

# PROGRAM PARTNER GUIDELINES

Thank you for your interest in partnering with Girl Scouts–Arizona Cactus-Pine Council (GSACPC). For more than 100 years, Girl Scouts have been focused on one thing—girls! Our mission is to build girls of courage, confidence and character who make the world a better place, and the data shows we’ve been incredibly successful. There are over 59 million Girl Scout Alumnae across the world, including some of our nations’ most treasured female leaders. The impact these women are making in the world today is immeasurable and our work with today’s girls ensures our world’s future will be better.

Girl Scouting has always relied on the community for support in our work. You’ve most likely already supported us through the world’s largest entrepreneurship program for girls (just think Thin Mints)! However, Girl Scout Program Partners go further with their support by creating engaging, relevant and fun program opportunities that directly serve girls.

We work carefully with our partners to ensure the opportunities meet the needs of girls and align with the council’s program portfolio. Many partners modify existing programs, while others create unique opportunities that support or enhances our existing curriculum. Program partners receive direct access to our 21,000 girls and 10,000 adult members through our website, online activity calendar, and annual program publication.

We are grateful that many organizations and businesses wish to partner with us. All partnership approvals are only for the submitting organization—co-branding and third-party participants in Girl Scout programs are not allowed. Each inquiry is reviewed to determine if it aligns with our mission, our program focus areas and our current program needs. Not every potential partner is selected. Some applicants don’t align with our mission, and in other cases, we have too many similar programs already provided. We also consider the cost of the proposed program. We encourage our partners to keep prices as low as possible so that more girls may have the opportunity. Often, we follow up with questions or suggestions to see if the opportunity could be modified to a better fit with and our current needs.

The program partner fees help to cover administration costs and support our council-wide marketing efforts. If you see the benefit and value of becoming a program partner, the process is outlined below. Again, we appreciate your interest in supporting the girls in your community!

## BECOMING A PROGRAM PARTNER

Complete the following steps:

1. Read through this document first.
2. Submit an inquiry form, using this link: <http://bit.ly/program-partner-inquiry>.
3. Inquiries are reviewed once a month. Selection is based on the type of program offered and how it meets the current programmatic needs of GSACPC.
4. If selected, we will send a Program Partner agreement to review and complete, and an invoice for the annual administration fee.
5. Submit the completed Program Partner agreement, any other required documents, and annual fee.
6. Once all the required paperwork is received, we will send a link to our online Program Opportunity Worksheet (POW). This form collects all the information for any date specific program you wish to offer. Each program requires a form. Non-date specific program opportunities may be listed on our website’s [More Stuff to Do](#) page.

7. POW submissions are reviewed to ensure all information has been provided. We cannot promote programs that are incomplete. We will attempt to email the listed contact, if additional information is required.
8. Once all POW forms are submitted, you will be invoiced annually on September 1 for all Calendar Listings and are due no later than September 30. Failure to submit the calendar listing fee may cause a delay of any further calendar listings.

## RENEWING A PARTNERSHIP

To continue being a partner, the following steps need to be completed annually:

1. Submit yearly partnership evaluation.
2. Review guidelines packet.
3. Review and submit a new Program Partner agreement.
4. Submit program opportunities.
5. Submit logo use agreement, with each flyer or marketing collateral that you will be using GSACPC's logo.
6. Submit yearly administration fees, and listing fees, as requested.

## PROGRAM PARTNER SELECTION PROCESS

We strive to offer a wide variety of programs for Girl Scouts to participate in and encourage you to do the same. Girls and their families often enjoy attending programs together, and as a program partner you have the option of hosting an event for Girl Scouts and their families.

We evaluate several different aspects of proposed programs to ensure all programs meet the needs of our program portfolio and membership. A preferred quality of all of our program is inclusions of Girl Scout Leadership Experience (GSLE) and Girl Scout progression. One aspect is our assessment of the **level of risk** associated with any given program. The assessed risk level determines which Program Partner Agreement we use.

**General Opportunities** – These programs are offered locally and don't require any special training or certification for instructors or participants. They may be open to all ages, offered only to Girl Scouts, or to Girl Scouts and their families and friends.

**High Adventure** – These opportunities require special certification or specialized instructors. Examples include archery, canoeing, rock climbing, or horseback riding.

**Travel** – These programs provide transportation, involve overnight stays and may involve out-of-state or international travel.

