

1 Council Servicemarks

Sample Servicemarks



Clear Space



Minimum Size



Approved Colors

Two Color (Black)

Two Color (White)

Single Color (Black)

Single Color (White)



2 Council Acronyms

LIMITED USE: Council Acronyms should be used sparingly. They are mainly intended for member-facing small-space applications.

Horizontal



Vertical



Approved Colors



Preferred Clear Space



Minimum Clear Space



Minimum Size

32 px
0.125 in



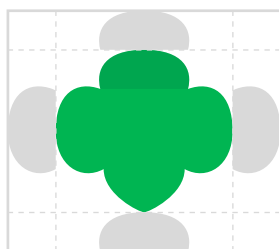
32 px
0.125 in

3 Trefoil

Use



Clear Space



Minimum Size

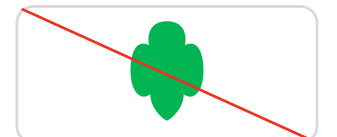
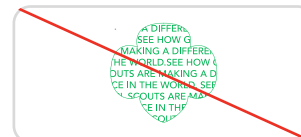
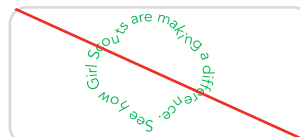
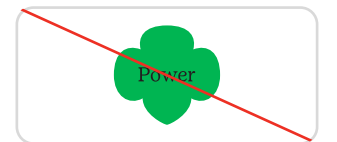
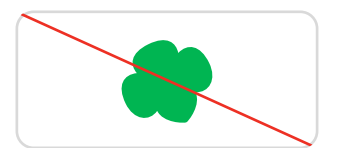
30 px
0.125 in



The Trefoil may be displayed in any of the brand colors.



Misuse



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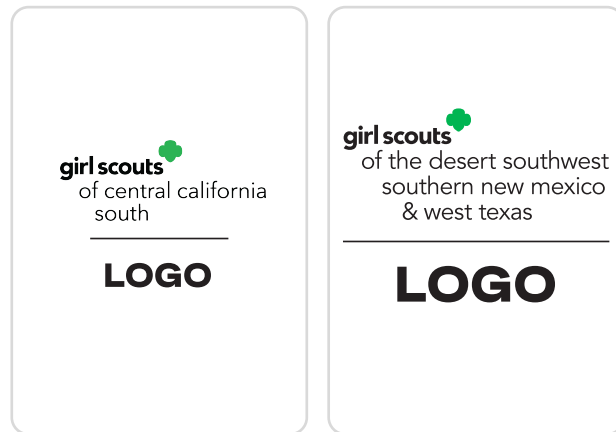
4 Co-Branding

Council Servicemark minimum size not shown accurately here for the sake of space within this guide.

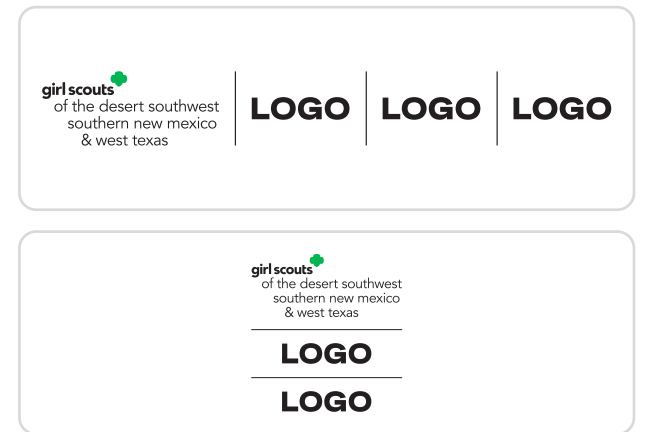
Horizontal Lockup



Limited Use Vertical Lockup



Multi-Brand Lockup



5 Shapes



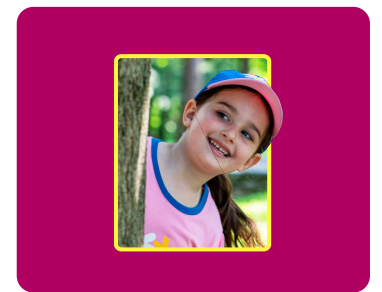
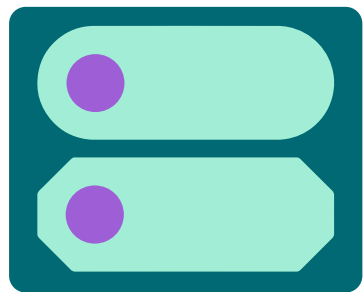
Select Treatments

Shapes Within Shapes

Overlapping Shapes

Bleeding Off Composition

Outlined Shapes



6 Verbal

Brand Voice: Our brand voice is encouraging, thoughtful, welcoming, lively. Our brand voice is **not** perfect, flashy, elite or rehearsed.

Top Five Tips

Center actual Girl Scouts (people!) or the person you're communicating to (volunteer, parent, partner, etc.) rather than Girl Scouts as a movement, GSUSA, or council.

Avoid saying we empower girls/Girl Scouts. They already have the power. Girl Scouting gives them the tools to tap into it.

Girl Scouts are doing great thing *today*. Do not refer to them only as future leaders, as we want to showcase the impact they are making *right now*. Avoid nostalgia. Mention Girl Scout history when it helps to take our story forward, rather than a focus on looking back.

Use the Girl Scout name properly. When used as an adjective, it's singular (e.g. Girl Scout Cookies, Girl Scout Gold Award).

Show don't tell. Give examples, use proof points, and bring forward the energy of the Girl Scout community. Be inclusive and welcoming. Keep language bright, positive, conversational, and audience appropriate without being overly formal or using an exclusive tone/bragging.

