Girl Scout Branding

Please use this as a guide when making content and graphics! More information and tips can be found on gsConnect under the Branding Center.

If you have questions, send an email to
bjarvis@gshg.org or media@gshg.org

Colors

Cloud RGB 217/217/217 Hex #d9d9d9 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	**Sky** RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	**Crocus** RGB 204/179/250 Hex #ccb3fa CMYK 20/30/0/0 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 #fcb89d CMYK 0/30/30/0 Pantone 162 TCX 13-1022	**Khaki** RGB 213/202/159 Hex #d5ca9f CMYK 20/15/40/0 Pantone 4545 TCX 14-0925	**Sunshine** RGB 255/244/65 Hex #fff441 CMYK 0/5/80/0 Pantone 101 TCX 12-0642

Pastel

Stone RGB 168/168/168 Hex #a8a8a8 CMYK 0/0/0/40 Pantone Cool Gray 6 TCX 14-5002	**Girl Scouts Green** RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	**River** RGB 20/150/212 Hex #1496d4 CMYK 90/15/0/0 Pantone 2192 TCX 17-4435	**Violet** RGB 158/95/214 Hex #9e5fd6 CMYK 40/60/0/0 Pantone 2083 TCX 7-3628	**Fuchsia** RGB 253/50/158 Hex #fd329e CMYK 0/80/0/0 Pantone 232 TCX 17-2627	**Poppy** RGB 238/49/36 Hex #ee3124 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	**Flame** RGB 255/131/12 Hex #ff830c CMYK 0/65/100/0 Pantone 1585 TCX 17-1350	**Gold** RGB 247/190/0 Hex #f7be00 CMYK 0/30/100/0 Pantone 7408 TCX 13-0759

Vivid

|							
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	**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 175/0/97 Hex #af0061 CMYK 5/100/0/25 Pantone 227 TCX 19-2434	**Cherry** RGB 156/0/0 Hex #9c0000 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

Dark

The colors listed above are approved colors we can use! These can be used for backgrounds and shapes within the content you are creating. On the next page, there is information about these colors and what you can do with them!

Events

Cohesive Design

Remember that your design needs to be adaptable enough to flex from large-scale applications like on-site banners and posters to small-scale items such as patches and other promotional items.
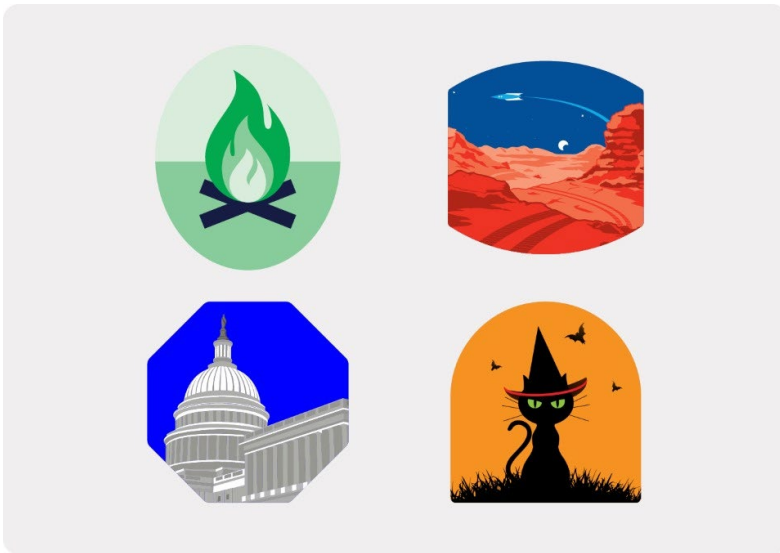
Illustration

While illustrations are not limited to using the official color palette, use the palette as the basis for the overall design and expand on it in illustrations as needed.

