



USAGSO Style & Branding Guidelines

Girl Scouts around the world are working together to speak with one voice! Join the movement by following specific style guidelines and using the resources below when creating Girl Scout materials.

All Girl Scout products, and the images and phrases featured on these products, serve to enhance Girl Scouts' brand voice and mission. These products and their identifying marks continue to speak to the general public long after an event or project has ended. We need to be clear and consistent about the messages our products and designs convey to Girl Scouts, potential Girl Scouts, and non-Girl Scouts.

Everyone in Girl Scouting--including our partners--has a role in protecting the Girl Scout name and marks against unauthorized, inconsistent, and unlicensed use. Careful presentation of our products and our messages safeguards and strengthens the overall brand. The importance of such vigilance cannot be overstated. We appreciate your willingness to ensure brand consistency in Girl Scout communities around the world!

Capitalization & Titles

Awards, Badges, Patches and Petals 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. Examples:

- "I earned my Girl Scout Gold Award last year."
- "More information is on the website about many of these awards."

Campaigns, Taglines or Special Initiatives Titles of campaigns, resources, taglines or special initiatives are capitalized. For instance, always use initial caps for Girl Scout Cookies or the Girl Scout Cookie Program. Additional examples:

- "The volunteers were eager to use the new Journey books. They plan to pay for their books using proceeds from the Girl Scout Cookie Program."
- "The Girl Scout Leadership Journeys were developed based on what girls said they wanted from their Girl Scout experience."

Events or Programs

Only the exact titles of events or programs should be capitalized.

- "The Power Up Bully Prevention event was a success."
- "Girl Scout volunteers attended the Annual Meeting."

Publications

Titles of publications should be italicized.

Seasons

Do not capitalize spring, summer, fall or winter except when part of a formal title.

Troops and Community Names

Troops and community names should only be capitalized when a number is included.

- "Girl Scout Troop 12345 stayed up later than the other troops at the sleepover."
- "Did anyone from the Bahrain community call?"
- "Stuttgart Community 123 does a lot of community service projects."

Symbols & Punctuation

Numbers

Spell out whole numbers below 11 but use figures for 11 and above, unless paired with a unit.

- “They had 11 dogs and six cats.”
- “Four four-room houses, 11 three-room houses, and 12 11-room houses.”
- “First-grade girls are full of energy.”

Except at the beginning of a sentence, when every number should be spelled out:

- “Fifty people showed up for training last night.”

Periods

Use only one space after a period, not two.

Commas

Always insert a comma before the “and” or “or” in a series.

- Girls learned goal setting, decision-making, money management, people skills, and business ethics during the Girl Scout Cookie Program.
- Girls from Rome, Madrid, and Moscow attended the event.

Telephone Numbers

Use dashes between numbers, and always put the area code in parentheses. For country codes, please use the + in written messages.

For example:

- Phone Numbers Inside the United States: +001 (800) 467-0070
- Phone Numbers Outside the U.S.: +39-555-444-3333

Superscript

In general, do not use superscript.

Examples:

- Girls in grade 8, NOT 8th grade girls.
- June 8, 2012, NOT June 8th, 2012.

Quotation Marks

Periods and commas always go within quotation marks. Dashes, semicolons, question marks, and exclamation points go within the quotation marks when they apply to quoted matter only. They go outside when they apply to the whole sentence.

- She said she was “very impressed with their service project.”
- What did she mean when she said she “handled the situation”?

Other Symbols

Write out percent, rather than using the % sign.

Write out the word “and” rather than using the “&” symbol, unless it’s part of a slogan or title.

Girl Scout Titles & Specialty Words

Scouting

Please do not say Scouts or Scouting when referring to Girl Scouts. Always say Girl Scouts or Girl Scouting.

Camps

Always use USA Girl Scouts Overseas before the name of the camp, such as USA Girl Scout Overseas Camp Lachenwald, unless a Girl Scout logo or the name “USA Girl Scouts Overseas” is prominent in the same document/communication.

Population Groups

Refer to U.S. Census designations for population groups: Hispanic, African-American, Caucasian, Asian, Native American, Native Hawaiian or other Pacific Islander.

Specialty Words

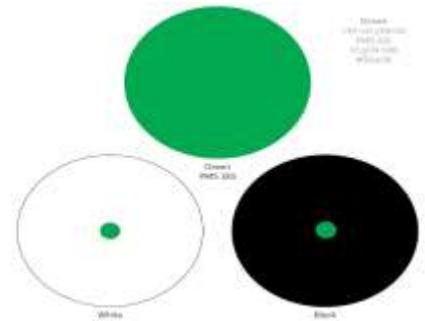
- Fundraising is what USAGSO does, while Girl Scout troops do money-earning activities.
- Volunteer Learning Opportunities, not training.
- Refer to “Gold Award Girl Scout”, NOT “Girl Scout who earned a Gold Award”.

