



# GIRL SCOUTS BRAND REFRESH

*Tips for implementing new  
brand*

# Consolidated and Consistent Brand Architecture

- The Trefoil is the single visual element that's been consistent throughout the history of Girl Scouts.
- In using this symbol consistently, we speak in a singular voice and enhance brand perception.
- These logos listed here are the only approved logos to represent the Girl Scout Movement.



# Logo Hierarchy

- Consider the audience you are designing for. If it is current members, volunteers, or alums, a service mark may not be necessary.
- When recruiting new members, sponsors, or volunteers, who may be unfamiliar with the brand, Trefoil should be supported by the servicemark.



The servicemark should be placed beneath the trefoil either to the right or centered along the bottom.



# *Using the Trefoil*

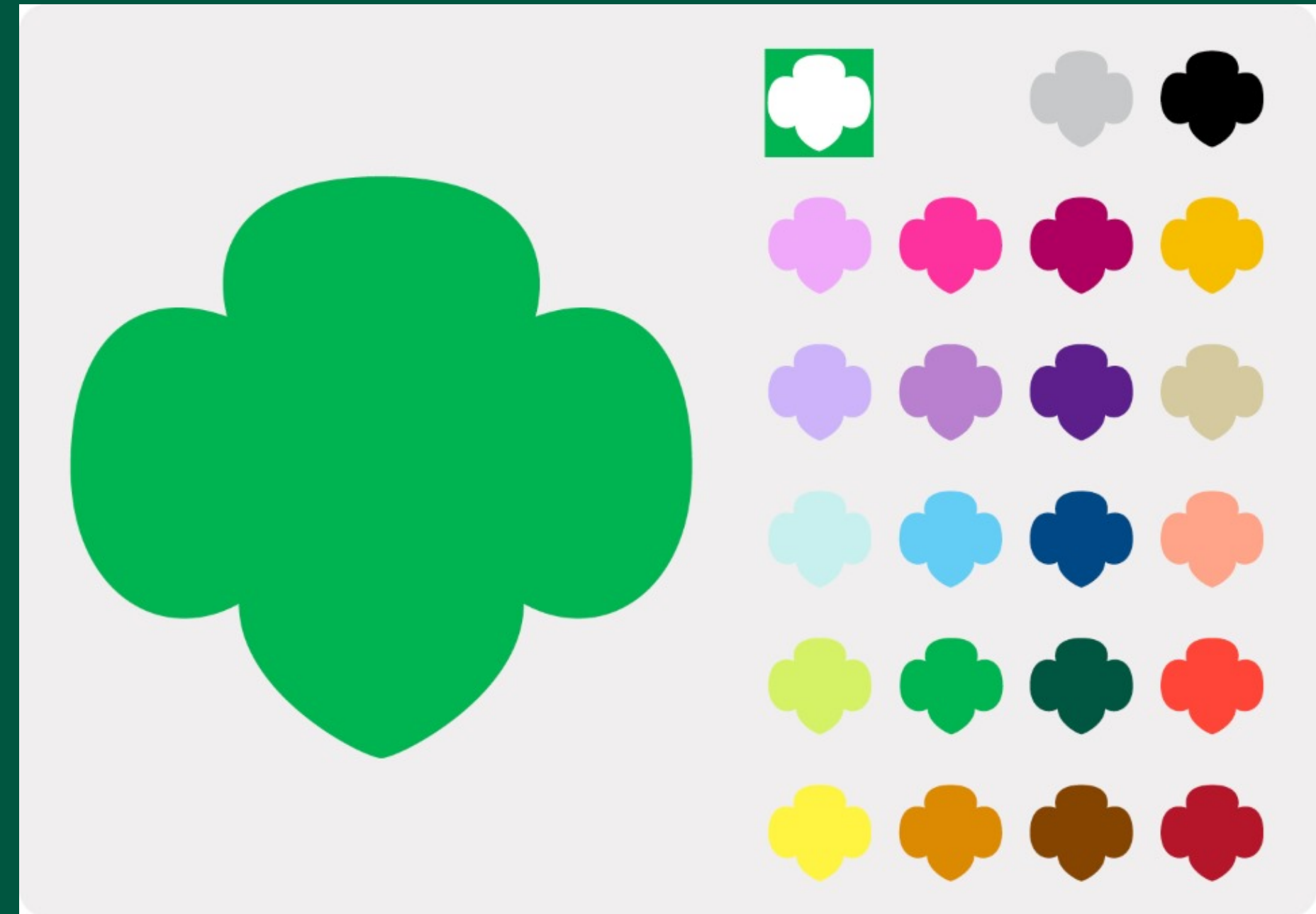
The brand refresh introduced changes to how we use the iconic trefoil. Implementing these changes is an important first step in representing a consistent new brand.



