



Branding Guide

For Troop Co-Leaders and Volunteers



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Color Combo Inspiration

Classic Theme



Party Theme



Playful Theme



Warm Theme



Cool Theme



Colors

Color is one of the most iconic parts of the Girl Scout brand. We have three shades of green — including our iconic Girl Scouts Green — for use in Girl Scout communications. There is also a wide range of other colors including various moods and tones you can use depending on your audience. The palette includes the Highest Awards colors, grade level colors, and cookie colors, but you can use them for other things as well!

The Highest Awards colors include Gold, Stone, and Brown for Gold, Silver, and Bronze respectively. The grade level colors include River for Daisies, Brown for Brownies, Deep Purple for Juniors, Poppy for Cadettes, Flame for Seniors, Gold for Ambassadors, and Stone for Volunteers.

Cookie colors include Khaki for Adventurefuls, Star Green for Toast-Yay, Girl Scouts Green for Thin Mints, Deep Purple for Caramel deLites, Poppy for Peanut Butter Patties, Flame for Peanut Butter Sandwich, River for Trefoil, Ocean for Caramel Chocolate Chip, and Sunshine for Lemonades.

For colors, don't use gradients (an ombre from one color to another), colors outside the brand palette, or fake metallic designs.

A Hex Code is a way of expressing color through a number code. For example, #00b451 is Girl Scouts Green — our most iconic color. This color code can be used on Canva, or a wide variety of other design programs you might use.

One of the most important things you have to remember when considering colors is accessibility. When creating, you want to make sure there is sufficient color contrast between colors to make sure it is readable. 1 in 12 men and 1 in 200 women are color blind, so it is critical that you consider diverse sensory abilities when you make troop promotional materials. If you want to review more about accessibility, visit the accessibility pages of this booklet on page 12.

The Girl Scout Color Palette

Cloud Hex #d9d9d9	Star Green Hex #d5f267	Sky Hex #a0def1	Lilac Hex #ccb3fa	Bubblegum Hex #f7abd6	Peach Hex #fcb89d	Khaki Hex #d5ca9f	Sunshine Hex #fff441
Stone Hex #a8a8a8	GS Green Hex #00b451	River Hex #1496d4	Violet Hex #9e5fd6	Fuchsia Hex #fd329e	Poppy Hex #ee3124	Flame Hex #ff7818	Gold Hex #f7be00
Black Hex #000000	Forest Green Hex #005640	Ocean Hex #004987	Deep Purple Hex #5c1f8b	Plum Hex #af0061	Cherry Hex #9c0000	Brown Hex #763a16	Desert Hex #a86b1d



Images

Safety

In order to keep them safe, it's important to know whether or not you have permission to use images of the Girl Scouts! Check in with troop leaders and parents in attendance to make sure they give permission to be photographed. When non-Girl Scouts are invited to a private event, make sure to always get guardian consent before taking pictures of any minors.

If you invite a news reporter or videographer to your meeting or event, make sure everyone in attendance is aware of their presence and inform the reporter or videographer of any Girl Scouts who did not consent to sharing their images.

Using Images in Branding

You also want to make sure any pictures of Girl Scouts capture the authentic emotional range of girls and their expressions. We want to show a full spectrum of expression ranging from determination to pride to joy to show real girls, not posed or doctored images of who we think they should be. For that reason, don't put filters on photos, or rotate or edit them unnaturally. Don't use low resolution images, either. If you are using a photo in a template or flyer, and it is blurry or pixelated, try replacing it with a larger photo.

Phone Photography

If you're using your phone to take photos of your troop for promotional use, make sure you are aware of the best ways to get good photos with your specific device. For example, on the iPhone, it is a good idea to tap the subject of the photo with your finger before you take the photo to make sure the camera is focused on the subject. Natural light is a great way to light your cell phone pictures well while also showing the authentic lifestyle of Girl Scouts in your photography.



abcdefghijklmnopqrstuvwxyz

Girl Scout Fonts

All-Use Fonts

Girl Scouts uses a brand font that is uniquely our own — “Girl Scout” font. This font is optimized for readability and accessibility, as well as being reminiscent of typography from the time of our founding in 1912. This font, however, is reserved for official council and GSUSA use.

