



WAGGGS

GLOBAL FORUM

KUSAFIRI — 2026

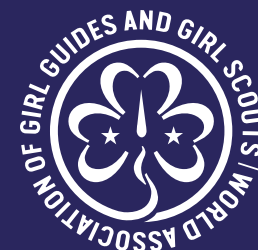


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The WAGGGS Global Forum 2026 is a shared journey to learn from one another, strengthen our youth programme as well as adult learning and development, and shape the future of Girl Guiding and Girl Scouting together.

This Visual Identity Guide outlines the core elements of the WAGGGS Global Forum event brand. It defines the guidelines for logo usage, typography, colour palette, iconography, and graphic elements.

Developed in alignment with the WAGGGS Brand Guidelines messaging, this guide ensures a consistent, recognisable, and cohesive visual identity across all applications. When applied correctly, it strengthens the Forum's communication, reflects the values of the WAGGGS Movement, and supports clear and impactful engagement across platforms and audiences.

ABOUT THE **WAGGGS GLOBAL FORUM**

The WAGGGS Global Forum 2026 brings our Movement together to strengthen how girls and adults grow and learn, and to deepen our shared commitment to quality Girl Guiding and Girl Scouting worldwide.

Taking place at Kusafiri World Centre in Ghana, one of WAGGGS' World Centres, the Forum aims to bring together 160 leaders and 35% of MOs represented from across our Movement. It creates an MO-led, participatory space for peer exchange and practical exploration of shared questions. Participants exchange good practices, strengthen youth programme and adult learning, and embed Growing and Learning (GAL) within Member Organisations.

Shaped by members and intentionally ground-up, it responds directly to what Member Organisations have asked for: a collaborative space to explore real challenges, share experience and build lasting, purposeful relationships and intentional networking that continue well beyond the event itself.



Brand Alignment with WAGGGS

The WAGGGS Global Forum event brand is fully aligned with the WAGGGS Brand Guidelines and has been developed as a cohesive extension of the WAGGGS visual and verbal identity. All branding elements draw from established WAGGGS foundations to ensure consistency, recognition, and alignment with the Movement's global values and strategic direction.

The event branding makes use of core WAGGGS visual elements, including established colour palettes, typography, graphic principles, and symbolic references, adapted to support the specific context of the Global Forum. These elements are applied in a flexible yet structured way, allowing the event to have a distinct presence while remaining clearly connected to the WAGGGS brand. This approach ensures a unified, inclusive, and recognisable identity across all platforms, audiences, and applications.





