Branding Guide

for Volunteers

girl scouts of eastern pennsylvania

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Our Brand

Everyone who communicates about Girl Scouts plays a role in protecting the brand identity and in using it to spread the word about Girl Scouting!

Girl Scouts is a beloved, iconic brand. Few brands are strong enough to be identified simply by a color or a shape, but we have both the unique shade of "Girl Scout green" and the Girl Scout Trefoil symbol as recognizable brand elements. These much admired brand elements ensure that any of our branded items can be readily recognized as belonging to Girl Scouts.

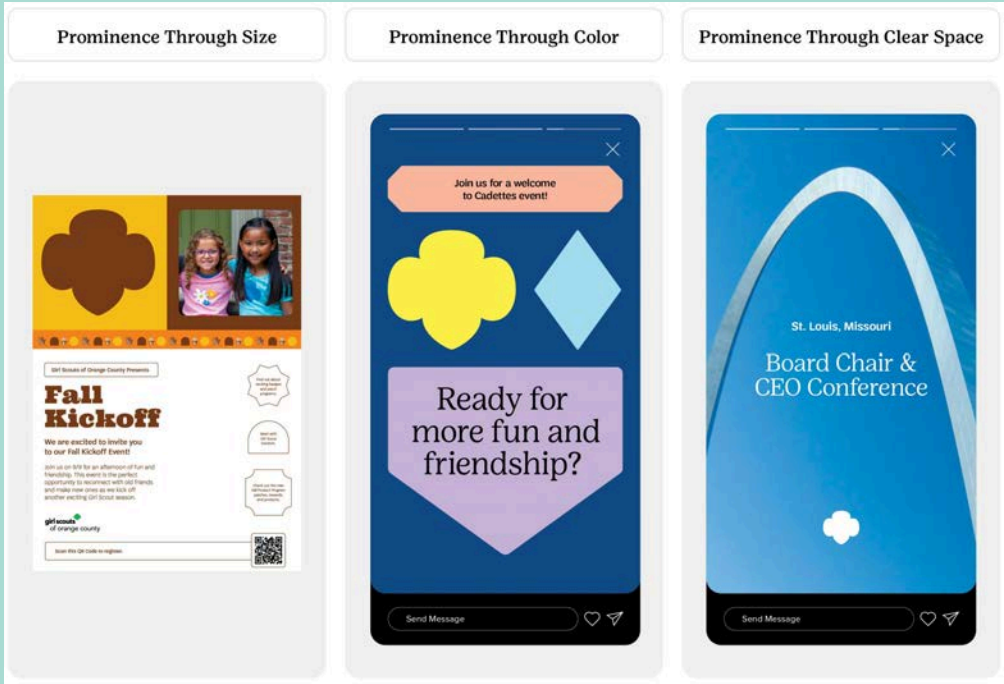
Girl Scout Trefoil

The Trefoil (pronounced TRE-foil) is Girl Scouts most iconic shape and symbol. Our founder, Juliette Gordon Low, patented the design for the original three-leafed Trefoil membership pin in 1914. The three leaves stand for the three parts of the Girl Scout Promise.

When you use the Girl Scout Trefoil in designs or promotions, it should be the “hero” of the composition. When used with other shapes, it should be the most prominent shape. It should only be used once in a design (except for the Trefoil within the council servicemark – that doesn’t count).

Acceptable Use Examples:

