

# 1 Council Servicemarks

## Sample Servicemarks



Girl Scouts of the Commonwealth of VA is required to approve any use of service marks, trefoil, or acronyms. Any patches or other branded items featuring these or the words "Girl Scouts" must be ordered through one of GSUSA’s licensed vendors. Please email [gshelper@comgirlscouts.org](mailto:gshelper@comgirlscouts.org) for approval or more information.

## Clear Space



## Minimum Size



## Approved Colors

Two Color (Black)



Two Color (White)



Single Color (Black)



Single Color (White)



# 2 Council Acronyms

**LIMITED USE:** Council Acronyms should be used sparingly. They are mainly intended for member-facing small-space applications.

## Horizontal



## Vertical



## Approved Colors



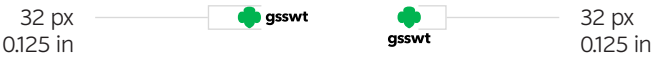
## Preferred Clear Space



## Minimum Clear Space



## Minimum Size

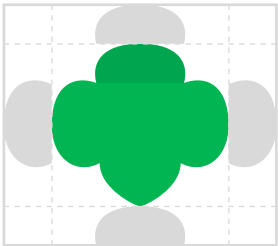


# 3 Trefoil

## Use



## Clear Space



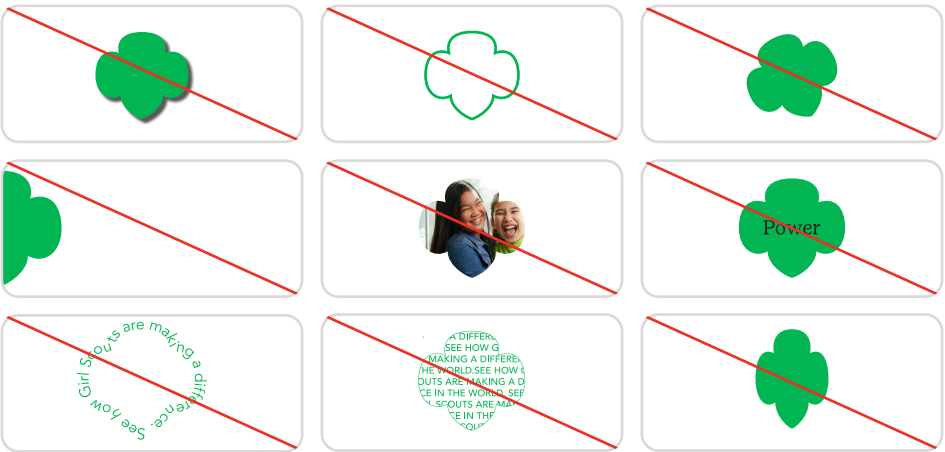
## Minimum Size



The Trefoil may be displayed in any of the brand colors.



## Misuse



This guide is meant to be a quick visual reference. Visit the brand center for more extensive details.

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# Co-Branding

Council Servicemark minimum size not shown accurately here for the sake of space within this guide.

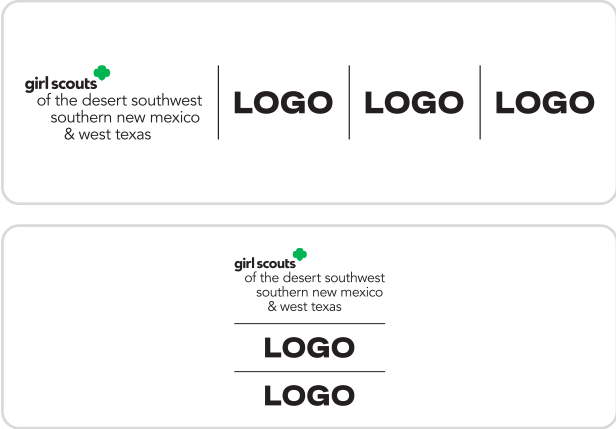
## Horizontal Lockup



## Limited Use Vertical Lockup



## Multi-Brand Lockup



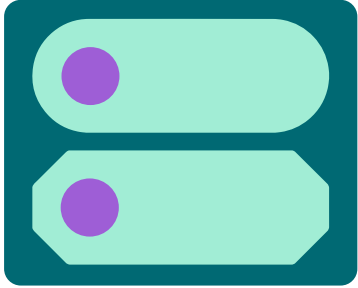
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# Shapes



