Troops and Service Units may use the Girl Scouts of Northern California logos on apparel as long as they follow these guidelines:

1. The use of the logo should follow the official brand guidelines (see page 2 of this document).

2. The final apparel design must be reviewed by Girl Scouts of Northern California before they are sent to print in order to ensure that brand and logo standards are met.

3. The apparel cannot be bought or sold – it must be for Troop / Service Unit use only.

## Design Approval Process

To get your design approved by Girl Scouts of Northern California, please email it to marketing@gsnorcal.org.

You may need to provide your printer with a written statement of permission to reproduce the logo. If so, please contact marketing@gsnorcal.org and we'll be happy to get that for you!

Download Girl Scouts of Northern California Logos: norcal.gs/logos

If you need any additional resources, such as the official Girl Scout font or high-resolution versions of the logo or the Girl Scout Trefoil, feel free to contact marketing@gsnorcal.org.

# *Which Logo Should I Use?*

# Girl Scout Logo

The full **Girl Scout logo**—which consists of two parts: the text and the Profiles (the Girl Scout faces within the Trefoil)—is called the Servicemark and should not be reassembled or manipulated in any way. The text portion of the logo should never be separated from the Profiles and only the official colors of the logo should be used.

## *Digital or Print Design*

| | | |
|---|---|---|
| White or light-colored background | 2-color logo: black text, green Profile<br><br>**OR**<br><br>1-color logo: green text, green Profile OR black text, black Profile |  |
| Black background | 2-color logo: white text, green Profile<br><br>**OR**<br><br>1-color logo: white text, white Profile OR green text, green Profile |  |
| Girl Scout green background (CMYK 94/0/100/0, RGB 0/174/88, or Hex #00AE58) | 2-color logo: black text, white Profile<br><br>**OR**<br><br>1-color logo: white text, white Profile OR black text, black Profile |  |
| Patterned or Photo backgrounds<br><br>*Please consult MarComm for approval if using the logo on a pattern or photo* | 2-color logo: black text, green Profile<br><br>**OR**<br><br>1-color logo: green text, green Profile OR black text, black Profile OR white text, white Profile |  |

## *General Tips*

- The Servicemark may only appear in black, white, or Girl Scout green.

- Gradients, beveling or embossing effects, and drop shadows should not be applied to the Servicemark.

- The Servicemark should not be reassembled or manipulated: do not stretch or alter art in any way, and do not add any text or other elements.

- When in doubt, it's always preferable to use a 2-color logo.

# Girl Scout Profiles



The **Girl Scout Profiles** are a key element of the Girl Scout Servicemark and, on occasion, they may be applied independently on specific products or in designs with space constraints.

## Digital or Print Design

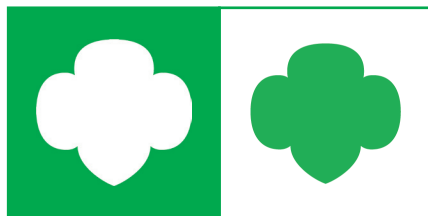| | | |
|---|---|---|
| White or light-colored background | Green Profile |  |
| Black background | White Profile |  |
| Girl Scout green background (CMYK 94/0/100/0, RGB 0/174/88, or Hex #00AE58) | White Profile |  |
| Patterned or Photo backgrounds *Please consult MarComm for approval if using the logo on a pattern or photo* | White Profile |  |

## One-color Printing

| | |
|---|---|
| In cases where one-color printing is the only option, black Profiles are permissible. However, it is strongly encouraged that the Profiles be applied in Girl Scout green or white wherever possible.<br><br>This does not apply to digital design. |  |

## General Tips

- The Profile may only appear in Girl Scout green or white.

- The Profile may never be rendered in black, except in cases of one-color printing.

- Gradients, beveling or embossing effects, and drop shadows should not be applied to the Profiles.

- The Profiles should not be reassembled or manipulated: do not stretch or alter art in any way, and do not add any text or other elements.

For more detailed information on the Girl Scout logo guidelines, please refer to the GSUSA Brand Center: http://brand.girlscouts.org/guidelines-and-assets/general/servicemark.aspx
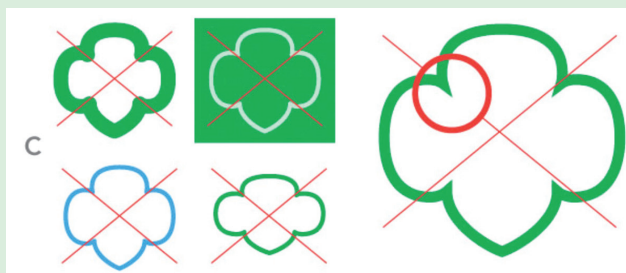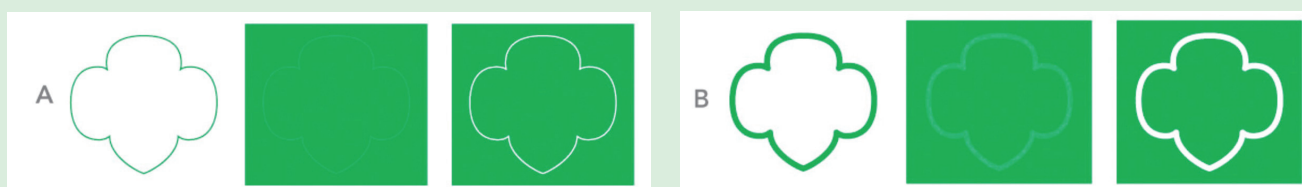
# Girl Scout Trefoil

The **Girl Scout Trefoil** is a playful complement to the Girl Scout Profiles and the Girl Scout Servicemark. However, the Trefoil is a mark with great history. It is not to be made into a character, made to hold photography, or re-rendered in any way. Apply the Trefoil as Girl Scout green or white (preferably on green background). Text within the Trefoil should be either Girl Scout green or white.

## Stroked Trefoil

Stroked Trefoils should always have rounded corners as the weight increases and should not exceed the weight in row B below.

## Text Within Trefoils

- Trefoil Sans Semibold and Bold can be used to create text within the Trefoil (other faces of Trefoil Sans are subject to approval by GSUSA)
- Headlines, pull quotes, and seasonal tags are all appropriate Trefoil content
- Green and white color combinations must be used

## One-color Printing

In cases where one-color printing is the only option, black Trefoils are permissible. However, it is strongly encouraged that the Profiles be applied in Girl Scout green or white wherever possible.

This does not apply to digital design.