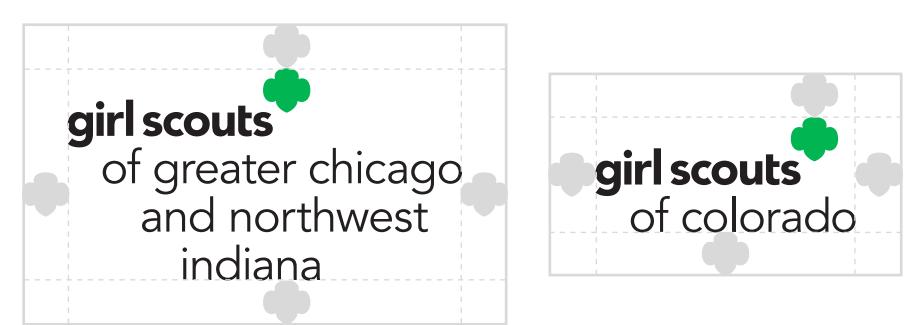


1 Council Servicemarks

Sample Servicemarks



Clear Space



Minimum Size

girl scouts of greater chicago and northwest indiana

36 px
0.375 in

Approved Colors



2 Council Acronyms

LIMITED USE: Council Acronyms should be used sparingly. They are mainly intended for member-facing small-space applications.

Horizontal

gsswt

gsswt

Vertical

gsswt

Approved Colors



Preferred Clear Space



Minimum Clear Space

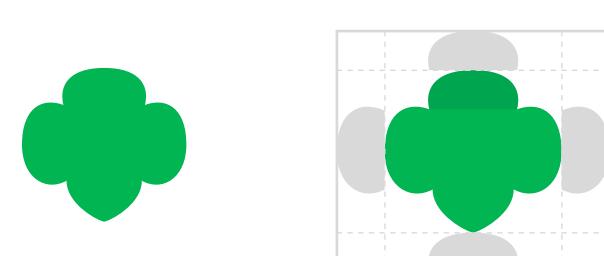


Minimum Size

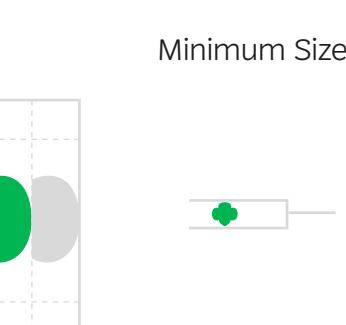
32 px
0.125 in

3 Trefoil

Use



Clear Space



Minimum Size



The Trefoil may be displayed in any of the brand colors.



This guide is meant to be a quick visual reference. Visit the brand center for more extensive details.

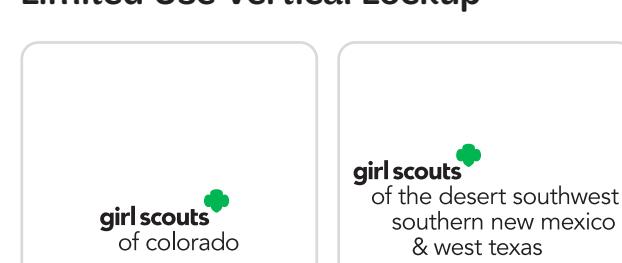
4 Co-Branding

Council Servicemark minimum size not shown accurately here for the sake of space within this guide.

