Girl Scout Style Guidelines

Girl Scouts is a vibrant, living and constantly evolving community—and so is our visual identity. Our brand is not just a logo—it is a complete design system composed of a number of elements that work together to create a distinctive look and feel for all our communications. This Style Guide will guide you through the nuances of working with these elements to optimize your communications. Consistently adhering to the content and rules of these standards is critical to creating and maintaining a recognizable and strong brand.

Our Mission

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

Who We Are

- "Girl Scouts of the USA" when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); "Girl Scouts" to refer to the wider Girl Scout body (national org + 112 Girl Scout councils)
- **Not** Girl Scouts of America, GSA, Scouts, *the* Girl Scouts, or *the* Girl Scouts of the USA
- It is accurate to refer to Girl Scouts as the largest girl leadership (or girl leadership development) organization in the world.
- The official website for Girl Scouts Carolinas Peaks to Piedmont is www.girlscoutsp2p.org.

Common Girl Scout Terms:

- Girl Scout — *Scout* or *Scouts* should never be used
- Girl Scouting — Never use *Scouting* alone
- Girl Scout Daisy, Girl Scout Brownie, Girl Scout Junior, Girl Scout Cadette, Girl Scout Senior, Girl Scout Ambassador (do not say Brownie Girl Scout, etc.)
- Girl Scout Brownie Troop 10123 (use this for any level and do not include # mark before the numbers, i.e. *Troop #10123*)
- Girl Scout Cookie season, Girl Scout Cookie Program, Girl Scout Cookies
  - "the largest girl-led entrepreneurial program in the world," **not** "the largest girl-led business in the world"; avoid referring to the cookie program as a business altogether
- Girl Scout Bronze Award (never simply *Bronze Award*)
- Girl Scout Silver Award (never simply *Silver Award*)
- Girl Scout Gold Award (never simply *Gold Award*)
- Girl Scout Journey (capitalize Journey when referencing the specific Journeys associated with each level)
- Girl Scout program
- Girl Scout troop
- Girl Scout Law and Girl Scout Promise
- Girl Scout volunteer or Girl Scout leader
- Girl Scout Week
- Girl Scouts of the USA (GSUSA and not G.S.U.S.A.)
- service unit or service team
- World Association of Girl Guides and Girl Scouts (WAGGGS)
- World Thinking Day
- Girl Scout alum or Girl Scout alums; not alumnae
- Refer to *Safety Activity Checkpoints* rather than Safety-Wise
- Fundraising is what the council does. Girl Scout troops do money-earning activities.
- Use Volunteer Learning Opportunities, not training.

Trefoil Rules
- The Trefoil is the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.
- 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 we should leverage this color strategically. 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, 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.
- In order to maintain the power and integrity of the Trefoil, never do the following things:
  * Never use more than one Trefoil in the same application.
  * Never crop it.
  * Never rotate it.
  * Never use it as a pattern (exceptions apply for products and packaging).
  * Never add effects to it.
  * Never outline it.
  * Never wrap text around it or lockup text close to it.
  * Never place it closer to text than the clear space allows.
  * Never use it to replace a typographic character.
  * Never place any text inside of it, including page numbers.
  * Never place the Trefoil next to text.
  * 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.

Girl Scouts Carolinas Peaks to Piedmont Logos
- Only marketing materials created and approved by the council's marketing team should display the GSCP2P logo. If you would like to include this logo on your marketing materials, please submit for review to info@girlscoutsp2p.org.
- Please make sure you get council approval for any troop apparel (T-Shirts, for example) if the Trefoil or Girl Scout logo is included.

Press Releases
- We appreciate anytime a member wants to share with their local news outlets all the great things Girl Scouts are doing! Need help writing a press release? We are here to help! E-mail info@girlscoutsp2p.org and we can send you a template.

Sharing the Girl Scout Story
- We love to hear your Girl Scout stories! Share local Girl Scout stories to https://girlscoutsp2p.wufoo.com/forms/m1lv9ord0iz8cho/.

Abbreviations and Acronyms

- Use of acronyms should be avoided in all communications.
- While it may feel easier to write GSCP2P or GS, please spell them out. Always spell out Girl Scout, and don't use GS.
- It is acceptable to use GSUSA. The first reference should be written as follows: Girl Scouts of the USA (GSUSA). Example: "The headquarters for Girl Scouts of the USA (GSUSA) is in New York City."
- When writing out addresses, spell out Street, Road, Drive, Boulevard, etc.
- Acronyms for positions such as CEO, COO or CFO should be spelled out in the first reference and should only be abbreviated if they areaccompanied by a name. For communications with anyone other than volunteers or staff, no other staff or volunteer position should be used as an acronym, including SUM, SUCM, etc.

