



Branding Guide

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Our Brand

All of us who communicate about Girl Scouts play a role in protecting the brand identity and in using it to spread the word about Girl Scouting!

Girl Scouts is a beloved, iconic brand. Few brands are strong enough to be identified simply by a color or a shape, but we have both the unique shade of “Girl Scout green” and the singular Girl Scout Trefoil symbol working for us. These much-admired brand elements ensure that any of our branded items can be readily recognized as belonging to Girl Scouts.

Colors

Color is one of the most iconic parts of the Girl Scout brand, especially with respect to Girl Scout green. To compliment the iconic Girl Scout green, we have two other greens as well as an extensive color palette that includes colors specific to grade levels, highest awards, and cookie packaging, plus a variety of other colors.

Girl Scout Green should be used prominently in communications, especially for the Girl Scout Trefoil. For other colors, don't use gradients (an ombre from one color to another), colors outside the brand palette, or fake metallic designs.

Girl Scouts Green

RGB
0/180/81

Hex
#00b451

CMYK
95/0/100/0

Pantone 354
TCX 16-6340

Star Green

RGB
213/242/103

Hex
#d5f267

CMYK
15/0/70/0

Forest Green

RGB
0/86/61

Hex
#005640

CMYK
95/35/80/40

The Girl Scout Color Palette

Cloud	Sea Foam	Star Green	Sky	Crocus	Bubblegum	Peach	Khaki	Sunshine
Hex #d9d9d9	Hex #aledd5	Hex #d5f267	Hex #a0def1	Hex #ccb3fa	Hex #f7abd6	Hex #fcb89d	Hex #d5ca9f	Hex #fff441
RGB 217/217/217	RGB 161/237/213	RGB 213/242/103	RGB 160/222/241	RGB 204/171/214	RGB 247/185/157	RGB 255/185/157	RGB 213/202/159	RGB 255/244/65

Stone	Teal	GS Green	River	Violet	Fuchsia	Poppy	Flame	Gold
Hex #a8a8a8	Hex #00b2be	Hex #00b451	Hex #1496d4	Hex #9e5fd6	Hex #fd329e	Hex #ee3124	Hex #ff7818	Hex #f7be00
RGB 168/168/168	RGB 0/178/190	RGB 0/180/81	RGB 20/150/212	RGB 158/95/214	RGB 253/50/158	RGB 238/49/36	RGB 255/131/12	RGB 247/190/0

Black	Deep Cyan	Forest Green	Ocean	Deep Purple	Plum	Cherry	Brown	Desert
Hex #000000	Hex #006973	Hex #005640	Hex #004987	Hex #5c1f8b	Hex #af0061	Hex #9c0000	Hex #763a16	Hex #a86b1d
RGB 0/0/0	RGB 0/105/115	RGB 0/86/64	RGB 0/73/135	RGB 92/31/139	RGB 175/0/97	RGB 156/0/0	RGB 118/58/22	RGB 192/102/22



Use of the Girl Scout 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 three-leaved Trefoil membership pin in 1914. The three leaves stand for the three parts of the Girl Scout Promise.

When you use the Girl Scout 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. It should only be used once in a design (except for the Trefoil within the council servicemark – that doesn’t count).

Girl Scouts of the USA has 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 (including off edge of paper).
- Do not add effects to the Trefoil (such as drop shadows, etc.).
- Do not outline the Trefoil.
- Do not use the Trefoil more than once in a composition.
- Do not use the Trefoil as a pattern.
- Do not use the Trefoil as a symbol, such as to replace a letter in a word, as a bullet in a bulleted list, or as a flower or some other part of an image.

Simply: Leave the Trefoil in its normal form, and make sure it shines in the composition.

Please note: The “Girl Scout Profiles” Trefoil was retired by Girl Scouts of the USA in 2021. Please use the solid Trefoil in new designs.

abcde fgh

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. There is a version for headlines (Girl Scout Display Light) and one for body copy (Girl Scout Book).

If you don't have access to the Girl Scout font, a very similar font, Palatino or Palatino Linotype can be used. It has a very similar look to the Girl Scout font and is often a pre-installed font on most computers.

We also have a san-serif font that is unique to Girl Scouts called Trefoil Sans. This is especially good for captions and small type.

Fonts for Events & Apparel

There are a few other fonts that can be used for Girl Scout apparel or for event branding. If you need access to these fonts, please email marketing@gsema.org.



Girl Scout Display Light

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

Girl Scout Book

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

Trefoil Sans

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



Photography

Using photography is a great way to celebrate your Girl Scouts and also help potential new members see all the fun and benefits of Girl Scouting.