Enclosing an illustration in one of our shapes reenforces its place in an overall cohesive design. Except for the circle, don't place illustrations in any of the official grade-level badge shapes or attempt to mimic the appearance of badges or patches in any way.
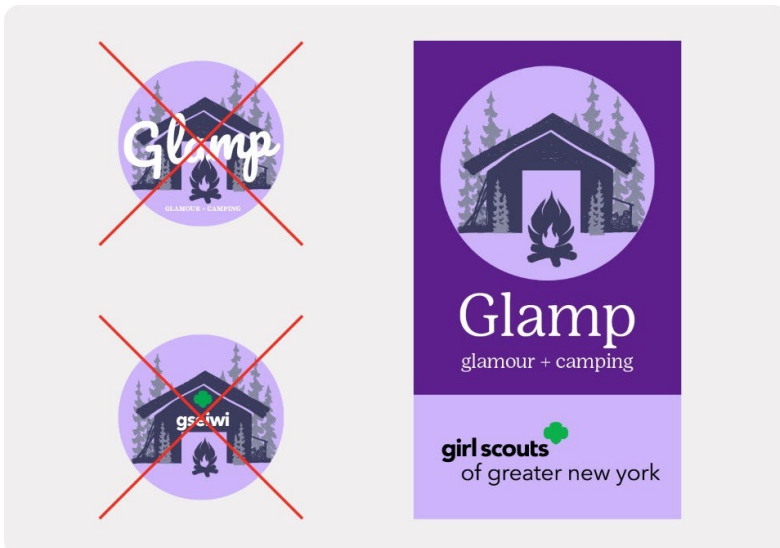
Lockups

Resist the temptation to create connected type and illustration pairings, or to incorporate your council service or acronym into your illustration. Instead, let the illustration stand on its own and use other components of our design system to fully convey your message and branding.

Events continued

Color fields

Use fields of color—sometimes called *color blocking*—to separate informational elements and establish hierarchy. If your event is co-branded, follow the co-branding standards to properly acknowledge sponsors and partners.
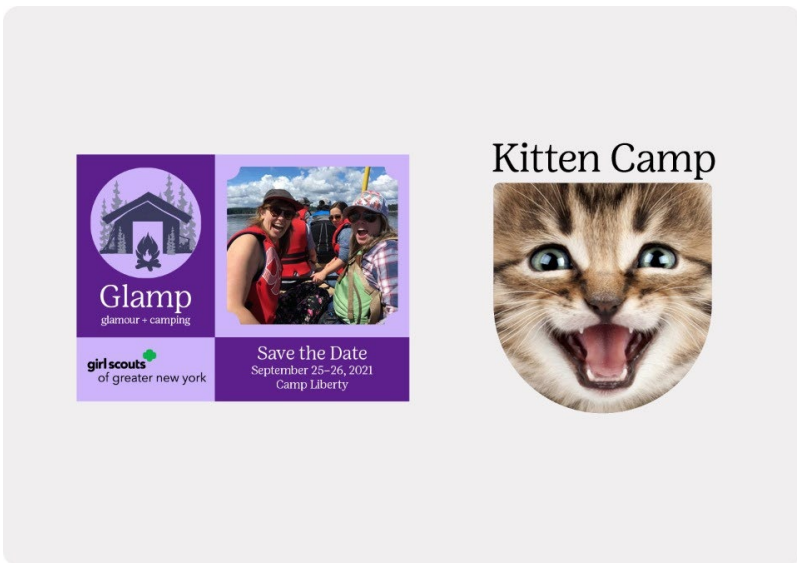
Photography

Use lifestyle photography to supplement your event branding. In certain instances, a photograph might even be appropriate as the main event image.

Typography

Take advantage of the more lenient type of usage rules from the product and packaging standards—such as colored type, expanded font selections, and type on a curve—to distinguish your event branding. However, you should constrain these uses to the main event titling and follow the standard brand guidelines for the remainder of the event's typographic treatment.

Servicemarks

The Movement servicemark is the approved signifier of the Girl Scout brand in Movement-wide communications. It should be used, alone or in combination with the Trefoil, to identify the brand in environments where the Trefoil alone does not provide a strong enough connection. See logo hierarchy standards to understand how they are used together.