# *Trefoil Do's*



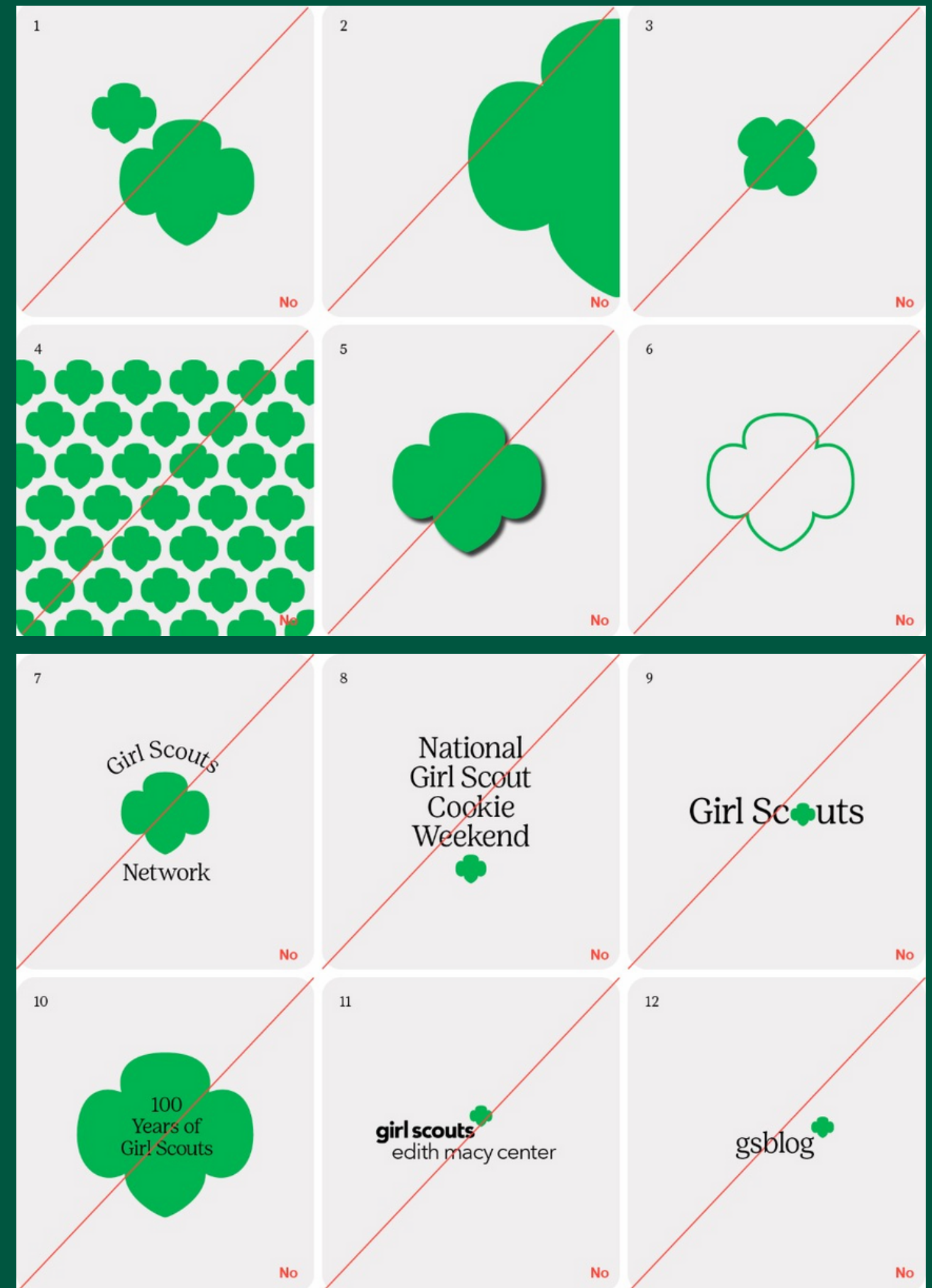
- The most potent expression of our brand - can be used when communicating with internal and external audiences.
- Can be used alone if the Girl Scout brand has been properly identified or established.
- Otherwise, it should be used in combination with Movement or council servicemarks.
- Girl Scout Green is the official brand color for the trefoil. Use this color when communicating with audiences who are unfamiliar with Girl Scouts.
- For audiences familiar with the brand, you may use any official brand color for supporting trefoil elements.



