



## Brand Ambassadors 101 (for Volunteers) Learning Path

Available: May 27, 2021

Recommended completion: September 30, 2021

Where: Through GS Learn (on GS Connect)

Designed for Service Unit Managers [SUM] to develop consistent understanding of Girl Scouts' brand purpose and brand identity.

This training will help Service Unit Managers, or other council designated volunteers, understand the essence of the Girl Scout brand and how it shapes the Girl Scout experience. This training will provide guidance on the best way to leverage the Girl Scout brand to consistently and effectively communicate to all audiences on behalf of the Movement.

Below is a brief overview, but please take the training for more in-depth guidelines.

### Movement Servicemark



**Note: The Profile is being retired**

### Trefoil



### Our Servicemark



# Color Palette

Girl Scout green is slightly different:

- RGB = 0/180/81
- HEX = #00b451
- CMYK = 95/0/100/0
- Pantone = PMS 354

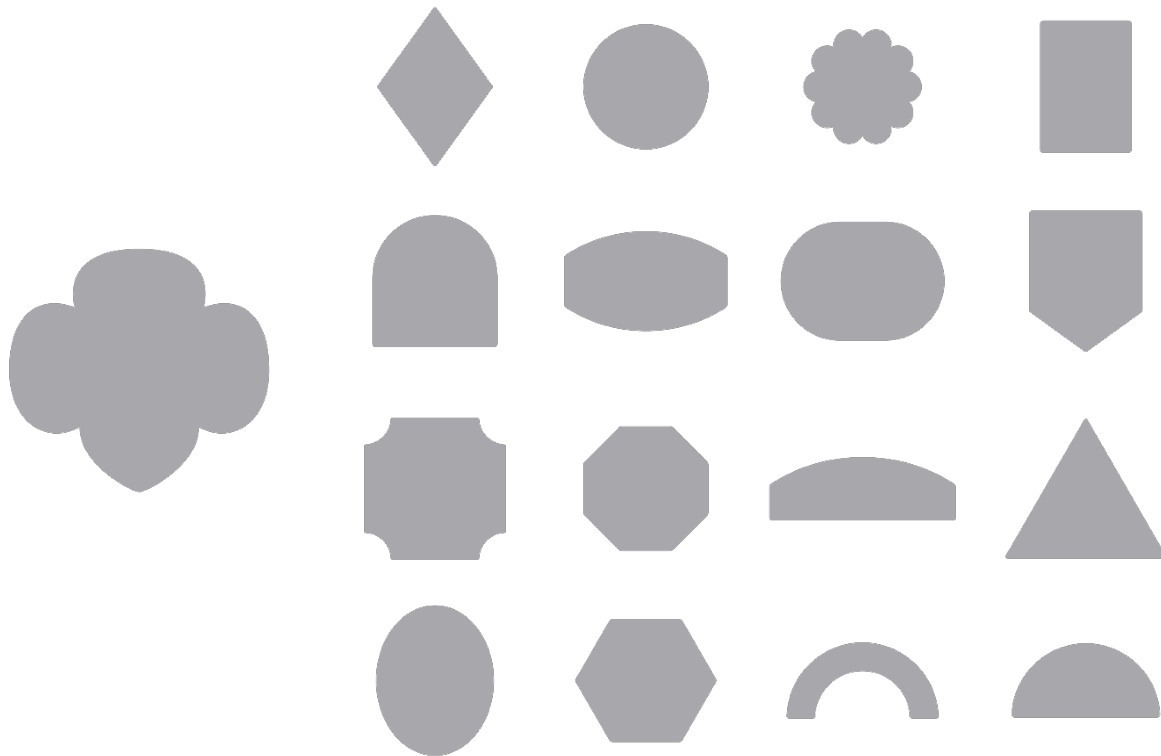
There are many more colors available for use in shapes and backgrounds. Headlines and call out information can be placed in shapes to add color and visual interest.



