



## **Guidelines for GSOFACT printed materials, writing style, & vocabulary**

### **GENERAL APPEARANCE**

Impressions count. Every item from Girl Scouts of Connecticut should enhance Girl Scouting's brand voice and the image of this council. The materials continue to send a message long after an event or project has ended.

GSOFACT publications should reflect the following guidelines.

- The Council's name, website, and 800 telephone number. Specific Service Centers should be listed where appropriate, but by adhering to the more generic telephone number and website in most publications, Girl Scouts of Connecticut is emphasizing that it is a statewide organization with many local Service Centers – which will be familiar to our members and which make Girl Scouting relevant and convenient to all residents of Connecticut.
- The Girl Scout name should appear on all print materials on the front or back of the document.
- The new Girl Scout logo or "service mark" in green or black should be used in publications to communicate a consistent image. The new Girl Scout Green can be achieved by using the color palette numbers: **r 0, g 169, b 79**; or **PMS: 355**; or **c 94, m 0, y 100, k 0**.
- All graphics and design elements must support Girl Scouting's commitment to safety, diversity, and respect for the environment. (For instance, do not show an illustration of a campfire without a fire ring. If possible, use recycled paper.)
- For guidelines on the proper usage of Girl Scouts of Connecticut's logo and brand messaging, please visit the Communications section of the Resource and Forms Library on our website at [www.gsofact.org](http://www.gsofact.org).

### **GRAMMAR AND WRITING STYLE**

Proper English matters. It promotes Girl Scouts of Connecticut (GSOFACT) as a professional organization and reflects back on the Council and GSUSA. In addition, clarity and use of appropriate terminology are essential in effectively communicating our Council's message.

Listed below are general Girl Scout guidelines for words, phrases, grammar, and spelling.

- Never use the masculine pronoun to refer to both sexes; use *he* or *she*, or *they* (if referring back to a plural noun).

- Use the proper form of *alumna/ae* (feminine singular/plural) or *alumnus/i* (masculine singular/plural). Girl Scouts would be unlikely to use anything but *alumna* or *alumnae*, since all our former members are female. We do have male Girl Scout members, but they would not have been Girl Scouts when young and, therefore, could not be categorized as alumni.
- Always refer to *Girl Scouts* or *Girl Scouting*, not *Scouts* or *Scouting*. This is a legal matter and has to do with registered names by the Boy Scouts of America.
- Always capitalize membership levels of Girl Scouting, as in *Girl Scout Daisy*, and use that term in text before the more casual nickname of Girl Scout Daisies (preferred) or *Daisies* (note: not spelled *Daisy's*, which means either *belonging to a Daisy* or *Daisy is*). There are some circumstances, such as catalogs, where space limitations may necessitate the shorter term up front.
- Council should be capitalized when referring to the official council, not to councils in general or in mass. We will capitalize Council when it refers to our council and when it substitutes for Girl Scouts of Connecticut. For instance, "A new state-wide council was formed on October 1, 2007, when five councils merged to form Girl Scouts of Connecticut. The Council serves nearly 44,000 girls in grades K-12."
- Capitalize Girl Scout Mission, Girl Scout Law, Girl Scout Promise, Girl Scout Movement, Girl Scout Program (the one progressive Program has many different components). On second reference, Mission, Law, Promise, Movement, and Program should be capitalized.
- Capitalize Girl Scout special occasions, such as Thinking Day, Girl Scout Week, Girl Scout Leader's Day.
- Capitalize titles: First Aider, Trainer, Troop Leader, Advisor, etc.
- Capitalization of badges is not consistent: Brownie Try-It; Junior Architecture badge; Cadette and Senior Car Sense Interest Project Award, but Car Sense Interest Project patch.

### GRAMMAR

- Our name is Girl Scouts of Connecticut, **not** *The* Girl Scouts of Connecticut.
- January 1, 2008, is... (spell out the month, no 1<sup>st</sup>, note commas surrounding year)
- Times should be indicated as 11:00 a.m.-2:00 p.m., but to save space in some publications, may need to be 11 AM-2 PM.
- 1980s (not 1980's, unless you mean of or pertaining to the 1980s)
- its = possessive of it; it's = it is
- GSOFCT uses the series comma. (She bought apples, oranges, and pears.)
- Subject consistency. Make sure manuals are either consistently the third or second person. Don't jump from "the volunteer" to "you" in different paragraphs. Also be careful to have singular and plural nouns consistent and logical so one doesn't jump from "a girl" to "girls".
- Alphabetize lists if possible and appropriate.