# *Trefoil Dont's*

In order to maintain the consistency of the Trefoil, never do the following:

1. Never use more than one Trefoil in the same application. (one Trefoil can be used per page in a booklet or presentation)
2. Never crop the Trefoil.
3. Never rotate the Trefoil.
4. Never use the Trefoil as a pattern.
5. Never add effects to the Trefoil.
6. Never outline the Trefoil.
7. Never wrap text around or lockup text close to the Trefoil.
8. Never place Trefoil closer to text than clear space allows.
9. Never use Trefoil to replace a typographic character.
10. Never place any text inside the Trefoil, including page numbers.
11. Never place the Trefoil next to text.



# Typography

## Girl Scout Font

- Created exclusively for Girl Scouts
- Two styles: Display and Text
- Display is meant for Large-Scale copy or fonts over 24pts

Display

Light  
*Light Italic*

Text

Book  
*Book Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*

## Alternate Font

### Palatino or Palatino Linotype

- Only use Palatino when the Girl Scout font is not available
- Applicable situations include PowerPoints meant for external use, or editable forms and documents.

Palatino

AaBbCcDd  
EeFfGgHh  
IiJjKkLlMm  
NnOoPpQq  
RrSsTtUu  
VvWwXx  
YyZz01234  
56789



# Typography Tips



- Type should only be in black or white. Do not use other colors for text.
- Do not outline the type.
- Do not add effects to text.
- Don't place Trefoil closer to text than the clear space allows.



- Don't create type lockups by mixing sizes or weights
- Don't use mixed alignment
- Don't use previous Girl Scout fonts.
- Don't illustrate type.
- Don't use black and white text in the same shape.



