

Introduction

Working with a new identity can be a challenge. The cheat sheet will help you get up to speed quickly.

The purpose of the refresh is to enable consistent and on-brand executions across diverse applications – and across the country.

Use the cheat sheet to inform your design decision-making and help us all take a big step forward as a fully coordinated brand.

This document addresses branding in communication materials and collateral. Product guidelines for merchandise will be provided separately.

Eight key questions to ask yourself when building a Girl Scout branded piece.

3. Are we using the solid trefoil correctly?

Trefoil

Use the trefoil creatively. It is a playful complement to the formal servicemark.

Text in trefoil

Omnes Semibold is used to create text within the trefoil.

Headlines, pull quotes, and seasonal tags are all appropriate trefoil content.

The mission excerpt and Web trefoils are provided as final art.

Relative scale and placement of art and text is not to vary.

Patterns

Trefoil patterns should be applied using 100% PMS 355 and white or 100% PMS 355 and 80% PMS 355, for a watermark effect.

Usage

The trefoil is a mark with great history. It is not to be made into a character, made to hold photography or illustration or to be re-rendered in any way.

6. Is the servicemark where it should be?

Rule of thirds

To build consistent and coordinated executions, the Girl Scout identity uses a proprietary layout system based on the rule of thirds.

Placement

The service-mark is always placed on the left third of the page with at least one “g” of clearance space around it to make it stand out prominently.

1. Is that the official art?

Servicemark

The servicemark is final and complete art.

The refreshed configuration creates a feeling of leadership and forward momentum.

The elements should not be reassembled or reproportioned.

The servicemark does not require a registration mark (®) at this time.

The Profiles

The Profiles may be used independently of the mark, provided that the servicemark appears within the same piece. The text, however, may only be used with The Profiles.

Shorthand

If designing for girls or volunteers, then the servicemark may be abbreviated to familiar initials.

4. Are we using the Girl Scout colors?

Core

The Girl Scout identity uses three core colors, green (PMS 355), black, and white.

Girl Scouts has the privilege of claiming a color. Green.

To ensure that we continue to claim the color and to capitalize on our well-established advantage, embrace green.

Secondary

Secondary colors have been developed and specifically assigned to each grade level.

Even secondary colors should be applied in combination with the Girl Scout green.

Supporting

Any colors introduced from outside the core and secondary palette are discouraged. They should have deliberate meaning and be applied as temporary elements only, i.e. event or season-related.

7. Is that the Girl Scout typeface?

Omnes

The everyday workhorse typeface of Girl Scouts is Omnes.

Three weights of Omnes and their italics are available for organization-wide usage.

Omnes should be applied to everything from ads to envelope addressing.

Please contact gsbrand@girlscouts.org to obtain a license for download.

Omnes black

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes black italic

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes semibold

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes semibold italic

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes regular

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Omnes regular italic

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

2. Can we do that to the servicemark?

Lockups

Only council names, nation-wide taglines and affinity groups may be locked into the servicemark.

Each of these properties are long-term investments considered intrinsic to the brand.

Only GSUSA can create servicemark lockups.

Shorthand lockup

If speaking to a Girl Scout-only audience, an event, program or affinity group name may be locked into the shorthand.

Colorways

Whenever possible The Profiles should be kept green.

If placed on a green background, The Profiles should reverse to white and all text should remain black.

One-color marks are a last resort used only when budget so demands.

5. How do we speak to the girls?

Grade levels

To aid tailored and targeted communications, each grade level has an individual mark set in a unique color.

Grade level art is final and complete art.

Relative scale and placement of art and text is not to vary.

Shorthand

If designing for girls or volunteers, then the servicemark and grade level art may be abbreviated to familiar initials.

8. Is the art on brand?

Photography

Girl Scout imagery is all about moments that matter. Energy, eye contact and environment should all be considered when selecting the perfect photograph.

When cropping a photograph, the ratio of image to background should be 80/20. An image with 80% girl and 20% background will feel immediate and personal.

An image with 20% girl and 80% background will show context and showcase activities.

Illustration

Sketchbook illustration allows for broad interpretation. It is both deeply personal and on brand.

It demonstrates energy and authenticity.

And, it can be created at little expense with great effect.