Another aspect we consider is **how the event is held**. Events can be unique *GS opportunities*, *public*, or *both*. A unique GS opportunity is a program open *only* to Girl Scouts in a setting that is not open to the public and offers some type of exclusive opportunity. *Public opportunities* are those where Girl Scouts are invited to attend an event your organization has already planned but is offered at a discounted price for girls and their families. Programs can also be both—mixing elements of the previous two opportunities. This typically looks like offering a program for GS during regular business hours, but having special activities for girls to engage in.

**Partner agreements are valid for one year from the signing date.** You will receive a new partner agreement to review a month before your current agreement expires. During that time, we also ask that you submit a yearly partner evaluation. This allows you to the opportunity to share your experience with us and provide feedback.

## FEES

Our fee schedule is outlined below. Please note that failure to submit any fees will create a delay in offering your programs and could result in a termination of the Partner Agreement. **All payments are due within 30 days of receiving an invoice.**

### ANNUAL ADMINISTRATION FEE

Non-Profit organizations will be assessed a \$50 annual fee. For-Profit organizations will be assessed a \$100 annual fee. The administration fee covers costs related to staff time, and secondary insurance for programs. Annual fees are due with your signed partner agreement, and valid from the date of signing until the following year.

### CALENDAR LISTING FEES

Program Partners will be assessed a fee for each program that is listed on our calendar. The fee is based on the number of participants that can attend a program. Calendar fees cover costs associated with the activity build in our system, customer inquiries, and registration, if needed. Registration processed through GSACPC may result in additional fees of \$2 per person. Yearly calendar fees will be invoiced on September 1 and are due prior to September 30.

PARTICIPANTS	NON-PROFIT FEE	FOR-PROFIT FEE
1-50	\$10	\$20
51-100	\$20	\$40
101-250	\$40	\$80
251-500	\$60	\$120
501+	\$80	\$160

### MORE STUFF TO DO FEE

Our [More Stuff to Do](#) webpage is a resource page for troop leaders and parents that shows them local businesses offering self-scheduled Girl Scout programs, or those available to meet with troops during their meetings.

To list your name and website on this page, you will receive once a year showing either a \$25 fee for Non-Profits, or a \$50 fee for For-Profit.

Program Partners can list their offerings on both this webpage and in the activity calendar. You will be invoiced for each listing type based on the above fee schedules.

#### Example:

	ADMIN FEE	CALENDAR FEE	MORE STUFF TO DO	TOTAL
Non-profit	\$50/year	1 program, up to 50 participants = \$10	N/A	\$60
For-Profit	\$100	1 program, up to 100 participants = \$40	\$50/year	\$190

### NOTES ON FEES

You can expect to see programs listed on the calendar within a month of submission, if approved. If there are questions on approval status, please contact your liaison.

For listings on [More Stuff to Do](#) you can expect to see your site listed within 10-14 days. If you have a page on your site dedicated to Girl Scout programming this may take longer due to the approval process.

If you cancel a program you will not be reimbursed Calendar Listing fees.

Program submissions should be sent in a minimum of six months in advance of the program date.

## REFUND POLICY

We ask that you please follow our refund policy. The policy is as follows:

### PROGRAM

If the event requires a deposit, deposits are non-refundable. You may swap participants up to the day of the event. Refunds will not be given for programs or events under \$5.

### ALL OTHER EVENTS WILL BE PROCESSED AS FOLLOWS:

- » 16 business days before the event – 100%
- » 11-15 business days before the event – 75%
- » 6-10 business days before the event – 50%
- » 5 or fewer business days before the event – no refund given

### COUNCIL SPONSORED TRAVEL OPPORTUNITY PROGRAMS (DOMESTIC ONLY)

If the event requires a deposit, deposits are non-refundable. Once group tickets (airline, hotel, facility admissions) have been purchased, refunds will not be permitted. (Based upon purchase, participant swaps may be permitted up to 2 weeks before event)

## OTHER REQUIREMENTS AND INFORMATION

### BRAND REPRESENTATION AND GUIDELINES

Who We Are: “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts–Arizona Cactus-Pine Council” (GSACPC is fine on subsequent reference) to refer to our organization; “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils).

- » **NOT** Girl Scouts of America, GSA, Scouts, the Girl Scouts, Girl Scouts of Arizona (there are two councils in our state)
- » **Do not use *Scouts* or *Scouting* alone** – ensure all references to the organization and program titles use our full unique name, Girl Scouts or Girl Scouting.
- » Before shortening our Council's name to GSACPC, use the full name the first time it is mentioned with the acronym in parentheses—*Girl Scouts–Arizona Cactus-Pine Council (GSACPC)*.
- » Note the proper location and use of the en dash and hyphen within our name: *Girl Scouts–Arizona Cactus-Pine Council*.

