Girl Scout Brand Identity

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 Marketing Resources section of www.gsccl.org.

Questions to ask yourself when building a Girl Scout-branded piece:
- Is that official art?
- Can I do that to the service mark?
- Am I using the Trefoil correctly?
- Am I using the Girl Scout colors?
- How am I speaking to the girls?
- Is the servicemark where it should be?
- Is that the Girl Scout typeface?

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.
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 communications director before using the Servicemark.

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.
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.

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trefoil Sans</td>
</tr>
<tr>
<td>Trefoil Slab</td>
</tr>
<tr>
<td>Trefoil Sans Condensed</td>
</tr>
</tbody>
</table>

**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.

Illustrations are an integral part of the Girl Scout brand. The GSUSA image library contains sketchbook-like illustrations that appeal to girls. Paired with photographs, typographic elements or used on their own, illustrations play a significant role in unifying the Girl Scout brand.

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.

**Usernames**
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**Usernames**
While the Council should most often be referred to as Girl Scouts of the Colonial Coast, this is not always possible on social media. When referencing our Twitter presence, it is appropriate to say @GSCCC. 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.
G I R L Logo Usage Guidelines

Uses

• **All uses of G.I.R.L. logo or written form should be related to specific go-getter, innovator, risk-taker, and/or leadership experiences, stories, or people.**

• When using the G.I.R.L. logo externally, councils *must* also use their council lock-up, acronym, or council name.
  - (Please note: an additional external lock-up will be provided December 15)

• When using the G.I.R.L. logo on council-owned channels (website, social media, etc.) or internally, it is ok to use the lock-up as is. For any questions, please reach out to GSBrand@Girlscouts.org.

• Councils should **not** use the G.I.R.L. logo on any merchandise for sale until further notice.

• At this time, please do not use the letters individually. More guidance will be provided.
The G.I.R.L. suite uses these specific colors, in this very specific order.

Colors

Fonts

- Trefoil Sans family are primary fonts in this initiative
- Follow main brand guidelines on Brand Center
- Following brand guidelines, secondary font when sending non-PDF electronic documents outside Girl Scouts (such as Powerpoints and Word docs) is Arial

Trefoil Sans Regular
Trefoil Sans Medium
Trefoil Sans Semibold
Trefoil Sans Bold
Trefoil Sans Black
Trefoil Sans Ultra

Trefoil Sans Regular Italic
Trefoil Sans Medium Italic
Trefoil Sans Semibold Italic
Trefoil Sans Bold Italic
Trefoil Sans Black Italic
Trefoil Sans Ultra Italic

Two versions

Use the white frame lock-up with darker-colored backgrounds and images

Use the black frame lock-up with lighter-colored backgrounds and images
G.I.R.L. Editorial Tips

• G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™
  o The first instance in a given document gets the TM symbol. After that, the TM isn't needed, though the parenthetical caps are. Subsequent references can also be sans parenthetical: G.I.R.L.

• Note: Do not use the term G.I.R.L. Scout.

• go-getters, innovators, risk-takers, and leaders
  o Lowercase in running text, when used sans G.I.R.L.—e.g., We're a community of go-getters, innovators, risk-takers, and leaders making the world a better place.

• lead like a Girl Scout
  o e.g., Learn what it means for your girl to lead like a Girl Scout today!

• take the lead like a Girl Scout
  o Lowercase in running text—e.g., When she takes the lead like a Girl Scout, everyone wins!

• leadership the Girl Scout way
  o Lowercase in running text—e.g., Explore leadership the Girl Scout way!

• G.I.R.L.-led society/world
  o e.g., Are you doing your part to create a G.I.R.L.-led world?

• Note: G.I.R.L. language, particularly the above bullets, can (and should!) be woven into most all of our work at Girl Scouts. Just be sure your first "G.I.R.L." reference includes the parenthetical + TM.

Please reach out to GSBrand@girlscouts.org with any questions.