

1 Council Servicemarks

Sample Servicemarks



Clear Space



Minimum Size

Approved Colors



2 Council Acronyms

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

Horizontal



Vertical



Approved Colors



Preferred Clear Space



Minimum Clear Space



Minimum Size



3 Trefoil

Use



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



Misuse



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.

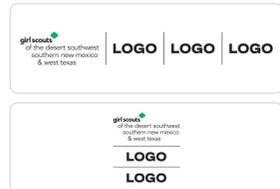
Horizontal Lockup



Limited Use Vertical Lockup



Multi-Brand Lockup

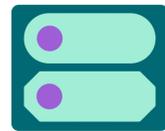


5 Shapes



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.
- Girl Scouts are doing great thing *today*. Do not refer to them only as future leaders, as we want to showcase the impact they are making *right now*. Avoid nostalgia. Mention Girl Scout history when it helps to take our story forward, rather than a focus on looking back.
- For a complete style guide, consult the Editorial Guidelines in the Brand Center.

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7 Color

Color Values

Cloud RGB 217/217/217 Hex #d3d3d3 CMYK 0/0/0/20 Pantone Cool Gray 1 TCX 12-4300	Star Green RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	Sea Foam RGB 161/237/213 Hex #a1edd5 CMYK 33/0/20/0 Pantone 573	Sky RGB 160/222/241 Hex #a0dfe1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Crocus RGB 204/179/250 Hex #ccb3fa CMYK 20/50/0/0 Pantone 2635 TCX 14-3612	Bubblegum RGB 247/171/214 Hex #f7abd6 CMYK 0/35/0/0 Pantone 230 TCX 15-2213	Peach RGB 255/185/157 Hex #fcc89d CMYK 0/35/30/0 Pantone 162 TCX 13-1022	Khaki RGB 213/202/159 Hex #d5c99f CMYK 0/15/40/0 Pantone 4545 TCX 14-0925	Sunshine RGB 253/244/165 Hex #ff441 CMYK 0/5/80/0 Pantone 101 TCX 12-0642
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Black RGB 0/0/0 Hex #000000 CMYK 0/0/0/100 Pantone Black TCX 19-0840	Forest Green RGB 0/86/64 Hex #005640 CMYK 95/35/80/40 Pantone 7729 TCX 19-6027	Deep Cyan RGB 0/105/115 Hex #006973 CMYK 90/43/47/17 Pantone 315	Ocean RGB 0/73/135 Hex #004987 CMYK 100/50/0/30 Pantone 2186 TCX 19-4049	Deep Purple RGB 92/31/139 Hex #5c1f8b CMYK 80/100/0/0 Pantone 3583 TCX 19-3638	Plum RGB 192/0/97 Hex #c00061 CMYK 5/100/0/25 Pantone 227 TCX 19-2434	Cherry RGB 192/0/0 Hex #c00000 CMYK 0/100/85/40 Pantone 7622 TCX 18-1552	Brown RGB 118/58/22 Hex #763a16 CMYK 0/65/100/70 Pantone 168 TCX 18-1541	Desert RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 TCX 18-1160

Misuse



8 Typography

Typographic Suite



Supplemental Fonts for Events and Products Only



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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.

- Flat color (no gradients or textures)
- 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



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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- 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.



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.
- Do capture candid moments of girls in the places where they are doing things: in the classroom, outside, running, advocating.



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.



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1 Council Servicemarks

Sample Servicemarks



Clear Space



Minimum Size



Approved Colors

Two Color (Black)

Two Color (White)

Single Color (Black)

Single Color (White)