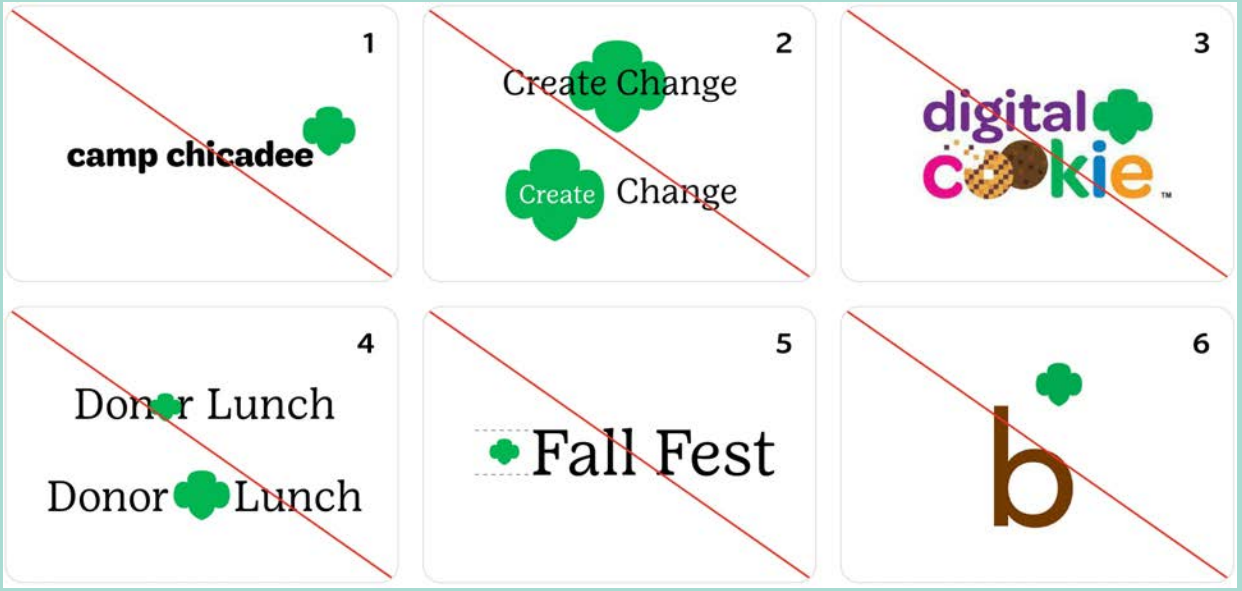
Click here to download Trefoil files



Use of the Girl Scout Trefoil

- Do not put photos in the Trefoil.
- Do not rotate or stretch the Trefoil.
- Do not crop the Trefoil (including off edge of paper).
- Do not add effects to the Trefoil (such as drop shadows, etc.).
- Do not outline the Trefoil.
- Do not use the Trefoil more than once in a composition.
- Do not use the Trefoil as a pattern.
- Do not use the Trefoil as a symbol, such as to replace a letter in a word, as a bullet in a bulleted list, or as a flower or some other part of an image.

Misuse Examples:



Our Servicemark

The Servicemark is the official name for the logo for our council, Girl Scouts of Eastern Pennsylvania.

How to Use the Servicemark:

- Make sure there is plenty of blank space between the edges of the servicemark and other elements (text, edge of paper, other logos, etc.)
- Do not stretch or alter the servicemark in any way. For example, do not change the color of the font or trefoil.
- Use the all black or all white servicemark when appropriate for readability.

Click here to download GSEP Servicemark files

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The Girl Scout Color Palette

Cloud Hex #d9d9d9 CMYK 0/0/0/20	Star Green Hex #d5f267 CMYK 15/0/70/0	Sky Hex #a0def1 CMYK 35/0/0/0	Sea Foam Hex #a1edd5 CMYK 33/0/20/0	Crocus Hex #ccb3fa 20/30/0/0	Bubblegum Hex #f7abd6 CMYK 0/35/0/0	Peach Hex #fcb89d CMYK 0/30/30/0	Khaki Hex #d5ca9f CMYK 20/15/40/0	Sunshine Hex #fff441 CMYK 0/5/80/0
Stone Hex #a8a8a8 CMYK 0/0/0/40	Girl Scout Green Hex #00b451 CMYK 95/0/100/20	River Hex #1496d4 CMYK 90/15/0/20	Teal Hex #00b2be CMYK 83/2/28/3	Violet Hex #9e5fd6 CMYK 40/60/0/0	Fuchsia Hex #fd329e CMYK 0/80/0/0	Poppy Hex #ee3124 CMYK 0/90/100/0	Flame Hex #ff830c CMYK 0/65/100/0	Gold Hex #f7be00 CMYK 0/30/100/0
Black Hex #000000 CMYK 0/0/0/100	Forest Green Hex #005640 CMYK 95/35/30/40	Ocean Hex #004987 CMYK 100/50/0/30	Deep Cyan Hex #006973 CMYK 90/43/47/17	Deep Purple Hex #5c1f8b CMYK 80/100/0/0	Plum Hex #af0061 CMYK 5/100/0/25	Cherry Hex #9c0000 CMYK 0/100/85/40	Brown Hex #763a16 CMYK 0/65/100/70	Desert Hex #a86b1d CMYK 0/60/100/25

Use only the colors listed above in your designs.
Do not use gradients of these colors.