Event Design

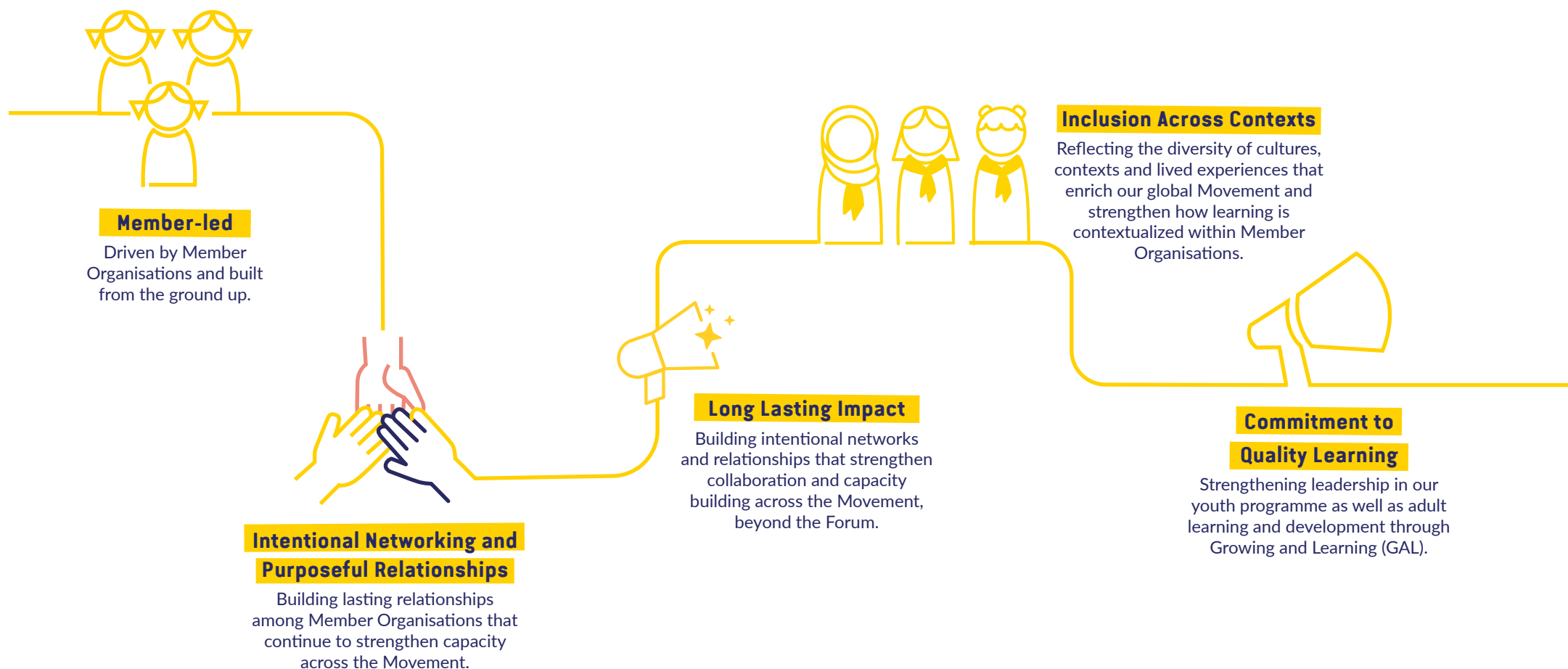
2.1 Core Principles and Values

2.2 Brand Personality and Tone

2.3 Key Messages

Core Principles and Values

The Global Forum brand is grounded in the core values of Girl Guiding and Girl Scouting and reflects the shared principles of the WAGGGS Movement. These values guide both the content of the Forum and the way it is visually and verbally expressed. These values shape both the experience of the Forum and the impact it seeks to create



Brand Personality and Tone

The Global Forum brand expresses a personality that is confident, welcoming, and collaborative, reflecting WAGGGS' global leadership while remaining approachable and member-led. The tone of voice is:



Inclusive and empowering

centring member voices
and lived experiences.



Participatory and open

inviting dialogue, exchange,
and collaboration.



Inspiring and practical

balancing vision with
actionable learning.



Respectful and globally aware

recognising diverse
contexts and perspectives.

2.3 Key Messages

Key Messages

The Global Forum brand consistently communicates the following core messages across all platforms and materials:



Milestone for Growing and Learning

A key step in embedding Growing and Learning (GAL) across the Movement, strengthening how the unique Girl Guiding and Girl Scouting approach to learning is put in practice in youth programme and adult learning and development.



Connected to the Bigger Picture

Contributing to Compass 2032 by strengthening the quality of learning and leadership across Girl Guiding and Girl Scouting.



Co-created with Members

Shaped by Member Organisations and built from the bottom up, with members guiding the direction of shared learning.



Celebrating and Amplifying Member Voices

Grounded in real experience, where members share practice and strengthen one another through peer exchange.



Logo System

- 3.1 Brand Architecture - Logo
- 3.2 Alternative Logos and Lockups
- 3.3 Clear Space and Minimum Size
- 3.4 Translated Logo Versions
- 3.5 Logo Placement and Co-branding
- 3.6 Incorrect Usage

