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 two Trefoils is required between a council servicemark and any other element on a page.

The clear space for the council servicemark is different than the clear space for the primary servicemark because the council servicemark is generally used at a smaller scale.

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

When centering the council servicemarks, which extend beyond the word “girl scouts,” the full width of the lockup should be used to determine the center.

**Acronyms**
A minimum clear space of two 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 minimum 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.

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.
Cobranding

**Partner and Sponsor Cobranding**

The Movement servicemark should be used when creating partnership lockups.

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 one Trefoil, 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.

Use a thin gray line to separate our logo from the partner logo.

If there is prominent placement of the Girl Scout brand name where the partnership lockup appears, the Trefoil alone can be used in place 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.

**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.

*Note: Affiliation gear is a great way to build brand equity in the Trefoil as a stand-alone symbol. In these cases, the wearer serves as the context, becoming a natural ambassador for the brand. Gear can include shirts, hoodies, bags, hats, pins, etc.*
**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.
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.

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

5. Don't rotate.
6. Don't crop.
7. Don't add effects.
8. Unlike other shapes, the trefoil should never be outlined.
9. Don't use it decoratively.
10. 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.
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.)

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.
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.
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.
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.