For volunteers, Girl Scouts has approved the use of Palatino. This font is an old-style font designed by Hermann Zapf in 1949 that has a very similar look to the Girl Scout font. Palatino also has been optimized for readability and accessibility, and it is often a pre-installed font on most computers.

Fonts for Apparel

Besides the Girl Scout font and Palatino, you can also use two other fonts for apparel only — Trefoil Sans and Thin Mint Script. If you need access to these fonts, email media@nccoastalpines.org and we can send over our Branding Kit.

Trefoil Sans

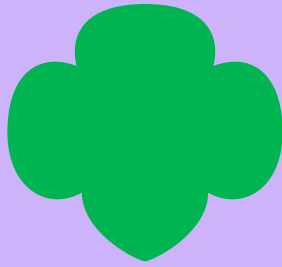
**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz**

Thin Mint Script

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz*

Girl Scout Font

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz



Use of the Trefoil

The Trefoil (pronounced TRE-foil) is Girl Scouts most iconic shape and symbol. Our founder, Juliette Gordon Low, patented the design for the original threeleafed Trefoil membership pin in 1914. The three leaves stand for the three parts of the Girl Scout Promise.

When you use the Trefoil in designs or promotions, it should be the “hero” of the composition. When used with other shapes, it should be the most prominent shape. The Trefoil should only be used once in a design (except for the Trefoil on the council servicemark — that doesn’t count).

Girl Scouts of the USA have many guidelines when it comes to the iconic Trefoil. Here is a quick reference:

- Do not put photos in the Trefoil
- Do not rotate or stretch the Trefoil
- Do not crop the Trefoil
- Do not add effects to the Trefoil
- Do not outline the Trefoil
- Do not use the Trefoil more than once in a composition
- Do not use the Trefoil as a pattern

Simply: Leave the Trefoil in its normal form, and make sure it shines in the composition. For audiences that are not familiar with the Girl Scouts, make sure the Trefoil is Girl Scouts Green. For internal items, like troop reminder handouts, you can use the Trefoil in any color as long as you make sure it still is prominent. For example, if you use a dark background, don’t use a dark Trefoil. If you have a light background, don’t use a light Trefoil. Contrast can help make the Trefoil shine!

Our Servicemark

The servicemark is the official name for the Girl Scouts — North Carolina Coastal Pines logo (see right).

A minimum of two Trefoils (the size they are in the servicemark) is required between the council servicemark and other elements in your design. If you don't want to measure specifically, just make sure there is plenty of space in between the edges of other elements (including text, or the edge of the image or paper you're working on).

For quick reference, see the images to the right. If elements of your design are closer than the edges of the colored boxes, they are too close.

If you're using the servicemark in the middle of a composition, you should center the whole mark — instead of centering just "Girl Scouts".

Do not put the Girl Scouts — North Carolina Coastal Pines Servicemark on anything without prior approval. To get your design approved (all designs - including apparel, graphics, and print materials), send your finalized design to media@nccoastalpines.org.

Please be aware that your vendor will require this approval before they can print the logo or council name on products such as t-shirts, stationery, or baked items. If you need an approved list of vendors, email Director of Retail Services Laura Heaney at lheaney@nccoastalpines.org



Some of the Available Canva Templates



Find more at
nccoastalpines.org/branding-guide

Troop Promotions

For Print and Digital

Promotional items are a great way to get your troop out there into the world, and show everyone what kind of awesome things you do. We have created a variety of templates for flyers, Facebook event headers, and social posts that will help make promotions easier. All you need to do is add in the information for your event, as well as pictures (for some templates, some don't require any pictures at all!)

