girl scouts
louisiana east

Branding Guide Training

Access available through?
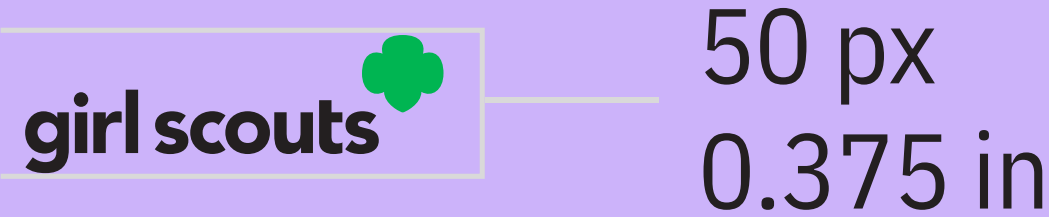
Made by Girl Scouts Louisiana East

1. When using the service mark

girl scouts louisiana east

girl scouts louisiana east

Clear Space

girl scouts

Minimum Size

girl scouts

50 px
0.375 in

Approved Colors

Two Color (Black)
girl scouts

Two Color (White)
girl scouts

Single Color (Black)
girl scouts

Single Color (White)
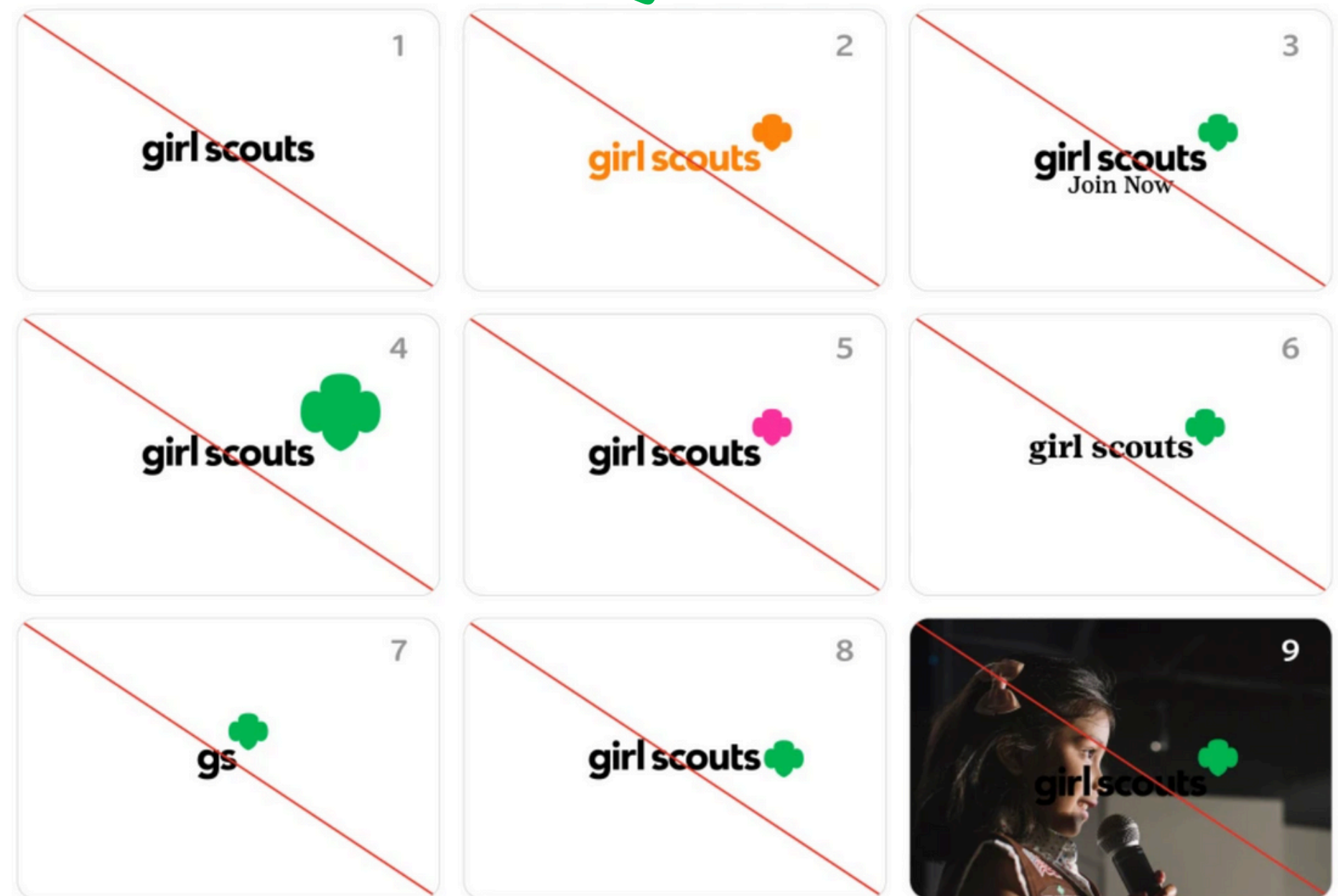girl scouts

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.

Misuse

2. When using the Trefoil

Clear Space

Minimum Size

30 px
0.125 in

Misuse

Power
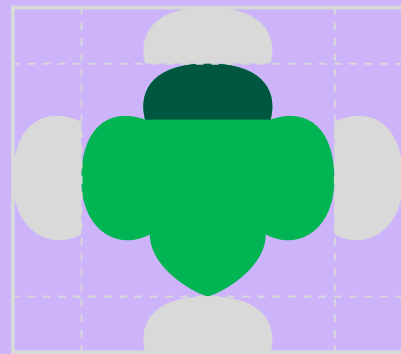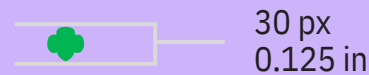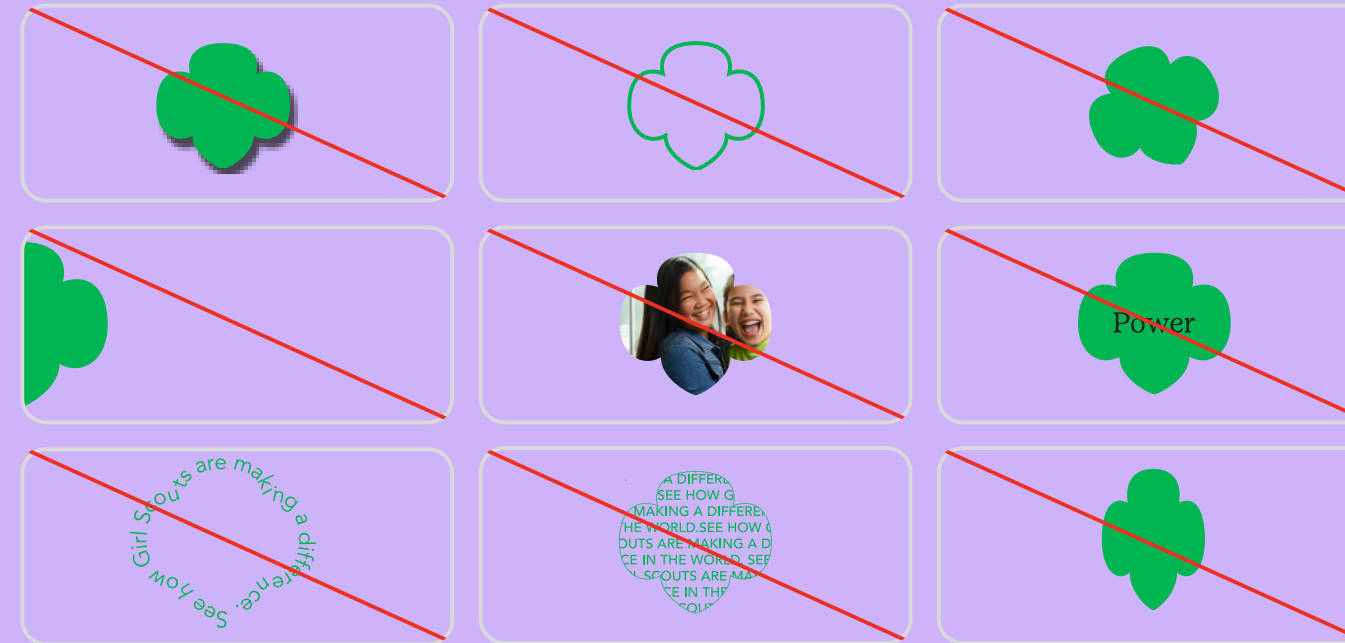
Color Values

