

When using the Girl Scout servicemark or any other logo, it **must** be approved by the Communications and Marketing Director. This includes: use for printing, posting on a website—both internally and externally, and for all publications and marketing materials.

GIRL SCOUT GRAPHIC GUIDELINES

The Girl Scout identity is more than just a “logo.” It is a system of marks, typefaces, colors, layout schemes and more.

Color Palette

Girl Scouts and green go together. To ensure that we continue to claim the color and to solidify our identity, embrace green. Be sure to include at least a bit of green in every piece you produce.

The three core colors are green (PMS 355), black, and white (Figure 1). Whenever possible, limit your work to these three colors and add “pop” via photography or illustration. Please note: tints are not part of the palette.

For onscreen presentations, use r0 g174 b88 for green.

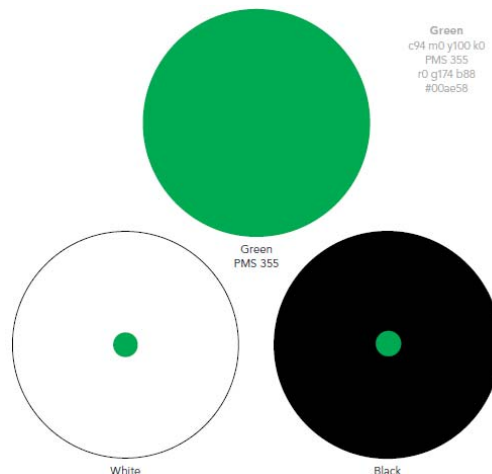


Figure 1

The Servicemark

The servicemark is the primary brand mark. The Girl Scout servicemark (Figure 2) is composed of two parts: the profiles and the logotype (the words “Girl Scouts”). Both parts of the servicemark must be used together.



Figure 2

The servicemark may never be redrawn, repropotioned, or modified in any way. Only the official colors of the servicemark should be used. The servicemark does not require a registration mark (®) at this time.

The trefoil has been a brand element since the beginning (1912). The profiles were added to the Girl Scout brand system in 1978. The shape of the profiles and the trefoil are in sync and available for use together as a graphic set (Figure 3).

The profiles are official art and may be used independently of the servicemark, but with great restraint and with the servicemark applied somewhere on the same piece. The trefoil, however, is available for liberal expressive and creative applications.

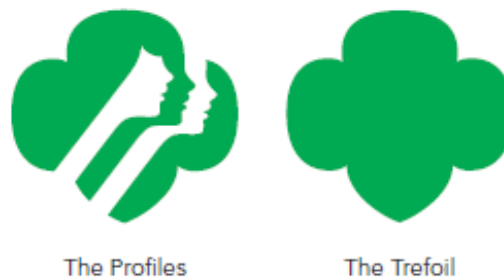


Figure 3

The profiles may only be applied in green or as a material application. The scale of the profiles must greatly contrast with the scale of any background pattern. The profiles do not require a registration mark (®) at this time.

Service Mark Configurations & Correct Color Usage

The approved positive and reverse configurations offer flexibility in using the official servicemark, and at the same time keep the image strong and consistent.

Two-Color Options

Apply two-color marks to white, green, black, and very light colored backgrounds. On a green (PMS 355) background only, apply the white profiles. On a black background only, apply the white text (Figure 4).

If applying a two-color mark, the profiles should never be rendered in black. And the profiles should never be rendered in white unless on a green (PMS355) background.

Do not shade or screen the service mark.

Do not reproduce the service mark with a scanned image or with an artist's rendering. Please use a file from Girl Scouts – North Carolina Coastal Pines Council.

