

girl scouts 
louisiana east

Branding Guide Training

Made by Girl Scouts Louisiana East

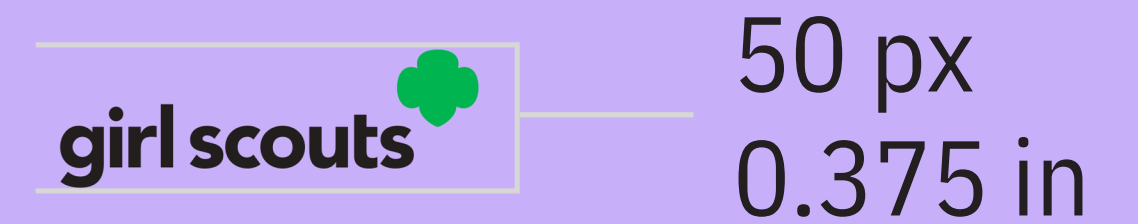
1. When using the service mark



Clear Space



Minimum Size



Two Color (Black)

Two Color (White)

Single Color (Black)

Single Color (White)

Approved Colors



Things not to do-

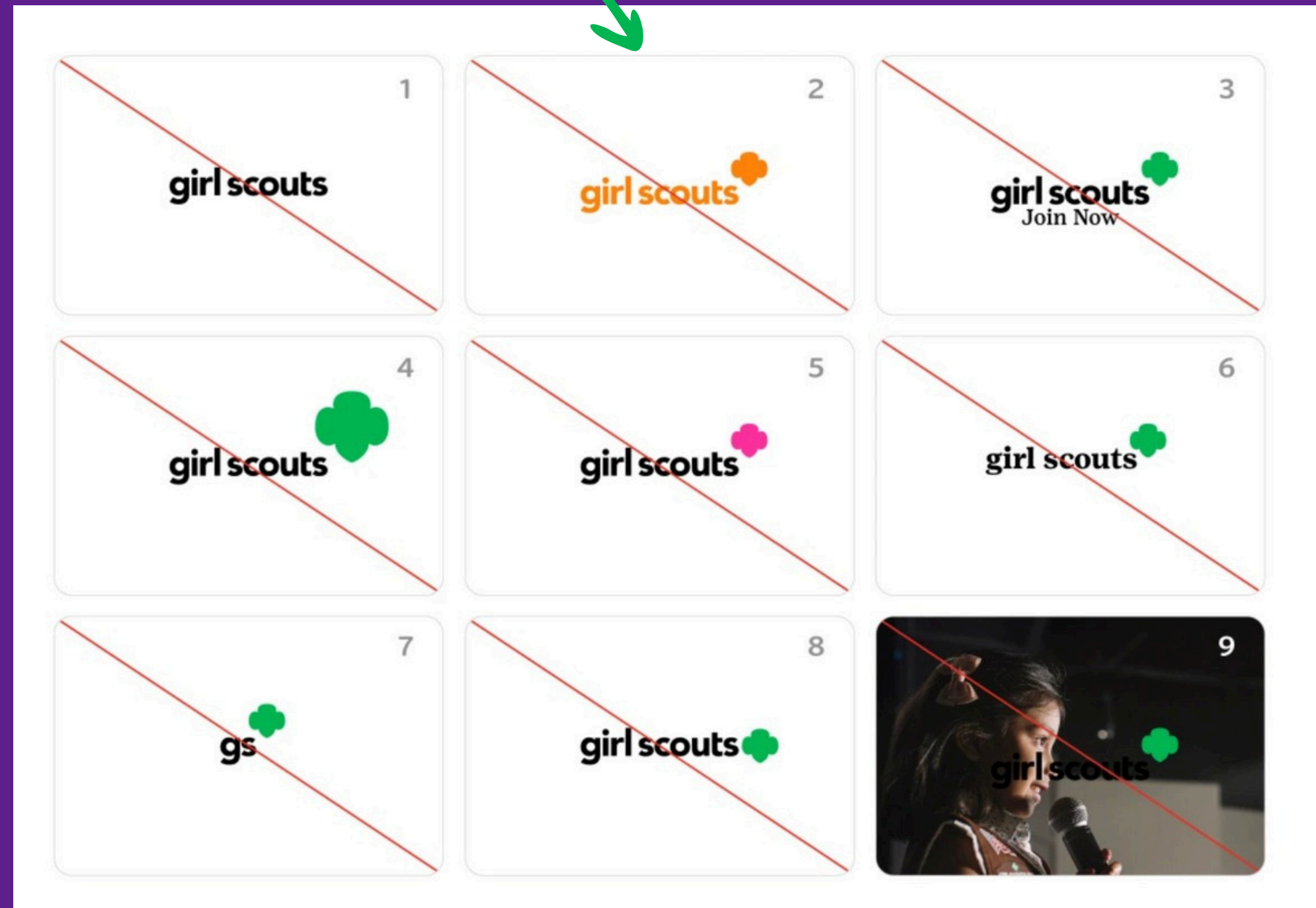
The Movement Servicemark is the focal point—an instantly recognizable symbol of the brand. That’s why it’s important to use it exactly as specified in these guidelines. Our logo is made up of custom-designed letterforms paired with the Trefoil.