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

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.

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.

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.

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.

Misuse
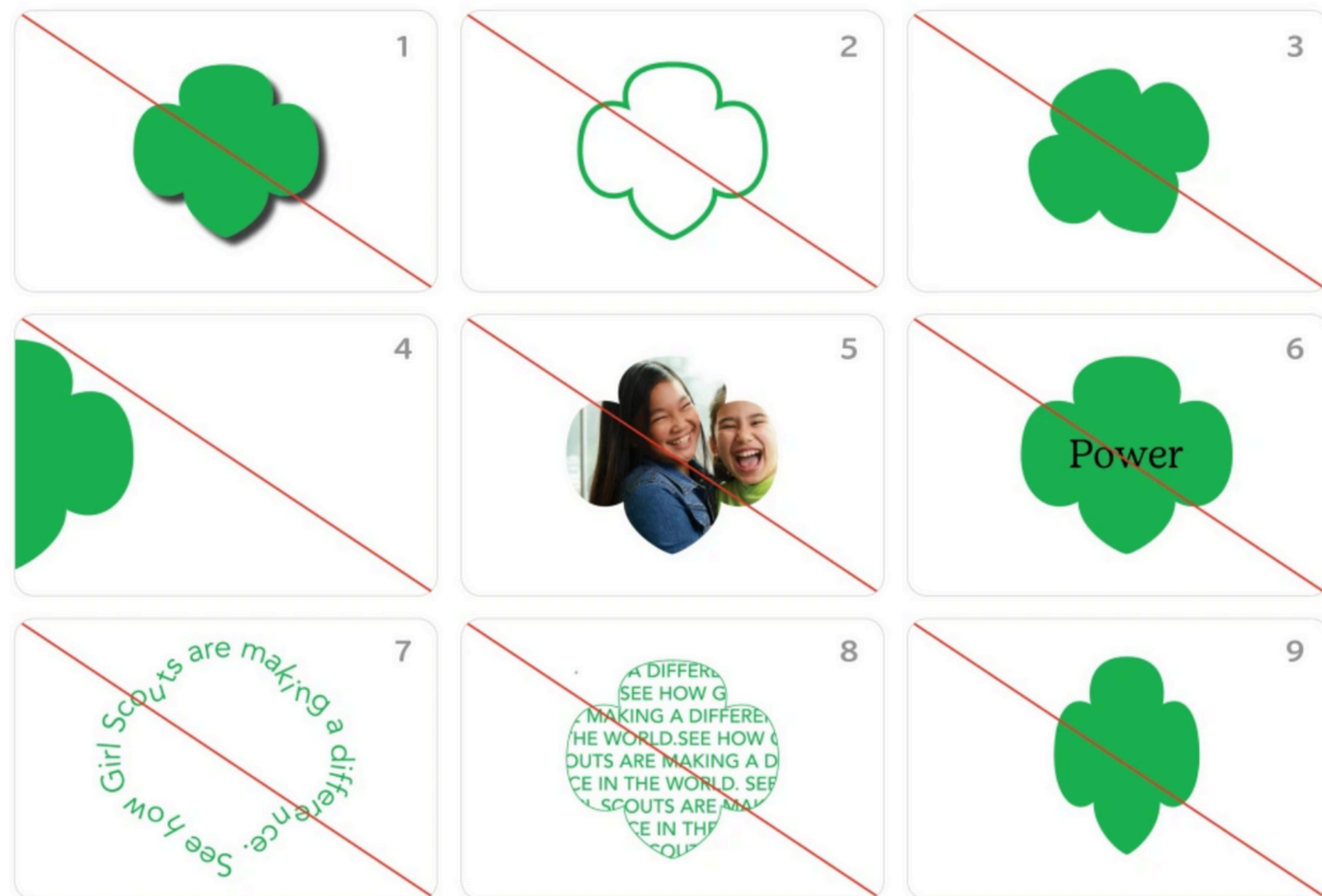
3. Co-Branding

Horizontal Lockup
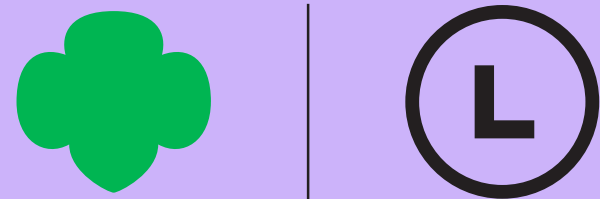
Limited Use Vertical Lockup

Multi-Brand Lockup

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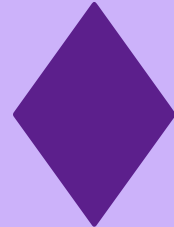
4. Shapes

Our brand utilizes a variety of shapes when crafting compositions. Having this variety of shapes contributes to visual variety and compositional flexibility and range.
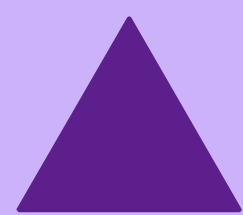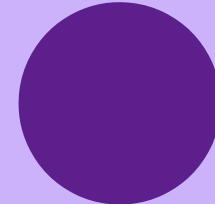
