



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

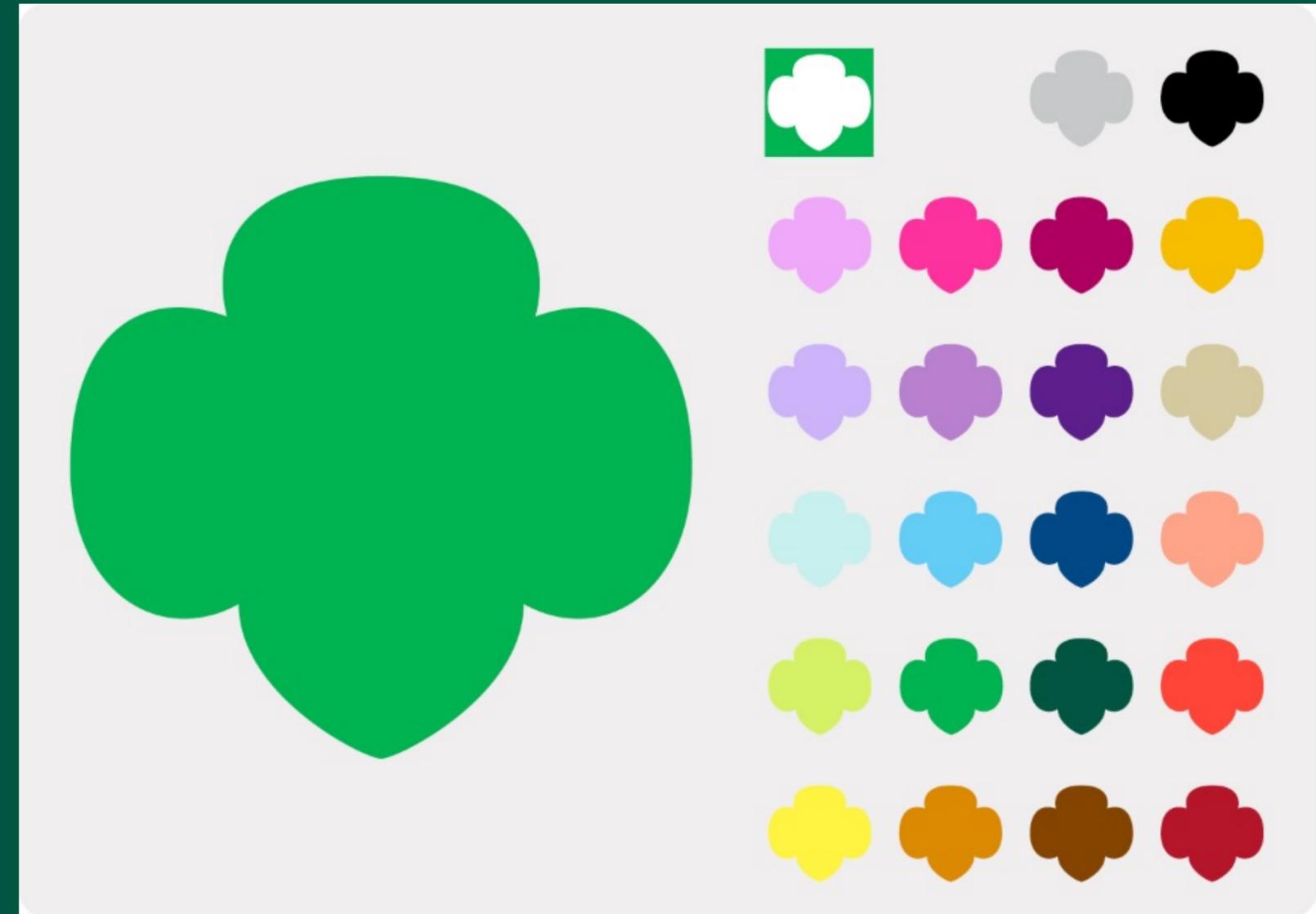
The brand refresh introduced changes to how we use the iconic trefoil. Implementing these changes is an important first step in representing a consistent new brand.



