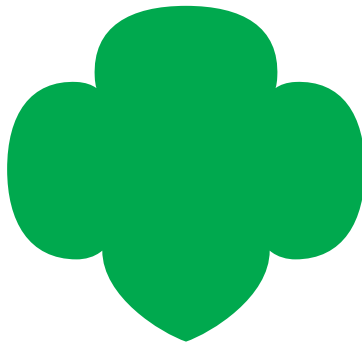


Branding Basics



Girl Scout Iconography

Our logo



The Girl Scouts logo



The Profiles



The Profiles may be used independently of the servicemark, but with great restraint and **with the servicemark applied somewhere on the same piece.**



The Trefoil



The trefoil has been a brand element since 1912. The Profiles were added to the Girl Scout brand system in 1978.

The Trefoil should only appear in Green, Black or White. **DO NOT** put words or images into the Trefoil.



The Girl Scout Logo

Using the Correct Logo

This is the Girl Scouts of Central Maryland logo. Use this version whenever possible.

However, it is acceptable to just use the Girl Scouts logo.

The Girl Scouts of Central Maryland logo is preferred because it reinforces the local aspect of our organization. While we are part of a national organization, we are a big part of the central Maryland community.

Regardless of which logo you use, the lockup is final and complete artwork. Do not disassemble it. Do not re-proportion it. Do not change the color, add special effects or add a different font to this logo. There is no getting “creative” with our logo.



Give the Logo Enough Space

Be sure to give enough space around our logo so that it is not crowded by other elements on the page.

Use the “g” in the logo as your guide to the appropriate spacing.

Please leave at least this much space around the logo. You can leave more space around the logo, but do not leave less.



2010 Rebrand

In 2010, Girl Scouts of the USA instituted a new look. The logo was updated, the official Girl Scout font and colors changed and a new Girl Scout “look” was born.

Councils were ordered to phase out all materials with the old logo. As of 2012, the old Girl Scout logo should **NOT** be used on any new materials being created.



The Girl Scout Logo Placement



▲ **Awesome logo placement.**

Putting the logo in the top left is prominent and allows the profiles to “look out” over the rest of the page.



▲ That will NOT do.



▲ **That will do.**

While we’d prefer a more prominent position higher up on the page, at least the profiles have some page to “see.”



▼ That will NOT do.

▼ **That will do.**
Satisfactory logo placement.