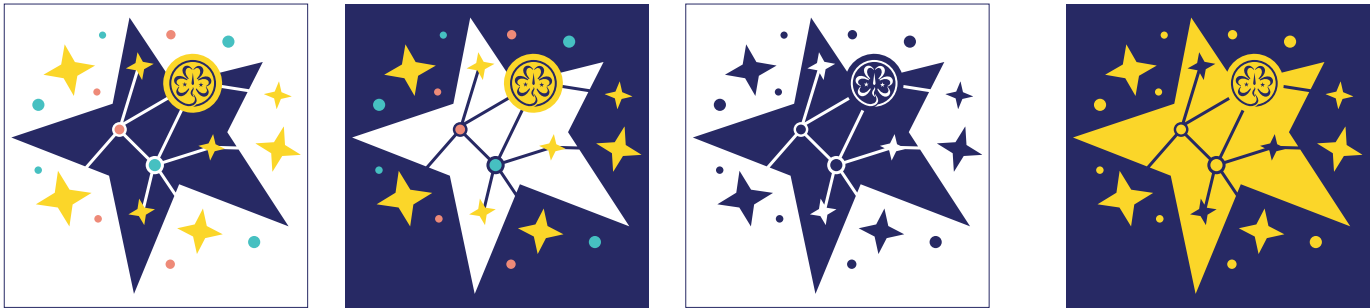
3.1 Brand Architecture | Logo

Constellation symbolism reflects our identity as a global movement, emphasizing how perspective shifts across different contexts. Just as the night sky appears unique depending on where you stand in the world, GAL adapts to diverse environments and local realities. While practices on the ground may vary, they remain interconnected—each one contributing to and aligning with GAL's overarching mission and vision.



Alternative Logos and Lockups

Symbol
Use the symbol from the logo when space is limited or when the Global Forum brand is already clearly established, such as social media avatars, digital icons, or small-format applications.



Full logo with event name
Use the complete logo with the event name for primary communications, first impressions, and formal applications, including invitations, presentations, official documents, and external communications.



Circular version
Use the circular version in digital and social media contexts where a contained or profile-friendly format is required, such as social media profile images, highlights, stickers, or badges.



Favicon
A simplified version of the WAGGGS Global Forum logo is used as the favicon to ensure clear recognition at small digital sizes.



Clear Space and Minimum Size



Clearspace

Make sure the logo has a clear space to prevent it being crowded by other visual elements. The clear space is based on 1/2 or 1 of the size of the trefoil depending on the version used.



Translated Logo Versions



Logo Placement and Co-Branding

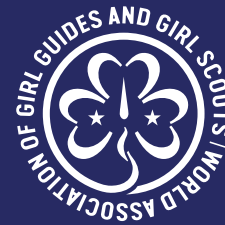
As the WAGGGS Global Forum is an internal WAGGGS event, the Forum logo is used as the primary visual identifier. The WAGGGS brand is already well recognised by the event's stakeholders, allowing the event identity to take visual prominence while remaining clearly connected to the organisation. The WAGGGS logo is therefore used in a supporting, endorsing role, reinforcing ownership and alignment without competing with the event branding.

Co-branding Quick Rules

- Use the WAGGGS Global Forum logo as the primary identifier.
- Use the WAGGGS logo as an endorsing brand, secondary in size and placement.
- Keep both logos clearly separated, legible, and aligned—do not overlap or merge them.
- Use both logos on official and external-facing materials.
- For small or space-limited applications, the Global Forum logo may be used on its own.
- Always follow the WAGGGS Brand Guidelines for spacing, colour, and background use.



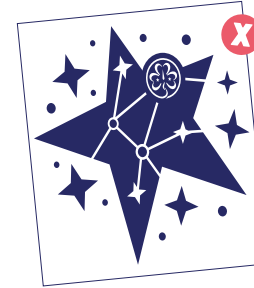
WAGGGS
GLOBAL FORUM
KUSAFIRI — 2026



WAGGGS
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Incorrect Usage

- Do not alter the proportions or distort the logo in any way.
- Do not change the logo colours outside the approved colour palette.
- Do not apply effects such as shadows, outlines, gradients, or filters.
- Do not rotate, skew, or flip the logo.
- Do not place the logo on backgrounds that reduce legibility or contrast.
- Do not modify, redraw, or recreate any part of the logo.
- Do not separate, rearrange, or substitute elements within the logo.
- Do not place the logo inside shapes or containers not defined in the guidelines.
- Do not crowd the logo with text, images, or other logos—always respect clear space.
- Do not use the logo as a decorative pattern or repeated graphic element.





Colour Palette

4.1 Core WAGGGS Colours

4.2 Event Accent Colours

Core WAGGGS Colours

Primary

BLUE

CMYK: 95/85/20/0
RGB: 42/37/94
Pantone: 280 C
Hex: #2A255E

Secondary

TEAL

CMYK: 91/0/28/0
RGB: 80/182/183
Pantone: 2228 C
Hex: #50B6B7

Supporting

BLACK

CMYK: 0/0/0/100
RGB: 0/0/0

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255

YELLOW

CMYK: 0/2/95/0
RGB: 255/218/0
Pantone: 108 C
Hex: #FFDA00

CORAL

CMYK: 0/54/49/0
RGB: 238/141/122
Pantone: 486 C
Hex: #EE8D7A

BLUE	PANTONE 280U	YELLOW	PANTONE 108U	TEAL	PANTONE 2228U	CORAL	PANTONE 486U
80%	278U	80%	106U	80%	2225U	80%	488U
50%	277U	50%	100U	50%	317U	50%	489U

Event Accent Colours

The Global Forum colour palette is rooted in the WAGGGS brand guidelines, using blue as the primary colour to reflect global connection.