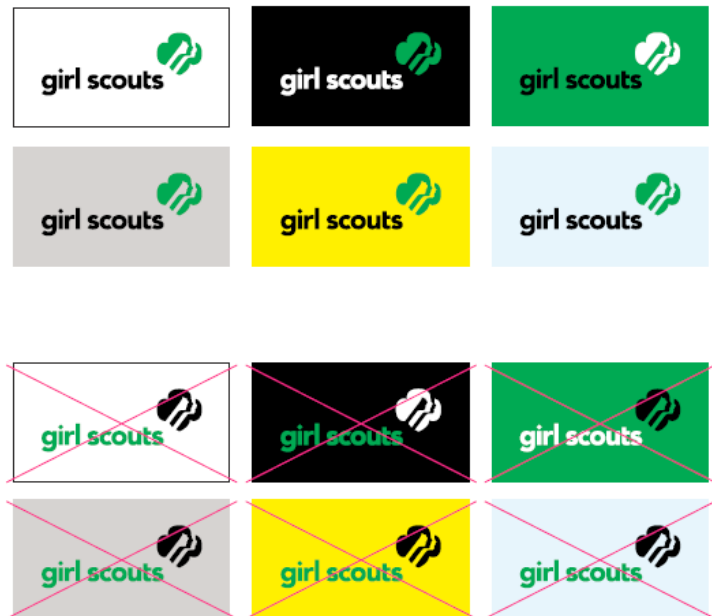


Figure 4

One-Color Options

One-color marks are a last resort used only when budget so demands. The first and best option is to reproduce the mark using green (PMS 355). No other green and no tints may be applied to the servicemark.

If green is not available, then the contrast between servicemark and background will guide color selection. If applying the servicemark to a pattern, the scale of the profiles must greatly contrast the scale of the pattern, as shown in Figure 5 at right.



Figure 5

How to Place the Servicemark

The servicemark will have the greatest impact when sufficient space, called “airspace,” is left around it. This draws attention to the servicemark and provides a good setting for it.

The minimum margin and/or airspace around the servicemark is determined by the height of the “g” in the servicemark itself. If space is limited, reduce the size of the service mark rather than crowd it.

Figure 6 provides a visual reference for separating the symbol into three equal parts. Use this one-third measurement to determine the minimum amount of airspace to be left around the service mark.



Figure 6

How to Place the Servicemark



Figure 7

Place the servicemark on the left third of the page (Figure 7).

Careful placement reinforces the momentum of the servicemark and prevents the profiles from becoming pressed against the right edge of the page.

Exceptions may be made in extreme circumstances, such as right-page advertising.

Rule of Thirds

To build consistent and coordinated Girl Scout collateral, apply the rule of thirds (Figure 8).

The rule of thirds sets up a three-column/three-row layout grid that can be further divided by three's for even greater flexibility.

The rule of thirds reinforces servicemark placement. The servicemark should always be placed in the first third.

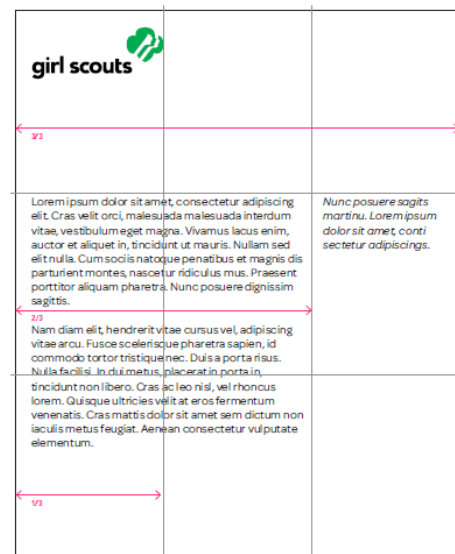


Figure 8

Our Own Font



Figure 9

The official font of Girl Scouts is Omnes (Figure 9)

The Omnes letterforms share several characteristics with the trefoil.

Fun with Trefoils

Use the trefoil creatively. It is a playful complement to the profiles and the servicemark.

However, the trefoil is a mark with great history. It is not to be made into a character, made to hold photography or re-rendered in any way. Do not use it metaphorically.

The trefoil should always be a trefoil – not a flower, not a leaf, not a snowflake – in order that it retains its meaning: The Girl Scout Promise.

The trefoil is always PMS 355 or white.

The trefoil does not require a registration mark (®) at this time.