2 Council Acronyms

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Horizontal



Vertical



Approved Colors



Preferred Clear Space



Minimum Clear Space



Minimum Size

32 px
0.125 in



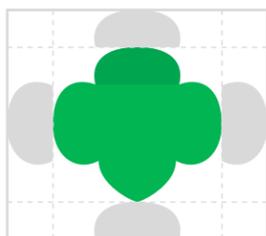
32 px
0.125 in

3 Trefoil

Use



Clear Space



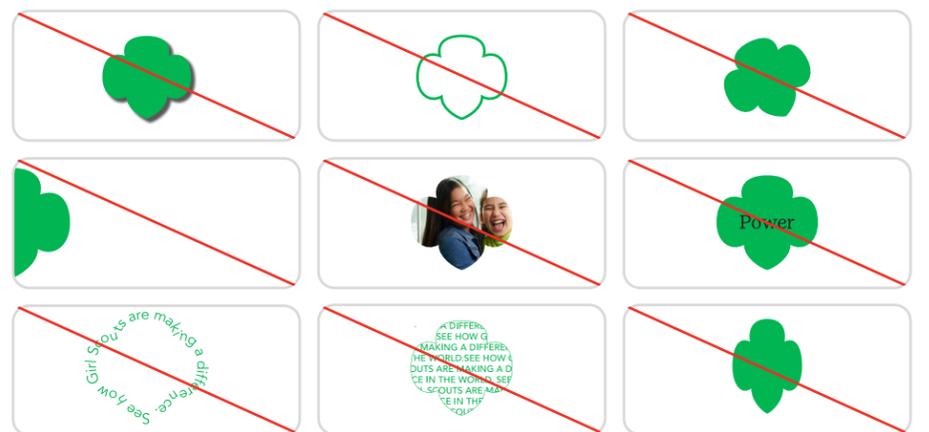
Minimum Size

30 px
0.125 in

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Misuse



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5 Shapes



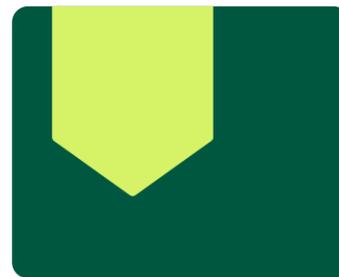
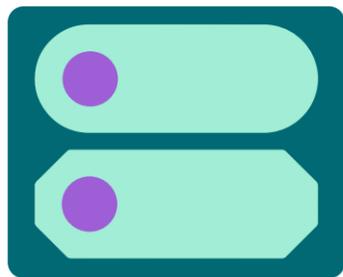
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Overlapping Shapes

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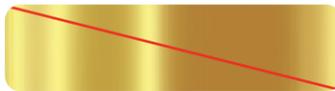
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Misuse

Don't use gradients.



Don't fake metallics.



Avoid black backgrounds.



Don't create new colors.



8 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

Ribe est, quibusapera sus el in este porum, quo cuptri rera aut evelict atemolectem illacim poraesciis pa volor rat quate as molupie niendite ipsapis nectem esed qui.

CALL TO ACTION

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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6. Similar level of realism as existing illustrations



Scene Illustrations

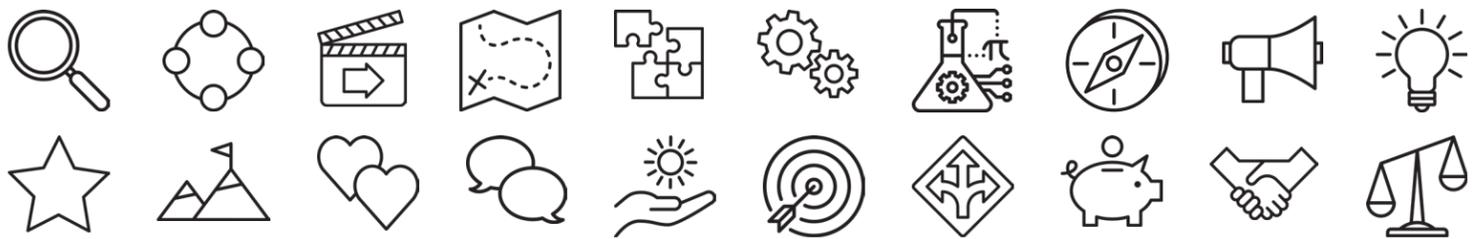
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