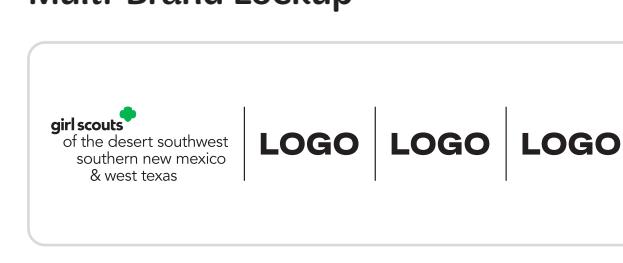
Horizontal Lockup



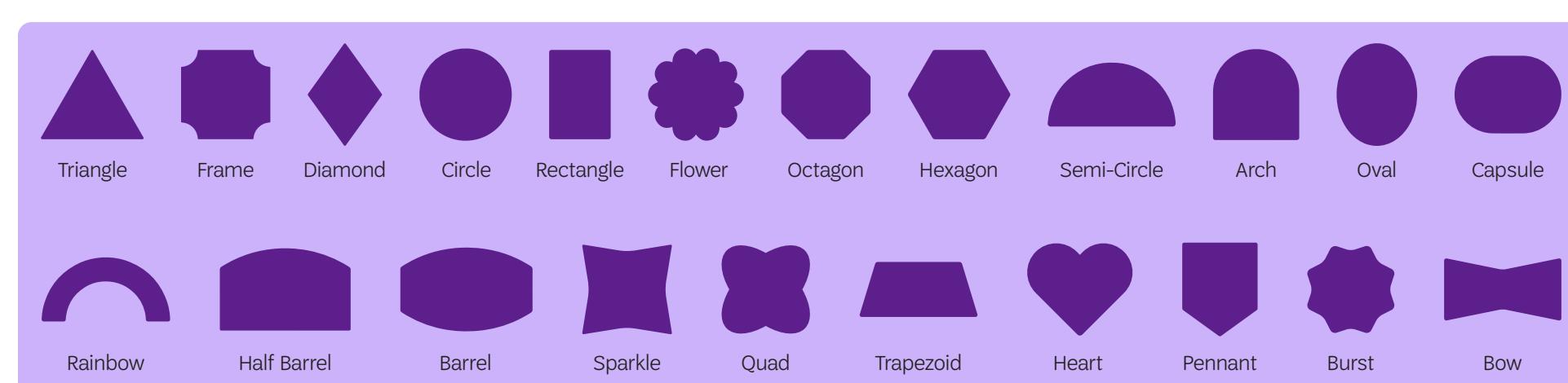
Limited Use Vertical Lockup



Multi-Brand Lockup

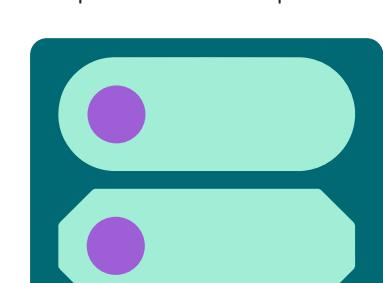


5 Shapes



Select Treatments

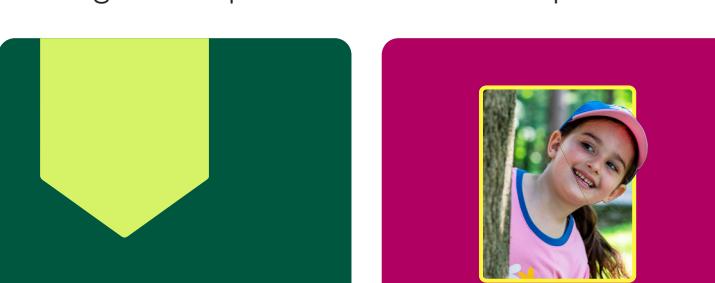
Shapes Within Shapes



Overlapping Shapes



Bleeding Off Composition



Outlined Shapes



6 Verbal

Brand Voice: Our brand voice is encouraging, thoughtful, welcoming, lively. Our brand voice is **not** perfect, flashy, elite or rehearsed.

Top Five Tips

Center actual Girl Scouts (people!) or the person you're communicating to (volunteer, parent, partner, etc.) rather than Girl Scouts as a movement, GSUSA, or council.

Use the Girl Scout name properly. When used as an adjective, it's singular (e.g. Girl Scout Cookies, Girl Scout Gold Award).

Avoid saying we empower girls/Girl Scouts. They already have the power. Girl Scouting gives them the tools to tap into it.