As for the pictures in these graphics, while you can use a free stock photo website like Unsplash, it's best to use actual photos of your troop to show the Girl Scouts in an authentic way.

Print items can be a great way to promote your troop and your troop events. Lots of public spaces allow for flyers (for example, the public library often has a bulletin board you can post flyers to, as well as many local small business allow flyers).

If you have a Facebook or Instagram, or any other social media for your troop - you may want to promote your troop events or fundraisers. You can also use graphics to keep followers or families engaged with what's going on with your troop, and all the wonderful things you're up to. We also have a variety of templates for creating headers for Facebook events — an easy way to take your Facebook events to the next level.

You can access these templates at nccoastalpines.org/branding-guide/

If you need help with Canva, you will be able to watch our tutorial on our website in the next few weeks!

Also remember, if you're using any icons, symbols, or photos you find on the internet, make sure you have permission from the creator to use it. You don't want to steal anything from anyone without permission — so using terms like "free use" or "Creative Commons" is great when you're searching online. If you're not sure whether or not something is free to use on the internet, it's best not to use it.

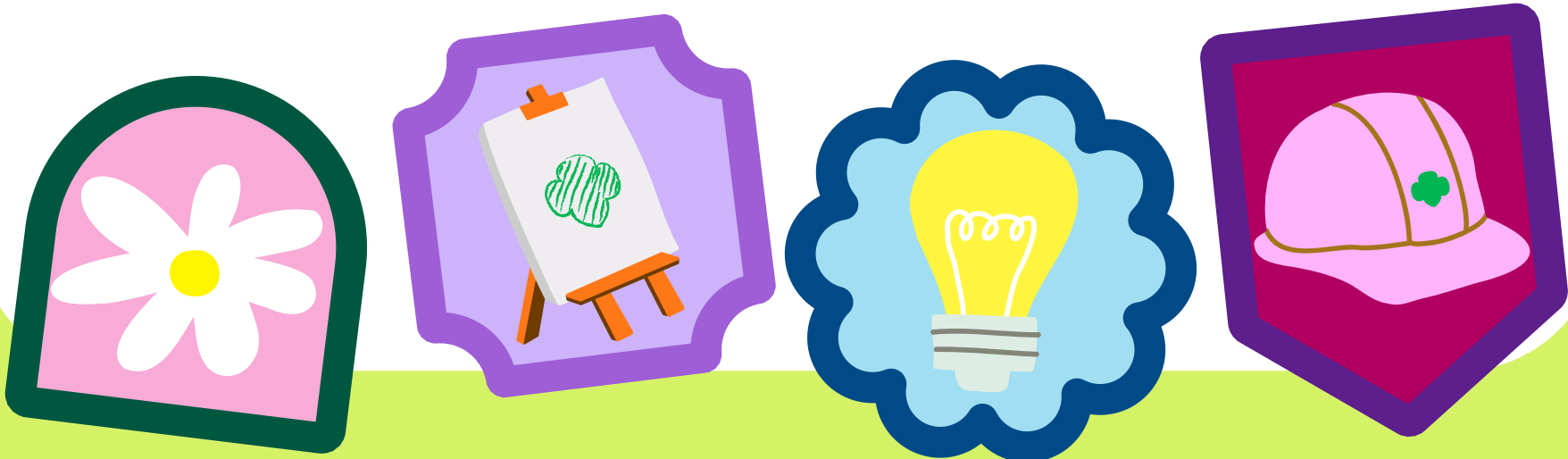
Patches

When seeking approval to use our local council's name (Girl Scouts - North Carolina Coastal Pines) or our service mark, it is required that you directly seek approval from our council and not through GSUSA. Please complete the attached form and submit it along with a finished sample or mock-up of the item you are intending to distribute to media@nccoastalpines.org. Please be aware that your vendor will require this approval before they can print the logo or council name on products such as t-shirts, stationery, or baked items.

