

Girl Scout Brand Guidelines

Girl Scouts is a well-loved, iconic brand. Few brands are able to claim a color or a shape; fortunately, we have the ability to do both. Through brand identity, we aim to stay true to our values-the cornerstones of leadership, sisterhood and inclusion.

GSUSA has created a visual brand language that conveys the Girl Scout Movement as it exists today and that speaks to our core audience-girls-in a way that engages them and resonates with them. Most importantly, in all of our brand work, we want to ensure that we communicate our brand promise: Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big.

The Girl Scout brand identity is more than just a logo. It is a system of marks, typefaces, colors, layout schemes and more. This system supports our brand story and unifies our communications. The graphic elements are serious yet accessible, timeless yet engaging and always focused on creating a sense of sisterhood, leadership and access.

Find resources on the SU Marketing Resources section of www.girlscoutscoc.org

Questions to ask yourself when building a Girl Scout-branded piece:

- Is that official art?
- How am I speaking to the girls?
- Can I do that to the service mark?
- Am I using the Trefoil correctly?
- Am I using the Girl Scout colors?
- Is the servicemark where it should be?

Servicemark

The Girl Scout Servicemark is the primary brand mark. It should not be reassembled or manipulated in any way. Only council names and affinity groups may be locked into the Servicemark. Only GSUSA may create Servicemark lockups.

Please [contact the GSCCC Marketing Team](#) before using the Servicemark. The preferred placement of the Servicemark is on the left third of the page.



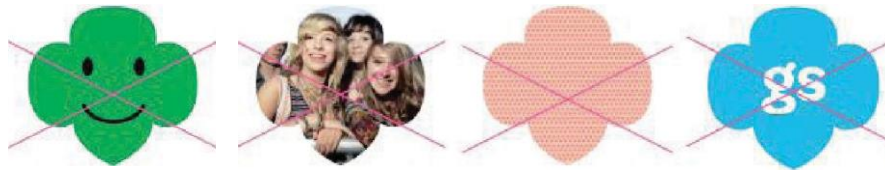
Profiles

The Girl Scout Profiles are a key element of the Girl Scout Servicemark. When used independently of the Servicemark, it is preferred that the Servicemark appear within the same piece. The only approved colors for the Profiles are green and white, with the exception of black one-color printing. The Profiles should not be stretched or altered in any way.



Trefoils

The Girl Scout Trefoil is a playful component to the Girl Scout Profiles and the Girl Scout Servicemark. However, the Trefoil is marked with great history. It is not to be made into a character, made to hold photography or illustration, or to be re-rendered in any way.



Color Palette

Girl Scouts and green go together. Be sure to include at least a little bit of green in every piece you create. Whenever possible, limit yourself to green (PMS 355), black and white. Add pops of color through photography or illustration. Tints are not part of the palette.

Primary Colors



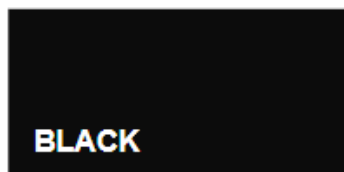
GS GREEN

HEX: #00AE58

RGB: 0 / 174 / 88

CMYK: 94 / 0 / 100 / 0

PMS: 355



BLACK



WHITE

Font

GSUSA and Girl Scout councils across the country use the Girl Scout branded fonts, Trefoil Sans, Trefoil Slab and Trefoil Sans Condensed, on marketing and promotional materials, including brochures, catalogs, fliers, and newsletters.

Arial is the only approved alternative to a Girl Scout font for business correspondence, including email, PowerPoint presentations and business letters.

Trefoil Sans

Trefoil Slab

Trefoil SansCondensed

Shorthand Marks

If designing for a Girl Scout audience (girl members and volunteers), a secondary "shorthand" mark can be used, where the Girl Scout Servicemark is abbreviated to "gs." This mark should not be reassembled or manipulated. Grade-level shorthand may be abbreviated to one-letter symbols for girl and volunteer audiences only.

Photography and Illustrations

We strive to tell our brand story through photography that showcases the amazing thing girls are doing in Girl Scouting. When cropping a photograph, the ratio of image to background should be 80/20. An image with 80 percent girl and 20 percent background will feel immediate and personal.

Please contact GSCCC for access to the photo and illustration library.

Exceptions for Social Media

Social media faces unique challenges around brevity and text/character limits when it comes to branding. The exceptions below apply exclusively to social media and do not apply to email, e-newsletters or blogs.

As a representative of Girl Scouts, your online presence can reflect positively or negatively on Girl Scouts. It's always recommended to set your personal Facebook profile to "private" (only your Facebook friends can see it), especially if you have Girl Scouts of California's Central Coast as an organization that you volunteer for or represent. Please remember that your Facebook profile picture can always be viewed publicly, so use discretion when choosing how the world sees you.

Username

While the Council should most often be referred to as Girl Scouts of California's Central Coast, this is not always possible on social media. When referencing our Twitter presence, it is appropriate to say @girlscoutsgccc. Additional social media usernames may be shortened or abbreviated based on character limits.

Shortened Links

Use shortened links whenever possible by copying and pasting the link you would like to share into a free, web-based link shortener. The preferred platform for use is found at <http://bitly.com>