Branding

FIND OUT THE LAST TIME YOUR SERVICEMARK HAS BEEN UPDATED

Was it last year? Does your servicemark include a combination of the Trefoil and the approved signifier of the Girl Scout brand?

DON'T SEARCH THE WEB

To download the Girl Scout logo or other branding materials. While Google may be your friend for many things, it's also packed with off-brand Girl Scout logos. Please get in touch with Customer Service, Volunteer Service Managers, or Service Unit Team. You can also email info@girlscoutsccc.org or call 800-822-2427.

GIRL SCOUT COLOR PALETTE

Cloud RGB 217/217/217 Hex #d9d9d9 CMYK 0/0/0/20 Pantone Cool Gray1 TCX 12-4300	**Star Green** RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	**Sky** RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	**Lilac** RGB 204/179/250 Hex #ccb3fa CMYK 20/30/0/0 Pantone 2635 TCX 14-3612
Bubblegum RGB 247/171/214 Hex #f7abd6 CMYK 0/35/0/0 Pantone 230 TCX 15-2213	**Peach** RGB 255/185/157 Hex #fcb89d CMYK 15/0/70/0 Pantone 162 TCX 13-1022	**Khaki** RGB 213/202/159 Hex #d5ca9f CMYK 20/15/40/0 Pantone 4545 TCX 14-0925	**Sunshine** RGB 255/244/65 Hex #fff441 CMYK 0/5/80/0 Pantone 101 TCX 12-0642
Stone RGB 168/168/168 Hex #a8a8a8 CMYK 0/0/0/40 Pantone Cool Gray 6 TCX 14-5002	**Girl Scouts Green** RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	**River** RGB 20/150/212 Hex #1496d4 CMYK 90/15/0/0 Pantone 2192 TCX 17-4435	**Violet** RGB 158/95/214 Hex #9e5fd6 CMYK 40/60/0/0 Pantone 2083 TCX 7-3628
Fuchsia RGB 253/50/158 Hex #fd329e CMYK 0/80/0/0 Pantone 232 TCX 17-2627	**Poppy** RGB 238/49/36 Hex #ee3124 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	**Flame** RGB 255/120/24 Hex #ff7818 CMYK 0/70/100/0 Pantone 1585 TCX 16-1454	**Gold** RGB 247/190/0 Hex #f7be00 CMYK 0/30/100/0 Pantone 7408 TCX 13-0759
Black RGB 0/0/0 Hex #000000 CMYK 0/0/0/100 Pantone Black TCX 19-0840	**Forest Green** RGB 0/86/64 Hex #005640 CMYK 95/35/80/40 Pantone 7729 TCX 19-6027	**Ocean** RGB 0/73/135 Hex #004987 CMYK 100/50/0/30 Pantone 2186 TCX 19-4049	**Deep Purple** RGB 92/31/139 Hex #5c1f8b CMYK 80/100/0/0 Pantone 3583 TCX 19-3638
Plum RGB 175/0/97 Hex #af0061 CMYK 5/100/0/25 Pantone 227 TCX 19-2434	**Cherry** RGB 156/0/0 Hex #9c0000 CMYK 0/100/85/40 Pantone 7622 TCX 18-1552	**Brown** RGB 118/58/22 Hex #763a16 CMYK 5/75/95/60 Pantone 168 TCX 18-1541	**Desert** RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 TCX 18-1160

The Movement servicemark is the approved signifier of the Girl Scout brand in Movement-wide communications. It should be used, alone or in combination with the Trefoil, to identify the brand in environments where the Trefoil alone does not provide a strong enough connection. See logo hierarchy standards to understand how they are used together.

Councils can choose to use the Movement servicemark in materials created by GSUSA without customizing with their council servicemark if the edits are limited to formatting, sizing, and adding text/content relevant to specific council events and programming. Acceptable text can include the name of the event and program, date, time, and location. No other customization or text can be added or deleted from templates without the express written permission of GSUSA. To request permission to use the Movement servicemark in any other manner, email info@girlscoutsccc.org or call 800-822-2427.

50 px
0.375 in

SERVICEMARK MINIMUM SIZE

Our servicemark should always be placed in a way that indicates we want it to be seen.

Consider the scale, so it never seems like an afterthought. The servicemark should be placed in a proud and present way but not overly dominant.

The servicemark should never be used smaller than 50px for screens or 0.375 inches in print to maintain the integrity of the forms and ensure a strong brand presence.

Branding

TREFOIL

The Trefoil is the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.

Pronunciation: 'tre , foil , 'tref , oil |

It may be used alone for communications where the Girl Scout brand has already been established through prominent copy or another clear context. Otherwise, it should be used in combination with the Movement or council servicemarks.

Note: Affiliation gear is a great way to build brand equity in the Trefoil as a stand-alone symbol. In these cases, the wearer serves as the context, becoming a natural ambassador for the brand. Gear can include shirts, hoodies, bags, hats, pins, etc.
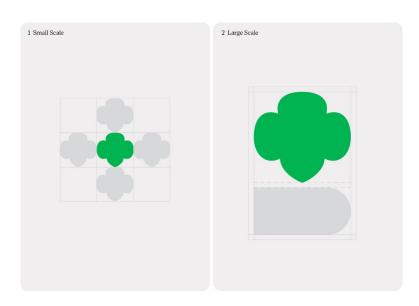
TREFOIL CLEAR SPACE

Clear space defines the distance that should be allowed between the Trefoil and any other graphic element on a surface. Using the Trefoil at a small scale, use the clear space rule outlined in the first example.
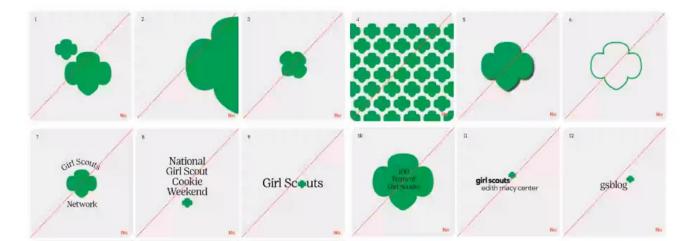
When the Trefoil is used at a large scale, it should adhere to the margin and gutter standards outlined in the Layout section of the Brand Standards rather than the clear space rule.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.

1 Small Scale

2 Large Scale

Prohibited Use Cases

- No typographic characters
- No text inside of Trefoils
- Can't use it to produce a new servicemark
- Our servicemark complements the Trefoil

- Cannot make a new servicemark for your events
- Cannot use more than one Trefoil, but you can use a servicemark and Trefoil with the Trefoil more dominant.
- Do not create patterns or shapes with multiple Trefoils