

# GRAPHIC GUIDELINES & One-Time Logo Usage Agreement

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.

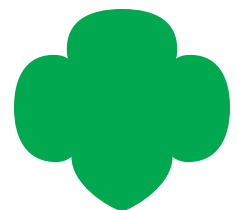
## ICONOGRAPHY

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



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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.

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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.