


Brand Architecture Overview

The Trefoil is the single visual element that has been with us throughout our entire history. While its form has varied over the years, the essence of its shape has remained the same.

By using this iconic symbol consistently, we speak with a singular voice to represent the Girl Scout Movement. In doing so, we enhance our brand perception as more people continue to associate the Trefoil with Girl Scouts.

In addition to covering guidelines for use of the Trefoil, this page summarizes the only approved servicemarks approved for branding Girl Scout communications and materials. No other logos, servicemarks, or lockups should be created to represent Girl Scouts.

Logo	Movement Servicemark	Council Servicemarks and Acronyms	Highest Awards Servicemarks
		  	  

Trefoil

The Trefoil is the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.

Pronunciation: | 'trē,foil, 'tref,oil |

It may be used alone for communications where the Girl Scout brand has already been established through prominent copy or other clear context. Otherwise, it should be used in combination with the Movement or council servicemarks.

Note: Affiliation gear is a great way to build brand equity in the Trefoil as a stand-alone symbol. In these cases, the wearer serves as the context, becoming a natural ambassador for the brand. Gear can include shirts, hoodies, bags, hats, pins, etc.

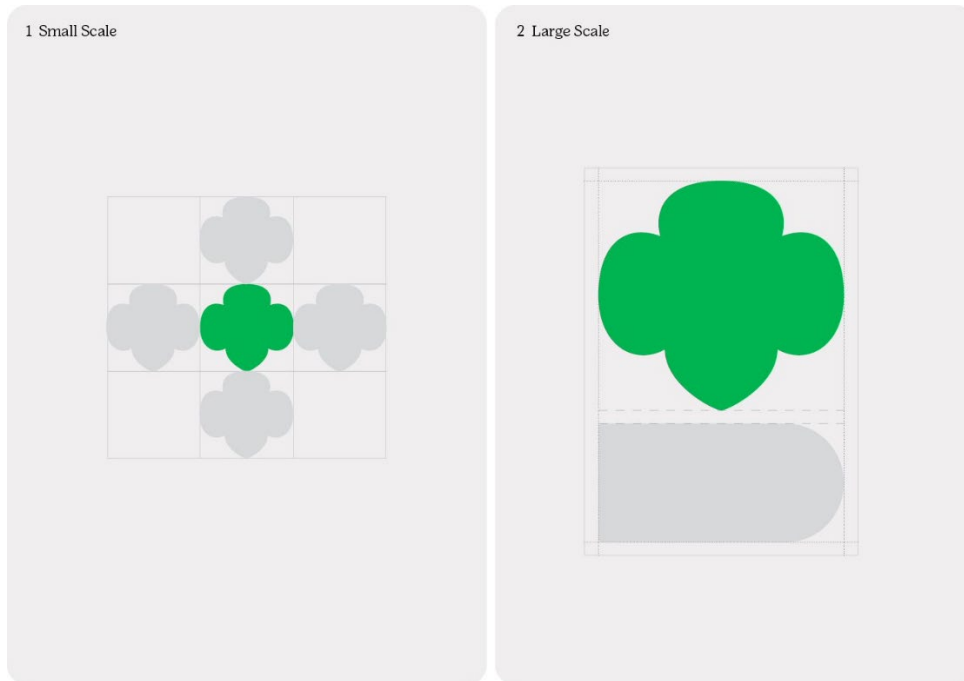
Trefoil Clear Space

Clear space defines the distance that should be allowed between the Trefoil and any other graphic element on a surface.

When using the Trefoil at a small scale, use the clear space rule outlined in the first example.

When the Trefoil is used at a large scale, it should adhere to the margin and gutter standards outlined in the Layout section of the Brand Standards rather than the clear space rule.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.



Trefoil Minimum Size

To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

Trefoil Color

Green is our signature color and has been a brand equity since we introduced it in our uniforms in the 1940s, and it became associated with our brand over time. We should leverage this color strategically.

As our official brand color, Girl Scout Green should be used for the Trefoil in formal settings. It should also be used for audiences who are unfamiliar with our brand. Using a consistent color will help to build familiarity and brand recognition.

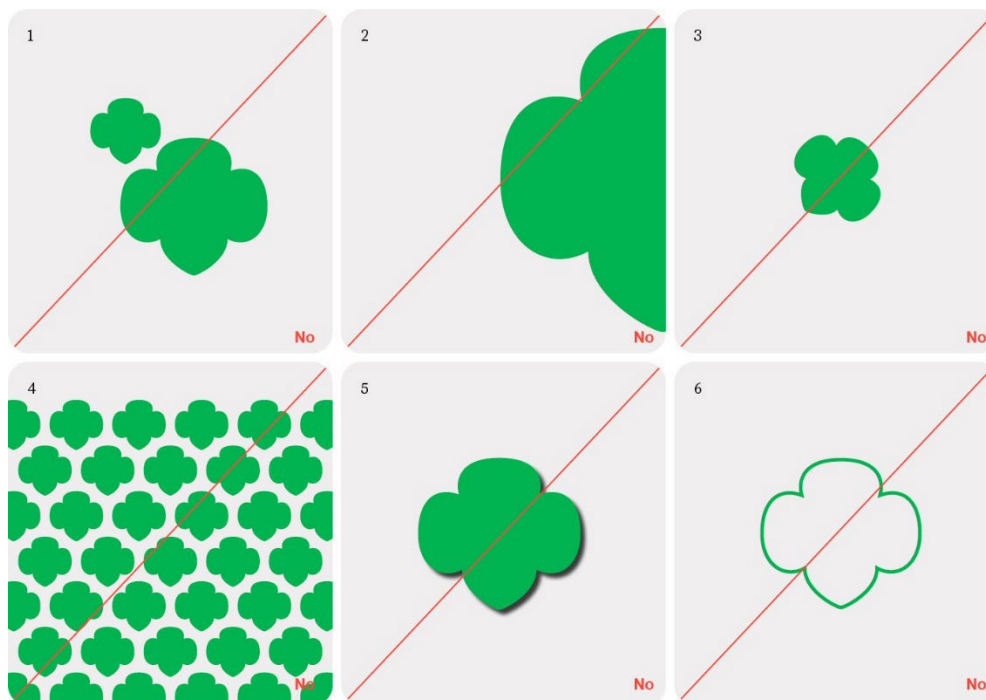
However, in order to allow for more flexibility within the design system, the Trefoil can also be used as a supporting element using colors from the official

