

USAGSO Style & Branding Guidelines for Volunteers

As we work together to share the mission and brand of USA Girl Scouts Overseas, we ask that you follow the style guidelines laid out in this document when creating Girl Scout materials. Ensuring that we have a consistent voice and look when presenting Girl Scouts to our various communities goes a long way in strengthening our message. We appreciate your willingness to ensure brand consistency stays top of mind!

If at any time you have questions about messaging, templates, permissions or just want us to review your materials, please reach out to us at overseascustomercare@girlscouts.org.

Capitalization & Titles

Awards, Badges, Patches & Petals

For awards, always capitalize when it is part of the full name. When using patches, badges or petals, capitalize the name of the badge/patch/petal, but not the word itself. These words should also not be capitalized if referring to them in general.

- I earned my Girl Scout Gold Award last year.
- Our troop earned the Pets badge.
- You can find more information about patches and petals on our website.

Campaigns, Taglines or Special Initiatives

Titles of campaigns, resources, taglines or special initiatives are capitalized.

Examples include:

- Girl Scout Cookies (if cookies is used alone, you should lowercase it)
- Girl Scout Journeys or Journey book
- Girl Scout Cookie Program
- Girl Scout Leadership Experience
- Girl Scout Highest Awards
- Spring Renewal / Early Bird

Events or Programs

Only the exact title of an event or program should be capitalized. For example:

- Our next Taste of the World event will take place in August.
- Girl Scout volunteers should attend the Virtual Adult Learning Conference.

Note: If you are using the name of publication in your materials, remember to capitalize and italicize those titles.

Troops and Community Names

Troops and community names should only be capitalized when a number is included. Also do not capitalize troop leader or volunteer.

- Girl Scout Troop 1912 had a sleepover last weekend.
- My Girl Scout troop is going camping.
- Did anyone from the Bahrain community call?
- Stuttgart Community 123 does a lot of community service projects.
- I am a Girl Scout troop leader and a Girl Scout volunteer.

Girl Scout Specialty Words

Girl Scouting

You should never refer to Girl Scouts/ Girl Scouting as Scouts or Scouting. The word Girl should always be included.

Commonly Used Specialty Girl Scout Words

- Fundraising is what is done by USAGSO while Girl Scout troops do money-earning activities.
- Use Gold Award Girl Scout (or Silver Award Girl Scout/Bronze Award Girl Scout) when referring to a Highest Award recipient
- Girl Scout Journeys
- Girl Scout Mission
- Girl Scout Movement
- Girl Scout Promise and Law
- Girl Scout Cookies
- Mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
- USA Girl Scouts Overseas or USAGSO

USA Girl Scouts Overseas Servicemark

The USA Girl Scouts Overseas servicemark should be used in the signature two-color lockup: black and green. In cases where legibility is compromised, a single color servicemark can be used (all black or all white).

All materials going out should include a version of the USAGSO servicemark.

If you need access to a USAGSO servicemark, please reach out to us at overseascustomer@girlscouts.org.



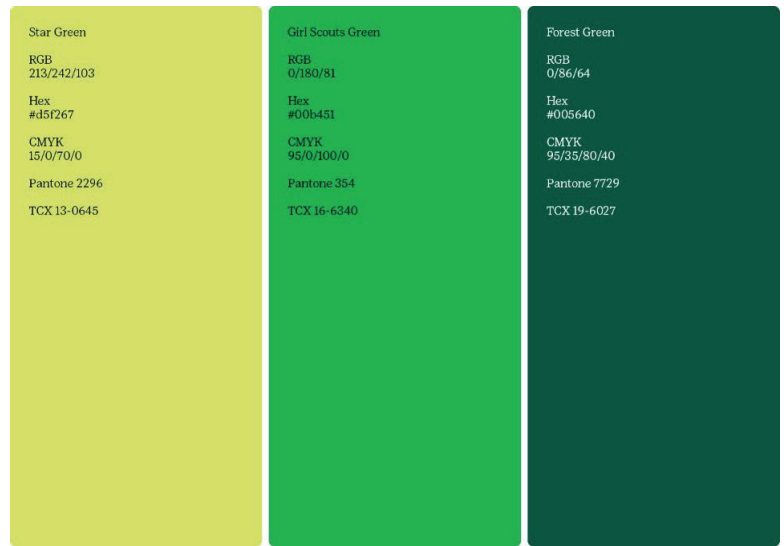
Fonts

There is an order of preference when choosing a font or typeface for your materials. Since the official Girl Scout font is not available on computers, please choose between Palatino (Mac) or Palatino Linotype (Windows) or Georgia. Arial can also be used in certain cases.