▼ **This is the worst and very not correct.**

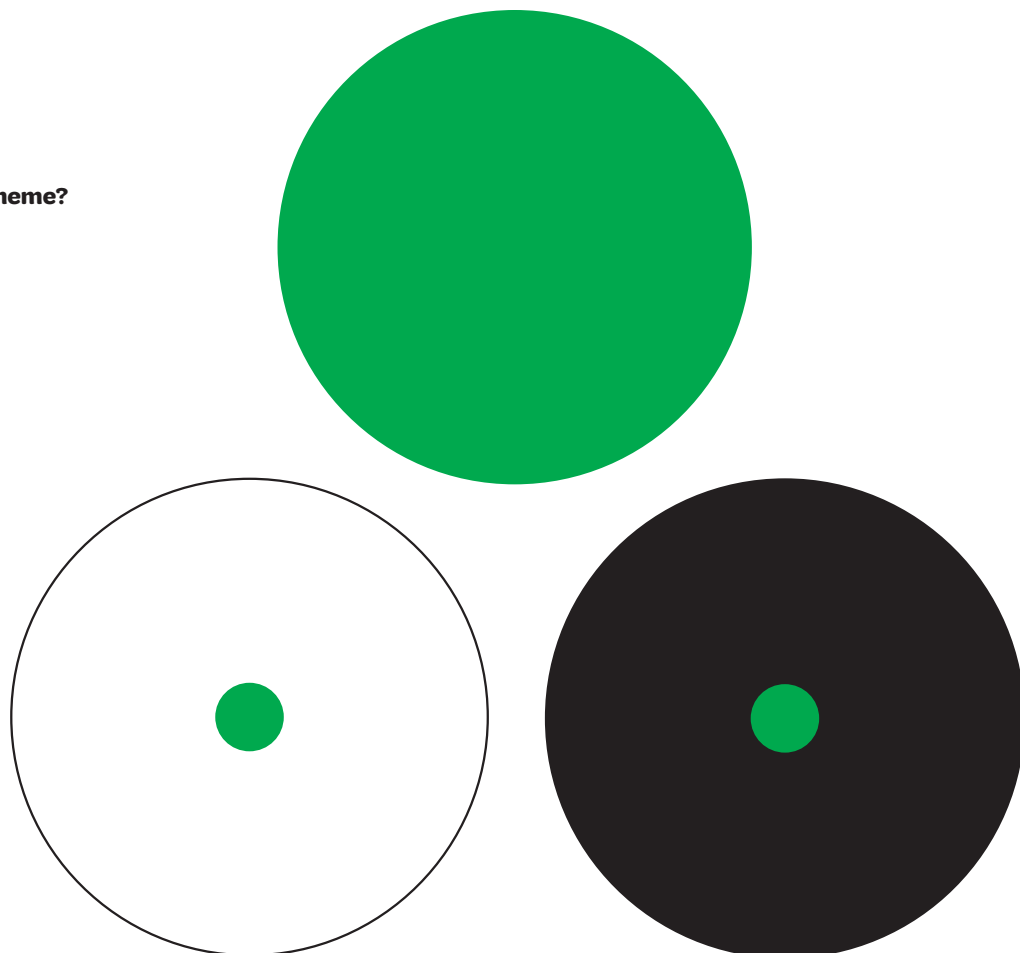


The Girl Scout Color Scheme

This is the main Girl Scout color scheme. There should be at least a little green in everything you do. It is our signature color.

Why do we have a signature color scheme?

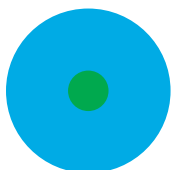
We want people to make a connection between this green and Girl Scouts. The only way to achieve this is to make sure we really use the Girl Scout green. It's our color, so embrace it.



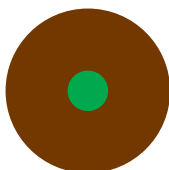
Green
c94 m0 y100 k0
PMS 355
r0 g174 b88
#00ae58

Girl Scout Level Color Scheme

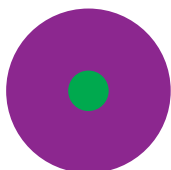
These can be used to compliment our Girl Scout Green when you're recruiting for a specific Girl Scout level



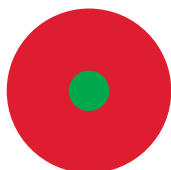
Daisy
c80 m10 y0 k0
PMS 299
r0 g170 b229
#00aae5



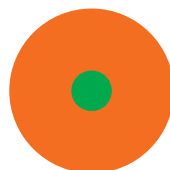
Brownie
c0 m60 y100 k65
PMS 470
r115 g57 b0
#733900



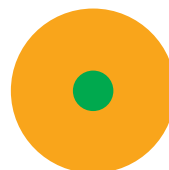
Juniors
c53 m100 y0 k0
PMS 519
r171 g33 b142
#ab218e



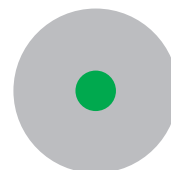
Cadettes
c0 m98 y85 k7
PMS 186
r158 g11 b15
#dd3640



Seniors
c0 m70 y100 k0
PMS 158
r243 g112 b33
#f27536



Ambassadors
c0 m40 y100 k0
PMS 129
r250 g166 b26
#faa61a



Volunteers
c0 m70 y0 k30
PMS Cool Gray 3
r188 g190 b192
#bcbec0

How to use custom colors in Microsoft Word

Using the correct colors

With a color pallet as specific as ours, you'll notice that many of our colors are not available pre-made in Microsoft Word, PowerPoint, or whatever program you are using to make your fliers. Here's a step by step guide to getting the right colors every time!

STEP 1

Start out by typing your text (or drawing your shape, if that's what you're trying to color)

STEP 2

Highlight the text that you want to color and navigate to the "Font Color" icon on your tool bar. Go to the bottom of the menu and click on "More Colors"

STEP 3

When the color dialog box pops up, make sure you're on the tab that says "Custom"