## Select Treatments

## Shapes Within Shapes



## Overlapping Shapes



## Bleeding Off Composition



## Outlined Shapes



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# Verbal

**Brand Voice:** Our brand voice is encouraging, thoughtful, welcoming, lively. Our brand voice is **not** perfect, flashy, elite or rehearsed.

## Top Five Tips

Center actual Girl Scouts (people!) or the person you’re communicating to (volunteer, parent, partner, etc.) rather than Girl Scouts as a movement, GSUSA, or council.

Avoid saying we empower girls/Girl Scouts. They already have the power. Girl Scouting gives them the tools to tap into it.

Girl Scouts are doing great thing *today*. Do not refer to them only as future leaders, as we want to showcase the impact they are making *right now*. Avoid nostalgia. Mention Girl Scout history when it helps to take our story forward, rather than a focus on looking back.

Use the Girl Scout name properly. When used as an adjective, it’s singular (e.g. Girl Scout Cookies, Girl Scout Gold Award).

Show don’t tell. Give examples, use proof points, and bring forward the energy of the Girl Scout community. Be inclusive and welcoming. Keep language bright, positive, conversational, and audience appropriate without being overly formal or using an exclusive tone/bragging.

For a complete style guide, consult the Editorial Guidelines in the Brand Center.

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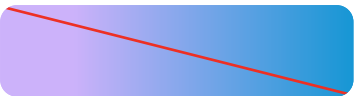
# Color