The servicemark should never be altered. The following is a list of things to never do with the servicemark:

1. Never place it inside the Trefoil.
2. Never use the words from the servicemark without the Trefoil.
3. Never use it at an angle.
4. Never create new lockups.
5. Never recreate it.
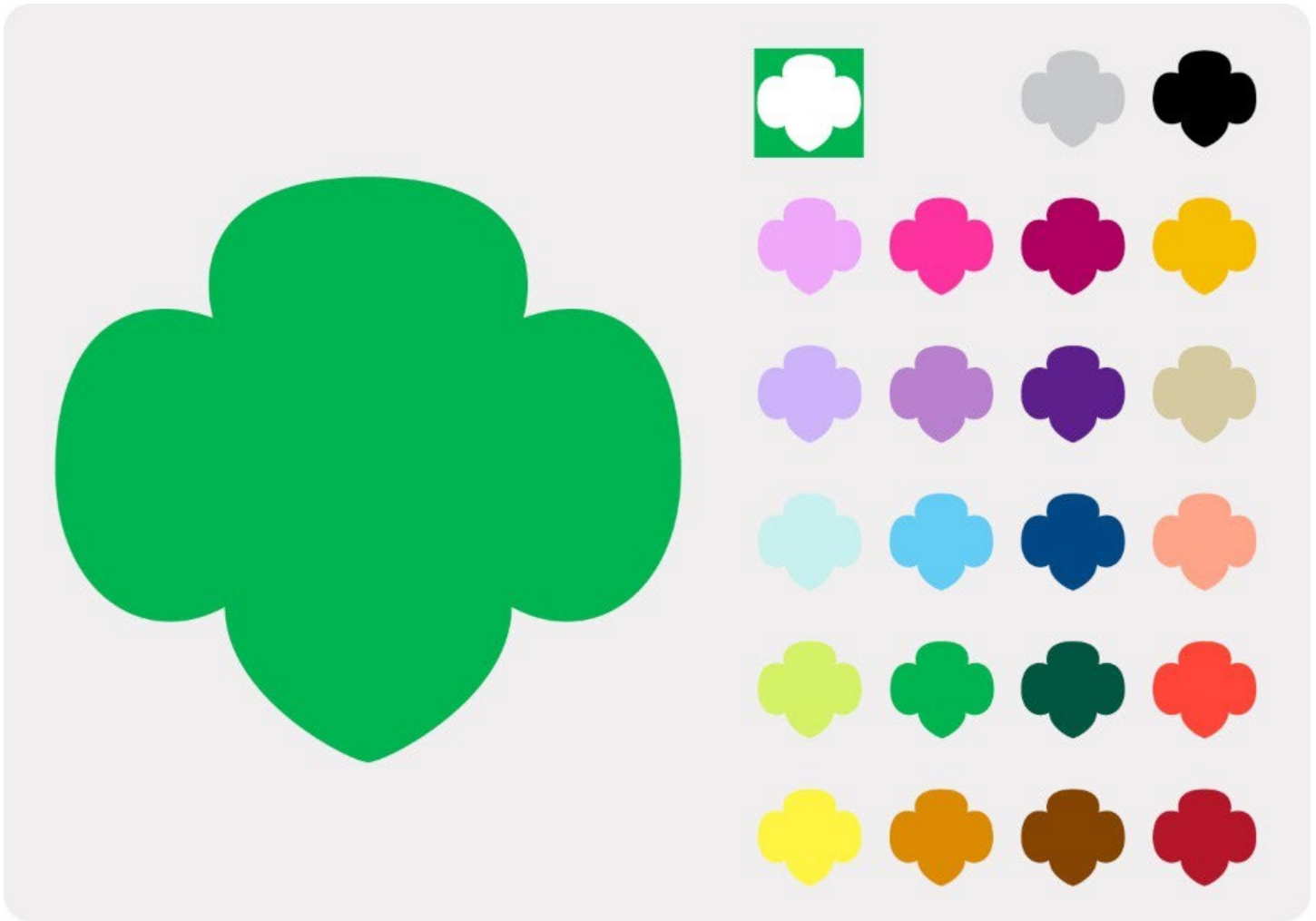6. Never abbreviate it.
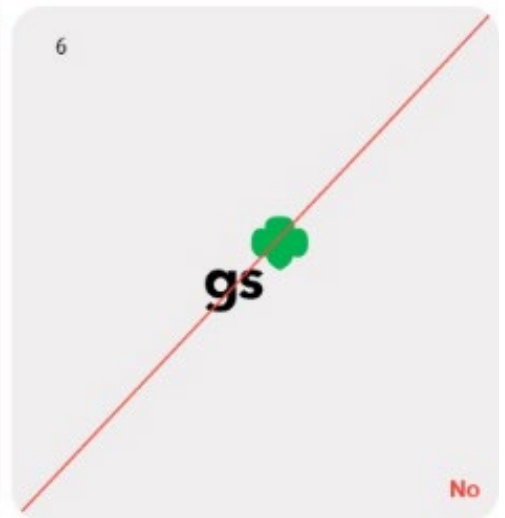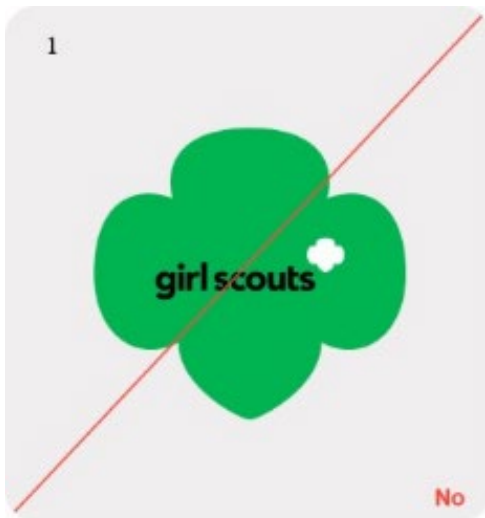
The Trefoil