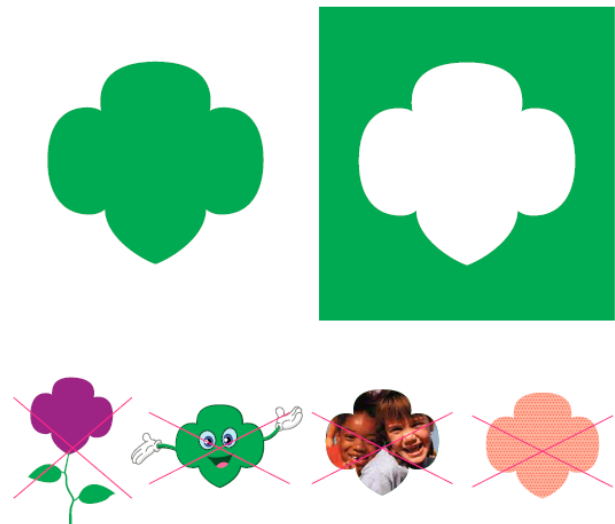


Figure 10



Figure 11

Omnes Semibold is used to create text within the trefoil.

Headlines, pull quotes and seasonal tags are all appropriate trefoil content.

Green and white color combinations are preferred.

Branded Grade Levels

The core colors are green, white and black. Secondary colors have been developed and specifically assigned to each grade level (Figure 12).

Even secondary colors should be applied in combination with Girl Scout green.

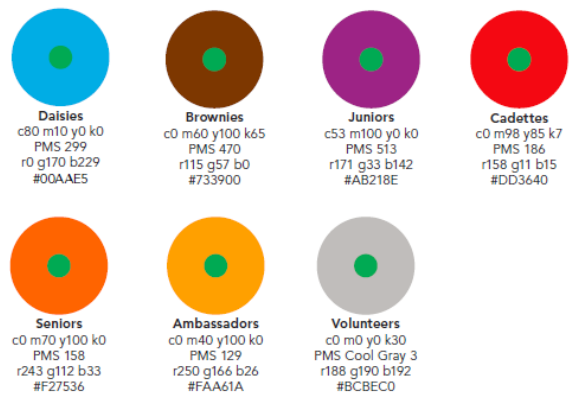


Figure 12



Figure 13

To aid tailored and targeted communications, each grade level has an individual mark and unique color palette (Figure 13).

The color palette supports differentiation and therefore incentive for progression from grade to grade.

Grade level art may replace the servicemark on Girl Scout-only collateral. Grade level art is for visual representation only; written grade level names will continue to follow our written style guide, as follows:

- Girl Scout Daisies
- Girl Scout Brownies
- Girl Scout Juniors
- Girl Scout Cadettes
- Girl Scout Seniors
- Girl Scout Ambassadors

Shorthand

If designing for our girls or volunteers, then the servicemark may be abbreviated to “gs” and the grade levels may be abbreviated to one-letter symbols (Figure 14).

The trefoil is used to lockup with abbreviated naming.

The servicemark shorthand may be expanded to include an event, program or affinity group name.

Only GSUSA may create any servicemark lockups.



Figure 14

USE OF THE SERVICEMARK WITH OTHER LOGOS

When placing the service mark near another logo, be sure to use the version which is closest in size and aspect to that of the other logo.

GSUSA approval is needed for the use of the servicemark or any other mark or symbol for co-branding.

Whenever possible, please use Servicemark to the Left (page 3) and Rule of Thirds (page 3) principles.

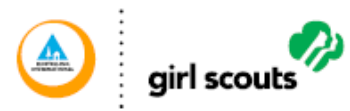


Figure 15

100th Anniversary Graphic Guidelines

As we approach our 100th year of Girl Scouting, we're commemorating more than just an anniversary milestone; we're celebrating 100 years of Juliette Gordon Low's vision and the girls and women who've been touched by it.

The 100th Anniversary identity was developed to fit securely within the Girl Scout brand identity system. A bit of flair, a touch of fun, and bursts of celebration have been added to the preexisting elements.

Three basic things to remember about the Girl Scout 100th Anniversary Graphic Guidelines:

1. The 100th Anniversary graphic identity assets are for collateral and accessories specifically commemorating and/or celebrating our 100th anniversary. **The cutoff date for creating collateral and accessories for these assets is December 15, 2012.**
2. The 100th Anniversary assets are designed to follow the same graphic standards as the regular brand identity system. This is for ease of use and to build on our identity system in a consistent manner.
3. As we celebrate our 100th Anniversary, two things stand out graphically: **we've always been green and we've always been the trefoil.** Use these as your foundation and you can't go wrong!