The inclusion of **WAGGGS secondary colours**—teal, coral, and **yellow**— adds energy, warmth, and diversity, reflecting the richness of member voices and the participatory nature of the Forum. Together, these colours create a balanced and recognisable visual system that feels distinctly WAGGGS while supporting a vibrant, inclusive, and forward-looking event identity.



Typography

The Global Forum brand uses the same typography defined in the WAGGGS Brand Guidelines to ensure consistency and recognisability across the Movement. Using the established typefaces reinforces a clear connection to the WAGGGS identity while providing a flexible and accessible system for multilingual and multi-format communication. Consistent typographic use supports clarity, inclusivity, and coherence across all Global Forum materials, from digital assets to printed communications.

Van Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z

Lato

a b c d e f g h i j k l m n o p q r s t u v w x y z

المنتدى العالمي

Adobe Arabic font

ش لاؤي ث ب ل ا ه ت ن م ة ي خ ح ض ق س ف ع ر ص ء غ ئ

المنتدى العالمي

Almarai

ش لاؤي ث ب ل ا ه ت ن م ة ي خ ح ض ق س ف ع ر ص ء غ ئ



Graphic Elements

6.1 Iconography System

6.2 Patterns, Shapes, and Textures

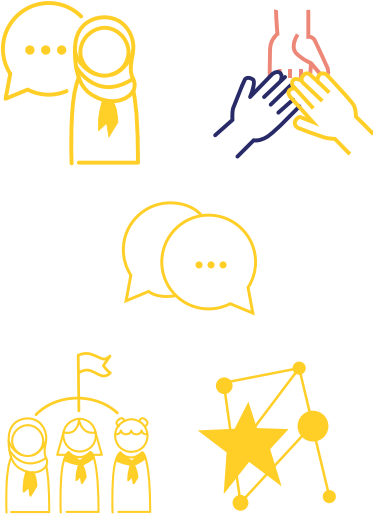
6.3 Illustrations and Visual Motifs

6.4 Do's and Don'ts

Iconography System

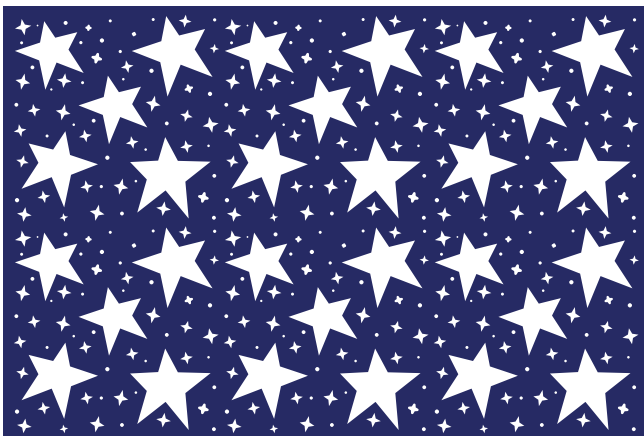
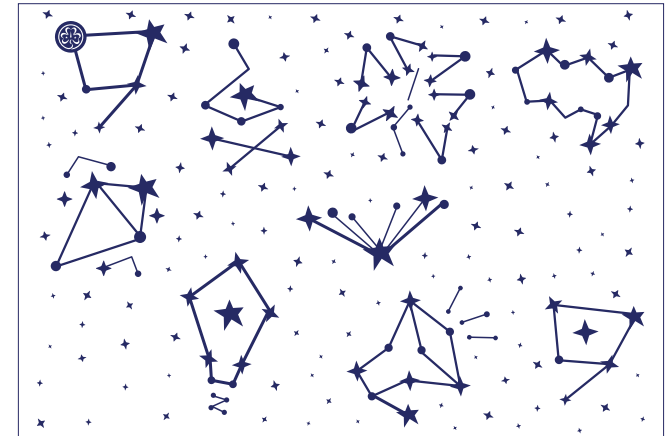
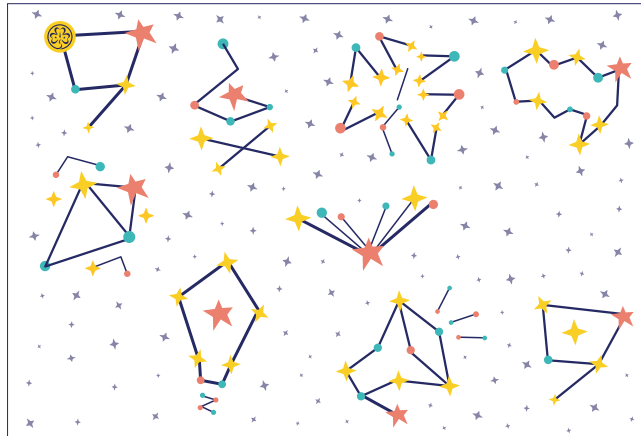
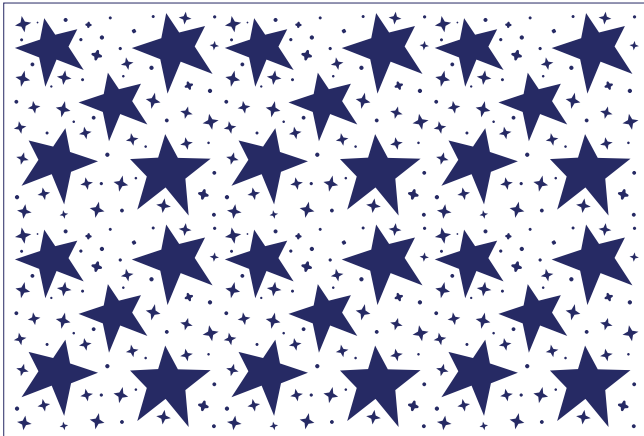
