

T-Shirt Guidelines

Girl Scouts of the USA identifies and works with licensed vendors who sign an extensive contract that address concerns such as product safety, consumer product guidelines (e.g., lead and toxin-free ink/paint), labor law compliance (e.g., materials sourced only from companies free of child labor), testing requirements and regulations, product liability insurance, quality and workmanship, and product and graphic guidelines (e.g., trademarked logo, images consistent with Girl Scout safety standards, etc.).

Additionally, as with all trademarked logos, vendors who print items for resale or fee-based events must pay royalties to the organization – in this case, GSUSA.

The bottom line is: If a troop wants to make a T-shirt, but won't be selling it, they can! The name "Girl Scouts", "GSUSA" and/or any service marks (like the Trefoil) *can be used* on merchandise, like tee shirts.

We just want troop tee-shirts for everyone to wear. Great!

When designing service unit/troop t-shirts or other products for your troop or an event for which no fee is being charged, the following guideline applies:

- The item is not being sold to anyone for profit (including parents and/or volunteers).
 - *Example:* If the shirts cost \$5.50 to produce each shirt, then you can collect \$5.50 per shirt. You cannot make a profit, or raise money from these items.
- The item will not be sold at an event where a participant fee is charged
- Create your own branded design to be approved by the council marketing and communications department before printing
- The item must include "Girl Scout Troop/Service Area XXXXX" or "Girl Scouts of California's Central Coast Troop/Service Area XXXXX"
- If you are using the council service mark, the trefoil or the profile, these logos must remain in green, black or white
- Tee shirt designs **can** be approved by council's marketing and communication department prior to printing
 - Email your design to info@girlscoutscoc.org for approval.
 - Include information about how the shirt will be used, if you need any logos or service marks for your printer and printer contact information