If the Trefoil cannot maintain a dominant presence within a composition, it should not be used.

Yes

No
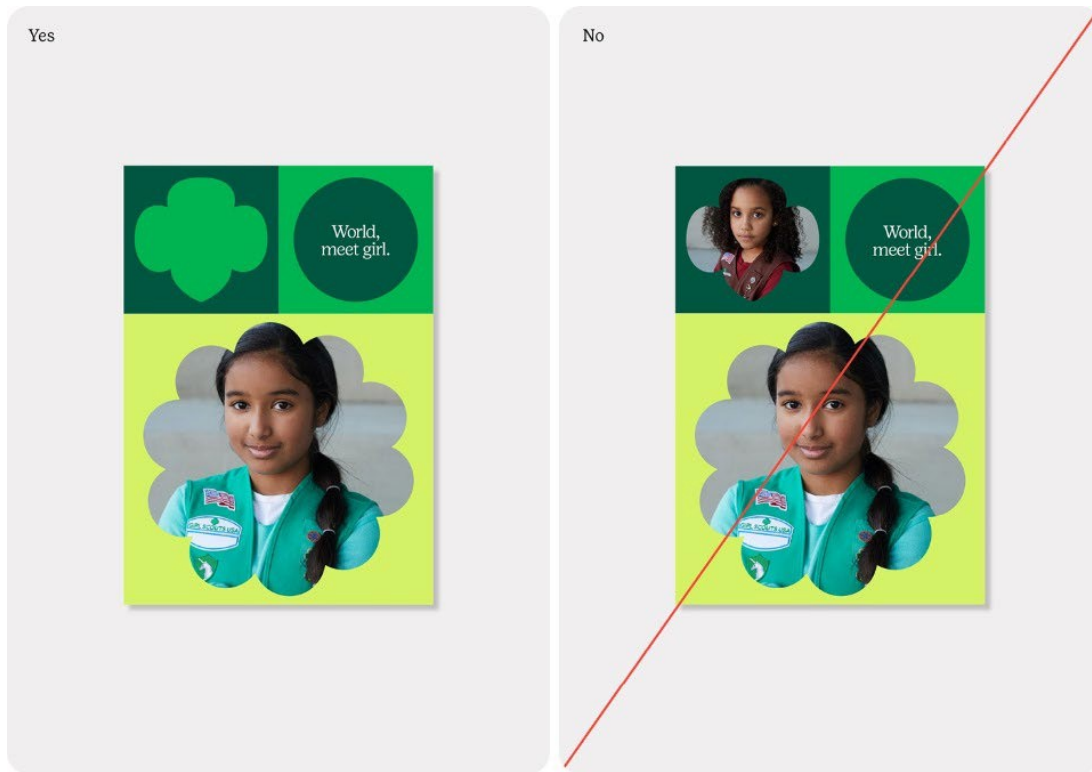
The Trefoil should not get lost among other shapes in the composition.


