

## GIRL SCOUT GRAPHIC GUIDELINES

The Girl Scout service mark (figures 1 and 2) is composed of two parts: the symbol (the trefoil with three profiles) and the logotype (the words “Girl Scouts,” along with the registration mark). Both parts of the service mark must be used together. Figure 1 is the preferred service mark, but when space limitations dictate the use of a more compact version, use the “stacked” service mark, as shown in figure 2. The following pages will explain these basic guidelines more fully.

The service mark may never be redrawn, repropotioned, or modified in any way. The logotype must always be in the same proportion to the symbol. A computer-generated service mark or an artist’s rendering of the service mark is not acceptable. Pulling the symbol apart from the logotype and using it as a design element is not acceptable.

The legal registration mark ® must be aligned with the baseline of the “s” of Girl Scouts and should appear on all reproductions of the service mark.

Figure 1



Figure 2



## Color Options

Figure 3: The preferred color treatment for the Girl Scout service mark is Girl Scout green (Pantone 334).

Other color options include:

Figure 4: In an acceptable two-color version, the trefoil symbol is in Girl Scout green and the logotype is in blue (see APPROVED COLORS). Figure 5 shows an acceptable all-black version.

Figure 6: When printing on a dark background, the service mark must always reverse out.

When printing materials in two colors other than green or black, the service mark should always be printed in the darkest color. One color printing in any color is acceptable.

Figure 3



Figure 4



Figure 5



Figure 6



## Service Mark Configurations & Correct Color Usage

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

Figure 8 shows an example of the preferred positive usage of both arrangements of the service mark. The preferred one-color usage for both arrangements of the service mark is Girl Scout green.

Figure 9 shows the acceptable alternative: one-color (black) usage of both arrangements of the service mark.

Figure 10 demonstrates the preferred reverse usage of the service mark.

Figure 11: The service mark should never be screened, shaded or gradated in any manner. Do not place the service mark against a complicated background photo, design, or pattern. The service mark must clearly stand out from its background.

Figure 8

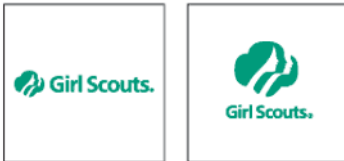


Figure 9



Figure 10

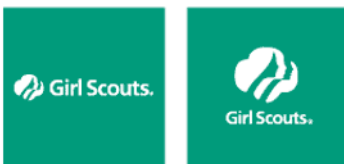


Figure 11



## Minimum Service Mark Size

Figure 13: The minimum size for the Girl Scout service mark is 11/16" in length, which includes the length of the symbol, the logotype, and the registration mark ® for the horizontal version of the service mark, and 3/4" in length for the stacked version of the service mark.

## Use of the Solid Trefoil Symbol

Figure 13a: The solid trefoil shape may only be used in circumstances where the service mark must be rendered 1/4" in size or smaller. It may appear only in either black or Girl Scout green.

Figure 13



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Figure 13a



## How to Place the Service Mark

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

A minimum airspace of one-third the width of the symbol must be allowed on all sides. Allow more than one-third airspace wherever possible. If space is limited, reduce the size of the service mark rather than crowd it.

Figure 14 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 14



## INCORRECT USE OF THE SERVICE MARK

Figure 15: Do not shade or screen the service mark.

Figure 16: Do not reproduce the service mark with a scanned image or with an artist's rendering.\* Please use a file from Girl Pines of Carolina Girl Scout Council.

Figure 17: The service mark must have airspace of one-third the width of the symbol surrounding it.

Figure 18: The symbol and the logotype must always be in the correct proportion to each other.

Figure 19: The symbol and the logotype should never be placed over a complicated pattern or photograph. However, the symbol and logotype may be placed over a portion of a photograph that ensures clarity and visibility as shown in 19A. Care should be taken that nothing runs through the faces of the symbol.

\*This directive does not apply to girls' interpretive art. However, it would apply to computer-generated images by troop members. Girls' art with a drawing of the service mark may not be reproduced.

Figure 15



Figure 16



Figure 17



Figure 18



Figure 19



Figure 19A



## USE OF THE SERVICE MARK 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.

In figure 26, the stacked version of the service mark is used because it occupies a similar amount of space as the LPGA logo.

In figure 27, the horizontal version of the service mark is used because of the visual relationship between it and the Boys and Girls Clubs of America logo.

The service marks should be placed side by side and not one above the other.

Figure 26



Figure 27



## 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

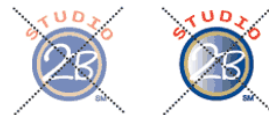


Figure 8

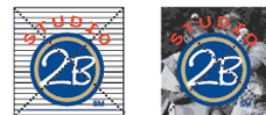


Figure 9