Here are some guidelines for using photos:

- Most importantly, be sure that all girls in a photo have photo releases before using a photo.
- Remember to focus on moments that matter. We want the world to see and feel for themselves all the amazing things our girls are doing and showcase the Girl Scout experience.
- Be sure that photos are crisp and not blurry.
- If you are planning to publish photos or videos of volunteers, Girl Scouts, or members of the public in a public online forum (such as Facebook) or flyer, you must obtain consent from the photo/video participants through a photo release. A signed **Media Release Form** signed by the parents/guardians. This release only provides permission for use directly related to Girl Scouts and should never be used to promote any other entity, business, or political campaign.



Our Servicemark

Servicemark is the official name for the logo for our council, Girl Scouts of Eastern Massachusetts.

Spacing

A minimum of one Trefoil (the size they are in the servicemark) is required between the council servicemark and any other elements in your design. In other words, make sure there is plenty of space between the edges of the servicemark and other elements (text, edge of paper, of of box it is in, other logos, etc.)

Permission to use

Do not put the Girl Scouts of Eastern Massachusetts servicemark on anything without prior approval, by emailing marketing@gsema.org.

Vendors will require approval before they can print the logo/servicemark/Trefoil/Girl Scouts on products such as T-shirts, stationery, etc. That approval can be requested through council by emailing marketing@gsema.org. For a list of licensed vendors (who will already be prepared to guide you through use of the brand), please email marketing@gsema.org.

Our Council Acronym



Council Acronyms are shorthand for the full council name. This should be used extremely sparingly and only in cases where the full Council Servicemark does not fit and only for materials aimed to our existing members.



Canva Templates



Girl Scouts of Eastern Massachusetts now offers Canva templates for volunteers for recruitment and troop/service unit event flyers and social media graphics. Please feel free to swap out the photos with ones featuring your local Girl Scouts (following the photo permission guidance in this guide).

Some of the templates have multiple options, just choose the page you want and delete the others.

You will need to set up a free Canva account to access the templates. Find the links at gsema.org/brand.

Shapes

Our brand utilizes a variety of shapes as a way to give designs for a “Girl Scout flavor” as well as add visual appeal to designs. They are based on the historic and recognizable Girl Scout badges and patches. You will see these used in many of our designs and templates available to use on Canva. Girl Scout shapes can be used in a variety of colors and layout options.



Creating Apparel & Patches

You CAN show your Girl Scout spirit with use of the words “Girl Scouts” (including the acronym “GS”) or use of the Girl Scout Trefoil but there are many rules and policies about it since Girl Scout of USA (GSUSA) works hard to protect the brand from inappropriate use.

In a nutshell, any item that you create that uses the words Girl Scouts or has the Trefoil needs to have our “council identifier” included somewhere on it and requires our approval before producing. That means our Servicemark, Acronym, or the words “Girl Scouts of Eastern Massachusetts” need to be on the piece and we need to sign off on it. Don’t worry we can help make it easy!

Reach out to marketing@gsema.org and describe what you are hoping to do before starting to work with a local vendor. If you are selling the item or giving it away at an event that is fee-based, the item needs to be printed by a GSUSA-licensed vendor (we can send you a list). We will also send you our logo files that you will need.

You can submit your design for approval on gsema.org/brand. Once council receives your design, we can review your art, give guidance about your use of brand elements, and give design approval.

Designs that don’t have the Trefoil or the words Girl Scouts don’t need our approval.

Tips for Writing about Girl Scouts

- Always use “Girl Scouts”—never “Scouts.”
- Begin each level of Girl Scouts with “Girl Scout”—i.e., Girl Scout Daisy, Girl Scout Brownie, etc.
- Girl Scouts as an organization, is always singular, i.e., “Girl Scouts is the leading expert on girls’ healthy development.”
- In talking about Girl Scout members, you can use a plural, i.e., “Girl Scouts in Andover are selling cookies....”
- When mentioning our name in print, use either “Girl Scouts” or “Girl Scouts of Eastern Massachusetts.” All references in text should be capitalized as shown.

Troop/Service Unit Social Media & Websites

Brand Guidelines for Social Media/Websites:

- Please follow the styles guide or use the Canva templates when creating graphics for online use.
- Don't forget to let us know you created a page or website! We love to know about all the great things you're doing in Girl Scouts!

Safety Guidelines for Social Media/Websites:

- Use girls' first names only and never post girls' addresses, phone numbers, or email addresses.
- Always have a parent's or guardian's signature on a photo release form before using pictures of girls on a website or public social page.
- Make yours a site that does not allow outsiders to post messages to the site, or make sure all postings (such as message boards or guest books) have adult oversight and are screened prior to posting live.

Questions?

If you have questions about our brand guidelines,
use of our templates, or any other brand questions,
please email **marketing@gsema.org**.