

The Girl Scout Brand

Strong enough to be identified simply by a color or a shape, the unique shade of “Girl Scout green” and the singular Girl Scout Trefoil symbol.

Movement Servicemark



Our Local Servicemark



Girl Scout Green Color Codes

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

Clear Space



Minimum Size



Council Acronyms

Horizontal



Vertical



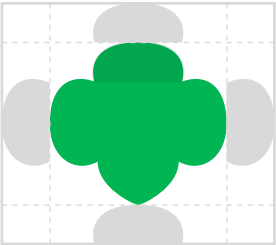
LIMITED USE: Council Acronyms should be used sparingly. They are mainly intended for member-facing small-space applications.

Trefoil

Use



Clear Space



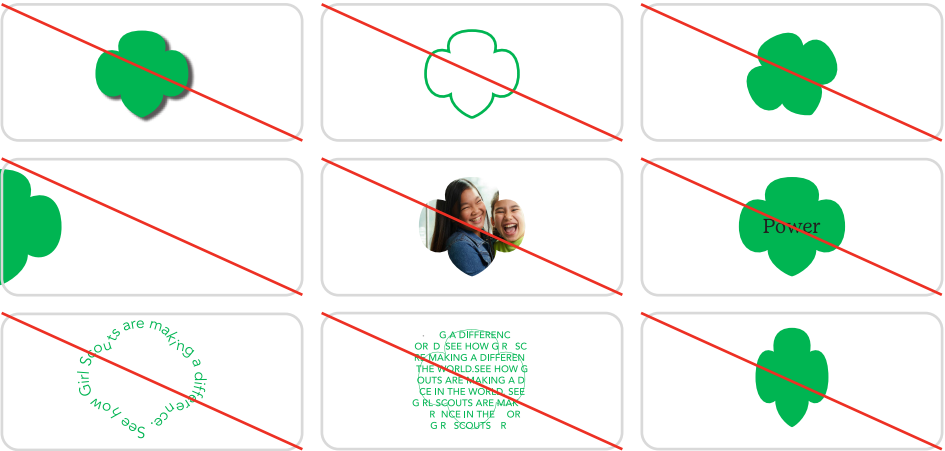
Minimum Size



The Trefoil may be displayed in any of the brand colors.



Misuse



Creating Content For Your Troop

Creating Branded Items for Resale

You cannot create Girl Scout branded items as a money earning project.
To produce branded materials for resale at cost (e.g. troop shirts, encampment patch, etc.), a GSUSA licensed vendor must be used.
Designs must be approved by council by submitting the Branding Permission Request Form.

Ready to Get Creative?

- There are Girl Scout fonts.
- In addition to Girl Scout green, there is a secondary color palette to use (see above.)
- There are shapes based on the Girl Scout badges.
 - They are the signature look to the brand and can be used in color with black or white text. Photos can be added to all the shapes, **except for the trefoil.**
- Learn more at sdgirlscouts.org/en/discover/girl-scout-stories/news-media-press-announcements.html
- Email marcomm@sdgirlscouts.org with any questions.