

# 100<sup>th</sup> Anniversary Brand Guidelines for Volunteers



**The anniversary servicemark** should replace the Girl Scout servicemark on anniversary specific collateral and should be located at the top left third of the page.



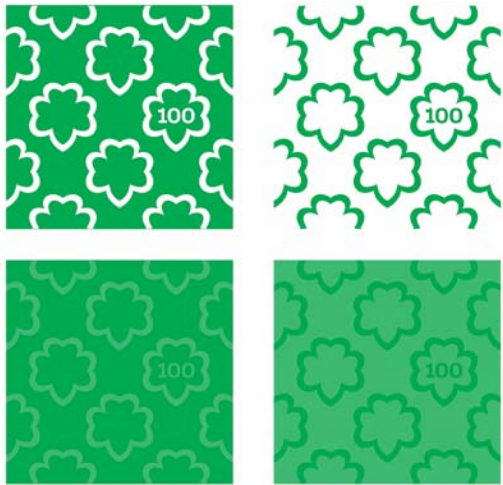
**The 100<sup>th</sup> trefoil** is a core graphic element of our 100th anniversary. Use it **no more than once per application** so as not to diminish its value as a core mark celebrating our 100th. Liberal use of the anniversary trefoil (without the "100") is encouraged. **Do not draw or place photographs or anything other than "100" within the trefoil.**



**The burst** is a celebratory expression of the anniversary trefoil. Use it playfully and expressively. A good element for display boards, the anniversary burst with "100" may be used only once per application.



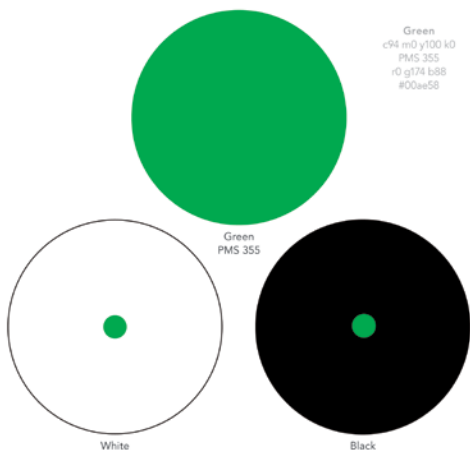
**"g" space.** Margin and/or clearance space around the anniversary servicemark is determined by the height of the "g" in the mark itself.



**Anniversary trefoil patterns** should be applied using 100% PMS 355 and white. For a watermark effect, PMS 355 may be applied using 20% and 80% fade. Black and white pieces may use black and white patterns.

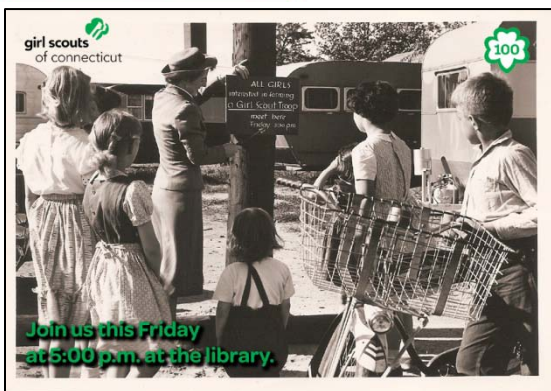


**Sketchbook-style and line drawing** are the preferred types of illustration for our 100th anniversary, just as they are for everyday use in Girl Scout designs.



**Historical colors** include the use of black & white and sepia tones. Feel free to integrate historical photos into your 100<sup>th</sup> materials.

**Contemporary colors** include our current Girl Scout green, black and white.



**Here are a few samples** on how to use the anniversary logo and trefoil. If you would like to incorporate the GSOFCCT logo, please place at the top left and use the trefoil, burst, or 100<sup>th</sup> logo as indicated above.

## Slogans

Feel free to use the following slogans on your materials.

Celebrating 100 Years of Girl Scouting

Building girls of courage, confidence, and character for 100 years.

**Please contact your Membership & Marketing Manager with your brand questions.**