Show don't tell. Give examples, use proof points, and bring forward the energy of the Girl Scout community. Be inclusive and welcoming. Keep language bright, positive, conversational, and audience appropriate without being overly formal or using an exclusive tone/bragging.

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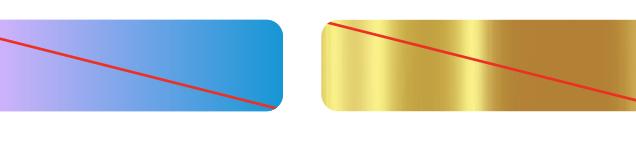
7 Color

Color Values

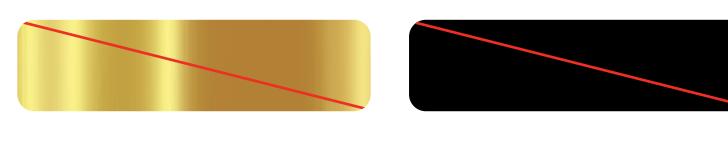
Cloud	Star Green	Sea Foam	Sky	Crocus	Bubblegum	Peach	Khaki	Sunshine
RGB 217/217/217	RGB 213/242/103	RGB 161/237/213	RGB 160/222/241	RGB 204/179/250	RGB 247/171/214	RGB 255/185/157	RGB 213/202/159	RGB 253/244/65
Hex #d9d9d9	Hex #d5f267	Hex #a7ed55	Hex #a0def1	Hex #ccb3fa	Hex #7ab7d6	Hex #fc89d1	Hex #d5ca9f	Hex #fff441
CMYK 0/0/0/20	CMYK 15/0/70/0	CMYK 33/0/20/0	CMYK 35/0/0/0	CMYK 20/30/0/0	CMYK 0/35/0/0	CMYK 0/30/30/0	CMYK 20/15/40/0	CMYK 0/5/80/0
Pantone Cool Gray 1 TCX 12-4300	Pantone 2296 TCX 13-0645	Pantone 573 TCX 12-4401	Pantone 635 TCX 14-3612	Pantone 2635 TCX 15-2213	Pantone 230 TCX 13-1022	Pantone 162 TCX 13-1022	Pantone 4545 TCX 14-0925	Pantone 101 TCX 12-0642
Stone	Girl Scout Green	Teal	River	Violet	Fuchsia	Poppy	Flame	Gold
RGB 168/168/168	RGB 0/180/81	RGB 0/178/190	RGB 20/150/212	RGB 158/95/214	RGB 253/50/158	RGB 238/49/36	RGB 255/131/12	RGB 247/190/0
Hex #a8a8a8	Hex #02b451	Hex #00b2be	Hex #1495d4	Hex #9e5fd6	Hex #f1329e	Hex #e3124	Hex #ff830c	Hex #f7be00
CMYK 0/0/0/40	CMYK 0/0/100/0	CMYK 83/28/83	CMYK 90/15/0/0	CMYK 40/0/0/0	CMYK 0/80/0/0	CMYK 0/90/100/0	CMYK 0/65/100/0	CMYK 0/30/100/0
Pantone Cool Gray 6 TCX 14-5002	Pantone 354 TCX 16-6340	Pantone 7466 TCX 17-4435	Pantone 2192 TCX 7-3628	Pantone 2083 TCX 7-3628	Pantone 232 TCX 17-2627	Pantone Bright Red TCX 17-1563	Pantone 1585 TCX 17-1350	Pantone 7408 TCX 13-0759
Black	Forest Green	Deep Cyan	Ocean	Deep Purple	Plum	Cherry	Brown	Desert
RGB 0/0/0	RGB 0/86/64	RGB 0/05/115	RGB 0/73/135	RGB 92/31/139	RGB 175/0/97	RGB 156/0/0	RGB 118/58/22	RGB 192/102/22
Hex #000000	Hex #005640	Hex #000973	Hex #004957	Hex #5c1fb8	Hex #f10061	Hex #9c0000	Hex #73a16	Hex #a8601d
CMYK 0/0/0/100	CMYK 95/35/80/40	CMYK 90/43/47/17	CMYK 100/50/0/30	CMYK 80/100/0/0	CMYK 5/100/0/25	CMYK 0/100/85/40	CMYK 0/65/100/70	CMYK 0/60/100/25
Pantone Black TCX 19-0840	Pantone 7729 TCX 19-6027	Pantone 315 TCX 19-4049	Pantone 2186 TCX 19-3658	Pantone 3583 TCX 19-2434	Pantone 227 TCX 19-2434	Pantone 7622 TCX 18-1552	Pantone 168 TCX 18-1541	Pantone 146 TCX 18-1160

