How do I brand ME?

Branding You gives councils tools for helping girls develop their own brand for their Girl Scout Cookie businesses. Girls will be led through a series of questions to uncover their special talents and interests. Once girls define who they are and what makes them unique, they’ll begin to establish their own brand identity by choosing a business name, tagline, logo and colors.

Your resources:

• Council PowerPoint template
• Words that Brand You worksheet
• Images that Brand You worksheet
• Branding You in the Digital Space handout
• Branding Your Booth handout
Agenda for 1.5-hour program

1. What is branding? (10 minutes)
   Use these discussion points and the accompanying Council PowerPoint to begin the event.
   - Ask girls what first comes to mind when they think about "branding." The logo on their shirt or shoes? Then, ask girls if they have ever thought of branding themselves.
   - If any girl finds it funny or unusual to think of herself as a brand, remind her of the following:
     - She is a Girl Scout cookie entrepreneur, and Girl Scouts® is one of the biggest brands in the world.
     - She's selling Samoas®, Thin Mints® and other popular brands of Girl Scout Cookies®.
     - She has special talents and interests that make her wonderfully unique—qualities that make her stand out and add up to a powerful brand.

2. Define “you” in words (20 minutes)
   Pass out the Words that Brand You worksheet to girls. Invite girls to share results.
   - Have girls describe who they are and what makes them happy.
     - Kick off the process by asking girls to use the front page of their worksheet to describe their personality. Tell girls the process will be like taking a selfie—but, instead of a picture, they’ll have a snapshot of themselves with words.
     - Ask girls to come up with a list of their special talents and interests.
     - Ask girls if their troop is supporting an organization through the Gift of Caring program. Then, have them jot down what’s important to them as they think about their personal brands.
   - Have girls use the back of their worksheet to start thinking about how their talents and interests might translate into a name and tagline or promotional theme for their cookie businesses.

3. Choosing a look for your brand (25 minutes)
   Have girls refer to the Images that Brand You worksheet.
   Once girls have decided on a name for their cookie businesses, they can begin choosing colors, typography and a logo.
   - Help girls choose colors for their cookie businesses.
   - Help girls decide on typography or a font style.
   - Ask girls to sketch out a logo on their worksheets.

4. Making your brand stand out (20 minutes)
   Have girls refer to the Branding You in the Digital Space and Branding Your Booth handouts.
   Remind girls that their brand is proudly displayed on their Digital Cookie® site. They can also wear their brand like a badge with a custom-designed T-shirt and accessories or a costume. If their troop will be hosting a booth sale, girls can work together to create a brand that represents the troop's cause or overall personality.

5. Time for brand presentations (15 minutes)
   Invite two or three girls to present their cookie business brand concepts to the full group.

6. Say goodbye
   Thank the girls and volunteers for attending.
# Words that Brand You

## Building the Foundation

<table>
<thead>
<tr>
<th>Words that describe your personality</th>
<th>Words that describe your talents</th>
<th>Words that describe your values</th>
</tr>
</thead>
<tbody>
<tr>
<td>(There's only one you, but describing you might take lots of words.)</td>
<td>(Since you're a Girl Scout, you have many skills!)</td>
<td>(If there's a Gift of Caring cause or community organization you or your troop cares about, list it here.)</td>
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<tr>
<td><em>Examples: kind, honest, playful</em></td>
<td><em>Examples: singer, athlete, tech wiz</em></td>
<td><em>Examples: Helping the homeless, animal lover, Girl Scouts®</em></td>
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### Words that describe what makes you happy

*Examples: being outdoors, spending time with family and friends, etc.*

• ___________________________________
• ___________________________________
• ___________________________________
• ___________________________________
• ___________________________________
Branding Your Cookie Business

Decide on a name:

__________________________________________________________________________________________

Pick a tagline, theme or a catchy hook for your sale:

__________________________________________________________________________________________

__________________________________________________________________________________________

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**Example 1**

Name: Zoey’s Sunshine & Cookies
Logo:

Theme: For every box of Girl Scout Cookies® you buy, I have at least three kind words.

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**Example 2**

Name: Sofia the Singing Cookie Seller
Logo:

Theme: Buy 5 boxes of Girl Scout Cookies, and I’ll sing you a song.

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**Example 3**

Name: Emily’s Got Puppy Spirit!
Logo:

Theme: Portion of proceeds goes to animal shelter—OR—Buy 2 boxes of cookies, and I’ll tell you your puppy spirit animal.

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**Example 4**

Name: Cookies for Heroes
Logo:

Theme: Buy a box for the hero in your family, or make a donation to a local hero.
Images that Brand You

Building the Foundation

<table>
<thead>
<tr>
<th>Symbols that fit who you are</th>
<th>Shapes that represent your brand</th>
<th>Graphic elements that complete the picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>(The Girl Scout Trefoil is a symbol most everyone recognizes. What other symbols might work for your brand?)</td>
<td>(Be sure to think outside of the box, though a square is fine.)</td>
<td>(For instance, flowers tell people your brand is light and fun. A superhero says “courageous” and “strong.”)</td>
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</tbody>
</table>

A simple doodle can be the start of a great logo!
(Doodle away and have fun! Draw whatever images come to mind.)
Branding Your Cookie Business

Time to sketch out ideas for your logo. Let’s break out the pencils and markers!

Don't worry about the level of your artistic skills. Try to come up with a few rough sketches. If you need help later creating a professional-looking design, you can use the logo maker at canva.com.

