
Graphically OK

Graphically Great

Your badge must include…

1. The trefoil (in Girlguiding blue)
2. Your unit or area name
3. The name of your event or challenge

for it to meet Girlguiding branding guidelines



Getting the name right:

•Include '**Girlguiding**' before the area for any District, Division or County badge:
Girlguiding Kent Weald County
Girlguiding Boughton Vale Division

•Use your **full unit name** when creating a badge for a specific unit (the word Girlguiding does not need to be used in this instance):
1st Loose Guides
2nd Loose Brownies
2nd Loose Rainbows

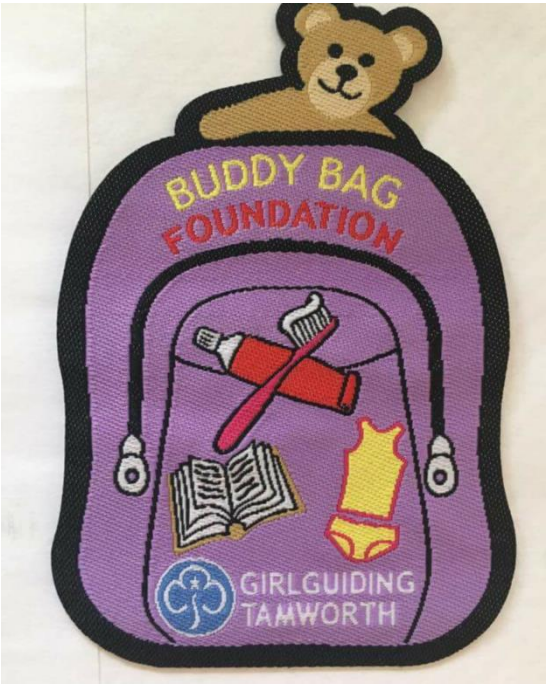
•Write the section name in full - The Senior Section never SS

•Ideally the name should be in Girlguiding's chosen font: Trebuchet MS

Getting the event/challenge name right:

Ideally when designing a **challenge** badge, it is recommended that you include the word **'Challenge'** (as per badge 2) however if the badge **clearly** states the title of the badge/title of the challenge (as per badge 1) then this is also allowed. **Both badges meet Girlguiding Brand guidelines.**

Doesn't require **'unit'**



Should be **Girlguiding Tamworth Division**

Design Brief: Design a badge celebrating the first visit to Cudham Shaws Outdoors Centre

Make sure it is eye-catching:

- Bold
- Fun design

What's special about Cudham Shaws Outdoor Centre?

-Camping
-Being outdoors
-Exploring nature
- Activities like archery, orienteering etc

The Golden Rules!

-Trefoil
-Unit or area name
-Name of the challenge or event

The shape

-keep it relatively simple as it will cost less

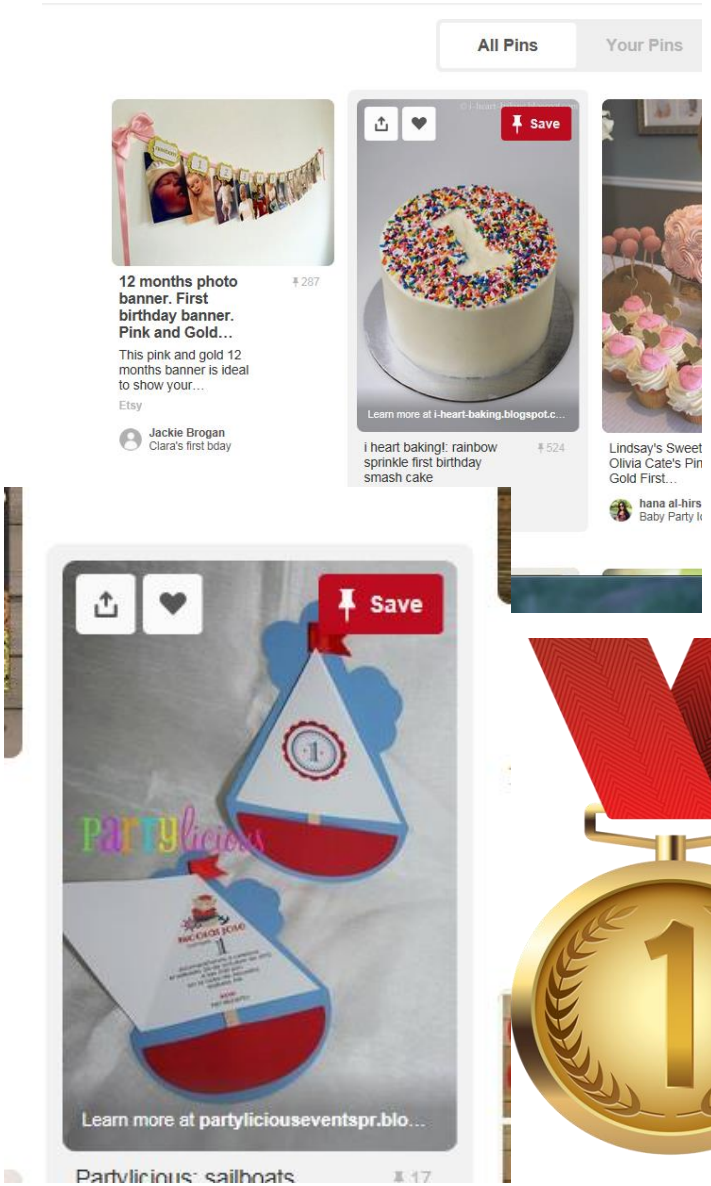
My first....