Do not alter our logos, trademarks or iconography. All uses of our brand identity and logos in fliers, web pages or otherwise need to be reviewed and approved by our Council brand team. Simply follow our Logo Usage process:

1. Download and read through our [Brand Graphic Guidelines](#).
2. Develop a mock-up of the piece for approval.
3. Download and fill out the [One-Time Logo Usage Agreement](#).
4. Email to [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org) for approval. Copy your program liaison.
5. Upon approval, you'll receive the hi-res version of requested logo(s) and can finalize, print, distribute the one item that was approved as planned. All uses of our logos need approval.

For additional resources regarding brand guidelines, utilize the attached Partner Editorial Style Sheet, and visit our Branding and Marketing Guidelines resources web page: [girlscoutsaz.org/marketing-guidelines](http://girlscoutsaz.org/marketing-guidelines).

## PUBLICITY

We're happy when our partners contact media, but by coordinating, we can ensure we avoid causing confusion for our media friends or duplicating efforts.

- » GSUSA handles all national media outreach – do not conduct media relations at this level without going through our Council brand team.
- » GSACPC staff reaches out to all major regional TV, Print/Web and radio outlets consistently throughout the year. Please route press releases and story ideas that will represent Girl Scouts through our marketing team first.

## PHOTO WAIVERS

If you want to take photos of Girl Scouts at your programs, you need to collect signed waivers for girl participants that parents need to sign. The waiver should state its intended purpose and give parents the option to opt-out. If a girl opts-out, we recommend giving them a colored wrist band or another identifier to help photographers easily avoid taking the girl's photo.

## CONFIRMATION LETTERS

These help Girl Scout Leaders and parents prepare for an upcoming event. Confirmation letters should include complete information:

- » Name of event, time, and date
- » Location
- » Check-in, open and close times
- » Event end time
- » What to expect for the day
- » *Disclaimer:* Girl Scouts–Arizona Cactus Pine Council and **(Your Company Name)** will not be responsible for any lost, stolen, or damaged items including – mp3 plays, cell phones, tablets/E-readers, or any other electronic devices.
- » Bring copies of health/permission forms
- » What else to bring
- » Any other special considerations
- » Day of contact information

We ask all Program Partners to send confirmations letters to all event participants. Confirmation letters will need to be sent to participants a week to two weeks before the event. Some events may require more preparation and participants will need more time to prepare for your event, and letters may need to be sent with more than two weeks' notice. Some events may require more time to prepare for, and for those we ask that confirmation letters be sent a minimum of two weeks before the event.

For all events, we may ask to review a confirmation letter before it is sent out to participants. Please be sure to include GSACPC on all confirmation letters sent out by a cc'ing us at [girlprogram@girlscoutsaz.org](mailto:girlprogram@girlscoutsaz.org) and [reghelp@girlscoutsaz.org](mailto:reghelp@girlscoutsaz.org).

## FUN PATCHES

A fun patch is a great way for a Girl Scout to remember her experience at your event! Patches can be sold separately or included in the cost of your program. There are no special requirements for a girl to receive a patch.

**Preferred Patch Vendors** – These are licensed partners of GSACPC:

- » Advantage Emblem - Contact Nathan Bentley at [nathan@advantageemblem.com](mailto:nathan@advantageemblem.com)
- » C.C. Creations - Contact Becky Biehler at [b.biehler@ccc creationsusa.com](mailto:b.biehler@ccc creationsusa.com)
- » Patch Connection - Contact George Rhodes at [patchco@earthlink.net](mailto:patchco@earthlink.net)

## Tips for Creating a Fun Patch

1. Use of your logo is okay.
2. Include the name of the event.
3. Include Girl Scouts-Arizona Cactus-Pine Council or GSACPC on the patch.
4. Be creative!