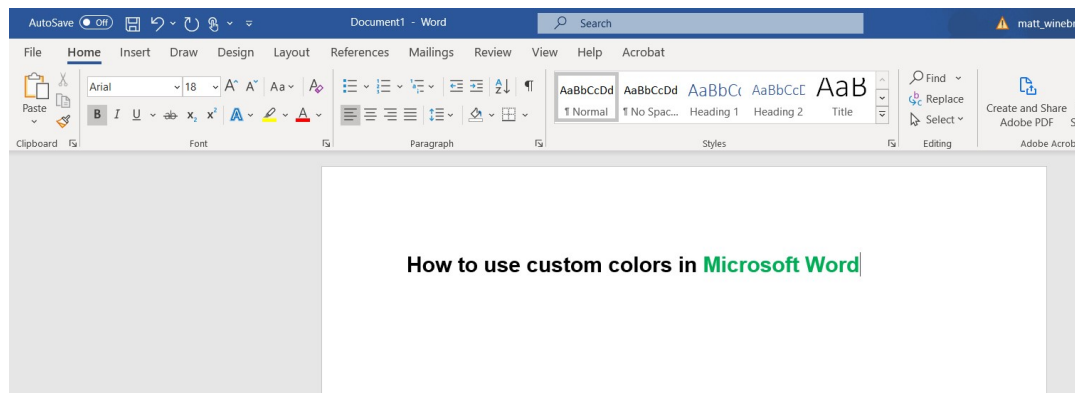
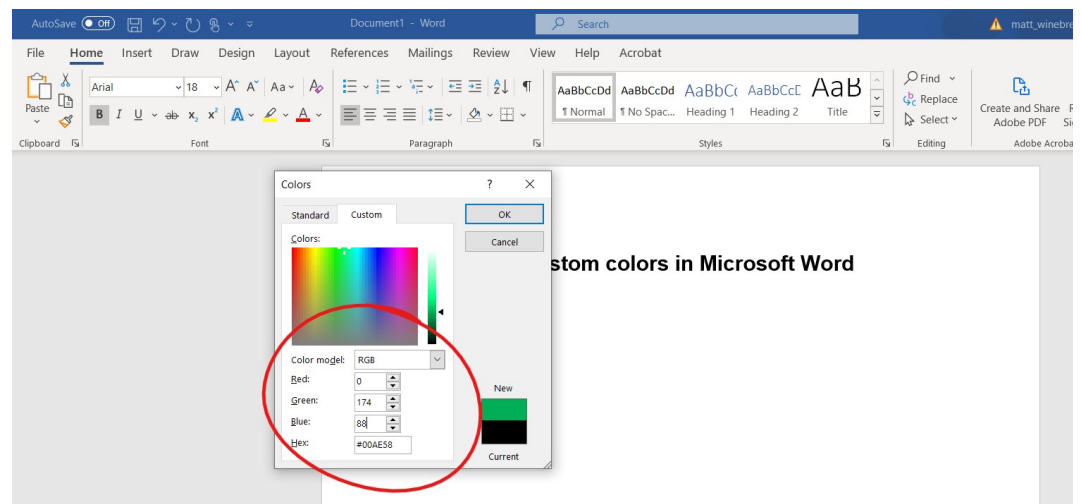
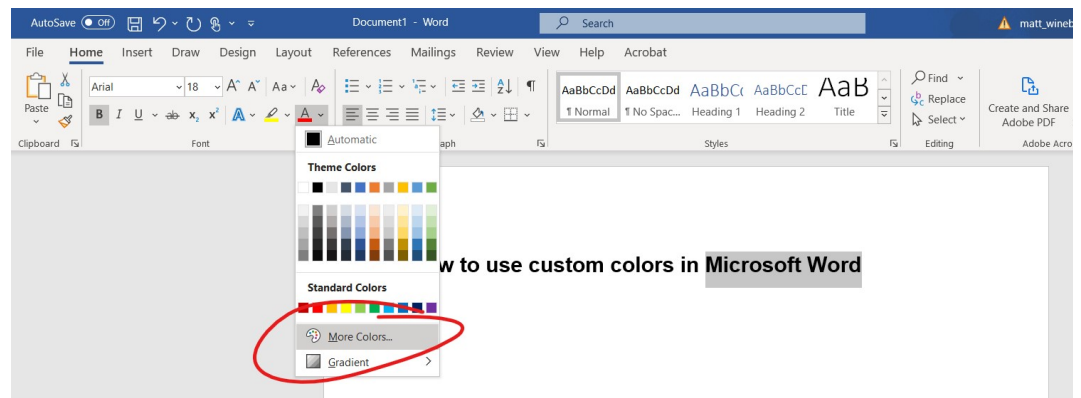
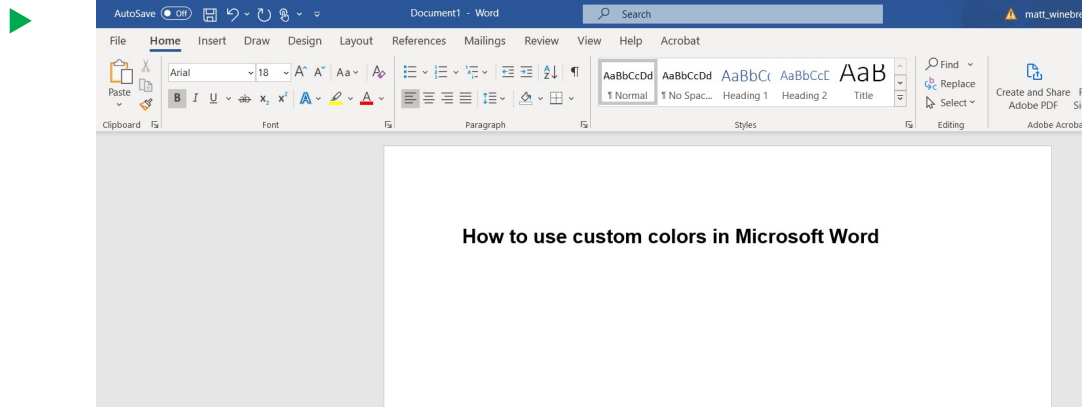
Then, fill in the numbers for the Red, Green and Blue (r, g, b) color mix OR use the hex code. For Example: if you want to make Girl Scout Green, you would fill in 0 for red, 174 for green, and 88 for blue. OR you could also fill in #00ae58 in the HEX field. Either will work!

