Excerpted from the GSUSA Brand Center. Get a deep dive into the brand refresh in the Brand Center on GSConnect.

If you have questions not answered by this guide or want additional support, please contact Carrie Hirsch, Graphic Design and Brand Manager at chirsch@gsnorcal.org
The Trefoil is the primary logo for Girl Scouts. It’s the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.


**Trefoil Clear Space**

Clear space defines the distance that should be allowed between the Trefoil and any other graphic element on a surface.

When using the Trefoil at a small scale, use the clear space rule outlined in the first example.

When the Trefoil is used at a large scale, it should have the same margins as the text and other Shapes.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.
**Trefoil Minimum Size**

The Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

**Trefoil Color**

As our official brand color, Girl Scout Green should be used for the Trefoil in formal settings. It should also be used for audiences who are unfamiliar with our brand. Using a consistent color will help to build familiarity and brand recognition.

When designing for an internal audience who is already familiar with Girl Scouts, the Trefoil can use any color from the official palette.

**Trefoil Don’ts**

In order to maintain the power and integrity of the Trefoil, never do the following things:

1. Never use more than one Trefoil in the same application.
2. Never crop it.
3. Never rotate it.
4. Never use it as a pattern (exceptions apply for products and packaging).
5. Never add effects to it.
7. Never wrap text around it or lockup text close to it.
8. Never place it closer to text than the clear space allows.
9. Never use it to replace a typographic character.
10. Note: One Trefoil can be use per surface area. For example, a spread in a booklet or workbook can feature a Trefoil on each page.
11. Never place any text inside of it, including page numbers.
12. Never place the Trefoil next to text.
The Council servicemark is our GSNorCal Logo. Council acronyms are shorthand for the full council name. These should be used only in cases where the full Council servicemark does not fit and only to an internal audience (GSNorCal staff, volunteers, and members.)

**Logo Clear Space**
A minimum clear space of two Trefoils is required between the servicemark or acronyms and any other element on a page. Never crowd the logo or place it too close to a corner or edge.

**Logo Minimum Size**
The minimum size for Council servicemarks is defined by the height of “girl scouts” plus the Trefoil and should never be under 36px digitally or 0.375 inches in print.

The smallest size for the Council acronyms is determined by the height of the Trefoil and should never be smaller than 50px digitally or 0.25 inches in print.
Logo Color
Council servicemarks and acronyms should be used in our signature two-color lockup: black and green. Text can be used in white when legibility is compromised.

When a single color is required, the Council servicemarks and acronyms can be shown in all black or all white.

Council Servicemark Examples
Here is an example of the Council servicemark in use.

When centering the Council servicemark, the full width should be centered.

When anchored to the bottom margin the logo should be provided with ample clear space between it and other text or shapes. This allows it to feel present and not treated like an afterthought.