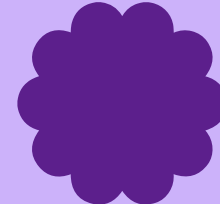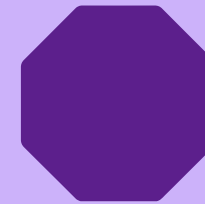|										
Triangle	Frame	Diamond	Circle	Rectangle	Flower	Octagon	Hexagon	Semi-Circle	Arch	Oval	Capsule
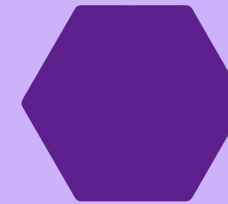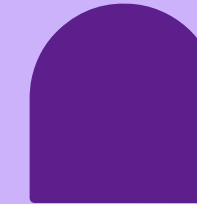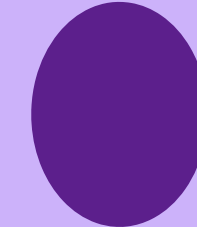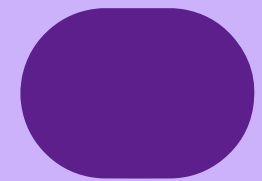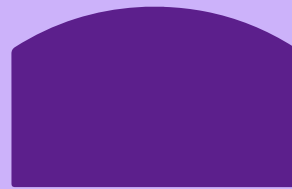
Rainbow	Half Barrel	Barrel	Sparkle	Quad	Trapezoid	Heart	Pennant	Burst	Bow
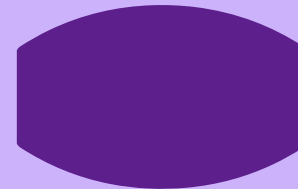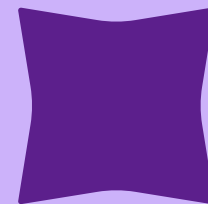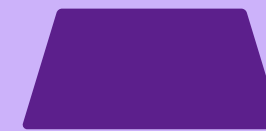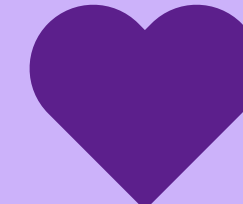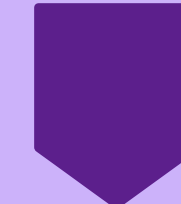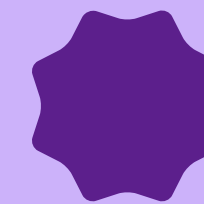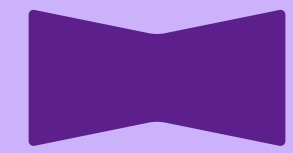
Select Treatments