STEP 4

Marvel at a job well done!

All of the codes for appropriate colors are on the previous page. Other kinds of color codes are also available for anyone that has access to different design programs.

This process might vary from one platform to another, but you are SMART and can use these steps to guide you as you work in other programs.



Photos, no clip art

Photos: Moments that Matter

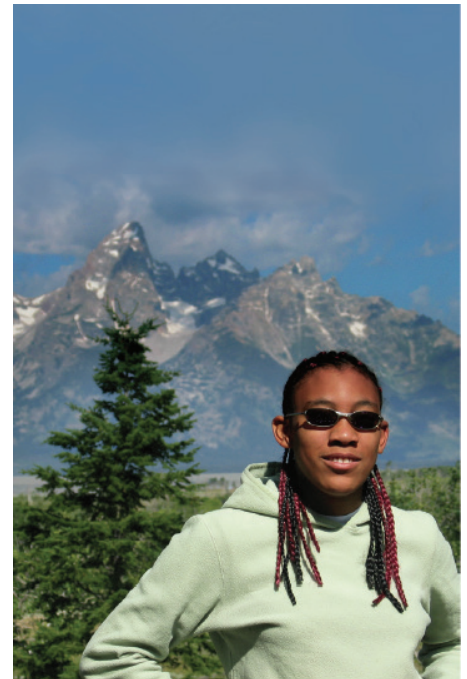
We strive to tell our brand story through photography that showcases the amazing things girls are doing in Girl Scouting.

When selecting and cropping a photograph, the ratio of image to background must be 80/20. An image with 80% girl and 20% background will feel immediate and personal. An image with 20% girl and 80% background will show context and suggest opportunity.

Girl Scout imagery is all about moments that matter. Energy and environment should both be closely considered when selecting a Girl Scout photograph.



80% girl
20% background



20% girl
80% background

Girl Scouts Fonts

While there are official Girl Scout fonts for use by Council Staff, the secondary font is Arial and can be used in all of its variations.

Narrower variations do exist, but have a tendency to be hard to read.

This is Arial Regular

This is how it looks as part of a paragraph. Notice how some weights of Arial are easier to read than others.

This is Arial Regular (ital)

This is how it looks as part of a paragraph. Notice how some weights of Arial are easier to read than others.

This is Arial Bold

This is how it looks as part of a paragraph. Notice how some weights of Arial are easier to read than others.

This is Arial Bold (ital)

This is how it looks as part of a paragraph. Notice how some weights of Omnes are easier to read than others.

This is Arial Black

This is how it looks as part of a paragraph. Notice how some weights of Arial are easier to read than others.

This is Arial Black (ital)

This is how it looks as part of a paragraph. Notice how some weights of Arial are easier to read than others.