1. Do not use the words from the servicemark without the Trefoil.
2. Do not use unapproved colors.
3. Do not impede on its clear space.
4. Do not change the size of the Trefoil.
5. Do not change the color of the Trefoil.
6. Do not recreate it using a different typeface.
7. Do not abbreviate it.
8. Do not create new lockups.
9. Do not place over a photo that lacks proper contrast or block the focal point of a photo.

girl scouts
louisiana east

girl scouts
louisiana east

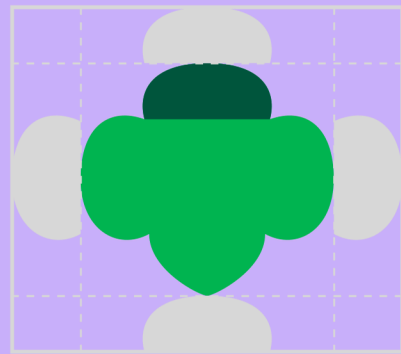
Misuse



2. When using the Trefoil



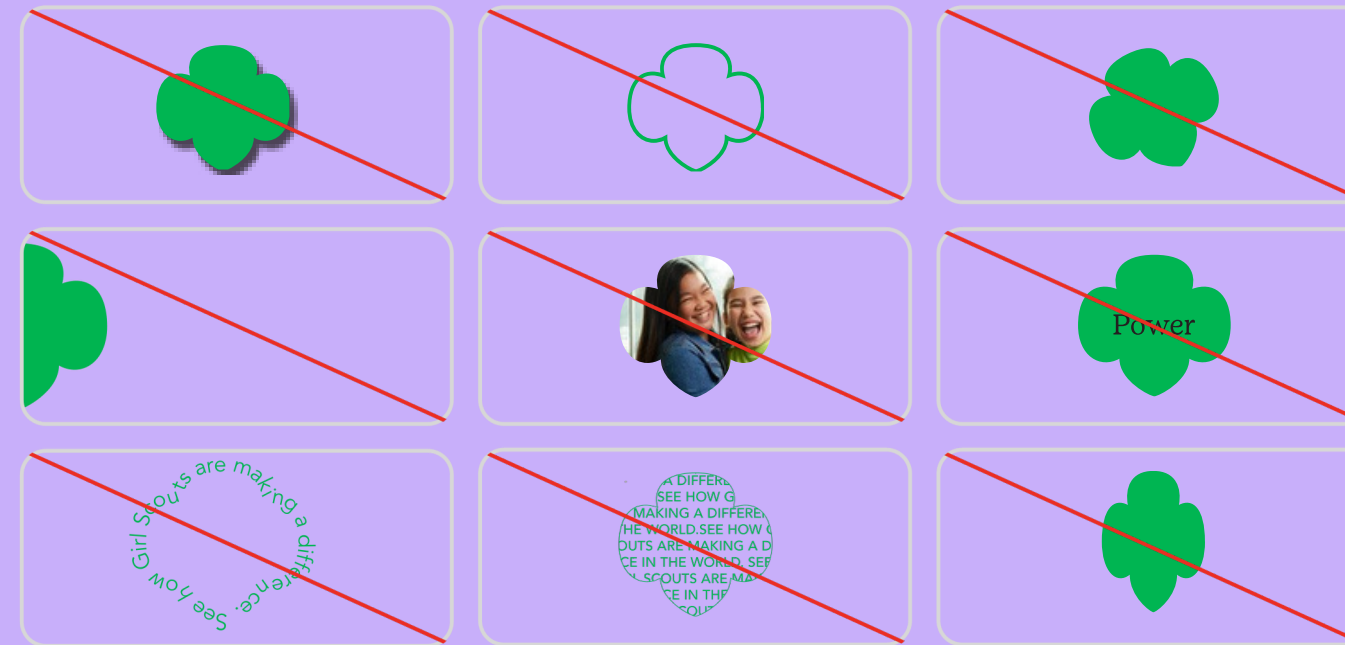
Clear Space



Minimum Size



Misuse



Color Values

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



Designers should strive to highlight the Trefoil as the “hero” of a composition whenever possible, and make sure it’s more prominent than any other shape on the page.