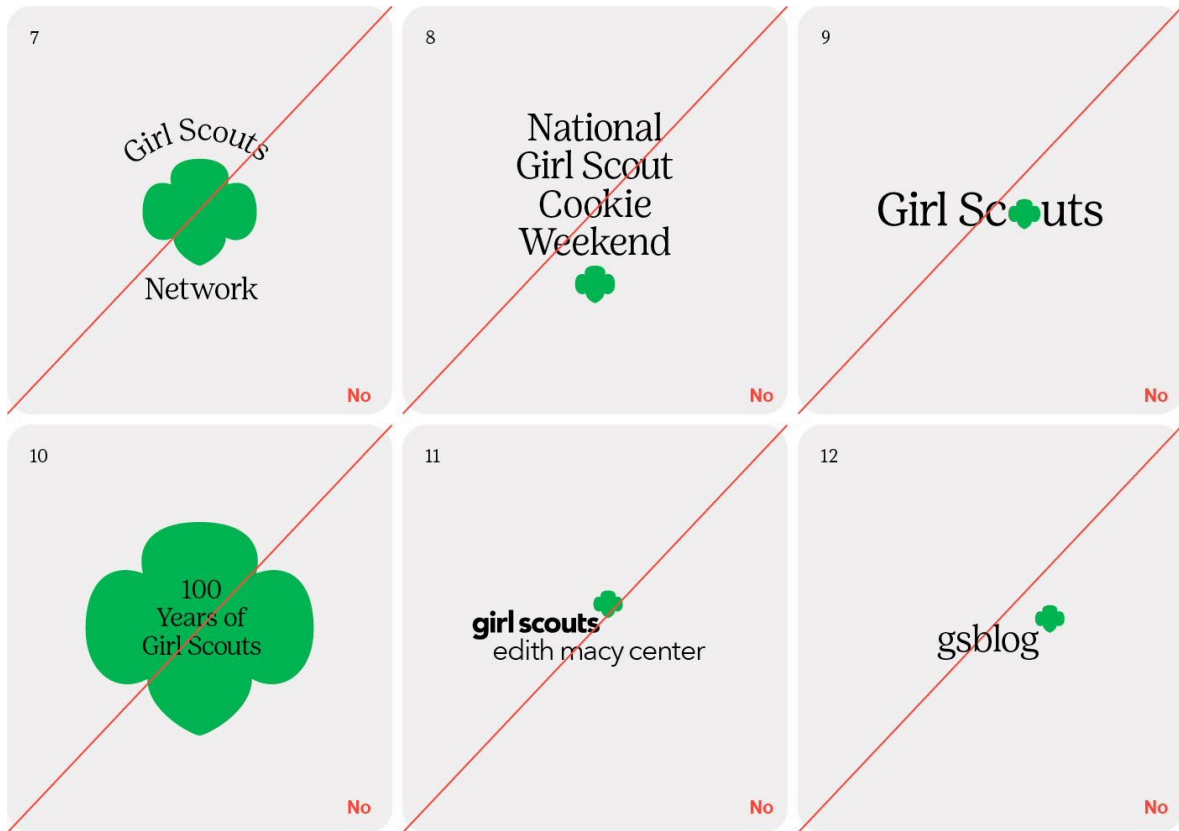
palette. This should be reserved for environments where the audience is already familiar with the brand.

Trefoil Don'ts

In order to maintain the power and integrity of the Trefoil, never do the following things:

1. Never use more than one Trefoil in the same application.
2. Never crop it.
3. Never rotate it.
4. Never use it as a pattern (exceptions apply for products and packaging).
5. Never add effects to it.
6. Never outline it.
7. Never wrap text around it or lockup text close to it.
8. Never place it closer to text than the clear space allows.
9. Never use it to replace a typographic character.
10. Note: One Trefoil can be use per surface area. For example, a spread in a booklet or workbook can feature a Trefoil on each page.
11. Never place any text inside of it, including page numbers.
12. Never place the Trefoil next to text.





Service mark Don'ts

The service mark should never be altered. The following is a list of things to never do with the service mark:

1. Never place it inside the Trefoil.
2. Never use the words from the service mark without the Trefoil.
3. Never use it at an angle.
4. Never create new lockups.
5. Never recreate it.
6. Never abbreviate it.

Note: For consistency's sake, we no longer abbreviate the name of our organization to "gs." Instead, we use the full servicemark or the symbol alone.