Yes

No
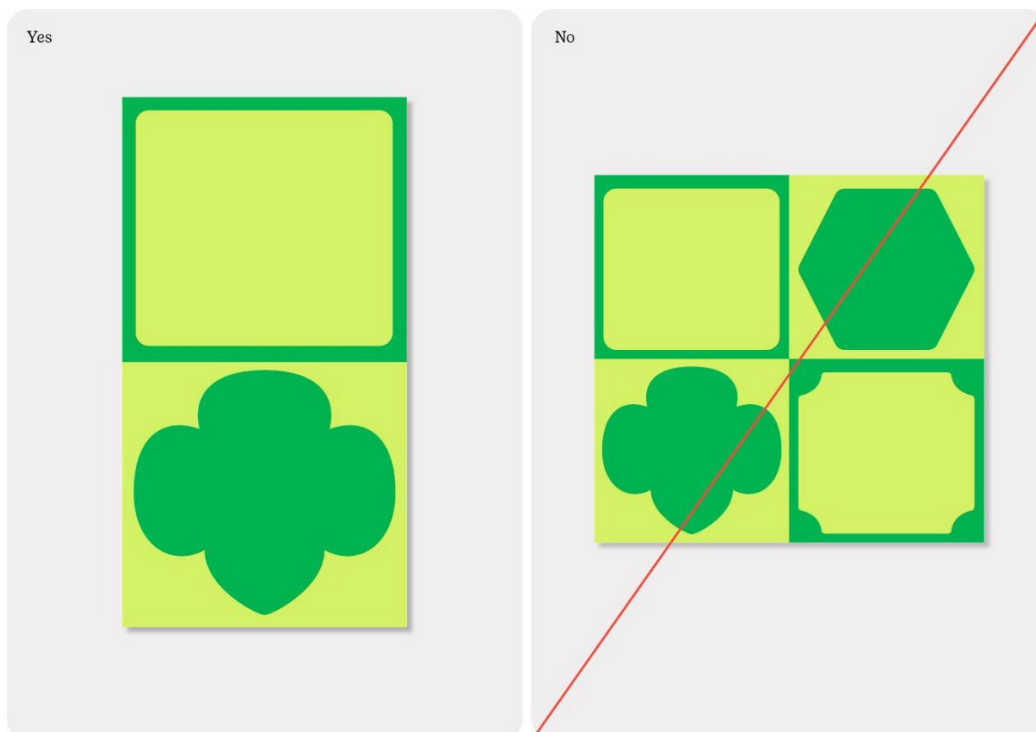
Trefoil Colors

The Trefoil can change to any colors on our primary palette. Girl Scout Green is the main choice that should be used to provide brand recognition to outside viewers. Other colors can be used within council communications; for example, if you want to promote a council event and match the theme, the Trefoil color can change!

Trefoil Size

When using the Trefoil at a small scale, use the clear space rule! You should be able to place the same size Trefoil in the space surrounding it. Example below!

When using the Trefoil at large scale, if should adhere to margin and gutter standards; the Trefoil should not go past the margins or cross-over onto other shapes or images on the graphic.