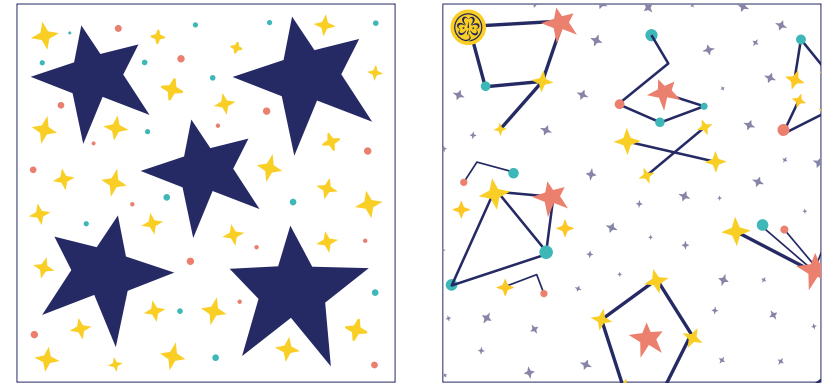
The Global Forum brand follows the WAGGGS Brand Guidelines for iconography, ensuring consistency in style, proportion, and visual language. A custom set of icons has been designed specifically for the Global Forum to support its themes, sessions, and communications, while remaining aligned with WAGGGS design principles. This approach allows the event to have a distinctive visual expression while maintaining clarity, cohesion, and recognisability across all platforms and materials.

Global Forum Icon Set

			
Learning & Content Sessions / Workshops Agenda / Programme Growing and Learning (GAL) Knowledge Sharing Reflection / Evaluation	Participation & Community Member Voices Collaboration Discussion / Dialogue Collective Leadership Global Network	Communication Announcement / Updates Virtual Session Recording / Replay Resources / Downloads Language / Translation	Event Experience & Logistics Location / Venue Time / Schedule Accessibility Information / Help Celebration / Highlights

Patterns

As the WAGGGS Global Forum is an internal WAGGGS event, the Forum logo is used as the primary visual identifier. The WAGGGS brand is already well recognised by the event's stakeholders, allowing the event identity to take visual prominence while remaining clearly connected to the organisation. The WAGGGS logo is therefore used in a supporting, endorsing role, reinforcing ownership and alignment without competing with the event branding.