For a complete style guide, consult the Editorial Guidelines in the Brand Center.

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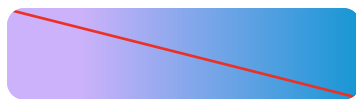
7 Color

Color Values

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	Sea Foam RGB 161/237/213 Hex #a1edd5 CMYK 33/0/20/0 Pantone 573	Sky RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Crocus 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 Scout Green RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	Teal RGB 0/178/190 Hex #00b2be CMYK 83/2/28/3 Pantone 7466	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 255/131/12 Hex #ff830c CMYK 0/65/100/0 Pantone 1585 TCX 17-1350	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	Deep Cyan RGB 0/105/115 Hex #006973 CMYK 90/43/47/17 Pantone 315	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 0/65/100/70 Pantone 168 TCX 18-1541	Desert RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 TCX 18-1160

Misuse

Don't use gradients.



Don't fake metallics.



Avoid black backgrounds.



Don't create new colors.



8 Typography

Typographic Suite

Headline Girl Scout Display, Light	<h1>Headline</h1>
Subheader 1 Trefoil Sans, Medium	<h2>Subheader 1</h2>
Subheader 2 Girl Scout Text, Medium	<h2>Subheader 2</h2>
Body Copy Trefoil Sans, Light	<p>Ribe est, quibusapera sus el in este porum, quo cupiti rera aut evelict atemolectem illacim poraesciis pa volor rat quate as molupie niendite ipsapis nectem esed qui.</p>
Call to Action Girl Scout Display, Light All Caps	<p>CALL TO ACTION</p>

Supplemental Fonts for Events and Products Only

Trefoil Slab Bold	Trefoil Sans Black
THIN MINT CAPS	<i>Thin Mint Script</i>
Ultra Regular	Teko Semi Bold
Helvetica Regular	<i>Petit Formal Script</i>

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9 Illustration and Iconography

Illustrations should incorporate the brand color palette.

Spot Illustrations

Spot illustrations are objects or people that stand on their own and relate to Girl Scout programming and themes.

1. Flat color (no gradients or textures)
2. Flat-color shadows and highlights to add dimension
3. Colored line accents within flat colors to add depth
4. Edges or borders with no black outline
5. Realistic colors (e.g., accurate skin tones)
6. Similar level of realism as existing illustrations



Scene Illustrations

Scene illustrations are a mix of objects, background scenery, and people. Scene illustrations are focused on depicting people in real moments and places, many of which relate to Girl Scout programming. Background scenery is what differentiates scene from spot illustrations.

1. Flat color (no gradients)
2. Flat-color shadows and highlights to add dimension
3. Colored line accents within flat colors to add depth
4. Edges or borders with no black outline
5. Realistic colors (e.g., accurate skin tones)
6. Similar level of realism as existing illustrations
7. Background scenery (minimal texture permitted)



Iconography

Icons should be informational and easily recognizable. They need to be effective and legible in small scale. Each icon represents a specific meaning and should only be used as such.



10 Photography

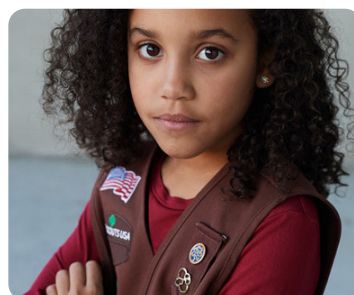
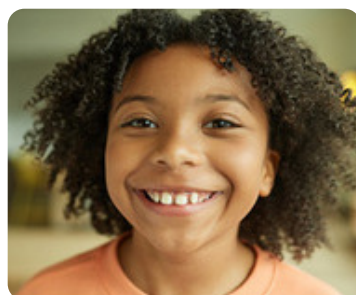
Overview of Style

Our approach to lifestyle photography is editorial and focused on capturing real girls in the authentic moments and places they experience as Girl Scouts. Our photography should always embody who girls are and what they do. It's important to show girls in both community settings and as unique individuals—while also capturing diversity, equity, and inclusion in all their forms, including age, race, ability, size, and geography. It's important to show girls with the parents and volunteers who help shape their experiences, while ensuring the focus is still on the girl.

Do's

Do capture the authentic emotional range of girls and their expressions. Show a full spectrum of expression ranging from determination and pride to joy and bliss.

Do capture candid moments of girls in the places where they are doing things: in the classroom, outside, running, advocating.



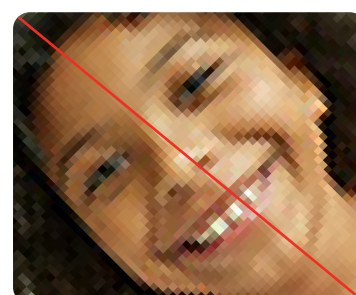
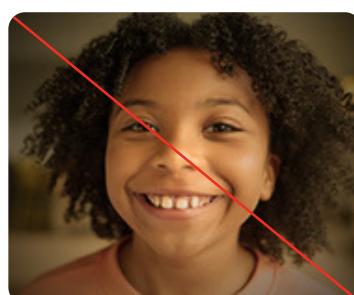
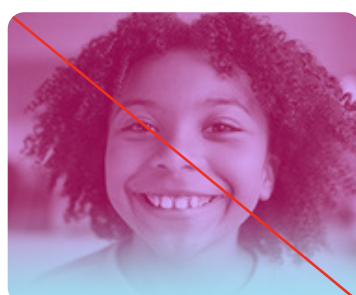
Don'ts

Don't use duotones or gradient overlays.

Don't add filters or vignettes.

Don't rotate unnaturally or use low-resolution photos.

Don't use photos that feel staged or forced.



This guide is meant to be a quick visual reference.

girl scouts 
of central california
south



gscCs



gscacs



gscCs

girl scouts 
of central california
south