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

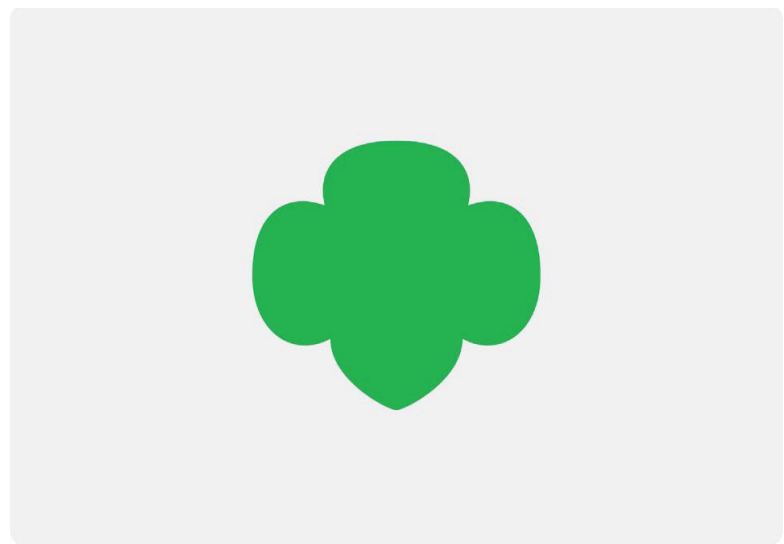
This set of colors offers a broad range of options to achieve various moods and tones when designing for different audiences. The palette includes highest awards colors, grade level colors, and cookie colors—but these colors are not reserved exclusively for those uses.



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.

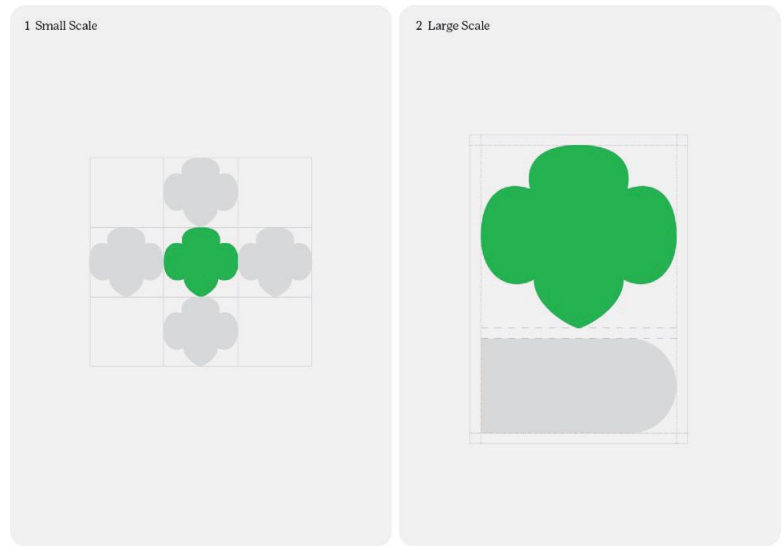


Trefoil Clear Space

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.



Trefoil Minimum Size

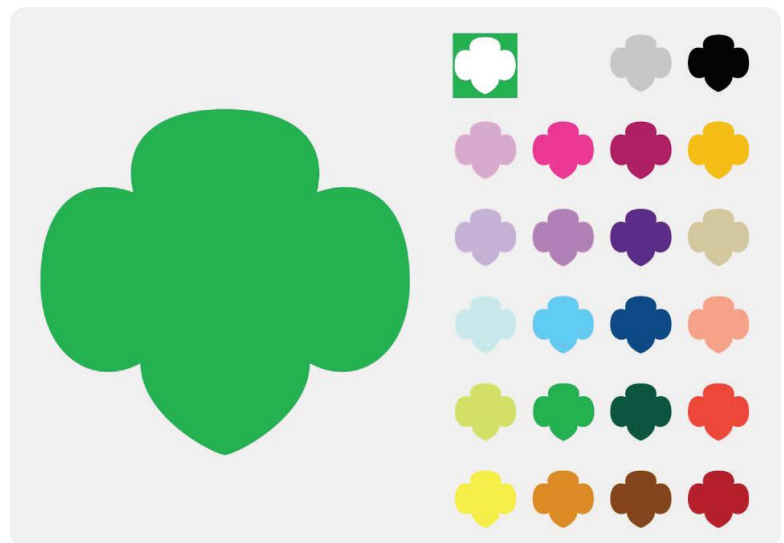
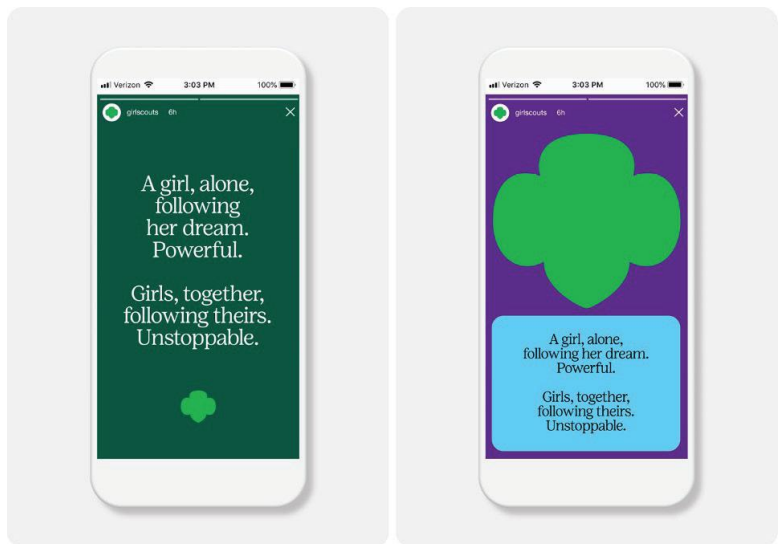
To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

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 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.