Trefoil Do's



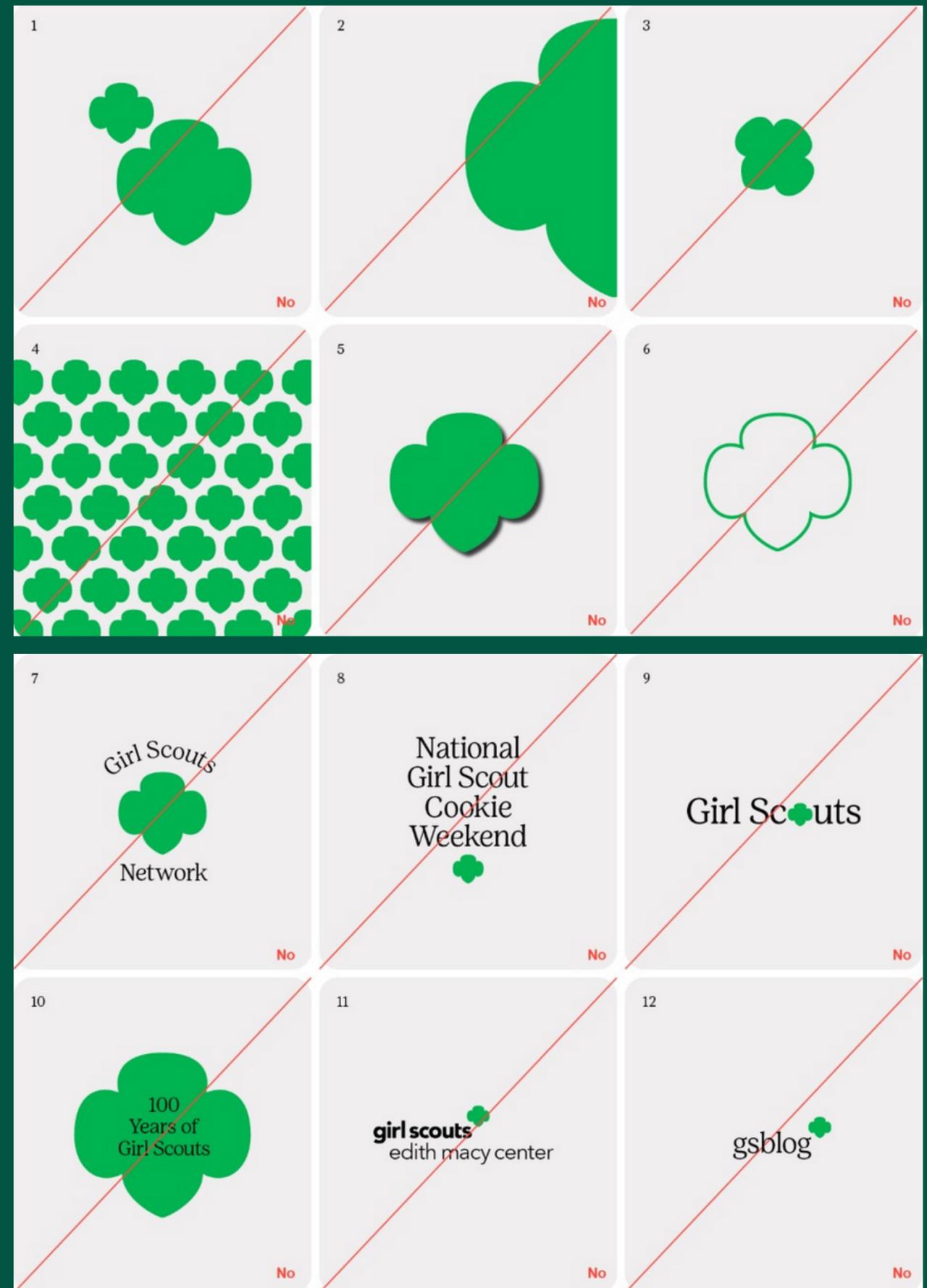
- The most potent expression of our brand - can be used when communicating with internal and external audiences.
- Can be used alone if the Girl Scout brand has been properly identified or established.
- Otherwise, it should be used in combination with Movement or council servicemarks.
- Girl Scout Green 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	<p>Cloud</p> <p>RGB 217/217/217</p> <p>Hex #d9d9d9</p> <p>CMYK 0/0/0/20</p> <p>Pantone Cool Gray 1 TCX 12-4300</p>	<p>Star Green</p> <p>RGB 213/242/103</p> <p>Hex #d5f267</p> <p>CMYK 15/0/70/0</p> <p>Pantone 2296 TCX 13-0645</p>	<p>Sky</p> <p>RGB 160/222/241</p> <p>Hex #a0def1</p> <p>CMYK 35/0/0/0</p> <p>Pantone 635 TCX 12-4401</p>	<p>Crocus</p> <p>RGB 204/179/250</p> <p>Hex #ccb3fa</p> <p>CMYK 20/30/0/0</p> <p>Pantone 2635 TCX 14-3612</p>	<p>Bubblegum</p> <p>RGB 247/171/214</p> <p>Hex #f7abd6</p> <p>CMYK 0/35/0/0</p> <p>Pantone 230 TCX 15-2213</p>	<p>Peach</p> <p>RGB 255/185/157</p> <p>Hex #fcb89d</p> <p>CMYK 0/30/30/0</p> <p>Pantone 162 TCX 13-1022</p>	<p>Khaki</p> <p>RGB 213/202/159</p> <p>Hex #d5ca9f</p> <p>CMYK 20/15/40/0</p> <p>Pantone 4545 TCX 14-0925</p>	<p>Sunshine</p> <p>RGB 255/244/65</p> <p>Hex #fff441</p> <p>CMYK 0/5/80/0</p> <p>Pantone 101 TCX 12-0642</p>	
