this guide?

quickly. The purpose of the refresh is to enable consistent and on-brand executions across diverse applications - and across the country.

sheet to inform your design decision-making and help us all take a big step forward as a fully coordinated brand.

This document addresses branding in collateral. Product guidelines for will be provid

separately

Eight key questions toask yourself when buildinga Girl Scout branded piece.



1. Is that the

official art?

The refreshed configuration creates a feeling of leadership and forward momentum.

The elements should not be reassembled or reproportioned.

The servicemark does not require a registration mark (®) at this time.

The Profiles The Profiles may be used independently of the mark,

provided that the servicemark appears within the same piece. The text, however, may only be used with The Profiles. **Shorthand** 

If designing

for girls or

volunteers,

servicemark

familiar initials.

may be abbreviated to

then the







#### 2. Can we do that to the servicemark?

Lockups Only council names, nationwide taglines and affinity groups may be locked into the

servicemark. Each of these properties are long-term investments considered intrinsic to the

brand. Only GSUSA can create servicemark lockups.

Shorthand lockup If speaking to a Girl Scout-only audience, an event, program or affinity group name may be locked into the shorthand.

Colorways

Whenever possible The Profiles should be kept green. If placed on a green background, The Profiles should reverse to white and all text should remain black.

One-color marks are a last resort used only when budget so demands. girl scouts of the usa

girl scouts

girl scouts

gspearl

**Shorthand** 

lockup

of northeastern

research institute

new york

girl scouts

girl scouts girl scouts

girl scouts girl scouts

# 3. Are we solid trefoil correctly?

**Trefoil** Use the trefoil creatively. It is a playful complement to the formal servicemark. Text in trefoil

Omnes Semibold is used to create text within the trefoil. Headlines,

and seasonal tags are all appropriate trefoil content The mission excerpt and

pull quotes,

provided as final art. Relative scale and placement

Web trefoils are

of art and text is not to vary. **Patterns** Trefoil patterns should be

applied using 100% PMS 355 and white or 100% PMS 355 and 80% PMS 355, for a watermark effect.

Usage The trefoil is a mark with great history. It is not to be made into a character, made to hold photography or

illustration or to

be re-rendered

servicemark

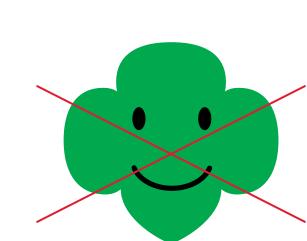
in any way.

6. Is the





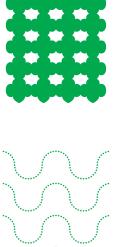


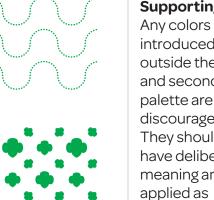












. . . .

#### 4. Are we using the **Girl Scout** colors?

Core The Girl Scout identity uses three core colors, green (PMS 355), black, and white.

Girl Scouts has the privilege of claiming a color. Green.

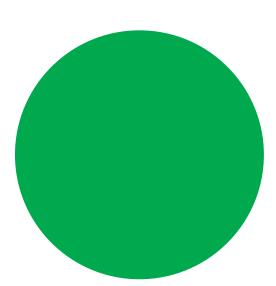
To ensure that

we continue to claim the color and to capitalize on our wellestablished advantage, embrace green.

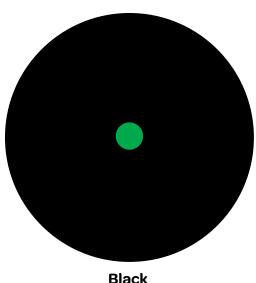
Secondary Secondary colors have been developed and specifically assigned to each grade level. Even secondary colors should be applied in

combination

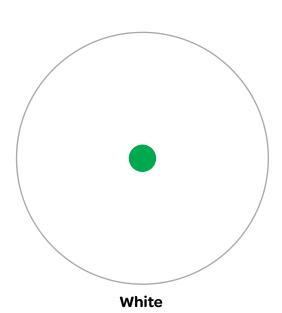
with the Girl Scout green. Supporting Any colors introduced from outside the core and secondary palette are discouraged. They should have deliberate meaning and be



Green PMS 355 c94 m0 y100 k0 r0 g169 b79 009966



Black

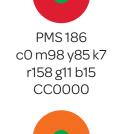


# PMS 299 c80 m10 y0 k0 r0 g170 b229 0099FF

PMS 470 c0 m60 y100 k65 r115 g57 b0 663300



r171 g33 b142 993399



PMS 158 c0 m70 y100 k0 r243 g112 b33 FF6633



c0 m40 y100 k0 r250 g166 b26 FF9933



# 5. How do the girls?

**Grade levels** To aid tailored and targeted communications, each grade level has an individual mark set in a unique color.

Grade level art is final and complete art. Relative scale

and placement of art and text is not to vary. **Shorthand** If designing

for girls or volunteers, then the servicemark and grade level art may be abbreviated to familiar initials



daisies

brownies

















# where it should be?

# agirl scouts

girl scouts | layout system of the state of

**ogirl** scouts of california's central coast

**Placement** The servicemark is always placed on the left third of the page with at least one "g" of clearance space around it to make it

stand out

prominently.

Rule of thirds

consistent and

coordinated

the Girl Scout

identity uses

a proprietary

layout system

based on the

rule of thirds.

executions,

To build



## the Girl Scout typeface?

7. Is that

temporary

i.e. event or

elements only,

season-related.

workhorse typeface of Girl Scouts is Omnes.

Three weights of Omnes and their italics are available for organization-wide usage Omnes should

be applied

to everything

from ads to envelope

addressing. Please contact gsbrand@ girlscouts.org to obtain a license for download.

# **Omnes black**

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes black italic Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

**Omnes semibold** Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes semibold italic Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes regular Girl Scouting builds girls of courage, confidence, and character, who make

Omnes regular italic Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

the world a better place.

### 8. Is the art on brand?

**Photography** Girl Scout imagery is all about moments that matter. Energy, eye contact and environment should all be considered when selecting the perfect

photograph.

When cropping a photograph, the ratio of image to background should be 80/20. An image with 80% girl and 20% background will feel immediate and personal. An image with 20% girl and 80% background will show context and showcase activities.

> Illustration Sketchbook illustration allows for broad interpretation. It is both deeply personal and on brand. It demonstrates

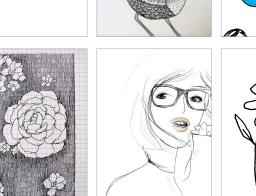
energy and authenticity. And, it can be created at little expense with great effect.



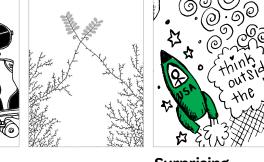
80% Girls, 20% Context



80% Context, 20% Girls







Sketchbook Surprising introduction inspired line drawing of color