A few guidelines to follow:

1. Try to keep your logo simple.
2. Think about your favorite logos and why the designs stand out.
3. Use two to three colors at a maximum.
4. Avoid making your logo too tall or too wide.
5. After you have two or three favorites, get feedback from others.

Resources for Branding You with Colors:

<table>
<thead>
<tr>
<th>Canva.com</th>
<th>Pantone.com</th>
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<tbody>
<tr>
<td>• <a href="https://designschool.canva.com/blog/color-meanings-symbolism/">https://designschool.canva.com/blog/color-meanings-symbolism/</a></td>
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<tr>
<td>• <a href="https://designschool.canva.com/design-courses/how-to-build-a-brand/6-steps-to-build-a-memorable-brand-color-palette/">https://designschool.canva.com/design-courses/how-to-build-a-brand/6-steps-to-build-a-memorable-brand-color-palette/</a></td>
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<th>Spark.adobe.com</th>
<th>Colorhunt.co</th>
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<td>• <a href="https://spark.adobe.com/blog/2017/09/06/3-easy-steps-to-picking-your-brand-colors/">https://spark.adobe.com/blog/2017/09/06/3-easy-steps-to-picking-your-brand-colors/</a></td>
<td>• <a href="http://colorhunt.co/">http://colorhunt.co/</a></td>
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Branding You on Digital Cookie

The Digital Cookie platform allows you to build on your door-to-door and booth sales by inviting family and friends to buy cookies online. Setting up your site and applying your brand is simple. Here’s how:

1. **Before you create your Digital Cookie site, make sure you understand the rules.** Go to [Girl Scouts.org](https://www.girlscouts.org) to review the Girl Scout Digital Cookie Pledge with your parent or guardian and download pamphlets on Internet Safety.

2. **Set up your site and make it stand out with your branding:**
   - Upload your own photo or brand logo. If you need help with the design of your logo and want to make it look professional, you can find an easy-to-use logo maker at [Canva.com](https://www.canva.com).
   - Write your cookie story. Make it unique by starting with your business name or theme. Also, be sure to tell customers how you and your troop plan to spend your cookie money.
   - Consider uploading your own video. This is where you can get really creative and achieve really high goals. Try to stick with your brand theme and have fun. Create one video or do a whole series.

3. **Share your site with relatives, friends and trusted contacts.**
   Tell your Facebook friends and Twitter and Instagram followers about your page. Again, be sure you are following Girl Scouts of the USA Internet Safety rules. Decorate your pages using the cookie artwork provided on [LittleBrownie.com](https://www.littlebrownie.com). To inspire your customers to buy by the case, go to the Little Brownie site to find and share Cookie Twists recipe videos.

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Branding You on Cookie Club

Cookie Club gives you the opportunity to use email to ask customers to place online orders—and set goals and track your progress. If you’re 12 years old or younger, Cookie Club is perfect for you! You can work with your troop volunteer to customize a colorful eCard that you can send to friends and family.

**Not on Digital Cookie or Cookie Club?** Contact your local Girl Scout council for more information.

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Branding You on Social Media

If you’re 13 years old or older and already have a presence on social media, you may use your social accounts to promote your cookie business, following GSUSA guidelines. Remember, safety is a top priority for technology-based sales.

Here are a few social strategies to get you started:

- Share your own brand story and cookie-themed posts from GSUSA and Little Brownie.
- Come up with a unique, creative hashtag and encourage customers to use the hashtag after they make a purchase.
- Use Instagram Stories to promote a different cookie each week.

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Branding Your Booth

Branding is lots of fun when it’s a troop effort. Explore inspiring ideas together and make a big impression on customers.

A cookie booth can mean big fun and big sales for your troop, especially when it’s uniquely branded with a creative theme and eye-catching colors. Here are 7 ways to enjoy great success as a team:

1. **Find the right spot**
   Work with your troop volunteer to identify locations and partners that can host your booth. Here are a few locations to consider:
   - Groceries
   - Retail businesses
   - Community festivals
   - Farmers markets
   - Local parks
   - Sports events and centers

2. **Think beyond the booth**
   Your troop’s cookie booth can take shape as a simple table set up in front of the grocery. Or, maybe you’d like to push the boundaries of creativity and come with an idea for a popup shop. Your shop might look like a giant Samoas® cookie. Or, it could be a “Picnic in the Park” with cookie-filled baskets. You could even take the shop on the road by transforming a car or van into your very own food truck!

3. **Stand out with a big sign**
   Your cookie booth is your business storefront, and every store needs a big, tall sign to advertise their product and grab the attention of those walking by. Need help creating overhead signage? Find inspiration and instructions at LittleBrownie.com/girls/bling-your-booth/.

4. **Power up your posters**
   Make ‘em fun. Make ‘em exciting. Make your troop’s brand shine! Simple, colorful signs mounted on paint sticks and sandwich-board advertising signs are a couple of options. For added inspiration, visit the Epic Booth Guide board on the Little Brownie Bakers Pinterest page. Pinterest.com/lbbakers/

5. **Dress for success**
   Wear cookie costumes or dress up to fit your brand theme. Maybe you’ll be superheroes for the day. Or, pirates...“get yer cookies!” Whatever costume you choose, be sure customers can still see your Girl Scout identification.

6. **Make your booth sing**
   Catchy tunes will catch some attention. Play a recording or sing along with your friends.

7. **Represent your brand well**
   Etiquette tips have been developed by Girl Scouts of the USA to guide you in making a lasting impression. View the do’s and don’ts with your parent or guardian at GirlScouts.org.