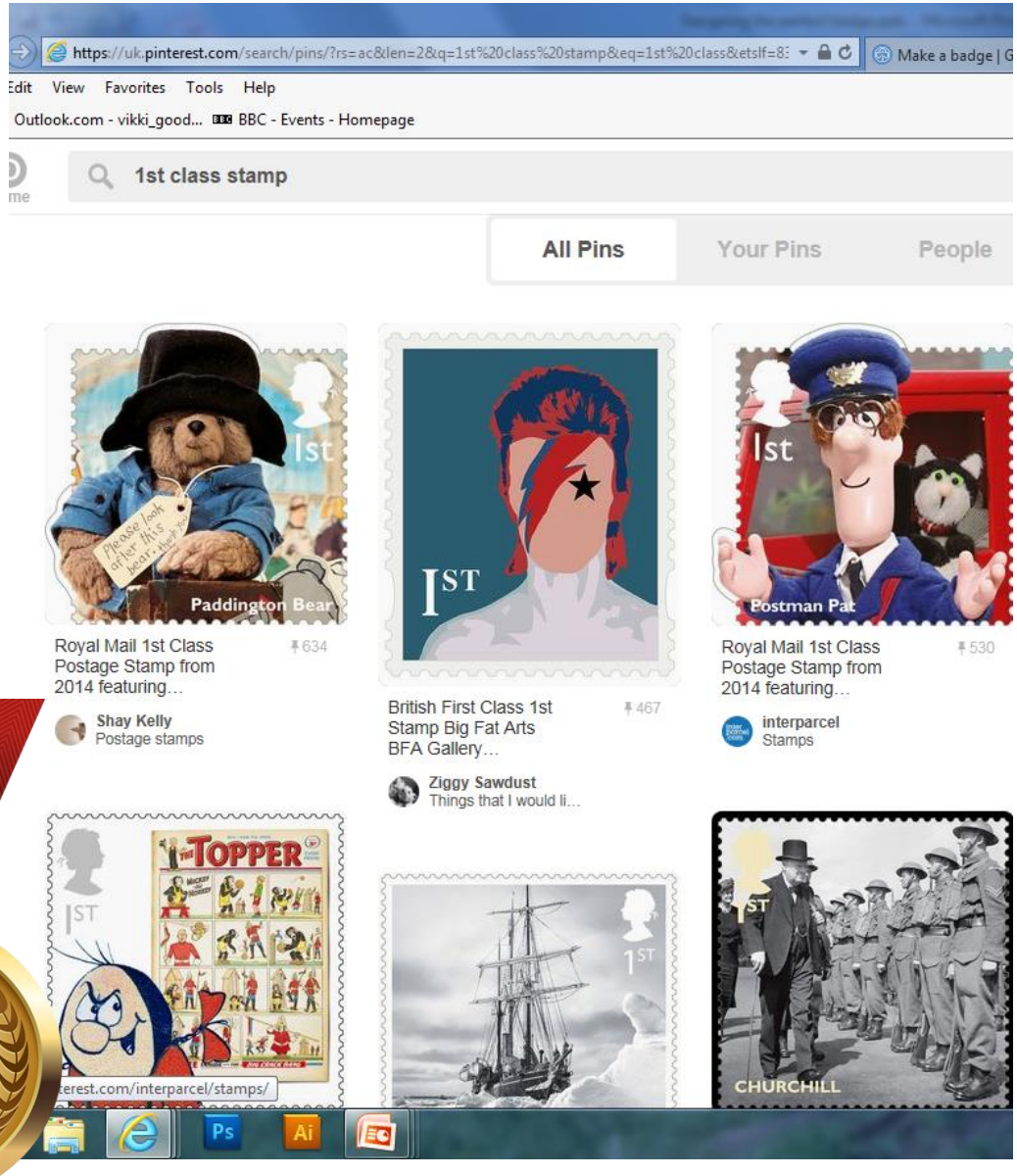
-My first birthday
-My first visit
-No#1
-Winning!/ Medals/Badge
- Jam jar labels (shape of badge), stamp, stickers