	Vivid	<p>Stone</p> <p>RGB 168/168/168</p> <p>Hex #a8a8a8</p> <p>CMYK 0/0/0/40</p> <p>Pantone Cool Gray 6 TCX 14-5002</p>	<p>Girl Scouts Green</p> <p>RGB 0/180/81</p> <p>Hex #00b451</p> <p>CMYK 95/0/100/0</p> <p>Pantone 354 TCX 16-6340</p>	<p>River</p> <p>RGB 20/150/212</p> <p>Hex #1496d4</p> <p>CMYK 90/15/0/0</p> <p>Pantone 2192 TCX 17-4435</p>	<p>Violet</p> <p>RGB 158/95/214</p> <p>Hex #9e5fd6</p> <p>CMYK 40/60/0/0</p> <p>Pantone 2083 TCX 7-3628</p>	<p>Fuchsia</p> <p>RGB 253/50/158</p> <p>Hex #fd329e</p> <p>CMYK 0/80/0/0</p> <p>Pantone 232 TCX 17-2627</p>	<p>Poppy</p> <p>RGB 238/49/36</p> <p>Hex #ee3124</p> <p>CMYK 0/90/100/0</p> <p>Pantone Bright Red TCX 17-1563</p>	<p>Flame</p> <p>RGB 255/131/12</p> <p>Hex #ff830c</p> <p>CMYK 0/65/100/0</p> <p>Pantone 1585 TCX 17-1350</p>	<p>Gold</p> <p>RGB 247/190/0</p> <p>Hex #f7be00</p> <p>CMYK 0/30/100/0</p> <p>Pantone 7408 TCX 13-0759</p>
		Dark	<p>Black</p> <p>RGB 0/0/0</p> <p>Hex #000000</p> <p>CMYK 0/0/0/100</p> <p>Pantone Black TCX 19-0840</p>	<p>Forest Green</p> <p>RGB 0/86/64</p> <p>Hex #005640</p> <p>CMYK 95/35/80/40</p> <p>Pantone 7729 TCX 19-6027</p>	<p>Ocean</p> <p>RGB 0/73/135</p> <p>Hex #004987</p> <p>CMYK 100/50/0/30</p> <p>Pantone 2186 TCX 19-4049</p>	<p>Deep Purple</p> <p>RGB 92/31/139</p> <p>Hex #5c1f8b</p> <p>CMYK 80/100/0/0</p> <p>Pantone 3583 TCX 19-3638</p>	<p>Plum</p> <p>RGB 175/0/97</p> <p>Hex #af0061</p> <p>CMYK 5/100/0/25</p> <p>Pantone 227 TCX 19-2434</p>	<p>Cherry</p> <p>RGB 156/0/0</p> <p>Hex #9c0000</p> <p>CMYK 0/100/85/40</p> <p>Pantone 7622 TCX 18-1552</p>	<p>Brown</p> <p>RGB 118/58/22</p> <p>Hex #763a16</p> <p>CMYK 0/65/100/70</p> <p>Pantone 168 TCX 18-1541</p>