Misuse

Don't use gradients.



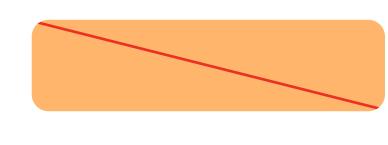
Don't fake metallics.



Avoid black backgrounds.



Don't create new colors.



8 Typography

Typographic Suite



Supplemental Fonts for Events and Products Only

Trefoil Slab Bold

Trefoil Sans Black

THIN MINT CAPS

Thin Mint Script

Ultra Regular

Teko Semi Bold

Helvetica Regular

Petit Formal Script

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9 Illustration and Iconography

Illustrations should incorporate the brand color palette.

Spot Illustrations

Spot illustrations are objects or people that stand on their own and relate to Girl Scout programming and themes.

Headline

Girl Scout Display, Light

Subheader 1

Trefoil Sans, Medium

Subheader 2

Girl Scout Text, Medium

Body Copy

Trefoil Sans, Light

Call to Action

Girl Scout Display, Light
All Caps

CALL TO ACTION

Scene Illustrations

Scene illustrations are a mix of objects, background scenery, and people. Scene illustrations are focused on depicting people in real moments and places, many of which relate to Girl Scout programming. Background scenery is what differentiates scene from spot illustrations.

Flat color (no gradients)

Flat-color shadows and highlights to add dimension

Colored line accents within flat colors to add depth

Edges or borders with no black outline

Realistic colors (e.g., accurate skin tones)

Similar level of realism as existing illustrations

Background scenery (minimal texture permitted)

Iconography

Icons should be informational and easily recognizable. They need to be effective and legible in small scale. Each icon represents a specific meaning and should only be used as such.

Flat color (no gradients)</h

1

Council Servicemarks

Sample Servicemarks



Clear Space



Minimum Size



Approved Colors

Two Color (Black)



Two Color (White)



Single Color (Black)



Single Color (White)



LIMITED USE: Council Acronyms should be used sparingly.
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2

Council Acronyms

Horizontal



Vertical



Approved Colors



Preferred Clear Space



Minimum Clear Space



Minimum Size

32 px
0.125 in32 px
0.125 in

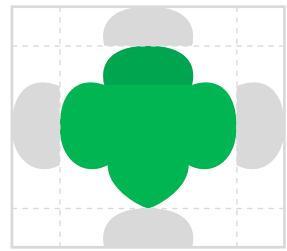
3

Trefoil

Use



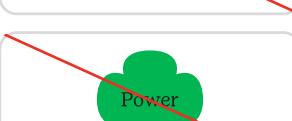
Clear Space



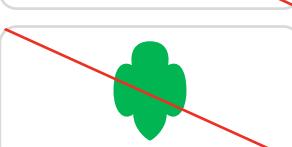
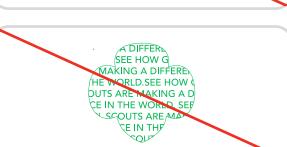
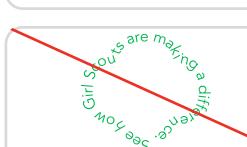
Minimum Size

30 px
0.125 in

Misuse



The Trefoil may be displayed in any of the brand colors.



