



GUIDELINES for the production of EVENT CLOTHING AND MERCHANDISE

These Guidelines, issued July, 2011 replace all other previously issued Guidelines for Event Clothing and Merchandise.

BACKGROUND: By definition, a GGC *EVENT* is any planned activity that occurs at a given place and time and involves many participants. There is no set lower limit on the number of Members involved in an “event”.

With respect to the creation of merchandise, GGC has created four categories of events. The following provides an explanation of the four event categories, provides examples of each type of event and defines the merchandise which can be produced for them.

1. CAMPS: Camp encompasses the experience of camping as well as physical camp properties. Camp merchandise may be produced by National, Provincial, Area, District or the “beneficial owner” of GGC physical camp sites. Merchandise which may be produced includes clothing and souvenir items. These items may be given to campers as part of the event or may be offered for sale to campers. There is no restriction on the number of pieces or the type of clothing and souvenir items associated with a camp.

2. EXTERNAL EVENTS: As a general principle, an external event is an activity or function at which Members are in public and are representing GGC. Examples of external events include: cookie selling, invitational consultations, parades, conferences, or meetings presented by government officials, other organizations, or corporate sponsors. **No merchandise is to be produced.** Members are expected to wear their uniforms when representing GGC or taking part in GGC external activities.

3. INTERNAL EVENTS: Internal events are those involving GGC Members only. Examples of internal events include: training workshop, a committees’ or Guiders’ conference, Girls’ Summit. Internal Event Merchandise should normally be limited to one clothing item (t-shirt, with event logo) and one crest. However, one additional souvenir item, such as a binder or tote bag is acceptable, if applicable.

4. TRIPS: Trips are excursions which are primarily international travel, but also include nationally/provincially sponsored national trips, and independent group trips. Trip merchandise may be produced. Trip wear must be suitable and deemed appropriate for the trip. Example: t-shirts, fleeces. There is no restriction on the number of pieces or the type of clothing that may be associated with a trip; however, reasonable consideration must be given to the clothing requirements of the trip (i.e. duration) and family budgets.

NOTE: When travelling internationally, Members are expected to travel in the GGC international clothing (red polo shirt, red jacket, international scarf) or GGC uniform as available at the Online Store.



PRODUCTION REQUIREMENTS:

BRANDING OF EVENT CLOTHING: It is anticipated that the most common and likely piece of clothing to be provided will be a T-shirt or a camp hat.

T-shirts must carry the name of *Girl Guides of Canada-Guides du Canada* on the upper front left chest or on the left sleeve. The logo must be as specified in the Graphics Standards Manual. The same requirement applies to any other piece of upper body clothing.

Camp hats should carry the Trefoil, again in accordance with the Graphics Standards Manual; however, economics of production may dictate otherwise. All event clothing must include the name and date of the event and may include the event's theme or logo.

BRANDING OF EVENT MERCHANDISE: Event merchandise is the souvenir merchandise which is available for purchase by participants at an event. In all cases, it is expected that special event souvenir merchandise will be considered and chosen in a responsible and businesslike manner making every attempt to ensure that only products which are expected to sell well and potentially sell out by the end of the event will be made available by the event organizers.

Event merchandise should carry the name of *Girl Guides of Canada-Guides du Canada or the Trefoil* in accordance with the Graphics Standards Manual as well as the name and date of the event. Event merchandise may include additional pins and crests to those provided to participants as part of the event experience. It may also include, for example, binders, bags or pens and other similar products.

APPROVAL OF DESIGN OF EVENT CLOTHING, MERCHANDISE, PIN AND/OR CREST:

Each of the provinces has an established process for approval of crests and pins. Event clothing and merchandise, camp gear, and trip wear will be approved by the provinces in the same manner, and in accordance with brand standards criteria.

Non-Event Clothing and Merchandise

The production of specially identified clothing or merchandise, other than for events, camps, or travel as noted above, does not conform to the imaging strategy of GGC and may not be produced.



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BRANDING OF GGC MERCHANDISE, CLOTHING AND CRESTS

It is preferred to have the FULL GGC logo on all merchandise. One of the following three should be used:



Girl Guides of Canada
Guides du Canada

Primary logo



Girl Guides of Canada
Guides du Canada

Secondary Logo



Girl Guides of Canada Guides du Canada

Tertiary Logo

In instances where space is an issue, it is acceptable to have the Trefoil logo only as follows:



Blue Trefoil – please note the inside background of the Trefoil box is white.



Reversed Trefoil

The colour of the GGC logo is PMS 661C, Navy, or white. There are black and white - **PRINT ONLY** exemptions.

Revised July 26, 2011