Girl Scouts Graphic Guidelines

Council Servicemark and Acronym Clear Space

Servicemarks

It is imperative that we protect the integrity of our servicemark, which means never crowding it or jamming it in a corner.

A minimum clear space of one Trefoil is required between a Council Servicemark and any other element on a page. When aligned with the margin of a composition, the margin is able to be smaller than the designated clear space as long as the servicemark does not touch the edge of a composition.

Alignment

When a council name does not pass the edge of the Trefoil, it is best practice to horizontally center the words "Girl Scouts," not the full servicemark, to the dedicated area. This is for optical alignment. When vertically centering, vertically center the entire mark within the dedicated area.

Centered within Compositions

The servicemark can be centered anywhere along the middle of a composition. Place it thoughtfully in relation to other compositional elements. Clear space should always be followed.

Placed against Margins

The servicemark can be placed against the left, right, top, or bottom margins. This is helpful when a composition leans heavily on the grid system. A margin, if necessary, can be smaller than the clear space, but the servicemark should not touch the edge.

Placed within Shapes

The servicemark can be placed within shapes as long as clear space is adhered to. These shapes should be thoughtfully placed within a composition and follow the overarching shape guidelines.
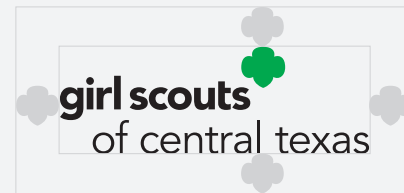
Acronyms

Council Acronyms are shorthand for the full council name. These should be used extremely sparingly and only in cases where the full council servicemark does not fit. Never use acronyms to speak to any audience that does not consist of current members of the referenced council. A minimum clear space of one Trefoils is required between a council acronym and any other element on a page.

Note that this rule defines the space between two elements on a page, not the space to the edge of the page. To determine margins, reference the Layout section.

Council Servicemark and Acronym Minimum Size

Council servicemarks vary in length and height, and for this reason their rules are different than those of the primary servicemark.

The mimimum size for council servicemarks is defined by the height of "girl scouts" plus the Trefoil and should never be under 36px digitally or 0.375 inches in print. This applies to servicemarks of any length—one, two, or three lines.

The smallest size for the council servicemark is determined by the height of the Trefoil should never be smaller than 50px digitally or 0.25 inches in print.

36px
0.375in

32px
0.125in

32px
0.125in
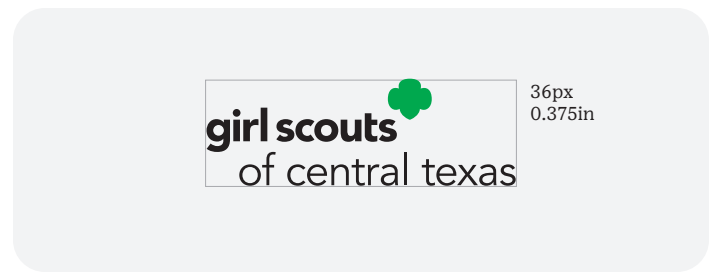
*Note that the minimum size does not account for product and packaging scenarios.*

Council Servicemark and Acronym Color

Council servicemarks and acronyms should be used in our signature two-color lockup: black and green. Text can be used in white when legibility is compromised.

When a single color is required, the council servicemarks and acronyms can be shown in all black or all white.

Please see the Color section to reference the values used for Girl Scout Green.

Note: Product and licensing have specific guidelines that should be referenced.

Two Color

Single Color
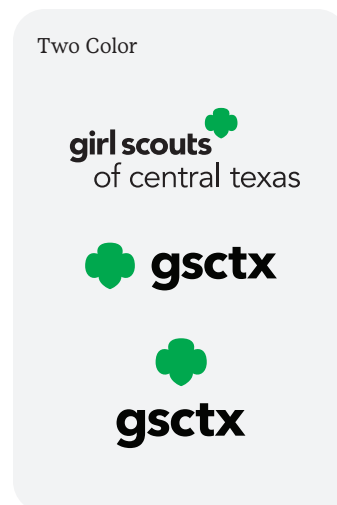
Cobranding

Partner and Sponsor Cobranding

When co-branding at the council level, the full council servicemark should always be used.

While there is no single rule defining the scale relationship of our servicemark to all partner logos, the following examples of various proportions serve as a guide.

The distance between our logo and the partner logo should be two Trefoils, vertically or horizontally. The scale of the logos should achieve an optical balance, not an exact measurement.

The two logos should always be vertically or horizontally centered depending on the orientation.