## Color Values

|                                                                                                                                                               |                                                                                                                                                                 |                                                                                                                                                 |                                                                                                                                                        |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                              |                                                                                                                                                          |                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Cloud</div> <div>RGB<br/>217/217/217</div> <div>Hex<br/>#d9d9d9</div> <div>CMYK<br/>0/0/0/20</div> <div>Pantone Cool Gray 1</div> <div>TCX 12-4300</div> | <div>Star Green</div> <div>RGB<br/>213/242/103</div> <div>Hex<br/>#d5f267</div> <div>CMYK<br/>15/0/70/0</div> <div>Pantone 2296</div> <div>TCX 13-0645</div>    | <div>Sea Foam</div> <div>RGB<br/>161/237/213</div> <div>Hex<br/>#a1edd5</div> <div>CMYK<br/>33/0/20/0</div> <div>Pantone 573</div> <div></div>  | <div>Sky</div> <div>RGB<br/>160/222/241</div> <div>Hex<br/>#a0def1</div> <div>CMYK<br/>35/0/0/0</div> <div>Pantone 635</div> <div>TCX 12-4401</div>    | <div>Crocus</div> <div>RGB<br/>204/179/250</div> <div>Hex<br/>#ccb3fa</div> <div>CMYK<br/>20/30/0/0</div> <div>Pantone 2635</div> <div>TCX 14-3612</div>     | <div>Bubblegum</div> <div>RGB<br/>247/171/214</div> <div>Hex<br/>#f7abd6</div> <div>CMYK<br/>0/35/0/0</div> <div>Pantone 230</div> <div>TCX 15-2213</div> | <div>Peach</div> <div>RGB<br/>255/185/157</div> <div>Hex<br/>#fcb89d</div> <div>CMYK<br/>0/30/30/0</div> <div>Pantone 162</div> <div>TCX 13-1022</div>       | <div>Khaki</div> <div>RGB<br/>213/202/159</div> <div>Hex<br/>#d5ca9f</div> <div>CMYK<br/>20/15/40/0</div> <div>Pantone 4545</div> <div>TCX 14-0925</div> | <div>Sunshine</div> <div>RGB<br/>255/244/65</div> <div>Hex<br/>#fff441</div> <div>CMYK<br/>0/5/80/0</div> <div>Pantone 101</div> <div>TCX 12-0642</div>  |
| <div>Stone</div> <div>RGB<br/>168/168/168</div> <div>Hex<br/>#a8a8a8</div> <div>CMYK<br/>0/0/0/40</div> <div>Pantone Cool Gray 6</div> <div>TCX 14-5002</div> | <div>Girl Scout Green</div> <div>RGB<br/>0/180/81</div> <div>Hex<br/>#00b451</div> <div>CMYK<br/>95/0/100/0</div> <div>Pantone 354</div> <div>TCX 16-6340</div> | <div>Teal</div> <div>RGB<br/>0/178/190</div> <div>Hex<br/>#00b2be</div> <div>CMYK<br/>83/2/28/3</div> <div>Pantone 7466</div> <div></div>       | <div>River</div> <div>RGB<br/>20/150/212</div> <div>Hex<br/>#1496d4</div> <div>CMYK<br/>90/15/0/0</div> <div>Pantone 2192</div> <div>TCX 17-4435</div> | <div>Violet</div> <div>RGB<br/>158/95/214</div> <div>Hex<br/>#9e5fd6</div> <div>CMYK<br/>40/60/0/0</div> <div>Pantone 2083</div> <div>TCX 7-3628</div>       | <div>Fuchsia</div> <div>RGB<br/>253/50/158</div> <div>Hex<br/>#fd329e</div> <div>CMYK<br/>0/80/0/0</div> <div>Pantone 232</div> <div>TCX 17-2627</div>    | <div>Poppy</div> <div>RGB<br/>238/49/36</div> <div>Hex<br/>#ee3124</div> <div>CMYK<br/>0/90/100/0</div> <div>Pantone Bright Red</div> <div>TCX 17-1563</div> | <div>Flame</div> <div>RGB<br/>255/131/12</div> <div>Hex<br/>#ff830c</div> <div>CMYK<br/>0/65/100/0</div> <div>Pantone 1585</div> <div>TCX 17-1350</div>  | <div>Gold</div> <div>RGB<br/>247/190/0</div> <div>Hex<br/>#f7be00</div> <div>CMYK<br/>0/30/100/0</div> <div>Pantone 7408</div> <div>TCX 13-0759</div>    |
| <div>Black</div> <div>RGB<br/>0/0/0</div> <div>Hex<br/>#000000</div> <div>CMYK<br/>0/0/0/100</div> <div>Pantone Black</div> <div>TCX 19-0840</div>            | <div>Forest Green</div> <div>RGB<br/>0/86/64</div> <div>Hex<br/>#005640</div> <div>CMYK<br/>95/35/80/40</div> <div>Pantone 7729</div> <div>TCX 19-6027</div>    | <div>Deep Cyan</div> <div>RGB<br/>0/105/115</div> <div>Hex<br/>#006973</div> <div>CMYK<br/>90/43/47/17</div> <div>Pantone 315</div> <div></div> | <div>Ocean</div> <div>RGB<br/>0/73/135</div> <div>Hex<br/>#004987</div> <div>CMYK<br/>100/50/0/30</div> <div>Pantone 2186</div> <div>TCX 19-4049</div> | <div>Deep Purple</div> <div>RGB<br/>92/31/139</div> <div>Hex<br/>#5c1f8b</div> <div>CMYK<br/>80/100/0/0</div> <div>Pantone 3583</div> <div>TCX 19-3638</div> | <div>Plum</div> <div>RGB<br/>175/0/97</div> <div>Hex<br/>#af0061</div> <div>CMYK<br/>5/100/0/25</div> <div>Pantone 227</div> <div>TCX 19-2434</div>       | <div>Cherry</div> <div>RGB<br/>156/0/0</div> <div>Hex<br/>#9c0000</div> <div>CMYK<br/>0/100/85/40</div> <div>Pantone 7622</div> <div>TCX 18-1552</div>       | <div>Brown</div> <div>RGB<br/>118/58/22</div> <div>Hex<br/>#763a16</div> <div>CMYK<br/>0/65/100/70</div> <div>Pantone 168</div> <div>TCX 18-1541</div>   | <div>Desert</div> <div>RGB<br/>192/102/22</div> <div>Hex<br/>#a86b1d</div> <div>CMYK<br/>0/60/100/25</div> <div>Pantone 146</div> <div>TCX 18-1160</div> |

