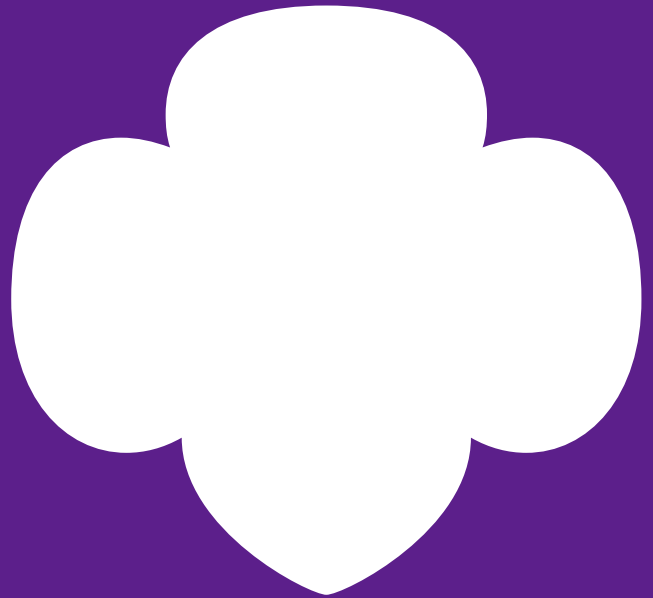


Girl Scout Branding Quick Guide

For
volunteers



Fonts

There is an order of preference for choosing your font or typeface. See below to decide the best choice for your project.

Palatino (Mac) or Palatino Linotype (Windows PC):

This paragraph was set in Palatino Linotype. Whether you are using Mac or Windows PC, you should have a version of this on your computer. If you do not, please default to using Georgia. Palatino should be your first choice for text on flyers, signs, etc.

Georgia:

This paragraph is set in Georgia. Georgia is easily read by email programs, websites, and more. It is often included in standard default fonts on computers and devices.

Arial or Helvetica:

This paragraph is set in Arial. If you need a font that is a little more solid-looking and do not want to use one of the above, then please use Arial or Helvetica.

Girl Scout Font:

This paragraph is set in Girl Scout font. Council has access to this specially branded font. If you are working with a vendor and they need this font, please contact Council for permission of use.

Important Information!
Please read!

Logo

Our logo, aka our servicemark, is an important part of our identity. Please do not remove our GSWNY mark from any materials Council provides.

The logo features a green trefoil symbol above the text "girl scouts" in a bold, lowercase sans-serif font, with "of western new york" in a smaller, lowercase sans-serif font below it.

Our logo comes in color, black, or white. If you are provided a color document by Council, you may always print in black-and-white if you prefer. Color printing is not required.

The logo features a green trefoil symbol above the text "gswny" in a bold, lowercase sans-serif font.

We also have acronyms! These have limited use and you are not likely to see them on many materials from Council, but if you do, please do not remove or cover it.

If you're using a template provided by Council, please make sure there's empty space around our logo. The general rule is the height of the trefoil should be the minimum amount of space left around the whole logo. More space is even better.

The logo features a green trefoil symbol above the text "girl scouts" in a bold, lowercase sans-serif font, with "of western new york" in a smaller, lowercase sans-serif font below it. The entire logo is crossed out with a large black 'X'.

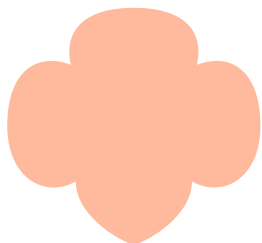
NOTE: We do not use the profiles on our logo anymore. Please discontinue all use of this version of the Council logo.

Trefoil

The trefoil is the heart of the brand. There's new rules surrounding the trefoil. Please watch the brand training video for additional detail or review:

<https://vimeo.com/558674320/b0fb3f4e>

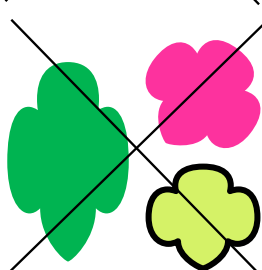
The trefoil is meant to be the focal point of anything you use it on. Please have vendors ask Council permission for use of the trefoil.