The Trefoil may be used alone for communications where the Girl Scout brand has already been established through prominent copy or another clear context. Otherwise, it should be used in combination with the Movement or Council Servicemarks.

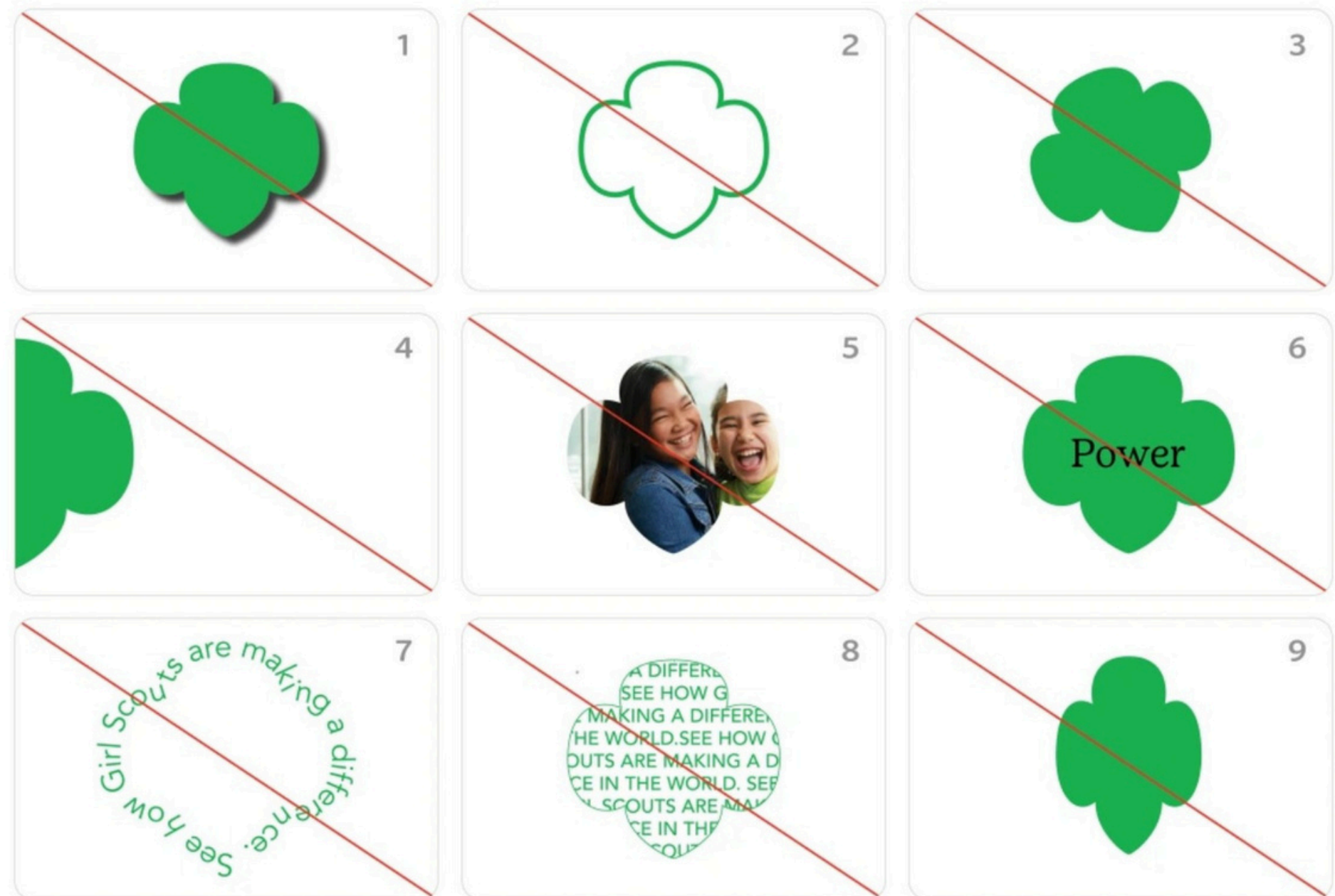
Things not to do-



In general, the Trefoil should only appear once in a composition. However, pairing the Trefoil with a movement servicemark, council servicemark, or council acronym is encouraged—and is not considered using more than one Trefoil per application.