Furthermore, it is important to note that when ordering patches, they can only feature the council's initials (GSNCCP) or the council service mark (see page 9). It is not permissible to use the term "Girl Scout(s)" or the trefoil by itself. The design of the patches must be approved in the same manner as stated above, and they must be placed on the back of the sash or vest. Additionally, these patches must be created by GSUSA-approved vendors. Verification of approved vendors can be done through the Retail Manager.

GSUSA's timeline to approve patches is 4 weeks and it will take another 4 weeks to make a custom patch. We recommend starting this process a minimum of 8 weeks out. Earlier is always better!

Please keep in mind that GSUSA-approved vendors will not make patches for anyone, including our members, without first obtaining GSUSA's approval if the patch contains a council service mark or acronym or the trefoil. In such cases, we recommend that members remove these items and opt for generic designs. If needed, our Retail Director can assist in helping them find vendors who can provide the necessary support.



Accessibility

Accessibility is one of the most important elements to consider when you're creating something that you will use to communicate — whether it is a booklet, a social media image, or an event header. Donald Norman, an MIT professor in user-centered design, said “... Invariably, when we design something that can be used by those with disabilities, we often make it better for everyone.” When we make something more accessible, we also make it easier for everyone to understand and digest.

Color Contrast

When creating, you want to make sure there is sufficient color contrast between colors to make sure it is readable. Remember: It is critical that you consider diverse sensory abilities and accessibility when you make troop promotional materials — and color choice is one of the easiest ways you can do that. You can see the chart on the next page detailing the use of black and/or white text on Girl Scout colors.

Font Size

When creating a design with text, make sure your font size is bigger than 9 pt. Bigger than this is always better — 9 pt can be used for footnotes or other detailed text — but below 9 pt should not be used. Best practices for regular fonts in a document are to have the font be no smaller than 12 pt. For graphics for use on social media, no smaller than 16 pt.

Use of Headers

When you're working on a document with a lot of text, it is important for a wide range of sensory abilities to ensure that there are headers and breaks in the text that guide the eye and allow for visual rest. If you have a multipage document, make sure there are headers for every new section so the organization of the document is clear for everyone.

Highlighting Important Information

When you are highlighting the most important information in a document or image, it is recommended to use a symbol or a shape as well as color. For people who are low-vision or colorblind, the color indicator may not look the same as it does to another person. So it is always a good idea to add a shape or symbol alongside the colored text for any priority information.

Video Captions and Alternative Image Captions

Video captions and alternative text (or alt text) is a great way to make your posts on social media, as well as most things you do on the web, more accessible.

Captions are an important part of digital media in 2023. According to a study by Verizon, over 69% of people watch social media videos without sound, and 80% of consumers are more likely to watch an entire video when captions are available. So adding captions to your video doesn't only make it more accessible, it also makes it more likely to be viewed and remembered by everyone. You can add captions natively in most video host websites (it generates most of them for you, and you just have to go through and make sure the captions are correct) — including YouTube, Facebook Reels, TikTok, and more. You just have to view the settings and add in anything that is said in the video.

Alternative text provides a description of a photo for people who are vision impaired. When they hover or click on the image, they can see a very simple description of the image. You can see many examples by going to our website — nccoastalpines.org, and hovering on the picture. You can use this on social media, too, and it's super easy! You can view instructions on how to add alternative text for Facebook and Instagram at gsnccp.org/howtoalttext.

Which color type can I use with which color?

Reference the handy guide below to see which type colors you can and cannot use on top of colors in the Girl Scouts palette.

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 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

Accessibility Checklist

- ☐ I've checked that the colors have enough contrast!
- ☐ I've checked that the font is big enough!
- ☐ I've checked that the images/document have headers!
- ☐ I've checked that I am not using color alone to highlight information!
- ☐ I've added captions and/or alternative text on images for the web!
- ☐ If my troop has specific accessibility needs, I've asked what visual communication needs would be best!

Please note that there are a lot more things you can do for accessibility! This is not meant to be a fully exhaustive list, but instead a starting point.

