

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.

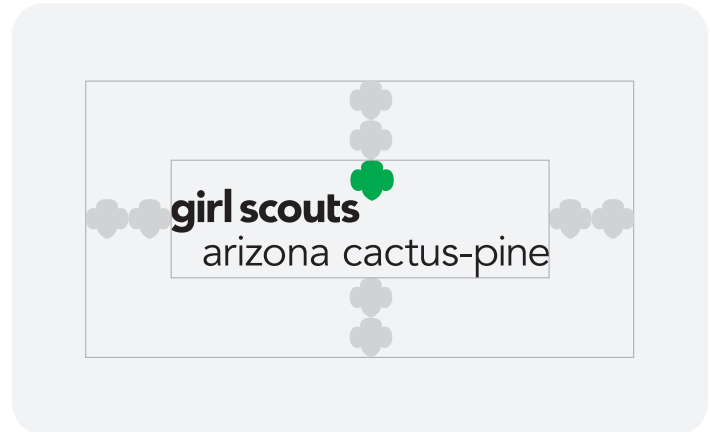
Note that this rule defines the space between two elements on a page, not the space to the edge of the page. Reference the Layout section to determine margins.

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.



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.

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

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	Sky RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Lilac RGB 204/179/250 Hex #ccb3fa CMYK 20/30/0/0 Pantone 2635 TCX 14-3612	Bubblegum RGB 247/171/214 Hex #7abd6 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 Scouts Green RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	River RGB 20/150/212 Hex #1496d4 CMYK 90/15/0/0 Pantone 2192 TCX 17-4435	Violet RGB 158/95/214 Hex #9e5f66 CMYK 40/60/0/0 Pantone 2083 TCX 7-3628	Fuchsia RGB 253/50/158 Hex #e1329e CMYK 0/85/0/0 Pantone 232 TCX 17-2627	Poppy RGB 238/49/36 Hex #ec3124 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	Flame RGB 255/120/24 Hex #f77818 CMYK 0/70/100/0 Pantone 1585 TCX 16-1454	Gold RGB 247/190/0 Hex #7be00 CMYK 0/30/100/0 Pantone 7408 TCX 12-0759
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	Ocean RGB 0/72/135 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 #a006e1 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 5/75/95/60 Pantone 168 TCX 18-1541	Desert RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 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.

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.

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Trefoil Minimum Size

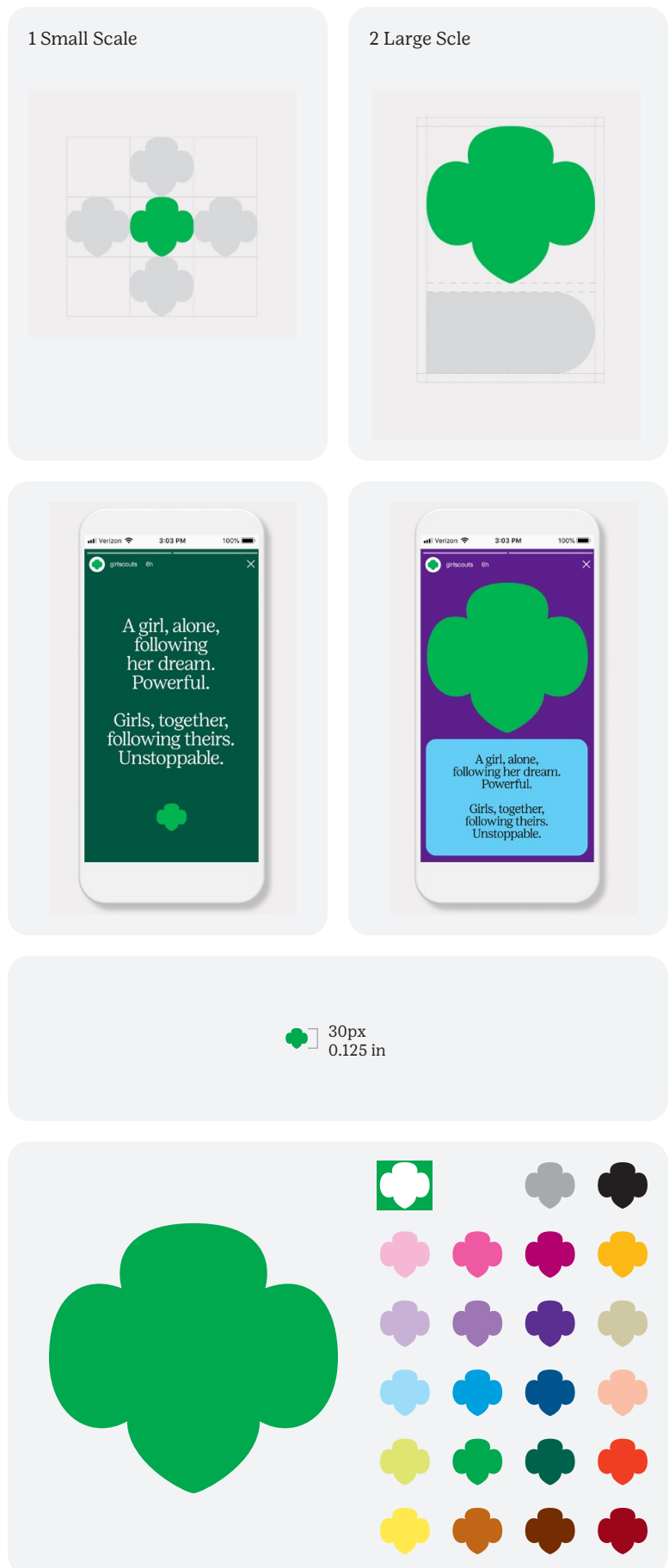
To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

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.