Misuse

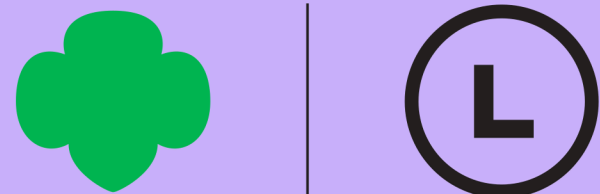
1. Do not use effects with the Trefoil.
2. Do not outline or alter the Trefoil.
3. Do not rotate the Trefoil.
4. Do not mask the Trefoil.
5. Do not place photography inside the Trefoil.
6. Do not use type within the Trefoil
7. Do not use type on the path of the Trefoil.
8. Do not use type as a pattern within the Trefoil.
9. Do not alter the proportions of the Trefoil.



3. Co-Branding

Horizontal Lockup

girl scouts  | LOGO



Limited Use Vertical Lockup

girl scouts 
—
LOGO



Multi-Brand Lockup

girl scouts  | LOGO | LOGO



The guide above shows how to properly construct the co-branded lockup between the Council Servicemarks and partner logos.

4. Shapes

Our brand utilizes a variety of shapes when crafting compositions. Having this variety of shapes contributes to visual variety and compositional flexibility and range.



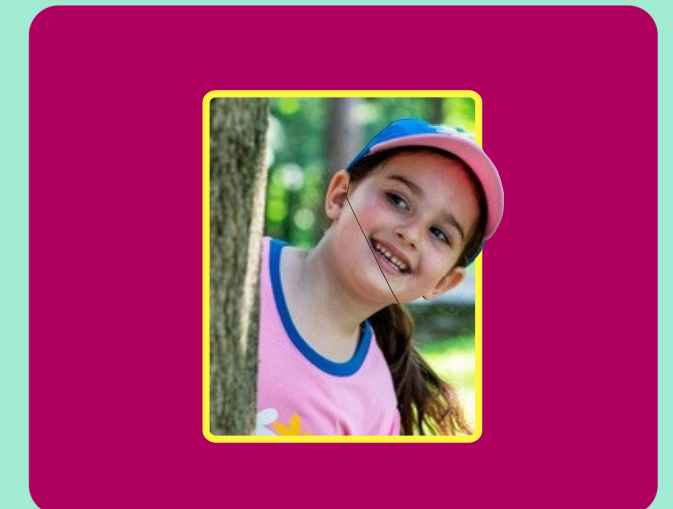
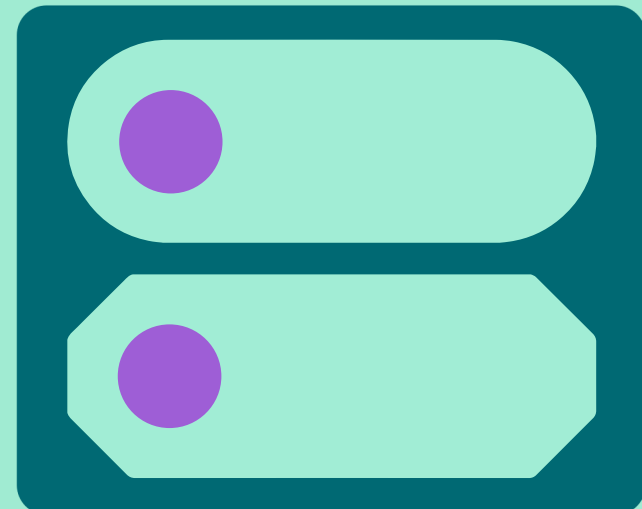
Shapes Within Shapes

Overlapping Shapes

Bleeding Off Composition

Outlined Shapes

Select Treatments



5. Verbiage

When we speak with one strong, unified voice, we establish our identity and become unforgettable.

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.

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

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

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.

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.

Verbal identity standards are best thought of as filters that steer an organization's communications and actions. Essentially, they're the best practices to embrace as you write or communicate about Girl Scouts.