Shapes Within Shapes

Overlapping Shapes

Janine Smith
Girl Scout Volunteer

"I've found a community of like-minded individuals who are passionate to be a part of this movement."
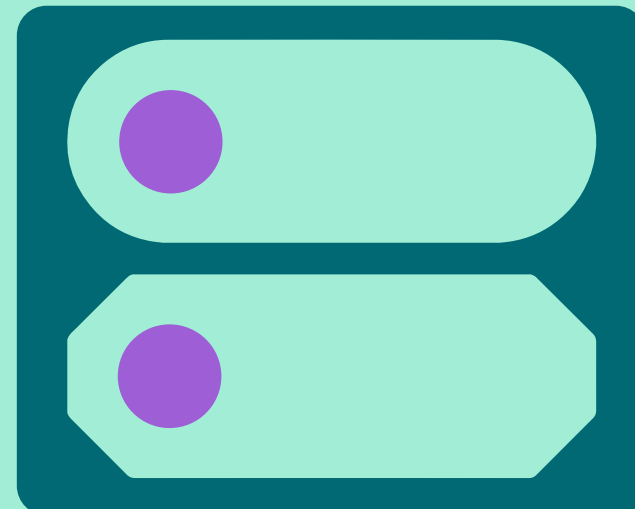
Bleeding Off Composition
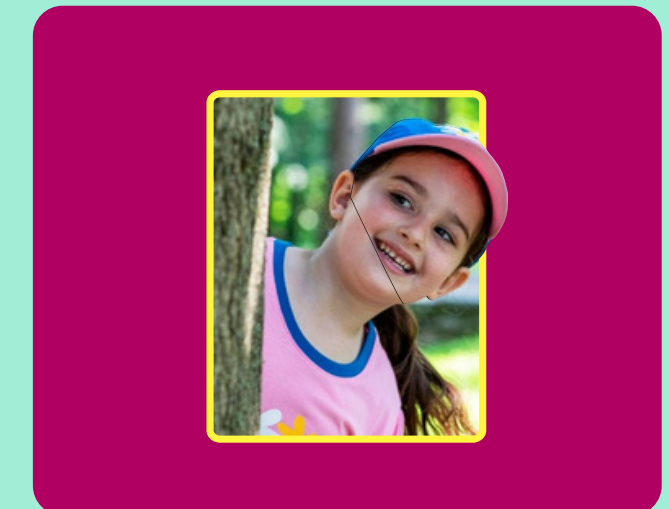
Outlined Shapes

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

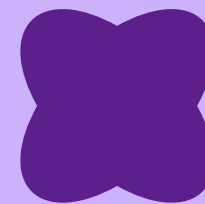Center actual Girl Scouts (people!) or the person you're communicating to (volunteer, parent, partner, etc.) rather than Girl Scouts as a movement, GSUSA, or council.

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	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 5/100/0/25	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

Misuse

Don't use gradients.

Don't fake metallics.