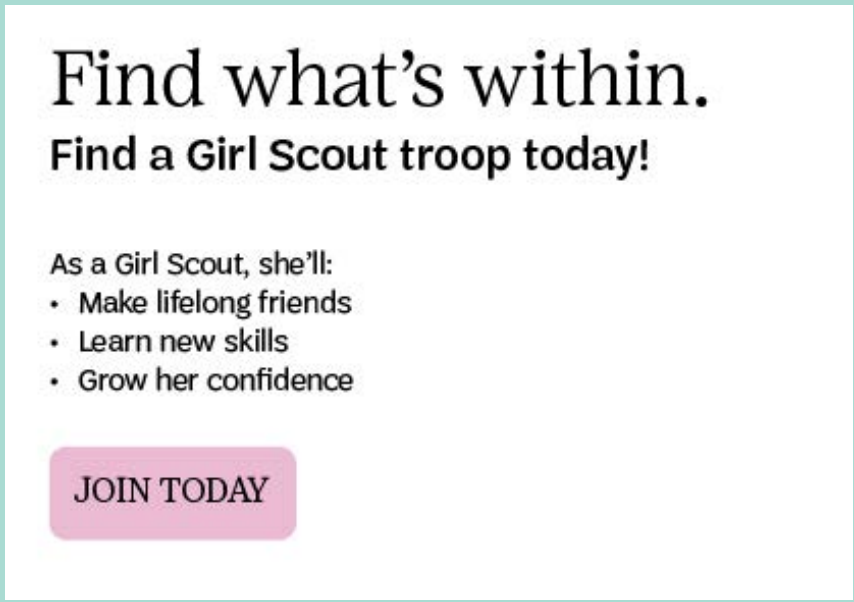
Girl Scout Fonts

The Girl Scout font is the primary font for the Girl Scout brand. This font is optimized for readability and accessibility.

The secondary font is Trefoil Sans.

For those that do not have access to these fonts, Girl Scouts has approved an alternative: Palatino or Palatino Linotype. It has a very similar look to the Girl Scout font and is often a pre-installed font on most computers. This font can be used in powerpoint presentations, agendas, etc.

Font Example:



Click here to download font files

Photography

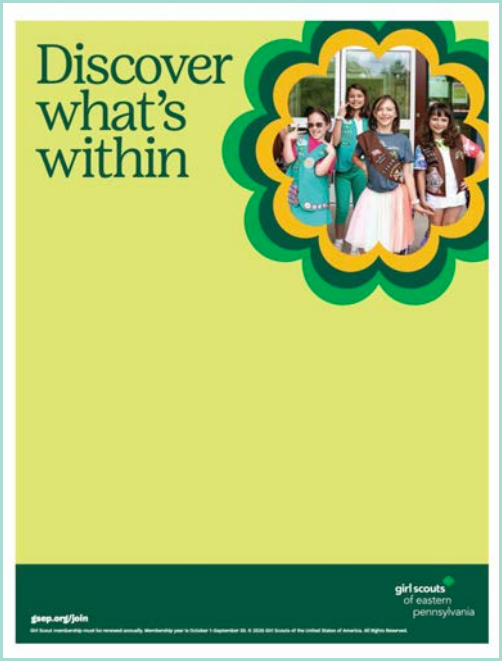
Using strong photography helps potential new members see all the fun and benefits of Girl Scouting. Our approach is focused on capturing real girls in the **authentic moments and places** they experience as Girl Scouts.

- Be sure that **photos are crisp** and not blurry.
- **Do not apply filters** or color effects to photography.
- If you are planning to publish photos or videos of Girl Scouts, volunteers, or members of the public in a public online forum (such as Facebook) or flyer, you must **obtain consent** from the photo/video participants through a photo release. A signed Photo Release for Minors signed by the parents/guardians and a Photo Release for Adults is required. This release only provides permission for use directly related to Girl Scouts and should never be used to promote any other entity, business, or political campaign.