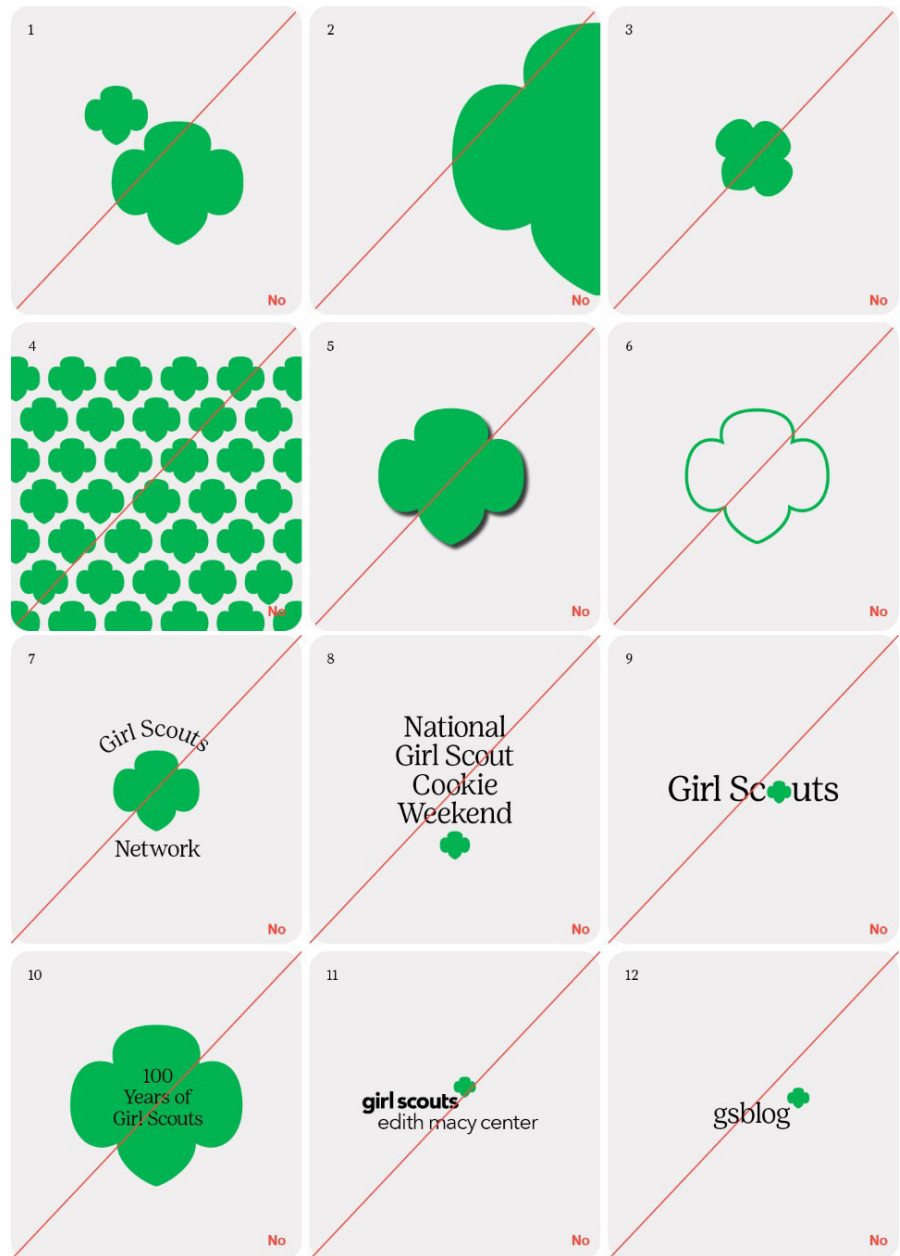
However, in order to allow for more flexibility within the design system, the Trefoil can also be used as a supporting element using colors from the official palette. This should be reserved for environments where the audience is already familiar with the brand.



Trefoil Don'ts

In order to maintain the power and integrity of the Trefoil, never do the following things:

1. Never use more than one Trefoil in the same application.
2. Never crop it.
3. Never rotate it.
4. Never use it as a pattern (exceptions apply for products and packaging).
5. Never add effects to it.
6. Never outline it.
7. Never wrap text around it or lockup text close to it.
8. Never place it closer to text than the clear space allows.
9. Never use it to replace a typographic character.
10. Note: One Trefoil can be use per surface area. For example, a spread in a booklet or workbook can feature a Trefoil on each page.
11. Never place any text inside of it, including page numbers.
12. Never place the Trefoil next to text.



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.