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Co-Branding

Council Servicemark minimum size not shown accurately here for the sake of space within this guide.

Horizontal Lockup



Limited Use Vertical Lockup



Multi-Brand Lockup

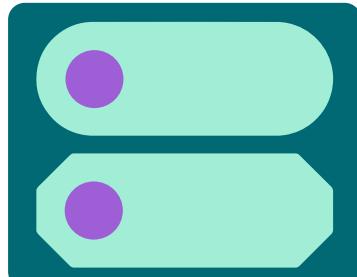


Shapes



Select Treatments

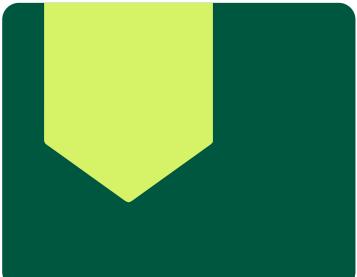
Shapes Within Shapes



Overlapping Shapes



Bleeding Off Composition



Outlined Shapes



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Color

Color Values

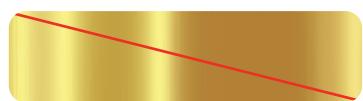
Cloud	Star Green	Sea Foam	Sky	Crocus	Bubblegum	Peach	Khaki	Sunshine
RGB 217/217/217	RGB 213/242/103	RGB 161/237/213	RGB 160/222/241	RGB 204/179/250	RGB 247/171/214	RGB 255/185/157	RGB 213/202/159	RGB 255/244/65
Hex #d9d9d9	Hex #d5f267	Hex #a1edd5	Hex #a0def1	Hex #ccb3fa	Hex #f7abd6	Hex #fcbb9d	Hex #d5ca9f	Hex #fff441
CMYK 0/0/0/20	CMYK 15/0/70/0	CMYK 33/0/20/0	CMYK 35/0/0/0	CMYK 20/30/0/0	CMYK 0/35/0/0	CMYK 0/30/30/0	CMYK 20/15/40/0	CMYK 0/5/80/0
Pantone Cool Gray 1	Pantone 2296	Pantone 573	Pantone 635	Pantone 2635	Pantone 230	Pantone 162	Pantone 4545	Pantone 101
TCX 12-4300	TCX 13-0645		TCX 12-4401	TCX 14-3612	TCX 15-2213	TCX 13-1022	TCX 14-0925	TCX 12-0642
Stone	Girl Scout Green	Teal	River	Violet	Fuchsia	Poppy	Flame	Gold
RGB 168/168/168	RGB 0/180/81	RGB 0/178/190	RGB 20/150/212	RGB 158/95/214	RGB 253/50/158	RGB 238/49/36	RGB 255/131/12	RGB 247/190/0
Hex #a8a8a8	Hex #00b451	Hex #00b2be	Hex #1496d4	Hex #9e5fd6	Hex #fd329e	Hex #ee3124	Hex #ff830c	Hex #f7be00
CMYK 0/0/0/40	CMYK 95/0/100/0	CMYK 83/2/28/3	CMYK 90/15/0/0	CMYK 40/60/0/0	CMYK 0/80/0/0	CMYK 0/90/100/0	CMYK 0/65/100/0	CMYK 0/30/100/0
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TCX 14-5002	TCX 16-6340		TCX 17-4435	TCX 7-3628	TCX 17-2627	TCX 17-1563	TCX 17-1350	TCX 13-0759
Black	Forest Green	Deep Cyan	Ocean	Deep Purple	Plum	Cherry	Brown	Desert
RGB 0/0/0	RGB 0/86/64	RGB 0/105/115	RGB 0/73/135	RGB 92/31/139	RGB 175/0/97	RGB 156/0/0	RGB 118/58/22	RGB 192/102/22
Hex #000000	Hex #005640	Hex #006973	Hex #004987	Hex #5c1f8b	Hex #af0061	Hex #9c0000	Hex #763a16	Hex #a86b1d
CMYK 0/0/0/100	CMYK 95/35/80/40	CMYK 90/43/47/17	CMYK 100/50/0/30	CMYK 80/100/0/0	CMYK 5/100/0/25	CMYK 0/100/85/40	CMYK 0/65/100/70	CMYK 0/60/100/25
Pantone Black	Pantone 7729	Pantone 315	Pantone 2186	Pantone 3583	Pantone 227	Pantone 7622	Pantone 168	Pantone 146
TCX 19-0840	TCX 19-6027		TCX 19-4049	TCX 19-3638	TCX 19-2434	TCX 18-1552	TCX 18-1541	TCX 18-1160