Avoid black backgrounds.
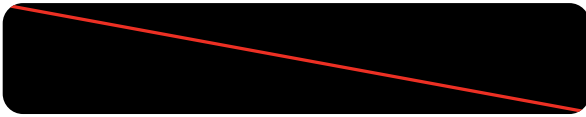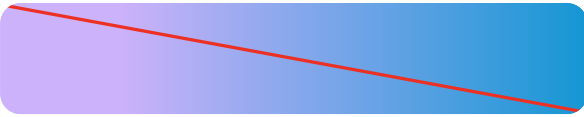
7. Typography

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

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

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

8. Illustrations & Iconographt

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.
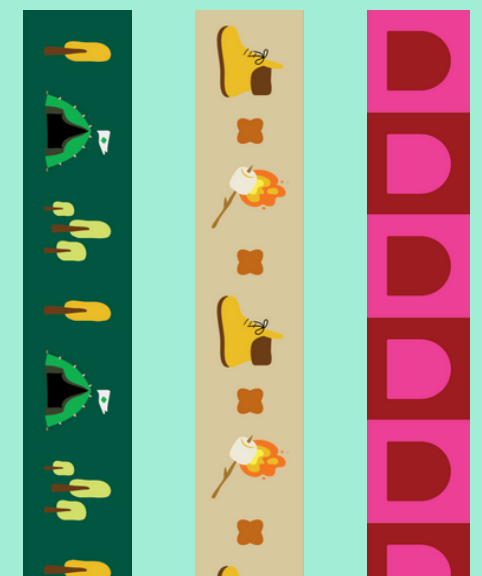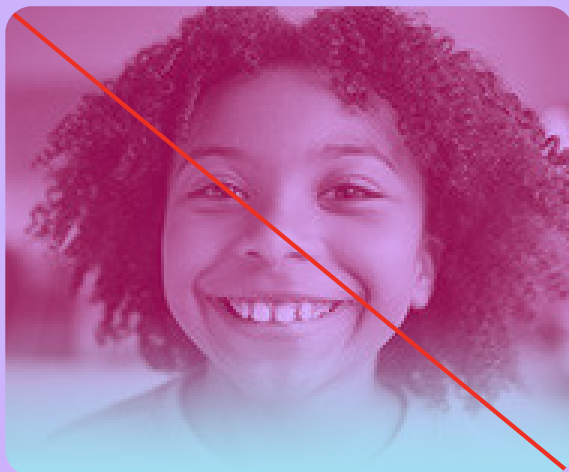
9. Photography

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.

Dont's

Don't use duotones or gradient overlays.

Don't add filters or vignettes.

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

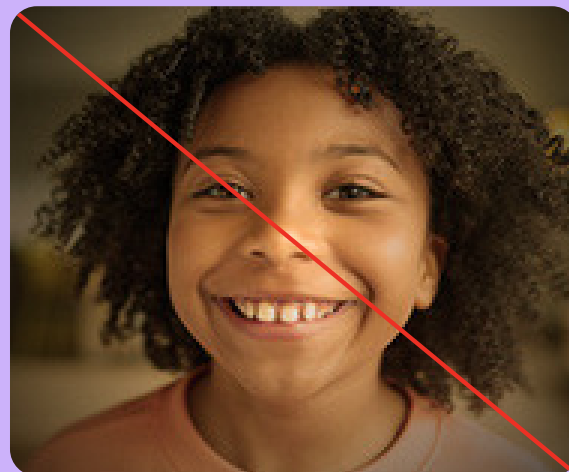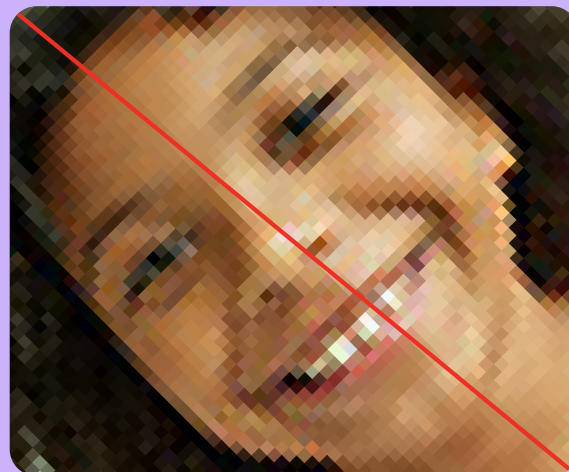Don't use photos that feel staged or forced.

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.