## PROGRAM FLIERS

You may use program fliers to promote your event to Girl Scouts outside of our online resources. Fliers can be sent to GSACPC for display at our Council Shop, and certain Girl Scout events. **Note:** before sharing your flier with our membership, it will need to be approved by our marketing team, and you must submit a signed [Logo Usage Agreement](#) (see pg. ). Please send all fliers for approval to [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org) and make sure to cc you program liaison. Flier approvals take 5-10 business days. Consider the following tips when creating a flier for Girl Scouts:

1. All fliers must show our name/logo Girl Scouts–Arizona Cactus–Pine Council, Inc.
2. Have the Program Partner’s name on the flyer
3. Specify who can attend: grades; family; bring-a-friend, etc.
4. Name of the event and the planned activities
5. Location of the event: name of place, address and cross streets, or map
6. Date of the event and beginning and ending time
7. Registration deadline
8. Minimum and maximum people required to hold the event and meet site capacity
9. How to make payment, who the check is made out to, where to send the check, etc.
10. What participants need to bring and/or what to wear
11. Limitations (e.g., Are tag-alongs allowed? Is a smoking area available?)
12. Contact person name and telephone number
13. Include “Financial Assistance Available”

## SOCIAL MEDIA

Social media is one of the best ways to reach your audience. We encourage you to utilize your organization’s social media outlets to highlight and promote our partnership.

- » To ensure we are engaged, always tag @GSACPC in your posts and consider using one of our common hash tag threads like #GirlScoutsAZ.

We often promote partner programs in our social media channels. Please remember to always engage with posts that are about you – like, comment, and share/retweet when we post about your company/organization and/or our partnership.

Note, our GSACPC Leader and Independent Girl Members groups are non-commercial, closed groups. Please don’t post any information about your event or business in those spaces.

## ADDITIONAL CONSIDERATIONS

Our council does not allow promotion of direct sales or product demonstration parties to its membership. Troops may not participate in these as money-earning projects. Program Partner offerings may not take place in a private home. All partnership approvals are only for the submitting organization – co-branding and third-party participants in Girl Scout programs are not allowed.

## GIRL SCOUT DATES TO KNOW

- » Girl Scout Membership Year: October 1 – September 30.
- » 2019 Cookie Program: January 21 – March 3. During this time girls are primarily focused on the Cookie Program and are less likely to attend outside programs.

## ABOUT GIRL SCOUTS

### THE GIRL SCOUT PROMISE

*On my honor I will try;*

To serve God and my country,  
To help people at all times,  
and, to live by the Girl Scout Law.

### THE GIRL SCOUT LAW

*I will do my best to be*

honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,

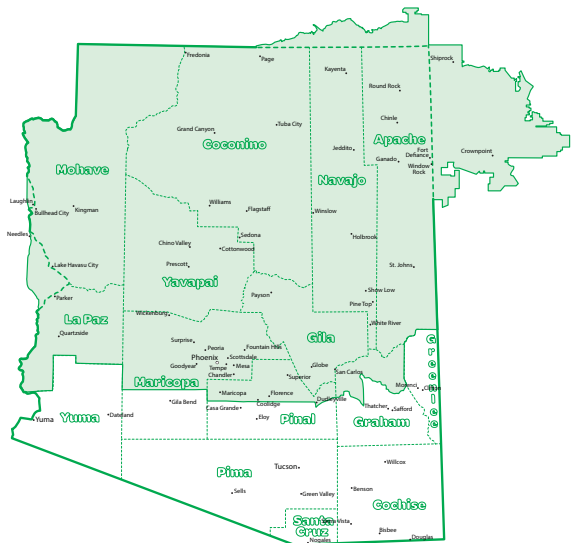
*and to*

respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.

## ABOUT GSACPC

We serve 21,000 girls with the help of 10,000 adult volunteers. While our jurisdiction covers central and northern Arizona and the entire Navajo Nation, 85% of our members reside in the Phoenix metropolitan area.

We serve girls in every economic class, including girls in foster care and girls whose parents are incarcerated. We serve 18 distinct Native American populations, both on reservations and in urban centers.



## GIRL SCOUT LEVELS

All activities are categorized by grade levels. By offering a program to targeted grade levels, the council is modeling its commitment to progression in Girl Scout programs. Grade levels are broken down into the following Girl Scout levels:

- » Girl Scout Daisy - Grades K-1
- » Girl Scout Brownie - Grades 2-3
- » Girl Scout Junior - Grades 4-5
- » Girl Scout Cadette - Grades 6-8
- » Girl Scout Senior - Grades 9-10
- » Girl Scout Ambassador - Grades 11-12

## GIRL SCOUT LEADERSHIP EXPERIENCE (GSLE)

At Girl Scouts, we see our mission in action every single day. We witness girls taking on new challenges and learn by “doing” in an atmosphere of collaboration rather than competition. Girl Scouts learn who they are, what they stand for, and how they can positively impact their communities.

The Girl Scout program gives girls age-specific knowledge, skills and values as they Discover themselves and their values, Connect with others, and Take Action to make our world a better place.