# Color Palette

# Grade Level Colors

# Daisies - River

# Brownies - Brown

## Juniors - Deep Purple

# Cadettes - Poppy

# Seniors - Flame

## Ambassadors - Gold

# Volunteers - Stone

# Cookie Colors

# Lemon-Ups - Sunshine

# Do-si-dos - Flame

# Tagalongs - Poppy

# Thin Mint- Girl Scout Green

# Toffee-Tastic - Teal

# Trefoil - River

# Samoas - Deep Purple

## S'mores - Brown

Pastel	Cloud	Star Green	Sky	Crocus	Bubblegum	Peach	Khaki	Sunshine
	RGB 217/217/217	RGB 213/242/103	RGB 160/222/241	RGB 204/179/250	RGB 247/171/214	RGB 255/185/157	RGB 213/202/159	RGB 255/244/65
	Hex #d9d9d9	Hex #d5f267	Hex #a0def1	Hex #ccb3fa	Hex #f7abd6	Hex #fcb89d	Hex #d5ca9f	Hex #ffff41
	CMYK 0/0/0/20	CMYK 15/0/70/0	CMYK 35/0/0/0	CMYK 20/30/0/0	CMYK 0/35/0/0	CMYK 0/30/30/0	CMYK 20/15/40/0	CMYK 0/5/80/0
	Pantone Cool Gray 1 TCX 12-4300	Pantone 2296 TCX 13-0645	Pantone 635 TCX 12-4401	Pantone 2635 TCX 14-3612	Pantone 230 TCX 15-2213	Pantone 162 TCX 13-1022	Pantone 4545 TCX 14-0925	Pantone 101 TCX 12-0642
Vivid	Stone	Girl Scouts Green	River	Violet	Fuchsia	Poppy	Flame	Gold
	RGB 168/168/168	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
	Hex #a8a8a8	Hex #00b451	Hex #1496d4	Hex #9e5fd6	Hex #fd329e	Hex #ee3124	Hex #ff830c	Hex #f7be00
	CMYK 0/0/0/40	CMYK 95/0/100/0	CMYK 90/15/0/0	CMYK 40/60/0/0	CMYK 0/80/0/0	CMYK 0/90/100/0	CMYK 0/65/100/0	CMYK 0/30/100/0
	Pantone Cool Gray 6 TCX 14-5002	Pantone 354 TCX 16-6340	Pantone 2192 TCX 17-4435	Pantone 2083 TCX 7-3628	Pantone 232 TCX 17-2627	Pantone Bright Red TCX 17-1563	Pantone 1585 TCX 17-1350	Pantone 7408 TCX 13-0759
Dark	Black	Forest Green	Ocean	Deep Purple	Plum	Cherry	Brown	Desert
	RGB 0/0/0	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
	Hex #000000	Hex #005640	Hex #004987	Hex #5c1f8b	Hex #af0061	Hex #9c0000	Hex #763a16	Hex #a86b1d
	CMYK 0/0/0/100	CMYK 95/35/80/40	CMYK 100/50/0/30	CMYK 80/100/0/0	CMYK 5/100/0/25	CMYK 0/100/85/40	CMYK 0/65/100/70	CMYK 0/60/100/25
	Pantone Black TCX 19-0840	Pantone 7729 TCX 19-6027	Pantone 2186 TCX 19-4049	Pantone 3583 TCX 19-3638	Pantone 227 TCX 19-2434	Pantone 7622 TCX 18-1552	Pantone 168 TCX 18-1541	Pantone 146 TCX 18-1160



# Using Color for Different Audiences

The updated color palette is meant to be flexible and used in a variety of ways to create a unique design.

Examples of designing for specific audiences:

Playful: a vivid, high-contrast color pairing that leans toward a younger audience.

Youthful: Use low-contrast pastels - this can be adapted for a variety of audiences, including older girls and volunteers.

Sophisticated: Pair muted pastels with vivid or dark colors that lean toward a more serious or professional audience.

