

Appendix: Logo and Graphic Design Use

The Girl Scout Brand

Girl Scouts is a well-loved, iconic brand. Few brands are able to claim a color or a shape; fortunately, we have the ability to do both. Leadership, sisterhood, and inclusion are the cornerstones of Girl Scouts' brand values.

The Girl Scout brand promise is that "Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big."

The Girl Scout identity is more than just a "logo." It is a system of marks, typefaces, colors, layout schemes and more. The system helps to support our brand story and unify our communications. The graphic elements are serious yet accessible, timeless yet engaging, and always focused on creating a sense of sisterhood, leadership, and access.

Girl Scout Logo and Icon

Everyone who produces printed material – flyers, banners, posters, T-shirts – has an opportunity to convey the strong identity of Girl Scouts by using the Girl Scout service mark and icon.

Please keep in mind the following points before using the Girl Scout logo and icon.

Color

- The logo can be printed in:
 - Girl Scout Green + Black (Note: the 'profiles' should always be green whenever possible)
 - Black (on a light colored background)
 - White (on a dark colored background)
- Girl Scout Green is a specific shade of green: PMS 355.
- Never lighten, screen or modify the official Girl Scout Green.
- Make sure there is proper contrast between the Girl Scout logo and the background color. For example, do not put a black logo over a blue background or a white logo over a bright yellow background.

Layout

- Never separate the service mark (i.e. do not split up the profiles from the words 'Girl Scouts')
- The profiles symbol should not be used alone
- The logo must be placed on the page with a certain amount of space on every side: space equal to the height of the 'g' in the Girl Scouts logo
- The logo must never be placed in conflict with other elements on the page
- Do not put the logo over busy backgrounds or other elements

Quality

- Any image, including the Girl Scout logo, when copied from a web page will print poorly. The resolution, or size of an image on a web page is much smaller than that needed to print. Do not artificially increase the resolution of low-resolution logos, as they will become pixilated in print and will look distorted. To ensure proper print-resolution quality, please contact the Membership Assistant to request an electronic copy at 800.236.2710 X 1151 or membership@gsbadgerland.org

Creativity

- The consistency of our logo is what keeps our brand intact. As a result, we never alter the logo. Do not redraw, re-proportion or modify the logo in any way. The logo type must always be in proper proportion. Do not add patterned fills, photos, or any other elements to the logo.

Fun with Trefoils

- Now having said you can't be creative, here is a slight exception to the rule. The Trefoil is the Girl Scout icon that allows for more creativity. You may use words inside the Trefoil. However it should always be presented as a Trefoil. For example, do not transform it into a flower or a character with a face. The Trefoil has a rich history and its integrity must be kept intact.

Any questions regarding service mark or icon usage should be directed to the communications department at 800.236.2710 X 1158 or to the membership assistant at 800.236.2710 X 1151.

The Girl Scout name and official Girl Scout service mark are just two of the many marks owned by Girl Scouts of the USA. Other protected marks include words, emblems, and shapes exclusively associated with the Girl Scouts. As symbols of a trusted and respected organization, all of our efforts are needed to keep the Girl Scout marks special and unique.

Always Use “Girl Scouts”

Protecting the good name of Girl Scouting requires diligent effort. Lack of attention to the name could result in “Girl Scouts” and “Girl Scouting” becoming generic terms. To maintain the Girl Scout identity, always use full and proper names when communicating verbally or in writing. Use “Girl Scouts” not “Scouts” and “Girl Scout Daisy” not “Daisies” and “Girl Scouting” not “Scouting.”

Copyright Laws

Many program activities include songs and other written materials. It is tempting to duplicate and distribute material from songbooks, library books, or other published documents. As innocent as this may seem and even though distribution may be limited to one troop or service unit, this duplication and distribution without written permission from the copyright holder is very much in violation of federal copyright laws and could subject individuals and the council to possible legal action.

Before duplicating materials, you believe may be copyrighted, or if you have any questions regarding this issue, please contact Christy Gibbs, Director of Marketing, at 608.273.1158 or 800.236.2710 X 1158 or by e-mail gibbsc@gsbadgerland.org.

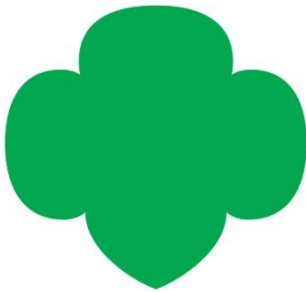
Badgerland Council will abide by the most current copyright laws. The following are examples of proper usage of the Girl Scout Logo, Trefoil and Profiles.



Girl Scouts short hand logo



The Servicemark. Do not re-proportion it or break it up. It must appear intact as presented here.



Trefoil



The Badgerland Council Servicemark. Do not re-proportion it or break it up. It must appear intact as presented here.



Profiles