Graphics & Branding

Colors

Use the three Girl Scout colors only! Black, white and green only.

- Black
- White
- Green (#00ae58 or r0 g174 b88 or pms 355)



Additional Colors

Grade Level Colors

DAISIES HEX: #00AAE5 RGB: 0 / 171 / 230 CMYK: 80 / 10 / 0 / 0 PMS: 299	BROWNIES HEX: #854400 RGB: 133 / 69 / 0 CMYK: 0 / 60 / 100 / 55 PMS: 4705	JUNIORS HEX: #6E298C RGB: 110 / 41 / 141 CMYK: 69 / 100 / 0 / 2 PMS: 2603	CADETTES HEX: #EE3123 RGB: 238 / 49 / 36 CMYK: 0 / 95 / 100 / 10 PMS: 485
SENIORS HEX: #F36F21 RGB: 243 / 112 / 33 CMYK: 0 / 70 / 100 / 0 PMS: 166	AMBASSADORS HEX: #FAA519 RGB: 250 / 166 / 26 CMYK: 0 / 40 / 100 / 0 PMS: 130	VOLUNTEERS HEX: #C6C8CA RGB: 199 / 200 / 202 CMYK: 0 / 0 / 0 / 25 PMS: COOL GRAY 3	

Secondary Colors

LIME HEX: #B2D234 RGB: 178 / 210 / 53 CMYK: 35 / 0 / 100 / 0 PMS: 376 C & 382 U	AMBASSADORS HEX: #FAA519 RGB: 250 / 166 / 26 CMYK: 0 / 40 / 100 / 0 PMS: 130	MAGENTA HEX: #EC008B RGB: 236 / 0 / 139 CMYK: 0 / 100 / 0 / 0 PMS: 219	NAVY HEX: #004E99 RGB: 0 / 78 / 154 CMYK: 100 / 73 / 0 / 10 PMS: 288
COOKIE YELLOW HEX: #FDDC00 RGB: 253 / 221 / 0 CMYK: 2 / 9 / 100 / 0 PMS: 7405 C & YELLOW U	CADETTES & COOKIE HEX: #EE3123 RGB: 238 / 49 / 36 CMYK: 0 / 95 / 100 / 10 PMS: 485	JUNIORS & COOKIE HEX: #6E298C RGB: 110 / 41 / 141 CMYK: 69 / 100 / 0 / 2 PMS: 2603	DAISIES HEX: #00AAE5 RGB: 0 / 171 / 230 CMYK: 80 / 10 / 0 / 0 PMS: 299

Font

Use Arial. USA Girl Scouts Overseas and Girl Scout councils in the United States use the GSUSA branded font, Trefoil, on marketing and promotional materials. This font is used in graphics and templates for volunteer use, as well as approved council vendors for product and merchandising purposes. Arial is the only other acceptable font.

Photos

Use close-up photos on your materials. Focus on the action! Please share your photos with us!

Choosing photos to use for your piece is extremely important. Remember to focus on moments that matter, we want the world to see and feel for themselves all of the amazing things our girls are doing and showcase

the Girl Scout Leadership Experience. Energy, eye contact, and environment should all be considered when selecting the perfect photograph. When cropping a photograph, the ratio of subject to background should be 80/20. An image with 80 percent girl and 20 percent background will feel immediate and personal. An image with 20 percent girl and 80 percent background will show context and showcase activities.

Clip art

Avoid clip art whenever possible. Add “pop” via photography or illustration (such as handmade doodles or cartoons.) Do not “borrow” any licensed or copyrighted art.

USA Girl Scouts Overseas Lockup (or Logo)

Put the USA Girl Scout Overseas lockup at the top left of every document/communication. Make sure it has at least the same amount of white space around it as the "g". The logo text should be larger than any other text except the title.

If you want your own community graphic, please only use the approved USAGSO logo or USAGSO graphic. If you have any questions or want to confirm that your graphic falls within our guidelines, please contact us at MarComm@usagso.org.

<p>Trefoil</p> 	<p>Servicemark</p> 
<p>USAGSO Lockup</p> 	<p>USAGSO Graphic</p> 

When using the two-color logo, it should contrast with the background:



The Trefoil

The trefoil should not be made into a character, made to hold photography or re-rendered in any way. Do not use it metaphorically. The trefoil should always be a trefoil – not a flower, a leaf, or a snowflake. Green and white color combinations are preferred. That said, the trefoil icon can be used to emphasize words or phrases, such as the following

Branding information can be found on USAGSO's [Volunteer Brand Center](#).