The color of the keyline should match the color of the servicemark (either black or white). It should be thin but legible (approximately 1pt thick, depending on the size of the co-branding moment). It is best practice for the height of the keyline to equal the height of the servicemark. .

Note: These parameters apply to partners and sponsors but are not intended for product and licensing.

Here is a range of examples to show how partnership servicemarks should appear.
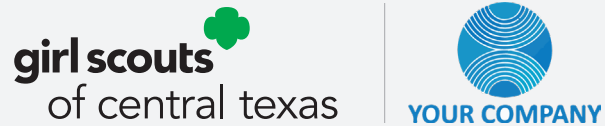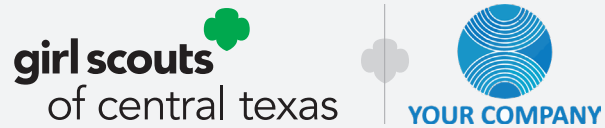
Color Palette

Girl Scout Green

Green is one of our greatest equities. It should be used prominently in external communications, especially for the Trefoil. Two new shades of green support Girl Scout Green, adding variety, depth, and richness. Always consider the role of green when creating both internal and external communications. Also think about communications for both low awareness and high awareness environments.

Full Color Palette

This set of colors offers a broad range of options to achieve various moods and tones when designing for different audiences. The palette includes highest awards colors, grade level colors, and cookie colors—but these colors are not reserved exclusively for those uses.

Star Green	Girl Scouts Green	Forest Green
RGB 213/242/103	RGB 0/180/81	RGB 0/86/64
Hex #d5f267	Hex #00b451	Hex #005640
CMYK 15/0/70/0	CMYK 95/0/100/0	CMYK 95/35/80/40
Pantone 2296	Pantone 354	Pantone 7729
TCX 13-0645	TCX 16-6340	TCX 19-6027

Cloud	Star Green	Sea Foam	Sky	Crocus	Bubblegum	Peach	Khaki	Sunshine
RGB 217/217/217	RGB 213/242/103	RGB 161/237/213	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 #a1edd5	Hex #a0def1	Hex #ccb3fa	Hex #f7abd6	Hex #fcb89d	Hex #d5ca9f	Hex #fff441
CMYK 0/0/0/20	CMYK 15/0/70/0	CMYK 33/0/20/0	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	Pantone 2296	Pantone 573	Pantone 635	Pantone 2635	Pantone 230	Pantone 162	Pantone 4545	Pantone 101
TCX 12-4300	TCX 13-0645	TCX 12-4401	TCX 14-3612	TCX 15-2213	TCX 13-1022	TCX 14-0925	TCX 12-0642

Stone	Girl Scout Green	Teal	River	Violet	Fuchsia	Poppy	Flame	Gold
RGB 168/168/168	RGB 0/180/81	RGB 0/178/190	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 #00b2be	Hex #1496d4	Hex #9e5fd6	Hex #fd329e	Hex #ee3124	Hex #ff830c	Hex #f7be00
CMYK 0/0/0/40	CMYK 95/0/100/0	CMYK 83/2/28/3	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	Pantone 354	Pantone 7466	Pantone 2192	Pantone 2083	Pantone 232	Pantone Bright Red	Pantone 1585	Pantone 7408
TCX 14-5002	TCX 16-6340	TCX 17-4435	TCX 7-3628	TCX 17-2627	TCX 17-1563	TCX 17-1350	TCX 13-0759

Black	Forest Green	Deep Cyan	Ocean	Deep Purple	Plum	Cherry	Brown	Desert
RGB 0/0/0	RGB 0/86/64	RGB 0/105/115	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 #006973	Hex #004987	Hex #5c1f8b	Hex #af0061	Hex #9c0000	Hex #763a16	Hex #a86b1d
CMYK 0/0/0/100	CMYK 95/35/80/40	CMYK 90/43/47/17	CMYK 100/50/0/30	CMYK 80/100/0/0	CMYK 0/100/0/25	CMYK 0/100/85/40	CMYK 0/65/100/70	CMYK 0/60/100/25
Pantone Black	Pantone 7729	Pantone 315	Pantone 2186	Pantone 3583	Pantone 227	Pantone 7622	Pantone 168	Pantone 146
TCX 19-0840	TCX 19-6027	TCX 19-4049	TCX 19-3638	TCX 19-2434	TCX 18-1552	TCX 18-1541	TCX 18-1160

Trefoil

The Trefoil is the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.

