



HOT TIPS

FOR DESIGNING "TRADEABLE" CRESTS

Guiding crests are a "hot commodity." Whether they represent an Area, Division or District, or are produced for a special event, they are wonderful souvenirs, and sought-after traders.

The PR Committee reviews crests to ensure the correct use of the **Trefoil symbol** and, while this is the only aspect of the design the Committee can approve or disapprove, over the years, we have teamed what makes a good trader."

- **Identify that it is a Girl Guide crest.** Use both the Trefoil and wording, for example: LIONS AREA BROWNIES. A crest that is identified in this way is considered a valuable trader.
- **Identify the geographic area.** If you are taking crests to another part of the country or province, the name of your community or council and province should appear. If you are taking crests on an international trip, make sure you include the word CANADA.
- **Where possible, include a date,** for example: CHOOSE TO CRUISE 2002.
- **Keep the design uncluttered,** so wording is easy to read.
- If you are using other Guiding symbols, make sure you are reproducing them correctly; for example, have the correct number of petals on the BC dogwood (5 petals).