6. Colors

At the local level, try to limit the majority of visual communications to a maximum of four foundational colors. Foundational colors refer to the color of the background and the color of the shapes. Foundational colors do not include illustrations or graphs, as these items often require additional colors for clarity.

Color Values

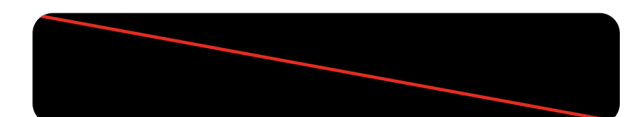
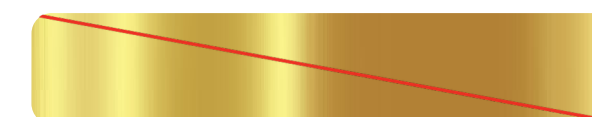
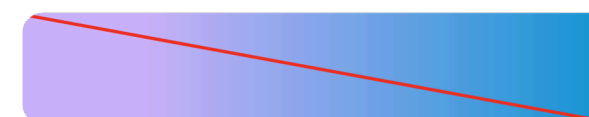
Cloud RGB 217/217/217 Hex #d9d9d9 CMYK 0/0/0/20 Pantone Cool Gray 1 TCX 12-4300	Star Green RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	Sea Foam RGB 161/237/213 Hex #a1edd5 CMYK 33/0/20/0 Pantone 573	Sky RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Crocus RGB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

Misuse

Don't use gradients.

Don't fake metallics.

Avoid black backgrounds.



7. Typography

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

Typographic Suite

The typographic suite is presented on a light green background. On the left, a vertical list of labels is connected to the text elements by thin lines:

- Headline: Girl Scout Display, Light
- Subheader 1: Trefoil Sans, Medium
- Subheader 2: Girl ScoutText, Medium
- Body Copy: Trefoil Sans, Light
- Call to Action: Girl ScoutDisplay, Light All Caps

The main text elements include:

- A large 'Headline' in a serif font.
- Two 'Subheader' lines in a sans-serif font.
- A paragraph of 'Body Copy' in a sans-serif font, using a placeholder Latin text: "Ribe a 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."
- An orange rounded rectangular button with the text "CALL TO ACTION" in all caps.

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

8. Illustrations & Iconography

Do not use the Trefoil as a purely decorative graphic element.

Spot Patterns

Use pattern in the background of your design to give it a unique and unexpected look. Avoid using patterns within shapes, as this can look cluttered.



Spot Illustrations

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

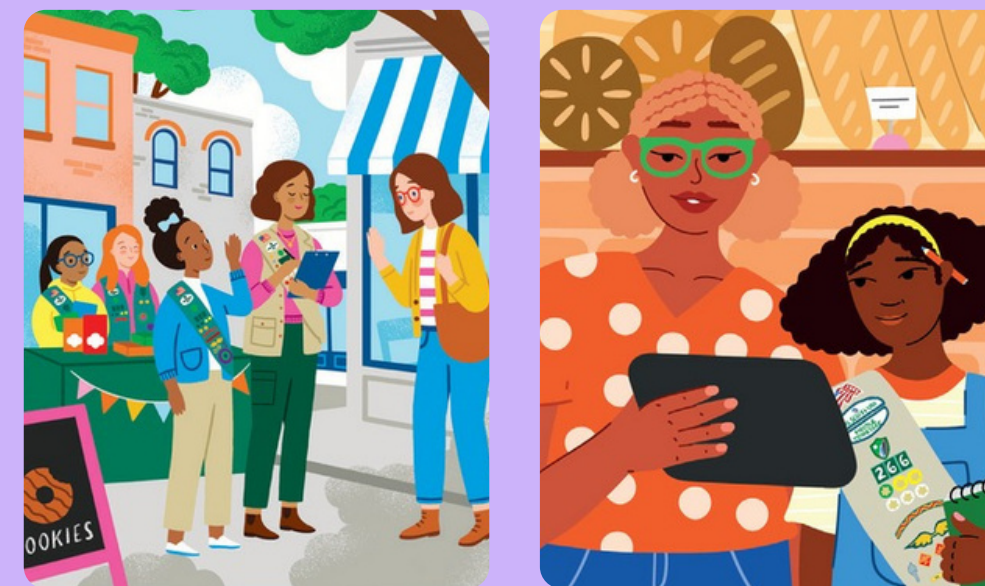
1. Flat color (no gradients or textures)
2. Flat-color shadows and highlights to add dimension
3. Colored line accents within flat colors to add depth
4. Edges or borders with no black outline
5. Realistic colors (e.g., accurate skin tones)
6. Similar level of realism as existing illustrations