It may be used alone for communications where the Girl Scout brand has already been established through prominent copy or other clear context. Otherwise, it should be used in combination with the Movement or council servicemarks.

Trefoil Clear Space

Clear space defines the distance that should be allowed between the Trefoil and any other graphic element on a surface.

When using the Trefoil at a small scale, use the clear space rule outlined in the first example.

When the Trefoil is used at a large scale, it should adhere to the margin and gutter standards outlined in the Layout section of the Brand Standards rather than the clear space rule.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.

Trefoil Minimum Size

To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.
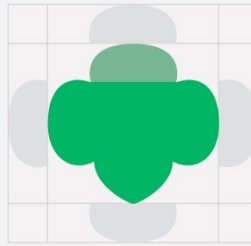
Trefoil Color

Green is our signature color and has been a brand equity since we introduced it in our uniforms in the 1940s, and it became associated with our brand over time. We should leverage this color strategically.
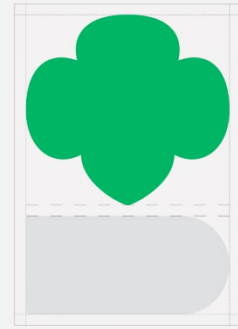
As our official brand color, Girl Scout Green should be used for the Trefoil in formal settings. It should also be used for audiences who are unfamiliar with our brand. Using a consistent color will help to build familiarity and brand recognition.

However, in order to allow for more flexibility within the design system, the Trefoil can also be used as a supporting element using colors from the official palette. This should be reserved for environments where the audience is already familiar with the brand.

As a freestanding element

As part of a composition

A girl, alone,
following
her dream.
Powerful.

Girls, together,
following theirs.
Unstoppable.

A girl, alone,
following her dream.
Powerful.

Girls, together,
following theirs.
Unstoppable.

30px
0.125 in

GS Green

The Trefoil and Typography

The Trefoil can be combined with typography to create countless interesting designs, as these examples show. As long as the general rules—clear space, minimum size, etc.—are followed, most configurations are acceptable.

However, in order to maintain the integrity of the Trefoil and its importance as a symbol of the movement, there are a few things that aren't allowed:

1. Don't place it closer to text than the clear space allows.

2. Don't use it to mimic the movement service mark.

3. Don't place text inside it.

4. Don't use it as a typographic character—including as bullets next to text.

5. Don't treat the Trefoil the same as every other element within a composition. The Trefoil should have prominence and should be a unique element on the page.

General Trefoil Don'ts

In order to maintain the power and integrity of the Trefoil, there are a few things not to do:

6. Don't rotate.

7. Don't crop.

8. Don't add effects.

9. Unlike other shapes, the trefoil should never be outlined.

10. Don't use it decoratively.

11. Don't use it as a pattern (see Product Standards for products and packaging exceptions).
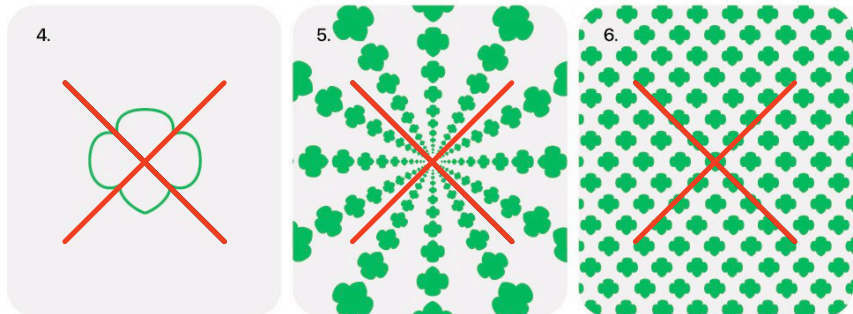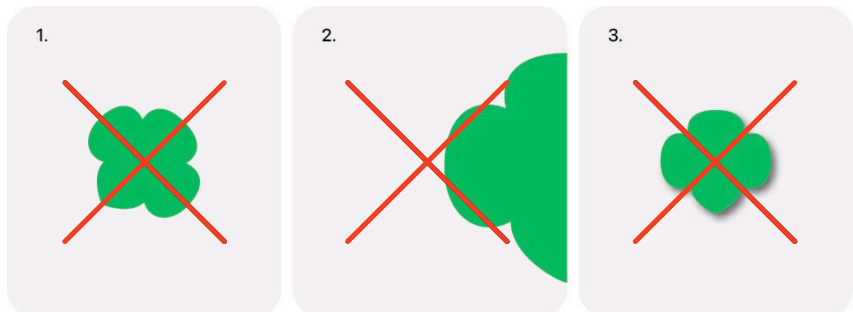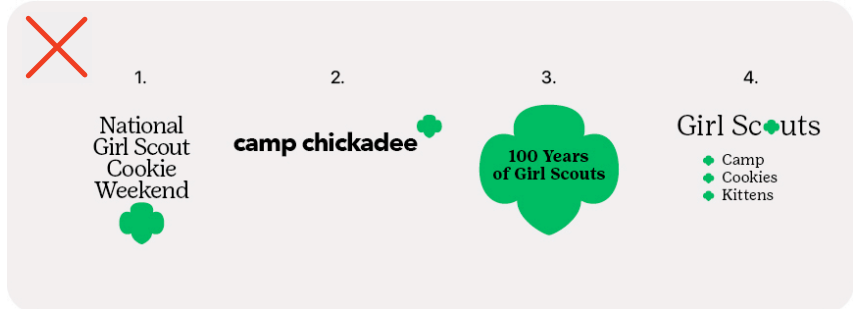
Typography