Templates for Volunteers

GSEP provides volunteers with access to the Digital Storefront, an online portal for our print shop. The storefront includes customizable, Girl Scout–branded flyers and postcards you can use to share troop information, events, and invite new families to learn more.

Click to Access Digital Storefront



Tips for Creating Resources

Please use brand compliant resources whenever possible. Uniting alongside council and Girl Scouts of the USA to use branded, approved resources elevates our brand in the marketplace.

AI-generated artwork is not allowed in materials for council-run events and activities. For volunteer-led initiatives, we strongly discourage it. Highly detailed AI artwork doesn't resonate with youth and families, and it often gets brand details wrong. If you do use AI tools for a troop or service unit flyer, keep the design simple and authentic, use official logos and colors (never AI-generated versions of them), and follow the brand guidelines.

Remember, if you are using any icons, symbols, or photos you find on the internet, make sure you have **permission** from the creator to use it. You don't want to use anything from anyone without permission, sousing terms like "free use" or "creative commons" is great when you're searching online. If you're not sure, it's best not to use it.

Tips for Writing about Girl Scouts

What is the correct way to talk/write about Girl Scouts?

- Always use “Girl Scouts”—never “Scouts.”
- Make sure to capitalize the G and S in “Girl Scouts.”
- Begin each level of Girl Scouts with “Girl Scout” (i.e., Girl Scout Daisy, Girl Scout Brownie, etc.)
- Girl Scouts as an organization, is always singular. For example, “Girl Scouts is the leading expert on girls’ healthy development.”
- When used as an adjective, it’s singular (i.e. Girl Scout Cookies, Girl Scout Gold Award).
- When mentioning our name in print, use either “Girl Scouts” or “Girl Scouts of Eastern Pennsylvania.”

Accessibility

Color Contrast

- To make sure text is readable, consider using a light colored background in your design with dark or black text.
- Colors that are complimentary (yellow and purple, green and orange, blue and red) are hard to read when they are used together in a design.

Text

- Make sure your text size is at least 9 pts so people can read it easily.
- Paragraphs of all capital letters or script are harder to read.

Apparel & Patches

Troops and Service Units are permitted to use the words “Girl Scouts” (including the acronym “GS”) and use the Trefoil on apparel and patches but must adhere to GSUSA’s rules and policies.

Any patch or apparel item that uses the words “Girl Scouts” or has **the Trefoil** needs to have **GSEP’s “council identifier” included** somewhere in the design. That means GSEP’s service mark, acronym of GSEP or the full name of our council, Girl Scouts of Eastern Pennsylvania.

You must seek council approval to use our council’s name or service mark. Submit an email with a draft of your design to memberservices@gsep.org with the subject line “Troop Merchandise Design for Approval.” The GSEP marketing team will respond within a week with approval or with any changes that need to be made.

Parade Banners

Parade banners paid for with Troop or Service Unit funds that include the words “Girl Scouts” (including “GS”) and/or the Girl Scout Trefoil can be reviewed and approved by council and printed using a vendor* of your choice.

Submit an email with a draft of your design to memberservices@gsep.org with the subject line “Parade Banner Design for Approval.”

*NOTE: some vendors, such as 4Imprint, will not print any licensed Girl Scouts elements.

Vendors

If you are selling the item or giving it away at an event that is fee-based, the item needs to be printed by a GSUSA-licensed vendor. When the GSEP marketing team approves your design, they will send a list of approved local vendors. Keep these things in mind:

1. GSUSA-licensed vendors will not make patches or apparel for anyone, including our members, without obtaining approval from GSUSA, if the design contains a service mark, council acronym or Trefoil.
2. The licensed vendor will contact GSUSA for approval; this process can add up to 4 weeks to your lead time.

If you are purchasing items with Troop or Service Unit funds and giving it to Girl Scouts free of charge AND your design includes a service mark, acronym or Trefoil, your design should still be approved by council, but you can use any vendor* you choose.

*NOTE: some vendors, such as 4Imprint, will not print any licensed Girl Scouts elements.

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Questions?
If you have questions about our brand guidelines, use of our templates, or any other brand questions, please email communications@gsep.org

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