<p>Cloud</p> <p>RGB 217/217/217</p> <p>Hex #d9d9d9</p> <p>CMYK 0/0/0/20</p> <p>Pantone Cool Gray 1 TCX 12-4300</p>	<p>Star Green</p> <p>RGB 213/242/103</p> <p>Hex #d5f267</p> <p>CMYK 15/0/70/0</p> <p>Pantone 2296 TCX 13-0645</p>	<p>Sky</p> <p>RGB 160/222/241</p> <p>Hex #a0def1</p> <p>CMYK 35/0/0/0</p> <p>Pantone 635 TCX 12-4401</p>	<p>Lilac</p> <p>RGB 204/179/250</p> <p>Hex #ccb3fa</p> <p>CMYK 20/30/0/0</p> <p>Pantone 2635 TCX 14-3612</p>	<p>Bubblegum</p> <p>RGB 247/171/214</p> <p>Hex #f7abd6</p> <p>CMYK 0/35/0/0</p> <p>Pantone 230 TCX 15-2213</p>	<p>Peach</p> <p>RGB 255/185/157</p> <p>Hex #fcb89d</p> <p>CMYK 0/30/30/0</p> <p>Pantone 162 TCX 13-1022</p>	<p>Khaki</p> <p>RGB 213/202/159</p> <p>Hex #d5ca9f</p> <p>CMYK 20/15/40/0</p> <p>Pantone 4545 TCX 14-0925</p>	<p>Sunshine</p> <p>RGB 255/244/65</p> <p>Hex #fff441</p> <p>CMYK 0/5/80/0</p> <p>Pantone 101 TCX 12-0642</p>
<p>Stone</p> <p>RGB 168/168/168</p> <p>Hex #a8a8a8</p> <p>CMYK 0/0/0/40</p> <p>Pantone Cool Gray 6 TCX 14-5002</p>	<p>Girl Scouts Green</p> <p>RGB 0/180/81</p> <p>Hex #00b451</p> <p>CMYK 95/0/100/0</p> <p>Pantone 354 TCX 16-6340</p>	<p>River</p> <p>RGB 20/150/212</p> <p>Hex #1496d4</p> <p>CMYK 90/15/0/0</p> <p>Pantone 2192 TCX 17-4435</p>	<p>Violet</p> <p>RGB 158/95/214</p> <p>Hex #9e5fd6</p> <p>CMYK 40/60/0/0</p> <p>Pantone 2083 TCX 7-3628</p>	<p>Fuchsia</p> <p>RGB 253/50/158</p> <p>Hex #fd329e</p> <p>CMYK 0/80/0/0</p> <p>Pantone 232 TCX 17-2627</p>	<p>Poppy</p> <p>RGB 238/49/36</p> <p>Hex #ee3124</p> <p>CMYK 0/90/100/0</p> <p>Pantone Bright Red TCX 17-1563</p>	<p>Flame</p> <p>RGB 255/120/24</p> <p>Hex #ff7818</p> <p>CMYK 0/70/100/0</p> <p>Pantone 1585 TCX 16-1454</p>	<p>Gold</p> <p>RGB 247/190/0</p> <p>Hex #f7be00</p> <p>CMYK 0/30/100/0</p> <p>Pantone 7408 TCX 13-0759</p>
<p>Black</p> <p>RGB 0/0/0</p> <p>Hex #000000</p> <p>CMYK 0/0/0/100</p> <p>Pantone Black TCX 19-0840</p>	<p>Forest Green</p> <p>RGB 0/86/64</p> <p>Hex #005640</p> <p>CMYK 95/35/80/40</p> <p>Pantone 7729 TCX 19-6027</p>	<p>Ocean</p> <p>RGB 0/73/135</p> <p>Hex #004987</p> <p>CMYK 100/50/0/30</p> <p>Pantone 2186 TCX 19-4049</p>	<p>Deep Purple</p> <p>RGB 92/31/139</p> <p>Hex #5c1f8b</p> <p>CMYK 80/100/0/0</p> <p>Pantone 3583 TCX 19-3638</p>	<p>Plum</p> <p>RGB 175/0/97</p> <p>Hex #af0061</p> <p>CMYK 5/100/0/25</p> <p>Pantone 227 TCX 19-2434</p>	<p>Cherry</p> <p>RGB 156/0/0</p> <p>Hex #9c0000</p> <p>CMYK 0/100/85/40</p> <p>Pantone 7622 TCX 18-1552</p>	<p>Brown</p> <p>RGB 118/58/22</p> <p>Hex #763a16</p> <p>CMYK 5/75/95/60</p> <p>Pantone 168 TCX 18-1541</p>	<p>Desert</p> <p>RGB 192/102/22</p> <p>Hex #a86b1d</p> <p>CMYK 0/60/100/25</p> <p>Pantone 146 TCX 18-1160</p>

## Shapes

Shapes are based on the Girl Scout badges. They are the signature look to the new brand, and can be used in color with black or white text for headlines, subheads, call-outs. Photos can also be added into the shape. The one exception...the Girl Scout trefoil. To preserve its integrity of the brand, no text can be used inside the trefoil.



## Fonts

Headlines—Can only be black or white (NO COLOR TYPE)

GirlScout-DisplayLight

GirlScout-DisplayLightItalic

Text—Can only be black or white (NO COLOR TYPE)

GirlScout-TextBook

GirlScout-TextBookItalic

- Light and Book are our go-to weight.
- Use a minimum number of type sizes.
- Type is left aligned or centered.

Other weights are available for emphasis, use sparingly. **The default font is Helvetica.**

## Typesetting Rules

Establish a clear hierarchy in your designs by using specific fonts at different weights and sizes to help the reader distinguish between different types of content.

### Weight

Display Light and Text Book are the primary weights used in all types of communication. Text Medium and Bold should be used in instances where hierarchy can only be defined through weight and

size, or where legibility requires. For example, use Text Medium with body copy in white on a dark background.

Use italics sparingly in running copy and avoid whenever possible.

### **Alignment**

There are two options for alignment. Headlines and single sentences are centered, while paragraphs and body copy are left aligned. Below are some use case examples.

Centered:

Headlines and single sentences, especially within shapes.

- Calls to action
- Subheads
- Body copy
- Paragraphs

Left aligned:

- Subheads
- Body copy
- Paragraphs
- Captions

### **Case**

Sentence case is the term for capitalizing the first letter of every sentence and is the default in most use cases.

Title case is the term for capitalizing the first letter of each word (except for "minor" words—typically articles, short prepositions, and some conjunctions). Use title case for program names and titles. Refer to the editorial style guide for more on case.

Words set in all caps are permissible in very limited use cases such as calls to action. Never set more than a few words in all caps, and never create the impression that you're yelling at the reader.

Type should never be set in all lowercase. (Except council servicemark)

### **Typesetting Don'ts**

- Don't set type in color.
- Don't outline type.
- Don't add effects to typography.
- Don't place the Trefoil closer to text than the clear space allows.
- Don't create type lockups by mixing type sizes or weights.
- Don't use mixed alignment.
- Don't use previous Girl Scout typefaces: Trefoil Sans, Trefoil Slab, TrefoilDIY, Shortbread, or Thin Mint.
- Don't illustrate type.
- Don't use both black and white type in the same shape.