The Girl Scout Typeface

In order to advance our brand through a single voice, we are introducing a custom typeface that is uniquely our own—appropriately named "Girl Scout."

There are two styles of Girl Scout—display and text—as well as a version that contains all the badge and patch shapes used as design building blocks.

Display is optimized for large-scale copy, like a poster or billboard. Any copy that is used at a large scale (over 24pts) should be set in display.

The text weights are optimized for any content that is set under 24pts. With few exceptions, body copy should be set in Text Book.

Alternate font

Palatino

Because the Girl Scout typeface only renders correctly in live documents when the font has been installed on the hosting computer or device, there is a need for a default typeface that is universally available. Palatino Linotype (just Palatino on Macs) is our replacement font when the Girl Scout font is not available.

Palatino Use Cases

Only use Palatino in documents when the intended recipient resides outside the organization and may not have access to the Girl Scout typeface.

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789

Display

Light
Light Italic

Text

Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic

Palatino

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

This guide is meant to be a quick visual reference. Professional designers may request access to the full brand center by emailing communications@gsctx.org.

T-Shirts, Patches, & More
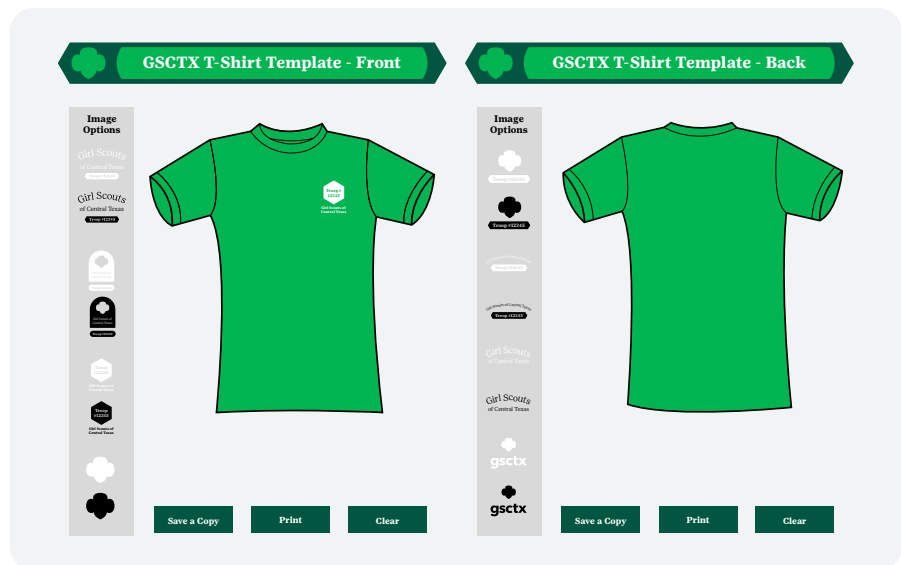
When can you produce branded materials?

You can show your Girl Scout spirit by creating items that use the words "Girl Scouts" or include our council service mark or the Girl Scout Trefoil. However, you may not create items bearing the Girl Scouts name or intellectual property for resale with the purpose of earning a profit (fundraising).

The process differs based on whether the item will:

1. be purchased by the troop or service unit and given to members free of charge, or

2. be given to members as part of a fee-based event (such as getting a "free" T-shirt when attending an event).

You may select and customize a pre-approved t-shirt design from the Girl Scouts of Central Texas Troop T-Shirt Template, located at www.gsctx.org/brand

(Please note: The Girl Scout Profiles and the use of G.I.R.L. branding were retired by Girl Scouts of the USA in 2021.)