1 Small Scale

2 Large Scale
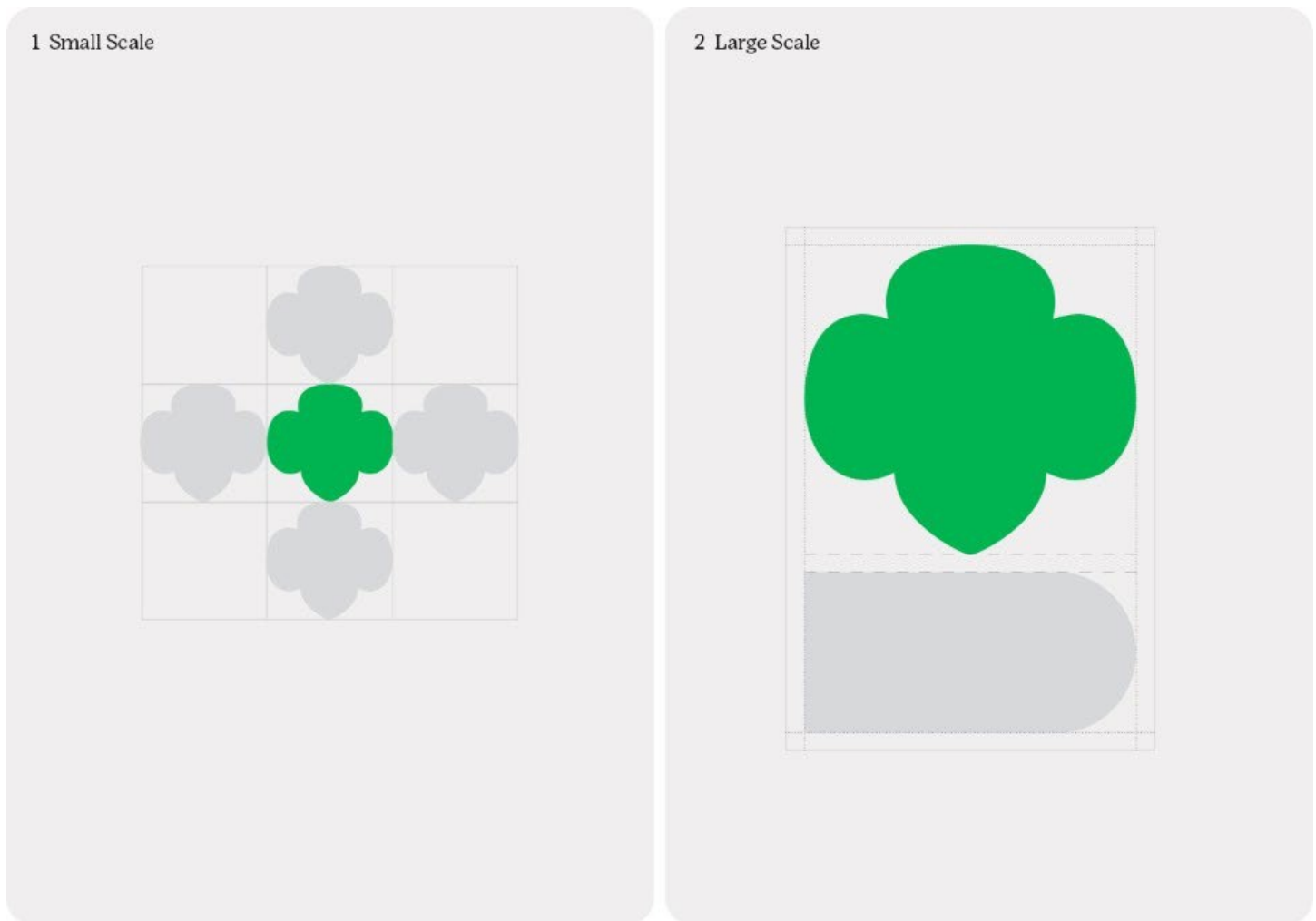
30px
0.125 in

To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

Trefoil Don'ts

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.
6. Never outline it.
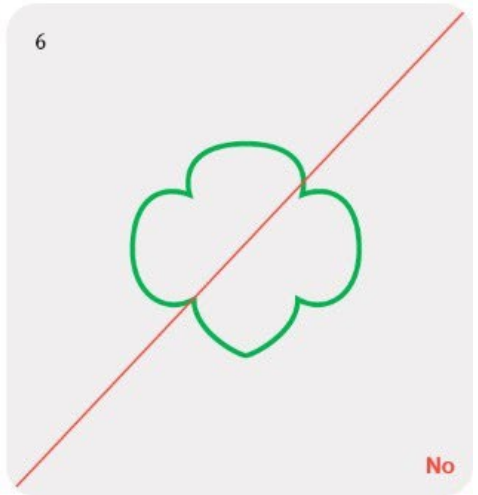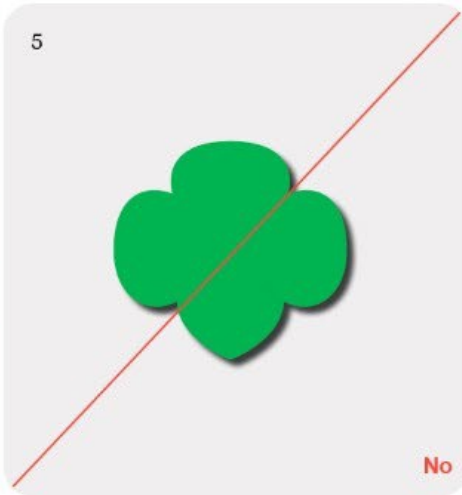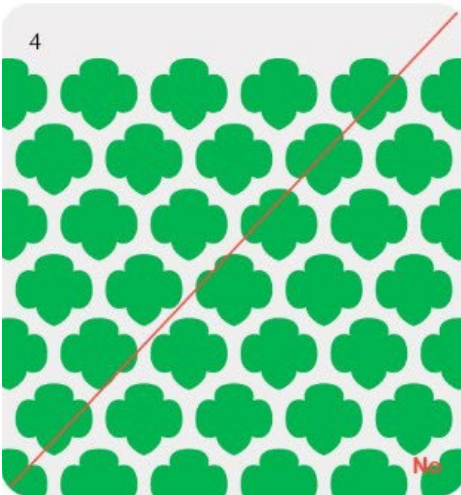