Imagery style

7.1 Photography Principles

Photography Principles

From our Brand Guidelines our photography style is genuine and light-hearted but can also be sensitive when appropriate. The images we show play an important role in expressing our brand personality. Here are a few vprinciples to follow when shooting or selecting images:

- Our photography must feel authentic. Always in natural lighting, it shows real girls in real situations, with real expressions.
- Don't over-complicate imagery. Shoot images with simple compositions – a single point of focus within the frame.

Composition



Functional
Images that need to explain something specific
E.g. a conference or event.



Emotive
Images that show authentic moments, a honest
representation of an experience that people can relate to.

**NATURAL – NOT POSED
OR STYLED**

**AN AUTHENTIC
MOMENT OF TIME**

**SHOWING
POSITIVE EMOTIONAL
BENEFITS**

**CULTURALLY
SENSITIVE**

FULL OF ENERGY

**EVOKE THE
WAGGGS SPIRIT**

HIGH QUALITY

**ACTIVE AND
ENGAGED**

FUN AND PLAYFUL



Applications and templates

- 9.1 Social Media templates
- 9.2 Presentation slide deck
- 9.3 Virtual Backgrounds
- 9.4 Email signatures
- 9.5 Event Materials

Social Media templates



Virtual Backgrounds



Email Signatures



Event materials



Event materials



Event materials

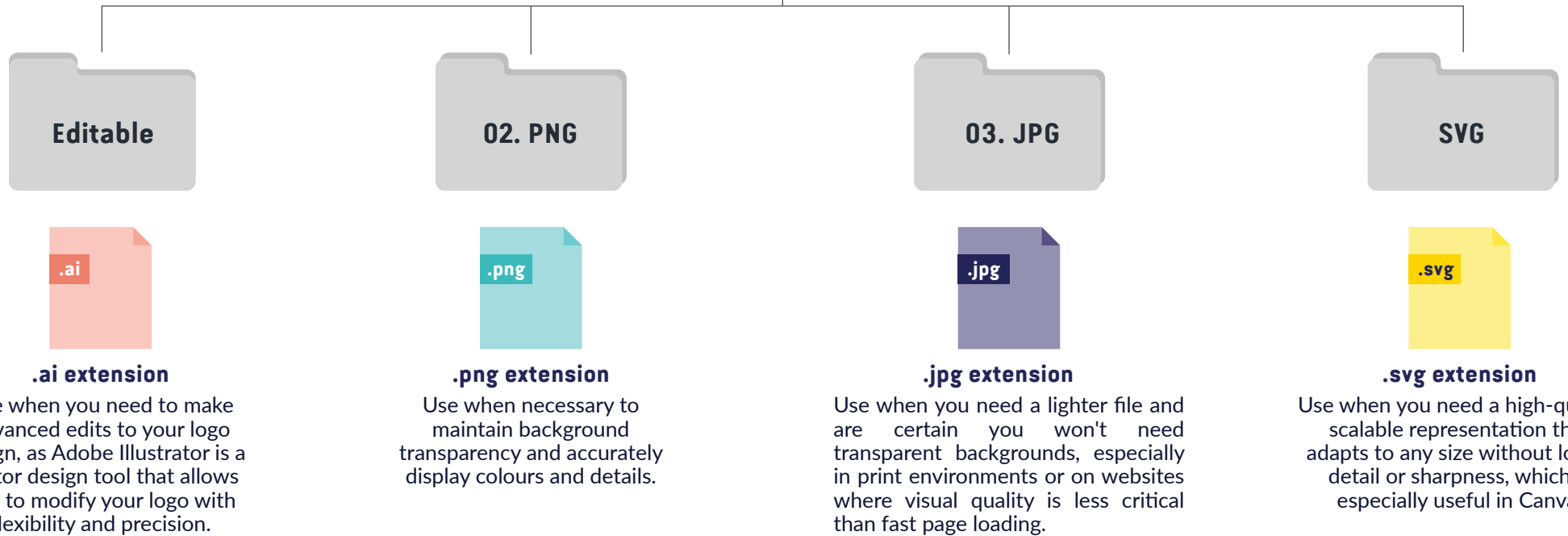




Asset Management

10.1 File Formats

File Formats



Need Help or Have Questions?

For inquiries regarding brand usage, assets, or guidelines, please reach out to our Team.



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