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

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.
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.