You can use the trefoil in a whole array of solid colors! Pastel, solid, or dark! They're all options! Plus, there's always black, gray, or white.



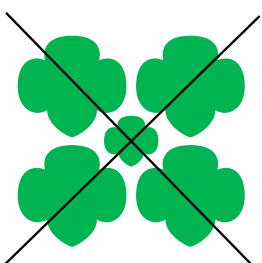
The Girl Scout profiles are no longer used for anything except specific alumni or historical applications (contact Council if this applies to you). Please discontinue use of the profiles on all future Girl Scout items.



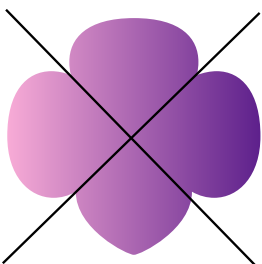
The trefoil should always maintain proportion and orientation (do not squish, stretch, or tilt). Also, do not ever outline it. If you can't see it in the color you chose, then you need to pick a different color to make it stand out.



Absolutely no text is permitted inside the trefoil, this includes Council name, troop #, Service Unit name, etc. The trefoil must always be a basic solid shape.

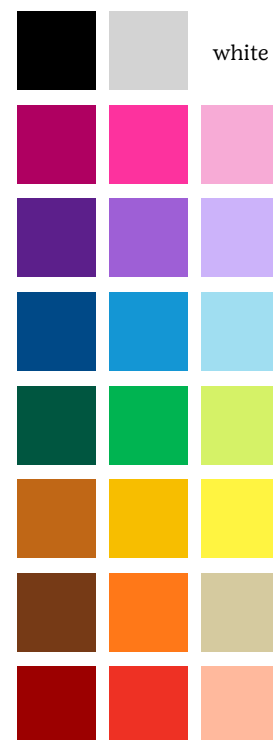


Multiple trefoils are no longer permitted on a single piece. You are limited to ONE trefoil per page of a design or one item (clothing, accessories, signs, etc.) The only exception is if the Council logo is on a template, you can use a trefoil in addition to the logo.



The trefoil must be a single color or white. Gradients, stripes, patterns, illustrations, and other designs are not permitted inside the trefoil. The one exception is that if you are using software that allows you to add a photograph inside the trefoil shape, you may use a photo that includes one or more girls/volunteers.

Examples of possible trefoil color options:



Tips

Included here are additional tips for success to consider when creating your own troop or Service Unit materials. Please visit our site for templates: gswny.com/troopbasics

Who are you?

Because we ask that you leave the Council logo on any templates we provide, please make sure that you include your troop or Service Unit's name, and include your relationship to Council. Examples:

- *Girl Scouts of Western New York's Troop 01234*
- *The Rush-Henrietta Service Unit, part of Girl Scouts of Western New York*

If you do not have room to include your relationship to Council, please at least make sure your troop or Service Unit are prominently named to show your ownership of the information you are distributing.

Location

When advertising events to the public, always include the address of the location. Even if a place is a popular local spot, families who are newer in the area may not know where that is. Include extra details if something is complicated to find.

Clear Contact

Where possible, include an email, phone number, or other method of contact so that families can reach out to you directly with questions. By including your own contact information, you can make a direct connection with those who are interested in your message, event, or information.

Less is More

Whenever possible, try to reduce the amount of text on a flyer to only the necessary information. While we may want to put out a lot of info to be helpful, this can make it overwhelming to read.

By having less text, this can create more space to enlarge your headline or put in a nice big photo to draw attention. Great examples of text to consider cutting include information that will be provided to families when they arrive at an event, such as a full explanation of what Girl Scouts is and what it offers.

Help From Council

If at any point you have questions about messaging, templates, or vendor permission to use Girl Scout branding, please contact Council's Customer Care Team at **customer care@gswny.org or 1-888-837-6410**. Your request will be directed to the first available staff member who can provide what you're looking for.

Please note that Council is able to provide one-time, limited approval of items for troops and Service Units in most cases. In some rare instances we may need to seek additional approval from Girl Scouts of the USA. Please allow extra time for approval on your projects in case it must be reviewed by GSUSA staff.

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Please read!