### Misuse

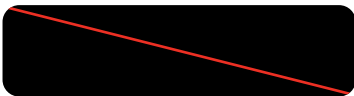
Don't use gradients.



Don't fake metallics.



Avoid black backgrounds.



Don't create new colors.



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# Typography

## Typographic Suite

Headline

Girl Scout Display, Light

Subheader 1

Trefoil Sans, Medium

Subheader 2

Girl Scout Text, Medium

Body Copy

Trefoil Sans, Light

Call to Action

Girl Scout Display, Light

All Caps

Headline

Subheader 1

Subheader 2

Ribea est, quibusapera sus el in este porum, quo cupti rera aut evelict atemolectem illacim poraesciis pa volor rat quate as molupie niendite ipsapis nectem esed qui.

CALL TO ACTION

## Supplemental Fonts for Events and Products Only

Trefoil Slab Bold

Trefoil Sans Black

THIN MINT CAPS

Thin Mint Script

Ultra Regular

Teko Semi Bold

Helvetica Regular

Petit Formal Script

This guide is meant to be a quick visual reference. Visit the brand center for more extensive details.

# 9 Illustration and Iconography

Illustrations should incorporate the brand color palette.

## Spot Illustrations

Spot illustrations are objects or people that stand on their own and relate to Girl Scout programming and themes.

- 1. Flat color (no gradients or textures)
- 2. Flat-color shadows and highlights to add dimension
- 3. Colored line accents within flat colors to add depth
- 4. Edges or borders with no black outline
- 5. Realistic colors (e.g., accurate skin tones)
- 6. Similar level of realism as existing illustrations



## Scene Illustrations

Scene illustrations are a mix of objects, background scenery, and people. Scene illustrations are focused on depicting people in real moments and places, many of which relate to Girl Scout programming. Background scenery is what differentiates scene from spot illustrations.

- 1. Flat color (no gradients)
- 2. Flat-color shadows and highlights to add dimension
- 3. Colored line accents within flat colors to add depth
- 4. Edges or borders with no black outline
- 5. Realistic colors (e.g., accurate skin tones)
- 6. Similar level of realism as existing illustrations
- 7. Background scenery (minimal texture permitted)



## Iconography

Icons should be informational and easily recognizable. They need to be effective and legible in small scale. Each icon represents a specific meaning and should only be used as such.



# 10 Photography

## Overview of Style

Our approach to lifestyle photography is editorial and focused on capturing real girls in the authentic moments and places they experience as Girl Scouts. Our photography should always embody who girls are and what they do. It's important to show girls in both community settings and as unique individuals—while also capturing diversity, equity, and inclusion in all their forms, including age, race, ability, size, and geography. It's important to show girls with the parents and volunteers who help shape their experiences, while ensuring the focus is still on the girl.

## Do's

Do capture the authentic emotional range of girls and their expressions. Show a full spectrum of expression ranging from determination and pride to joy and bliss.

Do capture candid moments of girls in the places where they are doing things: in the classroom, outside, running, advocating.



## Don'ts

Don't use duotones or gradient overlays.

Don't add filters or vignettes.

Don't rotate unnaturally or use low-resolution photos.

Don't use photos that feel staged or forced.

