

Brand Refresh FAQs and Reminders

The new Girl Scouts brand standards bring quite a few changes, and we recognize some are more significant than others. Here are a few key reminders:

Things to avoid

- » Branding or modifying materials on your own.
- » Using Girl Scout marks, new or legacy, and branding without direct council guidance or approval.

Things to do

- » Make GSACPC Marcom Team aware of any materials or items that: have not received servicemark approval, use the Trefoil, or go against our brand.
- » Help center girls' voices and ideas by [sharing photos and stories](#) about their experiences, dreams, and in-action.
- » Email your [GSACPC Marcom team](#) with any questions or needs. We're in this together!

Can we continue to use neighborhood logos?

Only Council and GSUSA have approval to use the Trefoil moving forward. We're asking Service Units to no longer use the Trefoil or neighborhood logos. Consistent usage of the new brand and logo guidelines will help us earn trust, establish credibility, differentiate from the competition, and increase recognition. Imagine if every Starbucks had its own neighborhood logo and name, it would be hard for customers to know it's part of the Starbucks family, cause confusion, and might be unrecognizable for new customers. This is the same with the unique neighborhood, event, and program logos within GSUSA and our Council.

How do we continue to identify as Girl Scouts without having open access to the Trefoil?

Our council servicemark logo should be used to identify all local Girl Scouting – council and service units – our programs, events, etc. as a unified organization. Volunteers can request to use the servicemark by completing [our logo-usage request form](#). A logo usage request only approves the one usage it was requested for. A request **must** be completed for each usage.

You will be able to use the new badge shapes, which can be used with more flexibility. These, along with additional assets, like PowerPoint and flier templates, will be added to this site in the coming months.

When in doubt, the GSACPC Marcom Team can help your Service Unit ensure a design is well branded and implement the use of the Trefoil if necessary. Submit the usage request with your needs or email marcom@girlscoutsaz.org.

What is happening to the most recent logo, the profiles (one with the faces)?

The profile logos will be added to our Girl Scout legacy marks collection. These logos will be reserved for special use cases representing our history. Legacy marks should not be used to appeal, recruit, engage, or train audiences.

What do we do with any items (pins, badges, shirts, materials, etc.) with the old profiles logo or branding?

Continue to use them! There is no immediate mandate to rebrand or adopt materials that require a financial investment or resources not available to you. In fact, you will still see these on items like pins and inventory at the Council Shop. As we rollout items with the new brand, the older ones will simply be phased out. Items like badge books will be released in the new branding, but the content will remain the same - you do not need to repurchase these.

Did the Girl Scout colors change?

We have expanded our color palette to energize our brand. To highlight and celebrate the Trefoil as our unifying visual, we will continue to elevate it in our signature green, but you will also see it come to life in our energizing new colors.

What font can I use if I don't have the new Girl Scout font on my computer?

For applications where Girl Scout fonts can't be used, use Palatino as a substitute.

Why are we updating our new brand identity now, and how does this affect me?

Our rebranding efforts focus on increasing brand consistency and differentiation and ultimately increasing relevance and connecting with even more girls and families. Your partnership is critical to implementing rebranding in all Girl Scout initiatives.

How is our brand purpose different from our mission?

Our mission focuses on what our organization does every day in service to girls. Our purpose outlines the reason for our organization to exist, to champion girl ambition.

As brand ambassadors, what should volunteers do now to help roll out the brand refresh?

You can help in several ways:

- » Complete your training in gsLearn
- » Use Girl Scouts' brand purpose to inform all programs, materials, etc.
- » Consistently follow brand standards (verbal/editorial style, visual/logo use/marketing). And work with the GSACPC Marcom Team as we all adjust to the changes.
- » Starting with 2021 fall recruitment, adopt our new identity across all materials, services, and experiences.

When should we start rolling out the new brand identity externally?

The official release of the new brand identity to the general public starts in July 2021 with the release of the Fall 2021 Recruitment campaign, consistently branded Join and Volunteer pages on council websites, the application of new branding on social channels, and email communications.

Considering that this will be a phased transition, please continue to exhaust inventories of current materials and adopt new branding as you need new materials and plan new events.

How long do we have to implement the new brand identity?

Our goal is to have fully transitioned to the new brand identity by our next national convention (October 2023). In 2021, prioritize fall recruitment as the first campaign with a rebranded look and feel. We will continue with a phased approach until all initiatives adopt the new identity. GSACPC will prioritize major initiatives while exhausting our existing inventories. We know that this process will take time, and we don't expect you to transition everything at once.

Which projects are GSUSA/GSACPC currently branding with the new identity, and when will they be released?

We're in the process of branding and adopting national initiatives as we transition to the new brand identity, including, but not limited to:

- » The new Girl Scout alum report (March)
- » 2021 fall recruitment campaign (July)
- » GSUSA's website, social channels, and emails (July)
- » Council templates (July)
- » New fall merchandise (July)
- » New badge booklets and the new cookie announcement (fall)

When will the new brand identity be implemented in the Product Program?

GSUSA has started to collaborate with Product Program licensees to integrate the new brand identity as possible into Product Program materials for upcoming seasons. Given how far in advance these materials get produced, you'll start seeing partial integration through some of the elements of the 2022 campaign, followed by fuller integration into the 2023 campaign. We're working to integrate the new brand identity as quickly as possible into all Girl Scout Cookie consumer-facing marketing materials for the 2022 season.

Where else can I get help if I still have questions?

Please reach out to marcom@girlscoutsaz.org!