GSCTX T-Shirt Template - Front	GSCTX T-Shirt Template - Back
Image Options	Image Options
Save a Copy Print Clear	Save a Copy Print Clear

Here are the guidelines in a nutshell:

1. If you will be purchasing the item with troop or service unit funds and giving it to members free of charge (such as a troop or service unit T-shirt, parade banner, etc.), your design including the words "Girl Scouts" and/or the Girl Scout Trefoil must be reviewed and approved by council, and you can use any print vendor you choose.

2. If you will be giving it away as part of an event that an attendee pays a fee to attend (such as a day camp or service unit event), your design including the words "Girl Scouts" and/or the Girl Scout Trefoil must be reviewed, approved, and printed by a GSUSA-licensed vendor.

For either situation, please submit your item design sketch or concept to **communications@gsctx.org.** Any use of products containing the Girl Scouts name or intellectual property must be approved. Council can review your art, give guidance about your use of brand elements, and give design approval. Or, we can connect you with a GSUSA-licensed vendor if needed (based on the guidelines above).

Typography and Color

Typographic Color

For brand communications, typography should primarily be set in black or white. In limited instances when it's required for clarity, hierarchy, or visual interest, **the ten colors at right may be sparingly applied** to headlines and subheads--**but only against white backgrounds.**
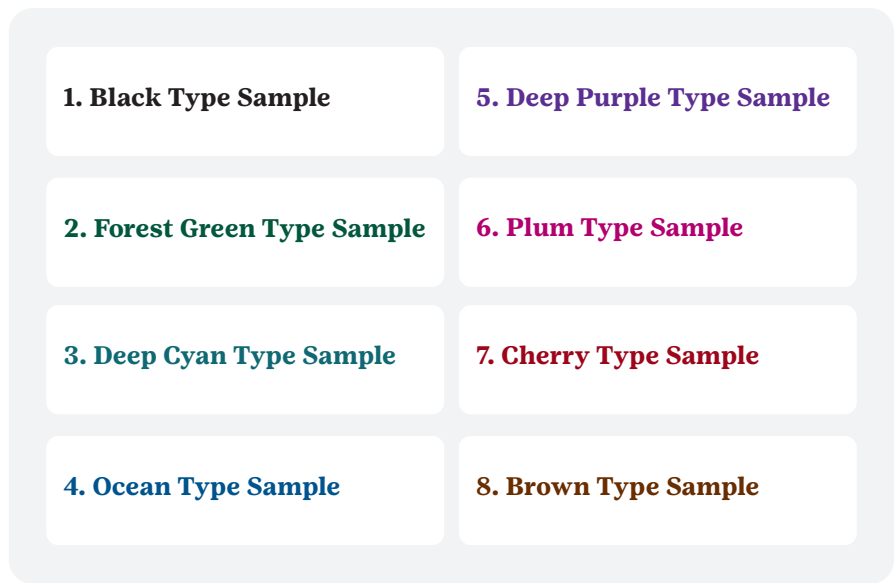
Color on color is only permitted on merchandise, as specified in Girl Scouts of the USA's Product Standards.

Body copy should always be black or white.

ADA and WCAG compliance

For digital applications that require ADA and WCAG compliance,* refer to the chart at right for color pairings that provide sufficient contrast.

Note: ADA and WCAG compliance guidelines only apply to digital applications, not print or products.

1. **Black Type Sample**	5. **Deep Purple Type Sample**
2. **Forest Green Type Sample**	6. **Plum Type Sample**
3. **Deep Cyan Type Sample**	7. **Cherry Type Sample**
4. **Ocean Type Sample**	8. **Brown Type Sample**

Typesetting

Alignment

There are two options for alignment. Headlines and single sentences are centered, while paragraphs and body copy are left aligned. Below are some use case examples.

Centered:
- Headlines and single sentences.

Left aligned:
- Paragraphs
- Captions

Case

Sentence case is the term for capitalizing the first letter of every sentence and is the default in most use cases.

Title case is the term for capitalizing the first letter of each word (except for "minor" words—typically articles, short prepositions, and some conjunctions). Use title case for program names, titles, and headlines that are not full sentences.

Words set in all caps are permissible in very limited use cases. Never set more than a few words in all caps and use it sparingly in running copy.

Typesetting Don'ts

- Don't use previous Girl Scout typefaces: Trefoil Sans, Trefoil Slab, Trefoil DIY, Shortbread, or Thin Mint.
- Don't outline type.
- Don't add effects to type.
- Don't use mixed alignment.