Misuse

Don't use gradients.



Don't fake metallics.



Avoid black backgrounds.



Don't create new colors.



Typography

Typographic Suite

Headline
Girl Scout Display, Light

Subheader 1
Trefoil Sans, Medium

Subheader 2
Girl Scout Text, Medium

Body Copy
Trefoil Sans, Light

Call to Action
Girl Scout Display, Light
All Caps

Headline

Subheader 1

Subheader 2

Ribea est, quibusapera sus el in este porum, quo cupti
rera aut evelict atemolectem illacim poraescis pa valor
rat quate as molupie niendite ipsapis nectem esed qui.

CALL TO ACTION

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Trefoil Sans Black

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Thin Mint Script

Ultra Regular

Teko Semi Bold

Helvetica Regular

Petit Formal Script

Illustration and Iconography

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Spot Illustrations

Spot illustrations are objects or people that stand on their own and relate to Girl Scout programming and themes.

1. Flat color (no gradients or textures)

2. Flat-color shadows and highlights to add dimension

3. Colored line accents within flat colors to add depth

4. Edges or borders with no black outline

5. Realistic colors (e.g., accurate skin tones)

6. Similar level of realism as existing illustrations



Scene Illustrations

Scene illustrations are a mix of objects, background scenery, and people. Scene illustrations are focused on depicting people in real moments and places, many of which relate to Girl Scout programming. Background scenery is what differentiates scene from spot illustrations.

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4. Edges or borders with no black outline

5. Realistic colors (e.g., accurate skin tones)

6. Similar level of realism as existing illustrations

7. Background scenery (minimal texture permitted)



Iconography

Icons should be informational and easily recognizable. They need to be effective and legible in small scale. Each icon represents a specific meaning and should only be used as such.



10 Photography

Overview of Style

Our approach to lifestyle photography is editorial and focused on capturing real girls in the authentic moments and places they experience as Girl Scouts. Our photography should always embody who girls are and what they do. It's important to show girls in both community settings and as unique individuals—while also capturing diversity, equity, and inclusion in all their forms, including age, race, ability, size, and geography. It's important to show girls with the parents and volunteers who help shape their experiences, while ensuring the focus is still on the girl.

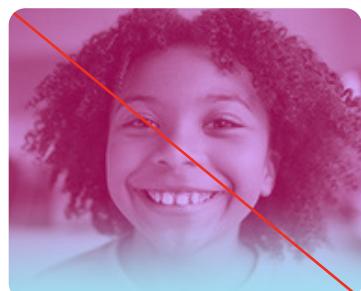
Do's

Do capture the authentic emotional range of girls and their expressions. Show a full spectrum of expression ranging from determination and pride to joy and bliss.

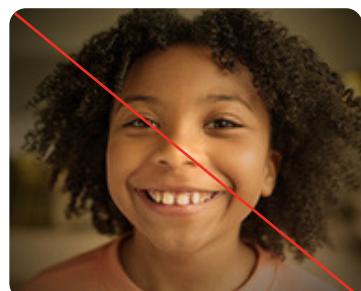


Don'ts

Don't use duotones or gradient overlays.



Don't add filters or vignettes.



Don't rotate unnaturally or use low-resolution photos.



Don't use photos that feel staged or forced.