## FIVE LEADERSHIP OUTCOMES

1. **Strong sense of self:** Girls have confidence in themselves and their abilities and form positive identities.
2. **Positive values:** Girls act ethically, honestly, and responsibly, and show concern for others.
3. **Challenge seeking:** Girls take appropriate risks, try things even if they might fail, and learn from mistakes.
4. **Healthy relationships:** Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.
5. **Community problems solving:** Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.

## FOCUS AREAS

To ensure girls gain the understanding and skills they will need in the future, we have identified four key focus for developing programming.

1. **Science Technology Engineering and Math (STEM):** Inspiring girls to pursue their interests in the science, technology, engineering, and math fields.
2. **Entrepreneurship:** Developing practical money-management skills so girls can ultimately take control of their financial futures.
3. **Life Skills:** Encouraging girls to keep their bodies healthy, their minds engaged, and their spirits alive.
4. **Outdoor/Environmental:** Helping girls to see the earth as their home and embrace environmental conservation and responsibility.

***GSACPC reserves the right to edit and revise this document at any time.***



**APPENDIX:**  
BRAND GUIDELINES  
RESOURCES

Persons using brand elements agree to abide by the rules and guidelines outlined in this agreement. Troops and service units may use the Girl Scouts–Arizona Cactus-Pine Council Servicemark for printed or electronic promotional materials such as a flyer or poster, on a case by case basis. Generally, the service mark is reserved for official Council communications and materials. The Servicemark or G.I.R.L. logos may not be used for branded merchandise that is not created by Girl Scouts, such as T-shirts, mugs, pens etc. The words Girl Scouts–Arizona Cactus-Pine Council, GSACPC or other words associated with Girl Scouts like Brownie, Cadette, Scout, GS, etc., may be used on these items instead. Girl Scouts–Arizona Cactus-Pine Council reserves the right to seek legal action for improper use of its name, Servicemark, other logos and images.

## ACCEPTANCE OF THIS AGREEMENT IS SUBJECT TO THE FOLLOWING:

- » This Agreement is applicable to the United States only. Any use of the Girl Scout Servicemark outside the United States is strictly prohibited. The Girl Scout Servicemark or the name “Girl Scouts” or “Girl Scouts of the USA” may not be used for any commercial purpose without prior written approval by the Trademark and Licensing Unit.
- » You may not use the Girl Scout Servicemark, logos, iconography or the name “Girl Scouts,” “Girl Scouts of the USA” or “Girl Scouts–Arizona Cactus-Pine Council” in any manner that may possibly disparage, bring into disrepute, or derogate Girl Scouts of the USA, its members, or councils in connection with any products or services that, in Girl Scouts of the USA’s sole and absolute discretion, may possibly diminish or damage the goodwill of the Girl Scout name or including without limitation uses that could be deemed to be obscene, pornographic sexual, or violent, or to encourage unlawful activities.
- » You may not alter the appearance of the Girl Scout Servicemark or logos. The Girl Scout Servicemark must stand by itself so as to avoid unintended associations with any other objects, including, without limitation, type, photographs, illustrations, borders, and edges.
- » The logo cannot be shaded or screened. The margin and/or clearance space around the Servicemark is the same as the height of the “g” in the Servicemark itself. It should never be placed over a complicated pattern or photograph.
- » You may not use the Servicemark or logos as a feature or design element or incorporate it into any other Servicemark/logo. You may never use the symbol without the logotype “Girl Scouts.”
- » You may not use the Girl Scout Servicemark, logo, iconography, or the name “Girl Scouts,” “Girl Scouts of the USA” or “Girl Scouts–Arizona Cactus-Pine Council” in any manner that implies sponsorship or endorsement. Co-branded materials are not allowed unless explicitly authorized by Council.

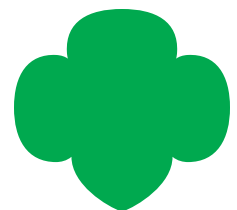
## ICONOGRAPHY

The trefoil has been a brand element since the beginning (1912). The profiles were added to the Girl Scout brand system in 1978.

The profiles are official art and may NOT be used independently of the Servicemark. The trefoil, however, is available for liberal expressive and creative applications.



THE PROFILES



THE TREFOIL

The profiles are a key element of the Servicemark. On occasion, they may be applied independently but it is preferred that the Servicemark appear within the same piece. The profiles may only be applied in PMS 355 C/U

# GRAPHIC GUIDELINES & One-Time Logo Usage Agreement

or white, or as an engraving. The profiles do not require a registration mark at this time.