Type is left aligned or centered.

Headline
Centered

World, meet girl.

Subhead + Call to action
Centered

If she can imagine it,
we can help her accomplish it.

JOIN US

Subhead + body copy
Left aligned

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

The left edge of the paragraph is always straight, the right edge is always ragged.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Each line in a paragraph should not exceed 8–10 words.

Case varies depending on usage.

Headline
Sentence case

Girls run this world. Try to keep up.

Program names and titles
Title case

Campfire
Chats

Call to action
All caps

JOIN US

Girl Scout cookies

She blazes trails.

She blazes trails.

National Girl Scout Cookie Weekend

Shapes Overview

Badge and Patch Shapes

Though they are not required, shapes are great tools for creating a broad spectrum of layouts that are visually compelling. Refer to the examples of both simple and complex layouts incorporating shapes throughout the Brand Center.
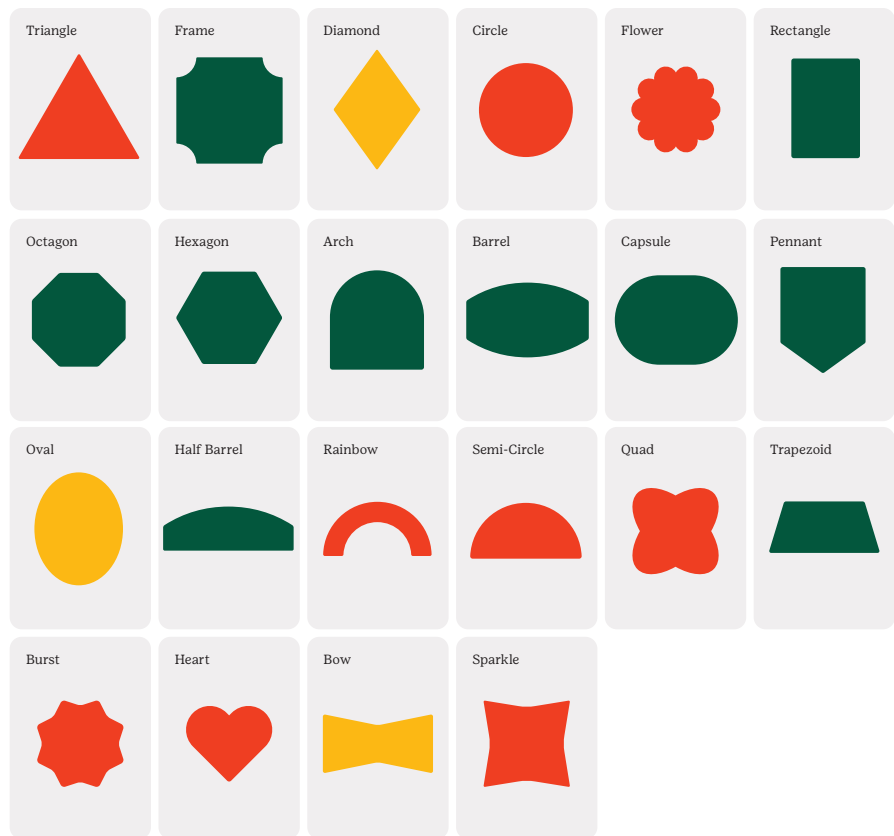
Badge & Patch Shapes Categories

All shapes can scale, but some are more flexible than others. They are organized into three categories:
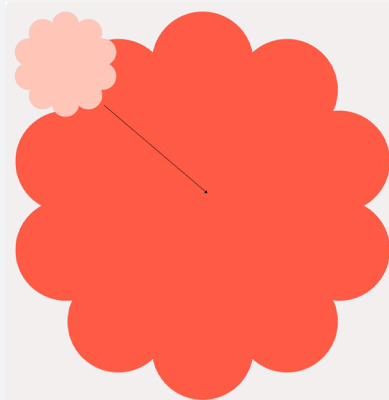
Fixed: These shapes never change their original proportions. They should never be stretched or expanded—only scaled and, in some cases, rotated.

Stretchable: These shapes can be scaled proportionally and stretched vertically or horizontally, within limits.
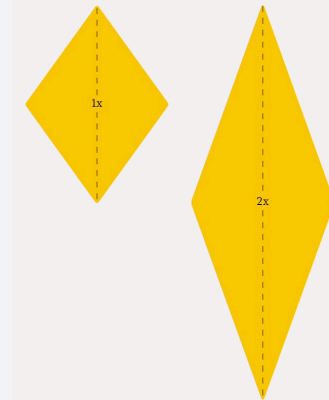
Expandable: These shapes can be scaled proportionally or expanded with no fixed limits by moving selected points. To maintain the integrity of their forms, you should not stretch these shapes.

