

## **WELCOME TO THE NEW LOOK FOR GIRL SCOUTS OF CONNECTICUT!**

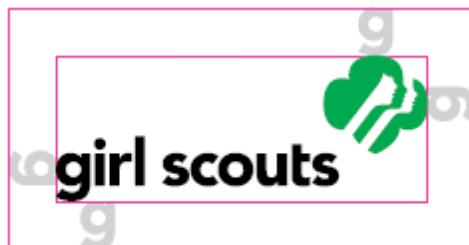
After extensive market research GSUSA has launched a reenergized and revitalized brand to reach a new generation of girls. The new look is designed to connect with a wide variety of girls and volunteers in both an attractive and engaging manner. Following are a few guidelines on how to use our new logo. Please remember that consistency is vital to the success of any brand. The Coke brand is so successful because whether you are in Texas or Taiwan the name looks the same. In order for people to understand that the Girl Scouts in Fairfield are part of the same Girl Scout council in Windham, we must portray the same look and feel in everything we produce. **WE ARE...**



### **SPACING**

To keep the logo looking the way it should, please keep the following guidelines in mind.

The margin and/or clearance space around the logo is determined by the height of the “g” in the logo itself. No text or objects should be within the “g” clearance space.



**TO THE LEFT:**

The ideal spot for the logo is always on the left third of the page, preferably the upper left. Please keep this in mind when designing your materials.



**COLOR PALETTE**

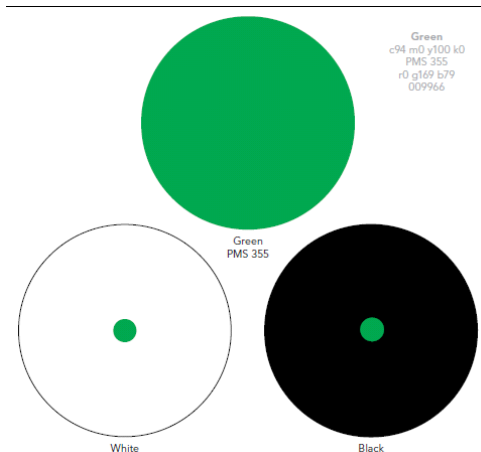
The Girl Scout color palette includes the three core colors, green, black, and white. When printing in color, be sure to use the “new” green. To get the right green use the custom RGB code:

Red: 0

Green: 169

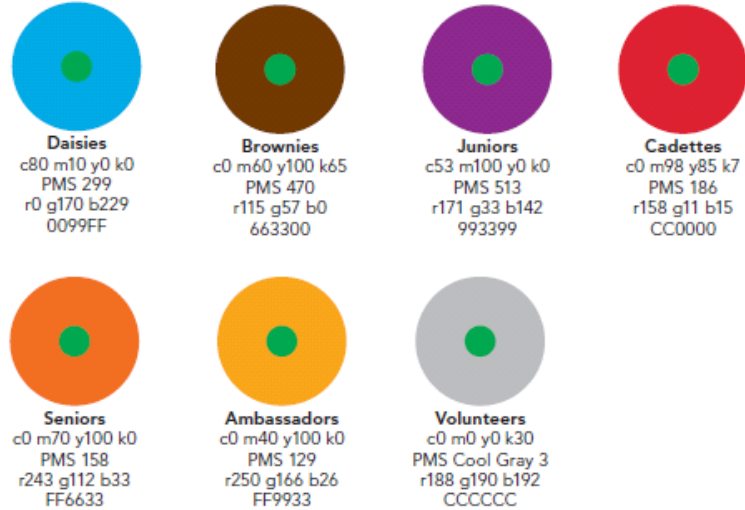
Blue: 79

You can customize the color of your font in a word document by clicking on Font Color in the Format Font menu. Click More Colors and then Custom to be able to input the RGB color codes.



## **BRANDED GRADE LEVELS**

In an effort to differentiate between grade levels, GSUSA has developed specific colors that can be used to represent each level. However, even secondary colors should be applied in combination with the Girl Scout green.



Using these new colors, GSUSA has created brand marks for each grade level. These grade level marks may be used below the Girl Scouts of Connecticut logo on materials for the general public and may be used alone on materials for current Girl Scouts.



## THE TREFOIL

- The trefoil is NOT to be made into a character, made to hold photography or illustrations, or other graphic designs. It is okay to add headlines, pull quotes, and seasonal tags in the Trefoil.
- The Trefoil should always be a trefoil- not a flower, not a leaf, not a snowflake- in order that it retains its meaning: The Girl Scout Promise.



## ILLUSTRATION

- Sketchbook illustration allows for broad interpretation and can be created at little expense with great effect. It is both deeply personal and works well with the new brand identity by demonstrating energy and authenticity. GSUSA is encouraging the use of sketchbook illustration and discouraging the use of clip art. GSOFC is encouraging troops to create their own sketchbook art and share it with us to use in publications.
- Remember to apply grade-level appropriate illustration when speaking to girls and secure proper usage rights for all artwork.



## **PHOTOGRAPHY**

- Girl Scout imagery is all about moments that matter. Energy, eye contact and environment should all be considered when selecting the perfect photograph.
- When cropping a photograph, try to keep the ratio of image to background at 80/20.
- An image with 80% girl and 20% background will feel immediate and personal.
- An image with 20% girl and 80% background will show context and showcase activities.



We hope this introduction to the new Girl Scout brand has been informative and helpful. Please use this as a source of inspiration and creativity when creating materials displaying our new look and feel. When designing your pieces, ask yourself the following key questions:

1. Is that the official art from Girl Scouts?
2. Can we do that to the logo?
3. Are we using the trefoil correctly?
4. Are we using the correct Girl Scout colors?
5. Is the logo where it should be?
6. Does the artwork in the piece work with the new Girl Scout brand message?

If you have any additional questions, please contact your Membership Marketing Manager.