Numbers of colours:

-Keep within 9 colours- fashion tends to be 3 key colours with either white or black as detailing

Sources of Inspiration:

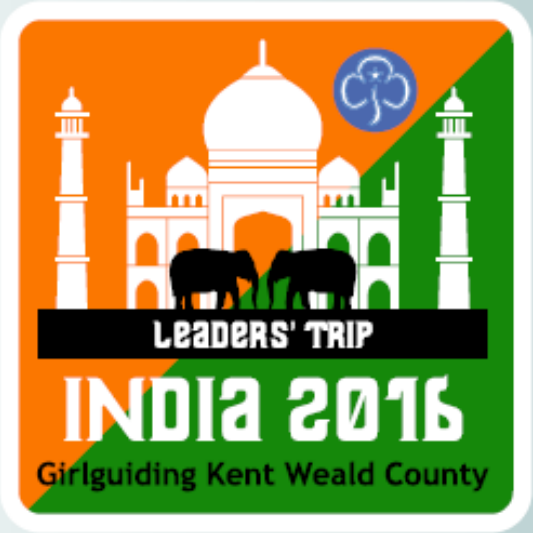




My first visit to Cudham_Initial Ideas_V.Goodridge_16/02/17

SKETCH GOES HERE

Colours: (Specifics if possible)
Size: 75mm W x 100mm H



Final Badge_Kent Weald_India Trip 2016

Size: 80mm W x 80mm L

Edging: White

Main Colours: Orange , Green, White, Black and Blue

Orange: R/251, G/119, B/0 or C/0, M/66, Y/100, K/0
Green: R/21, G/136, B/10 or C/85, M/21, Y/100, K/9
Blue: PA 2718C

'Leaders's Trip' = 4mm H
'India 2016' = 9.7mm H
'Girlguiding Kent Weald County' = 4.7mm H

gold medal png - G | Gold Medal PNG Cl | camping icons - Go | Camping icons set, | flowers vectors - Go | flower-vectors.jpg | Make a badge | Girl
Secure | https://www.girlguiding.org.uk/making-guiding-happen/resources/create-a-resource/make-a-badge/
Apps | Girlguiding Welcome | Home | Girlguiding LaSER | Girlguiding LaSER (@ | Girlguiding London & | Girlguiding LaSER on | Girlguiding LaSER (@ | Girlguiding Raspberry | Media Library ‹ Girlgu

WE DISCOVER, WE GROW Girlguiding

MAKE A BADGE

Everyone loves to get a badge, either for an achievement or as a souvenir of an event. Create your own to generate excitement, reward participation or to raise funds in your area

We use cookies on our website to help give you the best online experience. Tell me more.

GOT IT

13:00
18/03/2017

Contact:

Vikki Goodridge

visualbrand@girlguidinglaser.org.uk

Remember that any badge or merchandise you make whether for your unit, District, Division or County must be sent to your local PRA or M&C representative who will liaise with myself at Region before it is produced to ensure it adheres to the Girlguiding brand guidelines.