Triangle	Frame	Diamond	Circle	Flower	Rectangle
Octagon	Hexagon	Arch	Barrel	Capsule	Pennant
Oval	Half Barrel	Rainbow	Semi-Circle	Quad	Trapezoid
Burst	Heart	Bow	Sparkle		

Fixed

Stretchable

1x

2x

Expandable

Using Shapes

General Composition

Shapes are great tools for helping create visually compelling content. Multiple-shape layouts are especially useful for breaking up infographics or dense content. Shapes should not be placed arbitrarily, but instead used thoughtfully to organize information and support content.

### Photography and Illustration in Shapes

Enclosing photography and illustration in one of our shapes reinforces its place in an overall cohesive design. Allowing photos and illustrations to occasionally break out of a shape is a great way to add dimension and energy to a composition, but use the technique sparingly.

Outlining Shapes

Like overlapping shapes, use outlined shapes sparingly. They are particularly useful when designing print materials with low ink coverage to ensure more cost-effective printing.

A Few Outlining Don'ts

1. Don't use outlined shapes as photo frames—or in any application where they're purely decorative.

2. Don't fill outlined shapes—they're either filled OR outlined.

3. Don't outline shapes with broken or dashed lines.
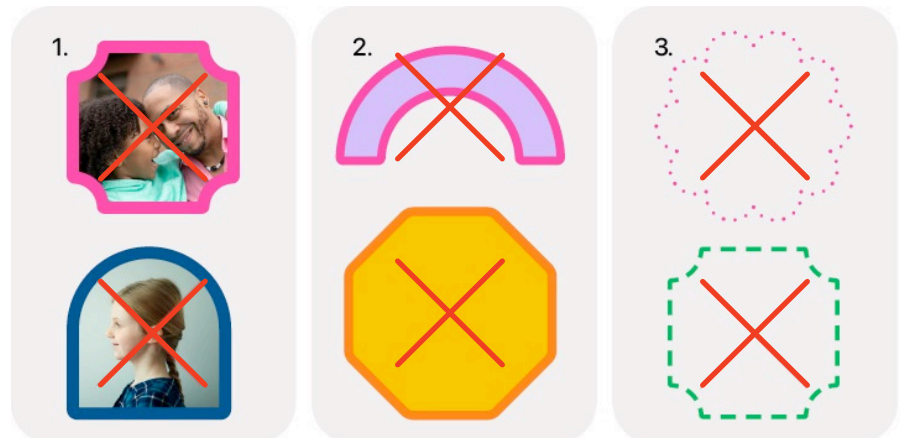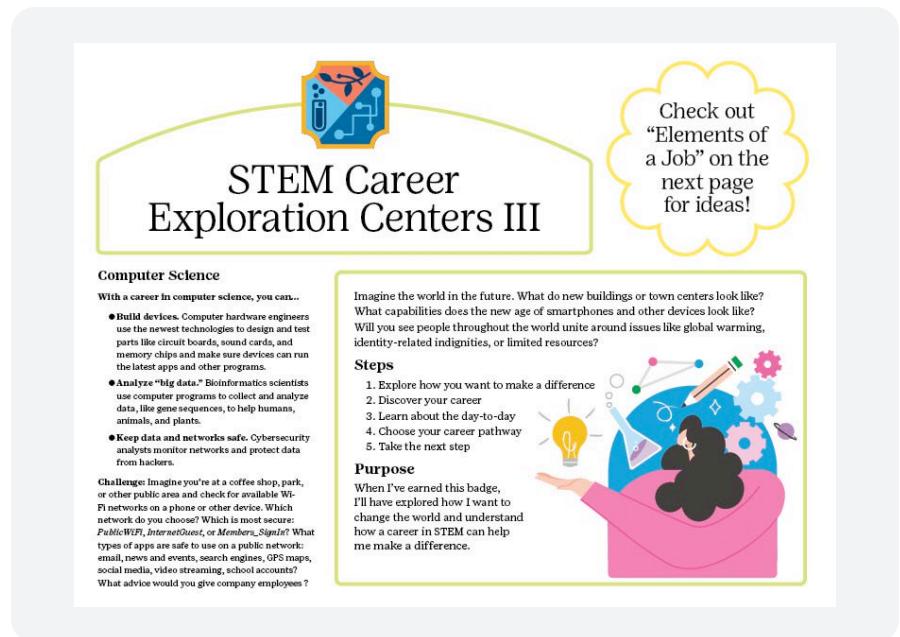
Illustration

Illustrations are vibrant artistic visual interpretations that bring a story to life. They enhance messaging, storytelling, merchandise, and program materials. They also serve as decorative elements and patterns on products. Don't confuse illustrations with iconography; generally, an illustration is specific to a particular project and isn't recycled (with a few exceptions, such as standardized badges and cookie illustrations).