The Girl Scout Trefoil is a playful complement to the Girl Scout Profiles and the Girl Scout Servicemark. However, it is not to be made into a character, made to hold photography, or re-rendered in any way. Apply the Trefoil as green (PMS 355 C/U) or white (preferably on green background). Text within the Trefoil should be either green (PMS 355 C/U) or white. Note: tinting a green Trefoil to 80 percent of PMS 355 is permissible, but it should only be applied over a solid green background.

The Trefoil should always be a Trefoil – not a flower, not a leaf, not a snowflake. Trefoil does not require a registration mark (®) at this time.

## THE GIRL SCOUT SERVICEMARK

The Girl Scout Servicemark is the primary brand mark. Servicemark configuration (consisting of the words “girl scouts” and the iconic Girl Scout Profiles) creates a feeling of leadership and forward momentum. The unique angle of the Profiles plays a key role in Servicemark typography and Servicemark lockups. The Servicemark is final and complete art. It should not be reassembled or reapportioned. Only the approved colorways of the Servicemark should be used. The Servicemark does not require a registration mark (®) at this time.

The configuration of Servicemark lockups mirrors the angle of the profiles’ neck.

Only council names, nationwide taglines, and affinity groups may be locked into the Servicemark. Only GSUSA may create Servicemark or other lockups.

## COLORS

Apply two-color marks to white, green, black and very light-colored backgrounds. On a green (PMS 355 C/U) background only, apply the white profiles. On a black background only, apply the white text.

If applying a two-color mark, the profiles should never be rendered in black. And the profiles should never be rendered in white unless on a green (PMS 355 C/U) background.

In extreme cases where one-color printing is the only option, black Trefoils or Profiles are permissible. However, it is strongly encouraged that they be applied in Girl Scout green or white wherever possible.



## G.I.R.L.

Introduced in 2017, G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ is Girl Scouts’ brand platform for describing the experiences, skills, and people inherent in our Movement. These experiences and stories have always been part of who we are, what we do, and our impact—G.I.R.L. is NOT a campaign. This is the essence of our brand. The spirit of G.I.R.L. influences everything we say and do.

# GRAPHIC GUIDELINES & One-Time Logo Usage Agreement

All uses of G.I.R.L. logos or written form should be related to specific go-getter, innovator, risk-taker, and/or leadership experiences, stories, or people. These logos do not replace other campaigns/logos, but should be used to enhance brand essence across promotional materials/flyers – NOT MERCHANDISE, GIFTS OR MORE PERMANENT ITEMS.

## THE G.I.R.L. LOGO

THE G.I.R.L. logo is final and complete art. The logo should not be altered, distorted or manipulated in any way. The G.I.R.L. logo suite uses specific colors in a very specific order. Only the approved colorways of the logo should be used. When using the G.I.R.L. logo externally, you must also use the council Servicemark lock-up, acronym, or council name to ensure connection of G.I.R.L. to Girl Scouts at all times. The G.I.R.L. logos should only be used for promotional one-time materials and CANNOT BE USED ON ANY MERCHANDISE, PATCHES, AWARDS, RECOGNITIONS, OR OTHER PRODUCT.



## G.I.R.L. COLORS

The logo colors are very specific and should not be altered in any way. Do not alter the colors or remove borders. Do not use on similar-color, competing, or distracting backgrounds. The G.I.R.L. logos should always be used in full color, except in cases where budget demands one-color printing. One-color logos may be used as a last resort ONLY. At this time, one-color printing is reserved to black and white.

## GIRL SCOUT FONTS

Girl Scouts has a suite of bespoke fonts designed to meet the needs of our brand. Arial is the approved alternate font for materials developed outside of the organization.

## GIRL SCOUTS AS TEXT

Please note the following regarding the use of the Girl Scout name:

- » The words “Scout,” “Scouts,” and “Scouting” must never appear without the modifier “Girl.” We are Girl Scouts. We do Girl Scouting.
- » “Girl Scouts of America” should never be substituted for “Girl Scouts of the USA.”
- » “Girl Scouts” is a singular proper noun when referring to the organization, Girl Scouting, etc. It should never be preceded by the definite article “the.” We are Girl Scouts, not “The” Girl Scouts. Therefore, in Spanish, it should never be preceded by the article “las.”

## COMPLETE AGREEMENT

Sign and return the following page, along with a mock-up showing the use of requested logo(s), to [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org).