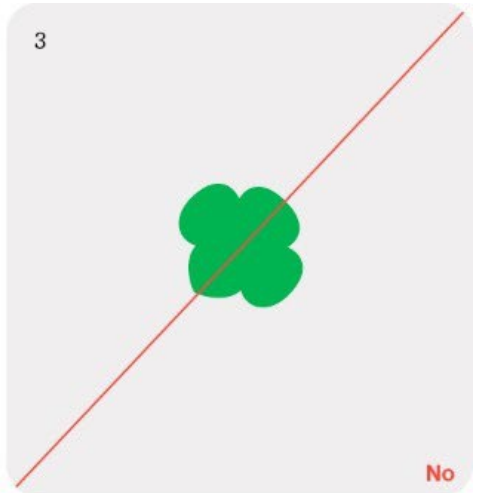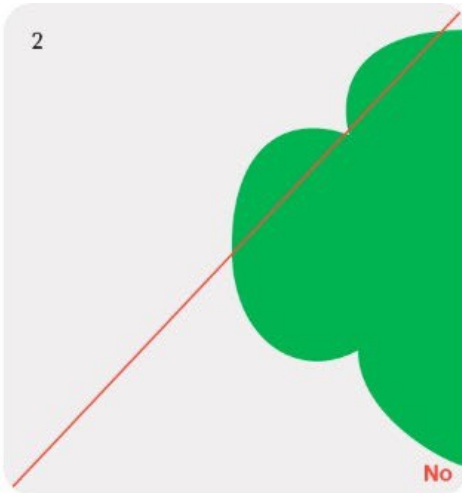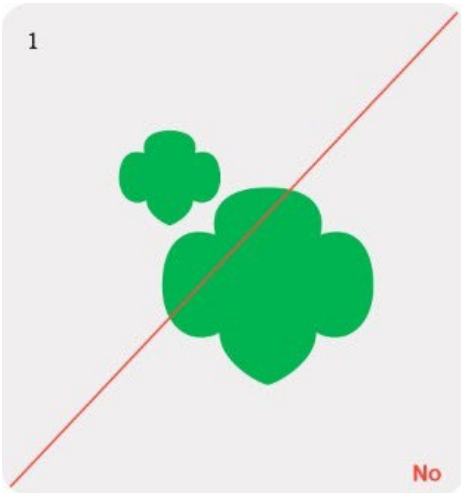
7. Never wrap text around it or lockup text close to it.

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 used 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 it, including page numbers.

