

Girl Scout Brand Identity Tips

The Girl Scout Brand

Girl Scouts is a beloved, iconic brand that stands out in today's busy media landscape with a strong and consistent visual identity. These design elements are the core of our brand and communicate the values represented by our organization.



GSHCC Servicemark



The Girl Scout Profiles



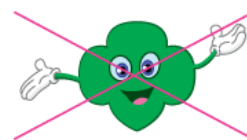
GS shorthand



Trefoil

Keep these tips in mind:

- Keep enough space around the servicemark and brand elements (like the trefoil) so they appear clean and uncluttered. The servicemark is always placed on the left third of the page with at least one “g” of clearance space around it. The Girl Scout Profiles should only be used with approval.
- Place the correct color or black and white version of the servicemark for your printed materials. Brand elements should always be in high contrast.
- Use the Girl Scout Trefoil as a playful complement to the formal servicemark.
- Select Omnes_GirlScouts as your font when creating GS branded communications. If Omnes isn't available Arial, Helvetica or Microsoft Sans Serif are acceptable.
- Place only approved photos of girls (with a signed release) into your designs.



Avoid these common missteps:

- More than three fonts per design or the use of Comic Sans, Curlz and Papyrus.
- Use of our old Girl Scout “vintage” logo on current communications or print materials.
- The Girl Scout Trefoil made into a character, compound illustration, or re-render in any way.
- Bold, underline, italic, or ALL CAPS used excessively. Keep the focused on how to “Take Action.”
- Getting overly complicated. Keep your layouts simple, easy and fun!

Girl Scout Branding Questions?

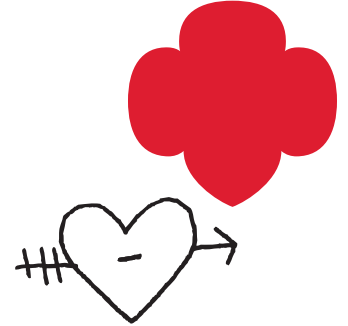
We are here to help, just email: marcomm@girlscoutshcc.org.

Great work!

Now just submit your design for approval to marcomm@girlscoutshcc.org.

Sample Flyer

gs



A Big Headline

Subheadline supporting statement that highlights how much fun Girl Scouts have while making the world a better place.

[Place your action items and message here.] Obist, sinum fugiam, ut utae cum et volum ad ut assunt. Iquuntor rehenimaio mint aute a aliae. Henti vellibus et oditatio eat que volorum re nost, es alitio omnibus dolenda expel ma vel incte voloreiusae nos et doloris quatiume volorio debet inulles es autem ipsanti anture volut as aut quibus, officio tatepno rechilia voluptati nihicillicta ipsaestecti sequis exces eosam comni quamus dipsumquis eos molorese nihil mossit quide que corestibus quam velit, si dolent molor ma as

Fun things to do:

- Action Item 1
- Action Item 2
- Action Item 3

Contact Info:

Awesome Volunteer

800.322.4475

gsvolunteer@gmail.com

girlscoutshcc.org