**QUESTIONS?** Email [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org) or call 602.452.7000



# One-Time Logo USAGE AGREEMENT

With this agreement, \_\_\_\_\_ (ORGANIZATION/SERVICE UNIT/LEADER) applies for **one-time use** of the Girl Scout  SERVICEMARK  G.I.R.L. logo as a result of a partnership or collaboration with Girl Scouts–Arizona Cactus–Pine Council (COUNCIL). This Logo Use Agreement is made and entered as of the date last set between the Council and Organization.

## A. REQUESTER INFORMATION

ORGANIZATION / SERVICE UNIT / LEADER:		
CONTACT NAME:		TITLE:
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	FAX:	
EMAIL:	WEBSITE:	
DESCRIBE THE ONE-TIME LOGO USE REQUEST (PLEASE PROVIDE INCLUSIVE DATES):		

## B. TERM OF THIS GIRL SCOUT LOGO USE AGREEMENT

Organization understands and acknowledges the Brand Graphic Guidelines and that this Logo Use Agreement shall remain in existence and be effective for a one-time use. In the event the Logo Use Agreement expires or is terminated, or the partnership or collaboration is dissolved, Organization’s rights to use the Girl Scout logo(s) shall automatically expire without the requirement of any prior notice to the Organization.

## C. COMMITMENT INFORMATION AND AGREEMENT

Organization will adhere and agree to abide by the Girl Scout Graphic Guidelines. The Girl Scout logo(s) are registered trademarks. They may never be redrawn, re-proportioned, distorted, altered or manipulated in any way. Organization will terminate using the Girl Scout logo after this one-time use and agrees to abide by the terms of this Agreement.

SIGNATURE OF AUTHORIZED ORGANIZATION REPRESENTATIVE:	
PRINTED NAME:	TITLE:
DATE:	

Email a signed copy of this form along with a document proof to [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org). Call 602.452.7000 or email [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org) with any questions.

# **GIRL SCOUT PARTNER EDITORIAL STYLE SHEET**



Please adhere to the following conventions when writing about Girl Scouts to remain consistent and accurate with our branding and how we talk about ourselves.

We appreciate your collaboration—thank you for keeping our voice strong!

# WHO WE ARE

- » “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils)
  - **NOT** Girl Scouts of America, GSA, Scouts, the Girl Scouts, Girl Scouts of Arizona (there are two councils in our state)
- » **Do not use Scouts or Scouting alone** – ensure all references to the organization and program titles use our full unique name, Girl Scouts or Girl Scouting.
- » Girl Scout council; council (only cap “council” as part of proper noun—e.g., Girl Scouts–Arizona Cactus-Pine Council)
- » Before shortening our Council's name to GSACPC, use the full name the first time it is mentioned with the acronym in parentheses—*Girl Scouts–Arizona Cactus-Pine Council (GSACPC)*.
- » Also note the proper location and use of the en dash and regular dash within our name: *Girl Scouts–Arizona Cactus-Pine Council*.
- » s’ to give us ownership: Girl Scouts’ history
- » accurate to refer to Girl Scouts as the largest girl leadership (or girl leadership development) organization in the world
- » Girl Scout troop; troop (but: Pippa is in Troop 3484)
- » Girl Scout member
  - Girl Scouts (girl members; note that our organization and our girl members share a name)
  - Girl Scout volunteer
  - Girl Scout parent; Girl Scout caregiver
  - lifetime member
- » Girl Scout alum(s): preferred term for a girl who was a Girl Scout for any length of time or at any level in her youth
  - **not** Girl Scout alumna(e)
- » Social media accounts:
  - Facebook: [/GSACPC](#)
  - Twitter: [@GSACPC](#)
  - Instagram: [@GSACPC](#)
  - LinkedIn: [Girl Scouts–Arizona Cactus-Pine Council](#)
  - Pinterest: [GSACPC](#)
- » **Note:** Although Girl Scouts is our name, “Girl Scouting” (**never “Scouting”**) should be used to refer to the experience that Girl Scouts provides its members with. So: Through Girl Scouting, girls develop leadership skills to last a lifetime.

# WHAT WE'RE ABOUT

- » Mission statement: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
- » “About Us” boilerplate:

We're the best girl leadership experience in the world. It began over 100 years ago with one woman, Juliette Gordon “Daisy” Low, who believed in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> to change the world. Today, we continue her vision through the Girl Scout Leadership Experience which helps girls uncover and develop their potential through activities in science and technology, business and economic literacy, and outdoor and environmental awareness, to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in the world. And with hands-on, girl-led, cooperative learning, every G.I.R.L. has a chance to do something amazing.