Using Color for Different Audiences

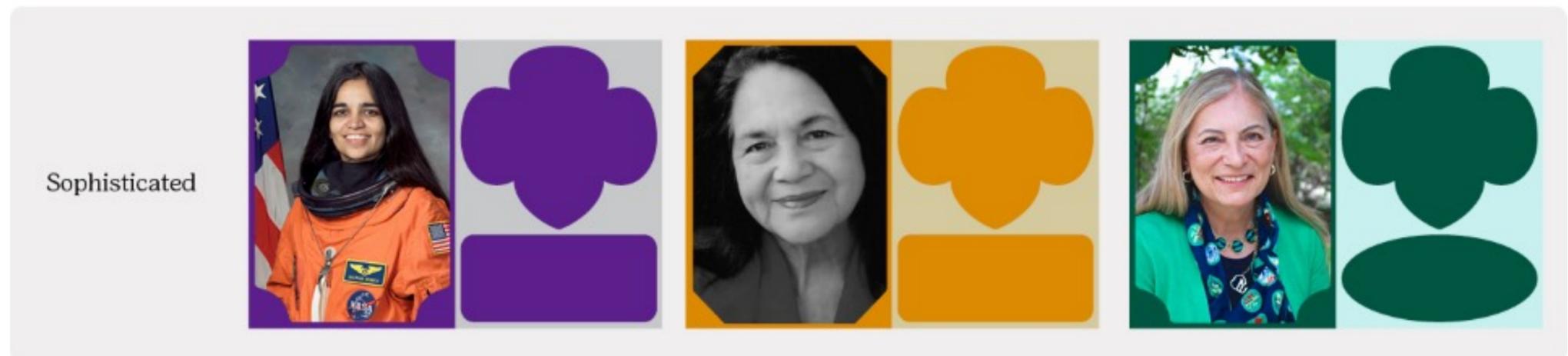
The updated color palette is meant to be flexible and used in a variety of ways to create a unique design.

Examples of designing for specific audiences:

