



Girl Scouts Branding 2010

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. In refreshing the brand identity, we aim to stay true to our brand values – the cornerstones of leadership, sisterhood, and inclusion. We have created a visual brand language that conveys the Girl Scout movement as it exists today and that speaks to our core audience – girls – in a way that engages and resonates with them. Most importantly, in all of our brand work, we want to ensure that we communicate our brand promise: Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big. Thank you for partnering with us to represent the amazing things that our girls are doing to change the world.

Clearance



Use the first letter, g, to determine the amount of clearance space required from the edge of a page or any other item (see below).



fig. A

Placement

Logo must appear on the left side of your document. Upper third of the page is preferred.

girl scouts 		
		girl scouts 

The No-Nos

Do not stretch, screen, shade or manipulate the servicemark in any way.



Glossary of Terms

Wondering what we mean? Well, now you know:

Green/ PMS 355 To use our new green, you must manually type in the color formula when selecting a color. The color formula is: (you will use one or the other)

RGB:

R 0 **G** 169 **B** 80

CMYK:

C 94 **M** 0 **Y** 100 **K** 0

Lockup This term refers to our Spirit of Nebraska logo as seen below.



Profiles This is the name for the mark with faces (below).



Rule of Thirds This is a composition term that separates any page into a grid of thirds. The intersecting points are called "hot spots" or "sweet spots." The rule of thirds is demonstrated on the cover page of this document. (The logo hits at both the top horizontal third and hits the sweet spot at the intersection at the vertical first third. The text uses 2/3 for the columns.)

Service Mark This is the entire GSUSA logo, when it's all put together.



Shorthand This is the abbreviated version of our logo. This is a far more casual look and is to be used in situation that are less formal. It was primarily created for interaction with girls.



Trefoil This is the solid shape below. Do not place anything in the trefoil that has not been provided for you. The trefoil cannot be made into a character or used as a shape to hold pictures.



Questions? Just ask!

jnorton@girlscoutsnebraska.org