## **About Girl Scouts–Arizona Cactus-Pine Council (GSACPC)**

In partnership with more than 10,000 adult volunteers, GSACPC serves 21,000 girls grades K-12 in more than 90 communities across central and northern Arizona. Since 1936, GSACPC has helped girls develop leadership skills and tools for success in a rapidly changing environment. We know that given the opportunity, every girl can become a leader, act confidently on her values, and connect with her community. Girl Scouts grow courageous and strong through girl-driven programs, ranging from summer camp to troop activities and product sales. For more information, visit [www.girlscoutsaz.org](http://www.girlscoutsaz.org), like us on [Facebook](#) or follow us on [Instagram](#). Sample language about Girl Scout alums: Girl Scouts' more than 50 million alums make significant contributions around the world, day in and day out—from the boardroom to the classroom to the caucus room (and beyond!).

# GIRL SCOUT GRADE LEVELS

- » Girl Scout Daisies: grades K-1
- » Girl Scout Brownies: grades 2-3
- » Girl Scout Juniors: grades 4-5
- » Girl Scout Cadettes: grades 6-8
- » Girl Scout Seniors: grades 9-10
- » Girl Scout Ambassadors: grades 11-12



# COOKIES

- » Girl Scout Cookie(s)
- » Girl Scout Cookie Program; cookie program
  - “the largest girl-led entrepreneurial program in the world,” not “the largest girl-led business in the world”; avoid referring to the cookie program as a business altogether
- » Girl Scout Cookie season
- » Digital Cookie®
- » Cookies are associated with different bakeries, it depends on the Council—Little Brownie Bakers (LBB) or ABC Bakers (ABC), or both:
  - Girl Scout S’mores® (both, but the cookies are different)
  - Thin Mints® (both)
  - Caramel deLites® (ABC); Samoas® (LBB)
  - Peanut Butter Patties® (ABC); Tagalongs® (LBB)
  - Shortbread (ABC); Trefoils® (LBB)
  - Do-si-dos® (LBB); Peanut Butter Sandwich (ABC)
  - Lemonades™ (ABC)
  - Savannah Smiles® (LBB)
  - Thanks-A-Lot® (ABC)
  - Toffee-tastic® (LBB)
  - Trios (ABC)
- » **Tip:** GSACPC uses Little Brownie Bakers.
- » **Tip:** As appropriate, emphasize the five skills girls learn through the Girl Scout Cookie Program—goal setting, decision making, money management, people skills, and business ethics.

## OTHER COMMON TERMS AND PHRASES

- » badge (no cap: Philanthropist badge, Financial Literacy badges; [read more](#))
- » patch (no cap: Fun patch)
- » petal (no cap: Tula petal; [read more](#))
- » Girl Scout Leadership Journey; Leadership Journey; Journey (e.g., Think Like an Engineer Journey, STEM Journeys; [read more](#))
- » G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™
- » Volunteer Toolkit ([read more](#))
- » Take Action project
- » girl-led, learning by doing, cooperative learning (components of the leadership experience girls receive at Girl Scouts)
- » nonprofit
- » nonpartisan
- » female leaders
  - not women leaders
  - not females
- » **Tip:** Use synonyms for “partner” to add variety to copy (e.g., collaborate, team up, work with, joining forces, etc.).

## WHAT TO AVOID

- » Overuse of nonspecific words like fun, cool, amazing, and awesome; instead, make your point by describing what is fun/cool/awesome (e.g., At Girl Scouts, girls set the tone—shaping their own action-packed, growth-promoting leadership experiences at every turn)
- » **References to the vague and clichéd “girl power”**
- » **Language in the vein of “Girl Scouts empowers girls” (instead: Girl Scouts prepares girls to empower themselves)**
- » Including facts or statistics without sources; confirm the statement is true and then cite the source (e.g., “According to the Girl Scout Research Institute study [Generation STEM](#), 57 percent of girls say they would have to work harder than a man to be taken seriously in a STEM field”)
- » Speaking on behalf of GSUSA, GSACPC, or a Girl Scout member (in their Girl Scout capacity) to endorse companies or products (**e.g., do not say, “We and Girl Scouts encourage you to come to our stores/ buy X product”**)
- » Qualifying a partnership (e.g., as “first-ever” or “national”) before confirming the claims; check with our Council brand team before using such a phrase