Three 100th Anniversary graphic elements are available:



Anniversary Servicemark

The anniversary servicemark should replace the Girl Scout servicemark on all anniversary collateral and accessories. This mark does not extend to council-specific lockups or affinity groups.



100th Trefoil

The trefoil has been a brand element since our beginning. This "100th trefoil" is a core graphic element of our 100th anniversary. Use it no more than once per application so as not to diminish its value as a core mark celebrating our 100th. Liberal use of the **anniversary trefoil** (without the "100") is encouraged.



Anniversary burst

The burst is a celebratory expression of the anniversary trefoil. Use it playfully and expressively. The anniversary burst with "100" may be used once per application. The impact of this design is greatest if it's the focus of the piece.

100th Anniversary “Do’s and Don’ts”



Use the anniversary trefoil creatively to celebrate our 100th. The anniversary trefoil, culled from the Girl Scout archive, is a mark with great history. It is not to be made into a character, made to hold photography, or re-rendered in any way.

The anniversary trefoil, like all Girl Scout trefoils, represents the Girl Scout Promise.



Do not use it metaphorically. It should always be a trefoil—not a flower, not a leaf, not a snowflake.



The anniversary trefoil is not to hold messaging or text. The only type that should ever appear in the anniversary trefoil is “100”—and only as it appears in the official art

Anchor Statements

Celebrating 100 Years of Girl Scouting

Girl Scouts’ 100th anniversary can also be expressed using these anchor statements. Please typeset using Omnes and colors from our core color palette (PMS 355, black, white).

Building girls of courage, confidence, and character for 100 years.

Whenever possible use our 100th anniversary servicemark and supporting art elements with these anchor statements.

Use of the STUDIO 2B Symbol

The STUDIO 2B symbol (Figure 4) is composed of three parts:

- the words, "STUDIO" in red and "2B" in white.
- the circle in blue,
- the circular stripe in tan along with either the service mark (SM) or trademark (TM) at the 5:00 position.

All three components of the symbol must be used together.

The STUDIO 2B symbol will have the greatest impact only when sufficient airspace is left around it. This draws attention to the symbol and provides an appropriate setting for it.

The name, "Girl Scouts," or a council name may never replace the words or be incorporated into this symbol.

The STUDIO 2B symbol:

- must be reproduced only from approved artwork (Figures 6a and Figure 6b)
- must depict either the SM or TM on all reproductions of the symbol.
- may never be redrawn, reapportioned, or modified in any way. If a larger or smaller symbol is required, it must be reduced or enlarged in its entirety so that the proportions remain exactly as designed.
- may never be pulled apart and used as separate design elements.
- must not be shaded or screened. (Figure 7)
- may never be reproduced from a scanned image or from an artist's rendering, including computer-generated images created by individual girl or adult STUDIO 2B members or anyone else.
- may never be reproduced from individual interpretations of the symbol, including a girl's hand drawing or an artist's rendering.
- must not be used as part of another design or graphic device.
- may not be used as a repetitive design, e.g., a background pattern on a computer screen or on wrapping paper.
- may not be used in an animated format.

- must clearly stand out from its background, must not be placed over a complex design, pattern or photograph. (Figure 8)
 - must stand alone as an element and not be crowded or interrupted with any shapes, patterns, illustrations, other graphic devices, or any other message.
 - must have minimum airspace of one-third the width of the symbol surrounding it on all sides.
- ✓ Figure 9 provides a visual reference for separating the symbol into three equal parts. Use this one third measurement to determine the minimum amount of airspace to be left around the symbol.
- ✓ If space is limited, reduce the size of the symbol or reduce the number of elements in the design, rather than crowd the symbol.

Figure 4



Figure 5



Figure 6a



Figure 6b



Figure 7

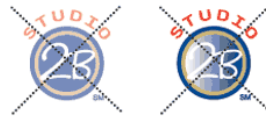


Figure 8

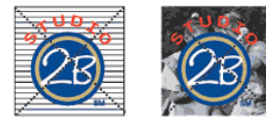


Figure 9