To work within the design system, illustrations should use solid fields of color to create dimensionality, movement, and detail. Here we show a range of illustration styles that align with our brand identity and represent examples of the style suggested above.
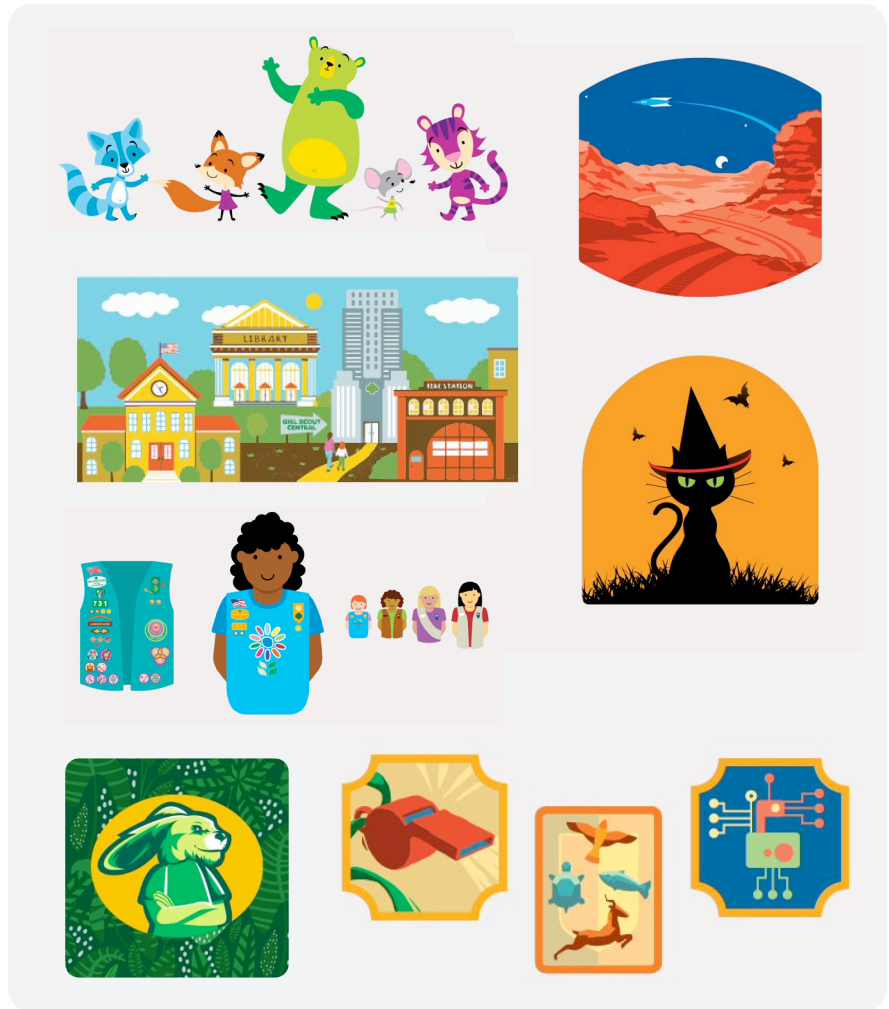

Illustration Don'ts

The following illustration styles don't conform to the brand standard:

1. Color outlined with black strokes

2. A sketchy, hand-drawn look

3. Photorealism

4. Collages

5. "Bathroom door" style figures

6. More than one style within a composition or program

Photography

Expression

Our photography should capture the authentic emotional range of girls and their expressions. We show a full spectrum of expression ranging from determination and pride to joy and bliss. We should show real girls, not images of who they think they should be.

Environment

It is important to capture girls in the places where they are doing things: in the classroom, outside, camping, running, advocating.

These images represent the wide range of experiences girls have with Girl Scouts.

When capturing shots of girls in action, the girls should be unaware of the camera. It is crucial to capture candid moments so the images don't feel staged.

Photography Don'ts

Here are styles and effects to avoid when using photography:

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.