## PREFERRED TERMINOLOGY

*Girls with disabilities*            *not disabled girls*  
*underrepresented girls*        *not disadvantaged or underserved or outreach girls*

### **Spelling and Special Names**

A-frame shelters  
Advisor  
*Advisor Update*= bi-monthly e-newsletter for Leaders of older girls  
alumna/ae (singular/plural for women)  
alumnus/i (singular/plural for men)  
alumnae/i (plural for women/men)  
at-risk girls  
backpacking  
Basic Leader  
Camporee  
canceled, canceling, cancellation  
Council = this Council (standing for Girl Scouts of Connecticut)  
council = a council  
councilwide  
crisis-intervention organization  
crisis-prevention organization  
Daisies (more than one Girl Scout Daisy, preferable is Girl Scout Daisies or GS Daisies,  
but Daisies may be used if space is limited)  
*destinations* (used to be STUDIO 2B *destinations*; before that Wider Opportunities)  
E-Blast = monthly e-newsletter for SUMs, Troop Leaders, and other volunteers  
eBudde = Little Brownie Baker tracking system for cookies  
email  
e-newsletter  
Financial Edge (finance software also referred to as FE)  
First Aider  
First Aid/CPR  
first-come, first-serve basis  
Focus Book  
fundraising, fundraiser  
GAP (Girl/Adult Partnership)  
Gift of Caring (GS cookies bought and donated to military or to charity of troop's choice)  
Girl Guides  
Girl Scout Ambassador  
*Girl Scout Bridges*= bi-monthly e-newsletter for girls and their families  
Girl Scout Brownie  
Girl Scout Cadette  
Girl Scout Daisy  
Girl Scout journey  
Girl Scout Junior  
Girl Scout Law (On second reference capitalize Law)  
Girl Scout Leadership Experience (never *Girl Scout Leadership Program*)  
Girl Scout Mission (On second reference capitalize Mission)  
Girl Scout Movement (On second reference capitalize Movement)  
Girl Scouts' 100<sup>th</sup> Anniversary  
Girl Scout Pathways (ways girls can participate in Girl Scouts)  
Girl Scout Program (On second reference capitalize Program)

Girl Scout Promise (On second reference capitalize Promise)  
Girl Scout Retail Shop (e.g., North Haven Retail Shop)  
Girl Scout Senior  
Girl Scout Week  
*GirlSports*  
Girlz R.U.L.E.™ (Respect, Understand, Leader, Empower) identify fully at first mention  
GSOFCT (not GSofCT)  
*Helpful Hints*= monthly e-newsletter for Leaders of troops with younger girls  
iMIS (registration software)  
Informz (email software)  
Internet  
Jennifer Smith Turner (no hyphen)  
Juliette (independent Girl Scout not affiliated with any troop or group)  
Juliette Gordon Low (Founder of Girl Scouts- B-day is October 31)  
Juliette Low World Friendship Fund (Girl Scouts contribute to the fund on Thinking Day  
by sending money to the Council, which sends a check to the GSUSA fund that makes foreign travel  
and educational experiences possible for interested girls through its contribution to the WAGGGS  
World Thinking Day Fund)  
kaper chart = jobs list usually for troop meetings or camp  
Kids on the Block= educational puppet program designed to teach girls about diversity  
Leader (for a troop or group) vs. leader in general  
Leader Appreciation Day (April 22)  
legacy councils  
Lady Baden-Powell (World Chief Guide Olave), founder of the Girl Guides  
*Live Healthy, Lead Healthy*  
Lord Robert S.S. Baden-Powell, founder of Boy Scouts  
MEA = money-earning activity  
MEAs = money-earning activities  
Membership and Marketing Manager (MMM)  
nonexempt  
non-Girl Scout  
non-member  
non-parent volunteers  
nonprofit corporation  
online  
on-site course  
Orientation  
outdoor program centers (camps)  
outdoors  
out-of-doors  
OutReach Troops  
*Pathways* (monthly newsletter)  
PowerPoint presentation  
Program Age Level Training  
Program Box, Program in a Box  
QSP = G.S. program through Reader's Digest for girls to gain communication skills while earning  
money for troop and council support; sometimes QSP/Be a Reader)  
Querks  
Raiser's Edge (fund-development software, also referred to as RE)  
*Safety Activity Checkpoints*  
Scouts' Own  
Service Center  
Service Unit  
self-confidence  
self-esteem (both noun and adj.)

self-study (both noun and adj.)

statewide

S.T.E.M. (Science, Technology, Engineering, Mathematics) (grant from National Science Foundation)

SU = Service Unit

SUM = Service Unit Manager

Thinking Day

Trainer (title)

Troop 50005

Troop Leader

troop/group

Try-Its

underrepresented girls

uniquely ME! = the Girl Scout/Unilever Self-Esteem Program

voice mail

WAGGGS (World Association of Girl Guides and Girl Scouts) WAGGGS World Thinking Day Fund

website

World Thinking Day (February 22)

worldwide

year-round facilities