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

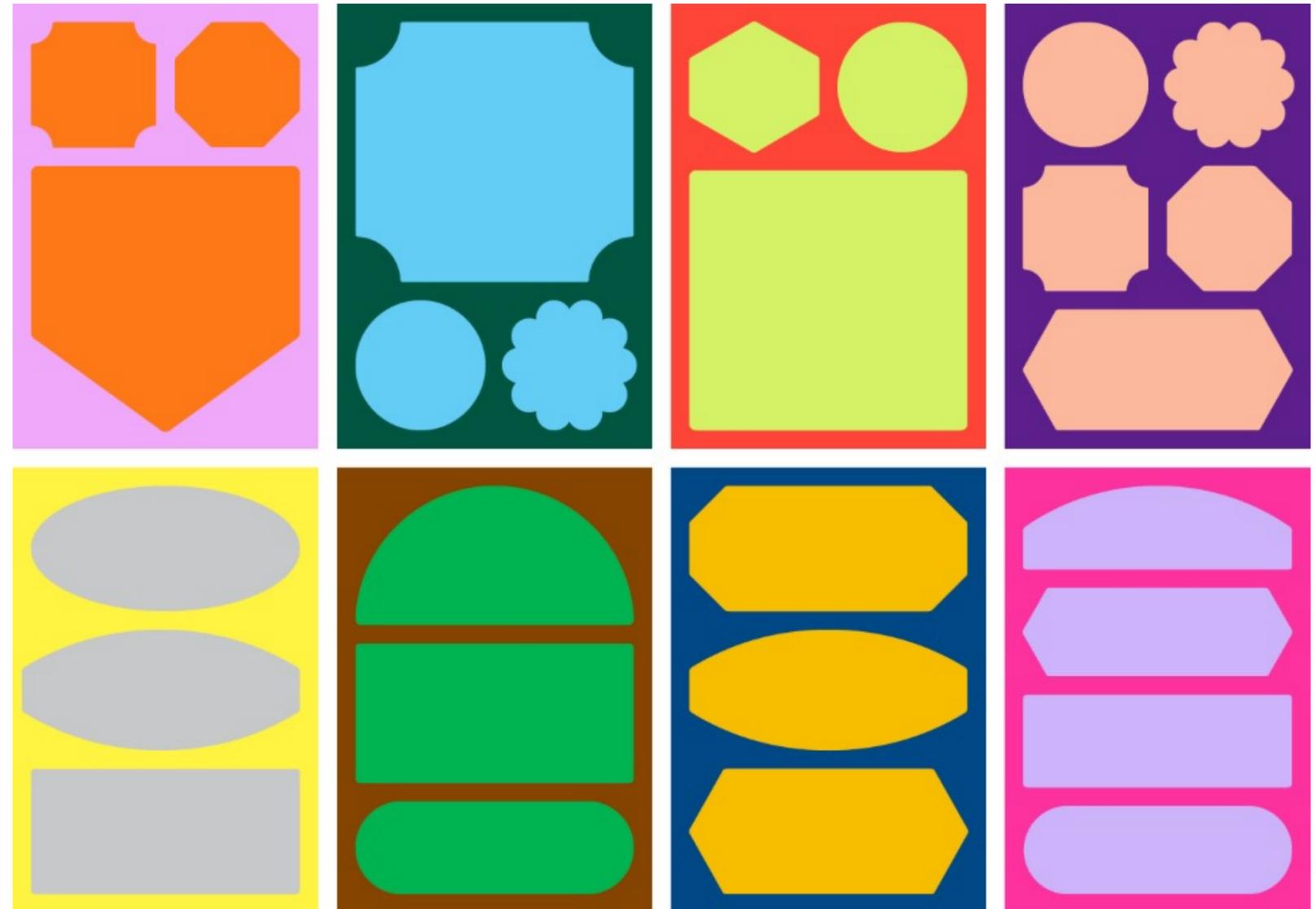
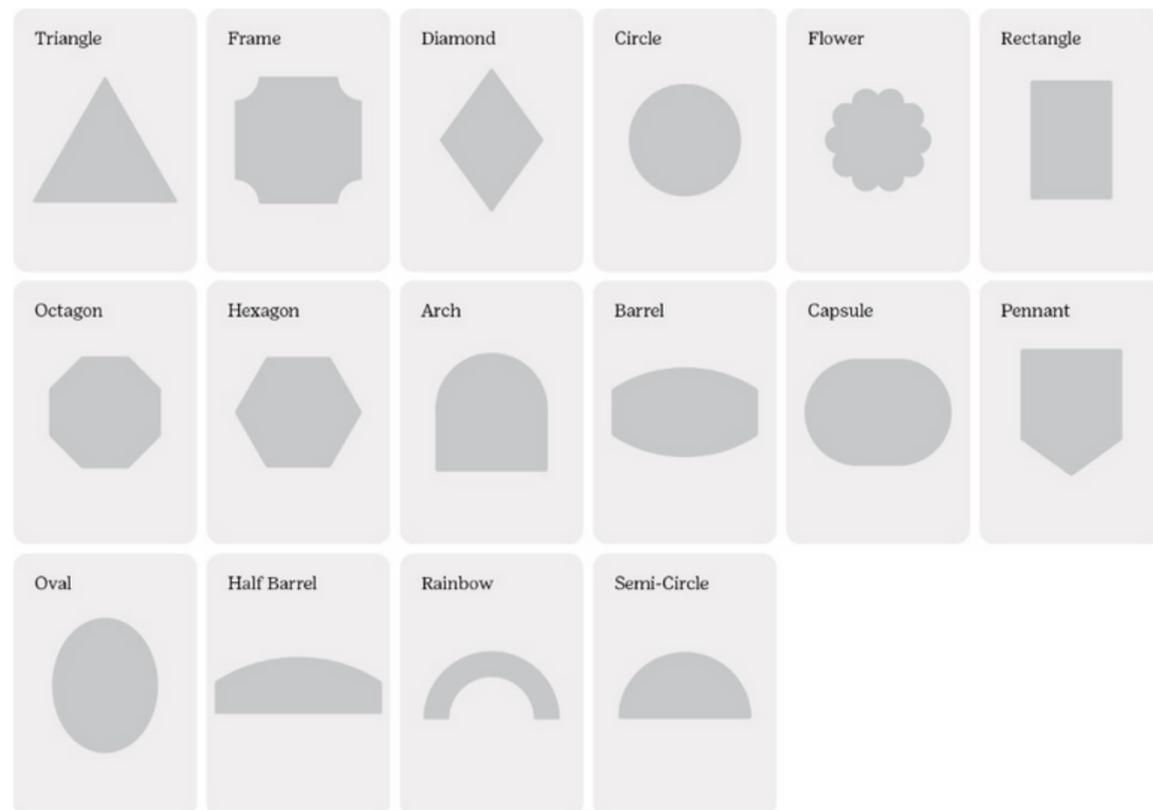
Youthful: Use low-contrast pastels - this can be adapted for a variety of audiences, including older girls and volunteers.

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



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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