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)



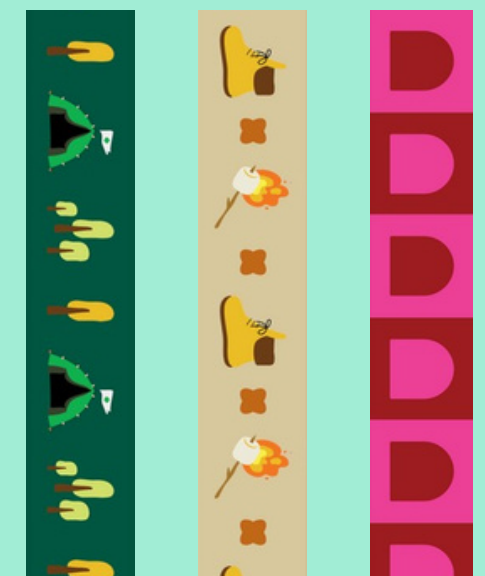
Iconography

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.



Borders

Borders can be used to frame and separate content. They can be used on all four sides or just one side. Use borders thoughtfully. They should be utilized to enhance a composition rather than overwhelm it.



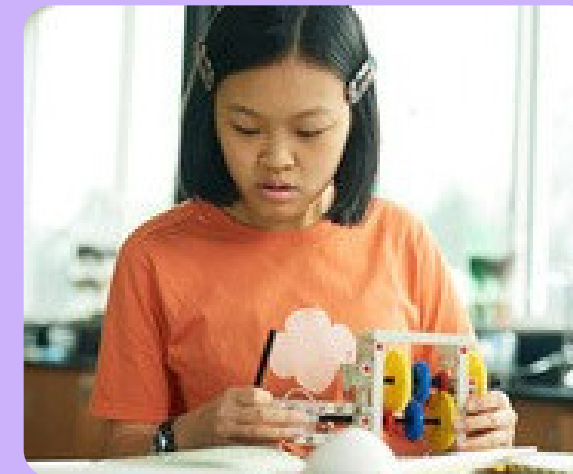
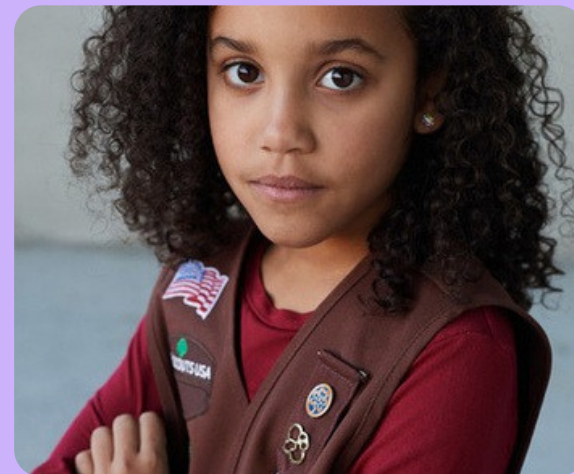
9. Photography

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.

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.



Dont's

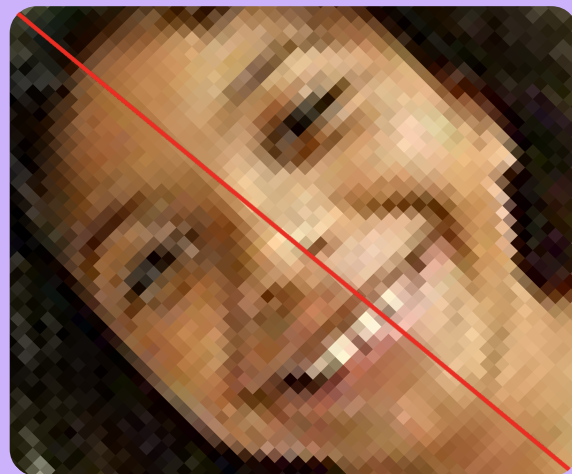
Don't use duotones or gradient overlays.



Don't add filters or vignettes.



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



Don't use photos that feel staged or forced.



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.