12. Never place the Trefoil next to text.
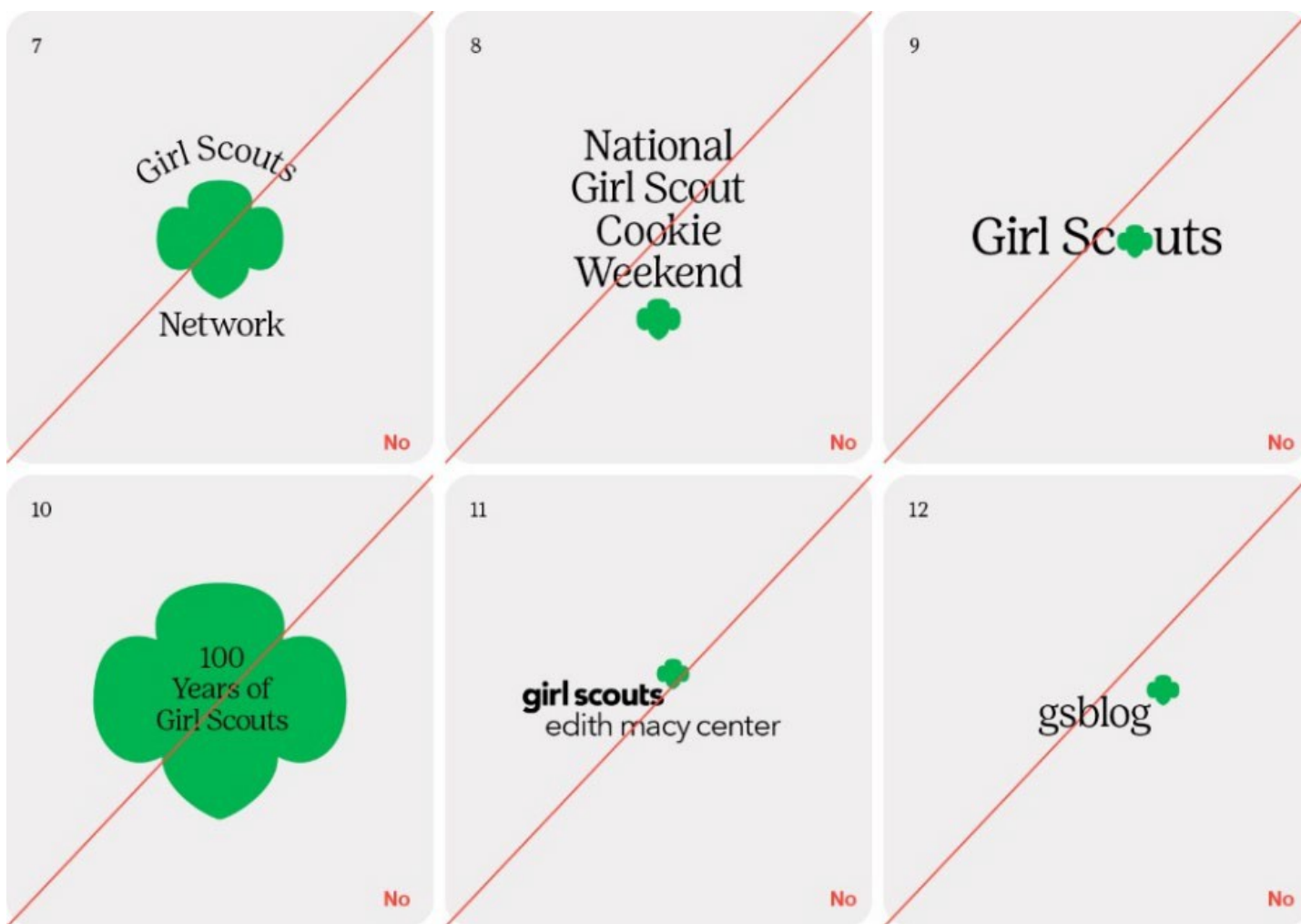
Typography

This typeface was created exclusively for Girl Scouts and is a contemporary reimagining of an old-style serif font reminiscent of typography from the time of our founding in 1912. It is at once distinctive and functional, reflecting a voice designed to be recognized as uniquely Girl Scouts.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Two styles: Display and text

1. Display- for large scale copies (posters, billboards) where font is over 24pts.
2. Text- for text smaller than 24pts, used for flyers and documents.

* For applications where Girl Scout fonts cannot be used— such as email—use Palatino Linotype as a substitute, but never combine the two typefaces in one document. *

Typographic Color

Refer to this chart for color pairings!

type set in black	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white
type set in black	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white
type set in black	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white
type set in black	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white
	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white
type set in black	type set in black	type set in black	type set in black
type set in white	type set in white	type set in white	type set in white

Typography is always set in either black or white. Keep contrast in mind and use black or white depending on what is most legible!