Playful



Youthful

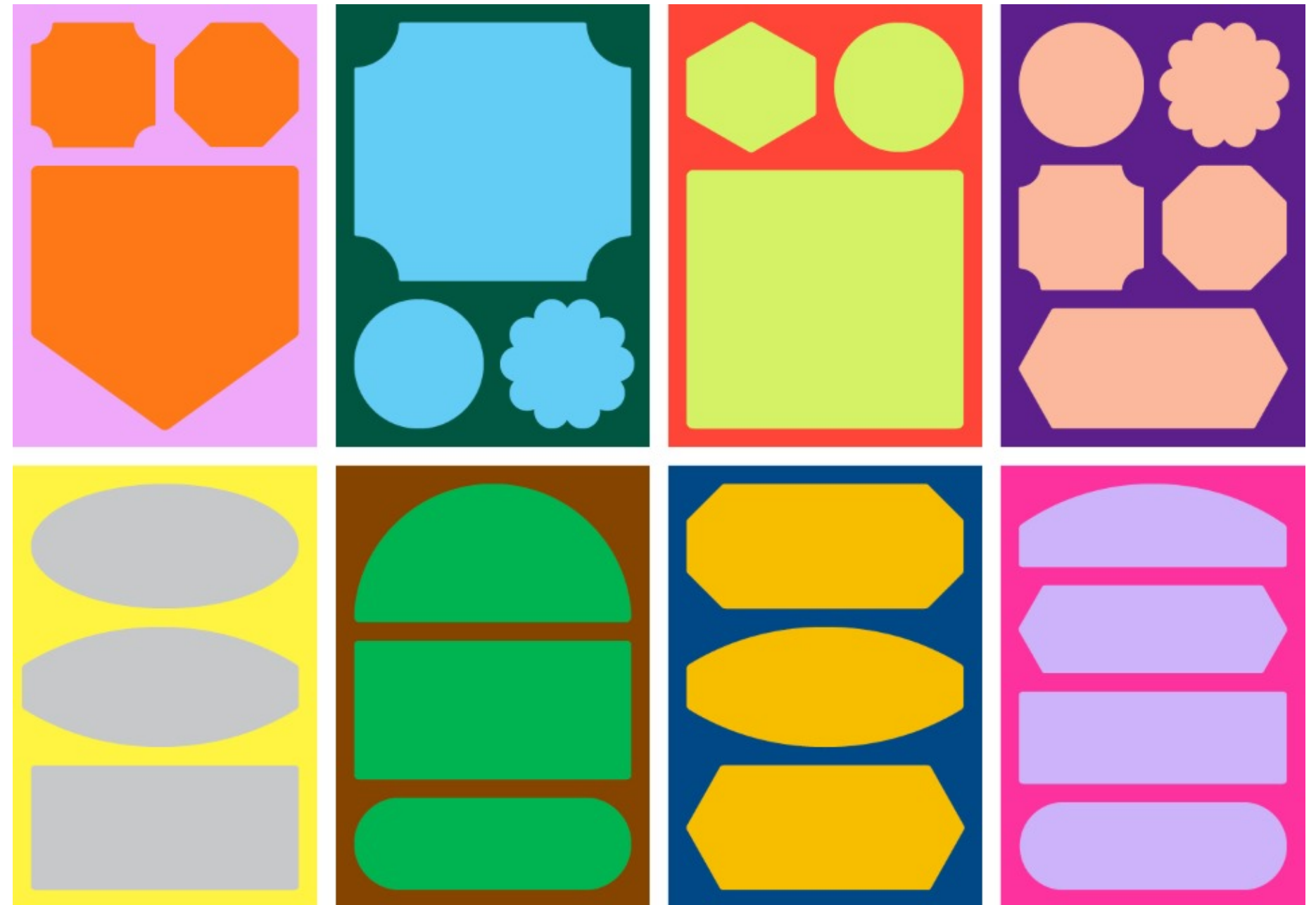
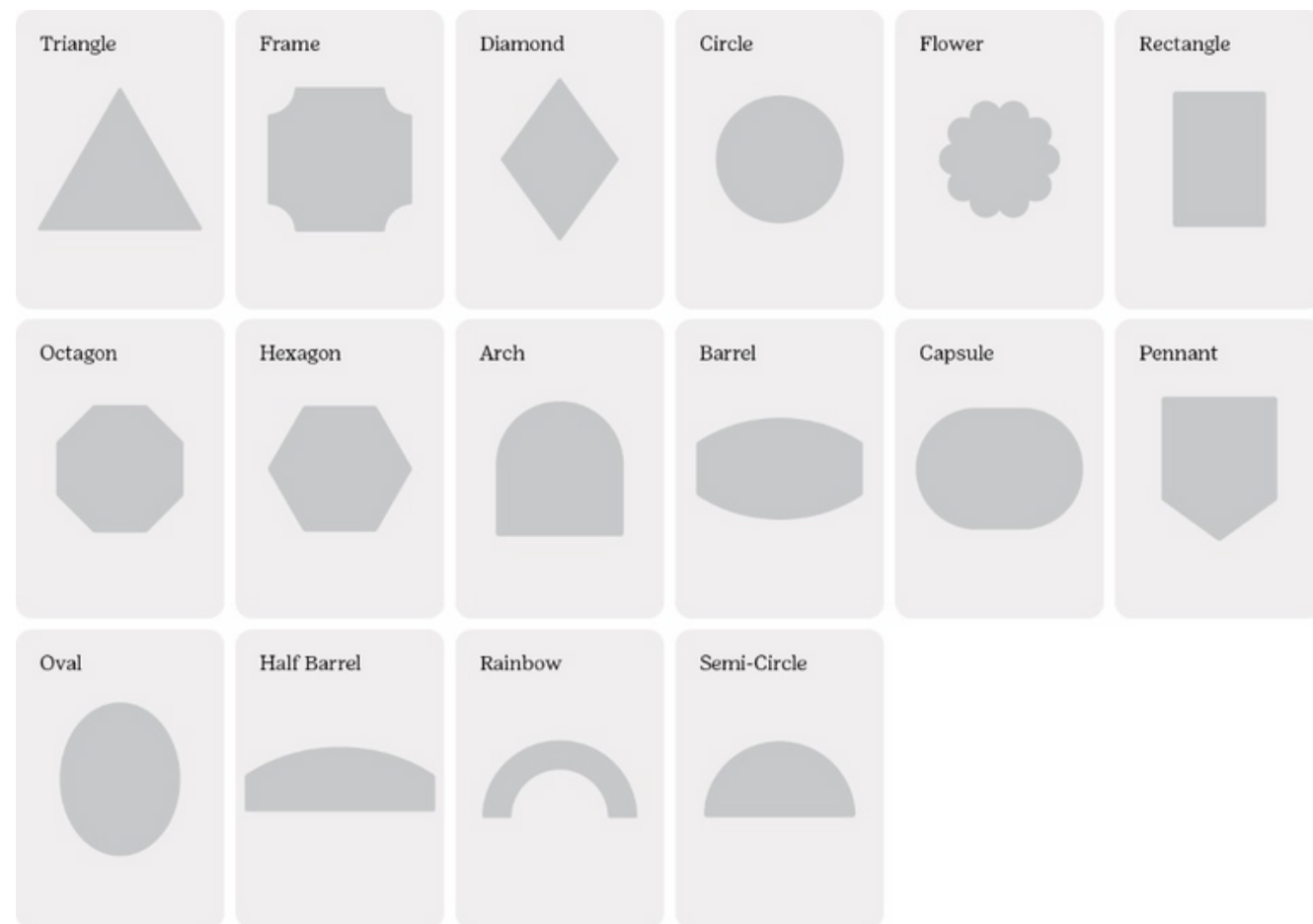


Sophisticated



# Badge & Patch Shapes

- Shapes are a great tool for creating layouts.
- Shape templates are available in the Brand Center.
- For assistance in using shapes, contact GSHH.





# Using Photography

- Capture girls using an authentic emotional range of expressions
- Examples: pride, determination, joy, bliss, thoughtfulness
- Show real girls, not posed, idealized versions
- Candid photos of girls in action - in the classroom, outside, camping, etc.



1. Don't use duotones.
2. Don't overlay gradients on photos.
3. Don't add filters to photos.
4. Don't add vignettes to photos.
5. Don't rotate photos unnaturally.
6. Don't use low-resolution images.

# **Questions?**

**Contact Jennifer Donohue**

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