Time

- Always use a.m. or p.m., eliminating the :00. Use figures except for noon and midnight. (For example: "The programs run 9:30 a.m.-1 p.m. or "The programs run 9 a.m.-Noon.")

Capitalization

- Campaigns, Taglines and Special Initiatives are capitalized. For example, always capitalize Girl Scout Cookie Program.
- Always capitalize the full names of Girl Scout awards,badges, patches, petals, etc. These words should not be capitalized unless part of the full name. (For example: "The volunteers were eager to use the new Journey books. They plan to pay for theirbooks using proceeds from the Girl Scout Cookie Program.")
- Only the exact titles of events or programs should be capitalized. (For example: "Girl Scout volunteers attended the Annual Meeting.")
- Titles of publications should be italicized.
- Do not capitalize spring, summer, fall or winter except when part of a formal title.

Our Websites

- When typing out www.BeAGirlScout.org or www.CampLikeAGirl.org, please capitalize the first letter in each word.
- For www.girlscoutsp2p.org, all letters should be lowercase.

Service Units & Troops

- "Service unit" and "troop" are capitalized only if it is used as a title. (For example: "Ten service units attended the meeting and Girl Scout Junior Troop 30123 organized the community's first winter coat project.")
- When writing service unit numbers and troop numbers, omit the # sign. (Troop 40123)
- When referring to a service unit, use the full name or community served first. (Deerfield Service Unit 307 or Deerfield Service Unit)

Official Girl Scout Color Palette

Cloud RGB 217/217/217 Hex #d9d9d9 CMYK 0/0/0/20 Pantone Cool Gray 1 TCX 12-4300	**Star Green** RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	**Sky** RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	**Lilac** RGB 204/179/250 Hex #ccb3fa CMYK 20/30/0/0 Pantone 2635 TCX 14-3612	**Bubblegum** RGB 247/171/214 Hex f7abd6 CMYK 0/35/0/0 Pantone 230 TCX 15-2213	**Peach** RGB 255/185/157 Hex #fcb89d CMYK 0/30/30/0 Pantone 162 TCX 13-1022	**Khaki** RGB 213/202/159 Hex #d5ca9f CMYK 20/15/40/0 Pantone 4545 TCX 14-0925	**Sunshine** RGB 255/244/65 Hex #fff441 CMYK 0/5/80/0 Pantone 101 TCX 12-0642
Stone RGB 168/168/168 Hex #a8a8a8 CMYK 0/0/0/40 Pantone Cool Gray 6 TCX 14-5002	**Girl Scouts Green** RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	**River** RGB 20/150/212 Hex #1496d4 CMYK 90/15/0/0 Pantone 2192 TCX 17-4435	**Violet** RGB 158/95/214 Hex #9e5fd6 CMYK 40/60/0/0 Pantone 2083 TCX 7-3628	**Fuchsia** RGB 253/50/158 Hex #fd329e CMYK 0/80/0/0 Pantone 232 TCX 17-2627	**Poppy** RGB 238/49/36 Hex #ee3124 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	**Flame** RGB 255/120/24 Hex #ff7818 CMYK 0/70/100/0 Pantone 1585 TCX 16-1454	**Gold** RGB 247/190/0 Hex #f7be00 CMYK 0/30/100/0 Pantone 7408 TCX 13-0759
Black RGB 0/0/0 Hex #000000 CMYK 0/0/0/100 Pantone Black TCX 19-0840	**Forest Green** RGB 0/86/64 Hex #005640 CMYK 95/35/80/40 Pantone 7729 TCX 19-6027	**Ocean** RGB 0/73/135 Hex #004987 CMYK 100/50/0/30 Pantone 2186 TCX 19-4049	**Deep Purple** RGB 92/31/139 Hex #5c1f8b CMYK 80/100/0/0 Pantone 3583 TCX 19-3638	**Plum** RGB 175/0/97 Hex #af0061 CMYK 5/100/0/25 Pantone 227 TCX 19-2434	**Cherry** RGB 156/0/0 Hex #9c0000 CMYK 0/100/85/40 Pantone 7622 TCX 18-1552	**Brown** RGB 118/58/22 Hex #763a16 CMYK 5/75/95/60 Pantone 168 TCX 18-1541	**Desert** RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 TCX 18-1160

Need additional support or want to connect with us? We are here to help! Contact our GSCP2P marketing team at info@girlscoutsp2p.org or 800-672-2148 if you have questions about marketing materials, brand guidelines, etc.

girlscoutsp2p.org   f /GSCP2P   @girlscoutsp2p   /girlscoutsp2p