

This guide is for volunteers and staff to help ensure a consistency in our messages and use of our brand. For extra assistance or questions, please contact our brand & marketing team at marketing@gsnim.org

Girl Scout Colors

All Girl Scouts of Northern Indiana-Michiana materials should use our three core colors: black, white, and Girl Scout green.

Girl Scout green (PMS 355), black and white are the primary colors of our brand. Embrace the green! Be sure to include at least a little bit of green in every piece you produce.



PMS 355 C

r0 g174 b88
c94 m0 y100 k0
#00AE58

Servicemark Usage

Is our Servicemark (logo) in the top left-hand corner of your document? If so great! If not, please be sure to add it. The Servicemark should not be reassembled or manipulated in any way. Only council names, nationwide taglines, and affinity groups may be locked into the Servicemark. If you need a file of the servicemark, contact marketing@gsnim.org.

Incorrect logo usage: do not stretch, skew, or change colors



The Girl Scout Profiles are a key element of the Girl Scout Servicemark. On occasion, they may be applied independently on specific products or in designs with space constraints. However, it is preferred that the Servicemark appears within the same piece.

- The only approved colorways for the Profiles are Girl Scout green and white.
- Do not use other shades of green. Girl Scout green is PMS 355, C94/M0/Y100/K0, or R0/G174/B88.

Incorrect profiles usage: do not stretch, alter, or change colors



Font Family

Please use Arial for all of your Girl Scout communications. Girl Scout councils across the country use the GSUSA branded font, Trefoil, on marketing and promotional materials. For all volunteered-created materials, Arial is the way to go.

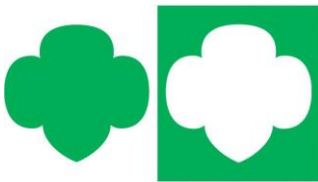
Using Our Full Name

Always use the full name of our organization, Girl Scouts of Northern Indiana-Michiana in the first mention on a document. After that, you may use GSNIM, but be sure to include the hyphen.

Using the Trefoil

The Girl Scout Trefoil is a playful complement to the Girl Scout Profiles and the Girl Scout Servicemark. However, the Trefoil is a mark with great history. It is not to be made into a character, made to hold photography, or re-rendered in any way. Apply the Trefoil as the Girl Scout green or white (preferably on Girl Scout green background).

Correct trefoil usage



Incorrect trefoil usage



Imagery Guidelines

Avoid clip art whenever possible! You can add visual interest with photos or doodle-style illustrations. Do not “borrow” any licensed or copyrighted art. If you need some examples or ideas, contact marketing@gsnim.org, and we can help.

Photo choice is important, both as a tool for marketing Girl Scouts and as a way to publicize positive images of girls with courage, confidence, and character who are making the world a better place. Use photos that show activities that make Girl Scouts unique - and that helps girls and their communities see young women as strong and capable leaders. Energy, environment, and lighting should be considered when selecting a photograph.

Photos should include a diverse population of participants so that all girls will be able to see themselves participating in Girl Scouts. Look for images that show the diversity of:

- Race/Ethnicity
- Gender expression
- Ability
- Socio-economic background
- Age
- Body size

To keep girls safe, it's important to know whether or not you have permission to use images of our Girl Scouts. Most currently registered Girl Scouts give permission to use images taken at Girl Scout activities to promote Girl Scouting. **This release gives council permission to use these photos, not volunteers. Be sure to get permission from the girls' families before using their photos.** A photo release form is a recommendation. Check out our website, contact marketing@gsnim.org or create one yourself.

Brand Voice

Our brand voice is the voice we use to communicate with our customers, supporters, the media, and the general public. Keeping it on point and tonally consistent allows us to be heard, recognized, and easily remembered. It brings our personality to life and enables us to build connections with our various audiences.

The hallmark of the Girl Scout brand voice—that is, the character we step into when we are writing in the voice—is what we like to call “the Spirited Sidekick.” The Spirited Sidekick is the buddy who is always enthusiastic, encouraging, and excited about the possibilities life has to offer. It reflects our brand personality—curious, motivated, and fun—and our Movement's passion for bringing the world to girls and girls to the world, for empowering them to dream big and follow their bliss. Getting into the character of the Spirited Sidekick helps us speak in a voice that is friendly, playful, conversational, and approachable.

Of course, when writing in the voice so infused with energy, there's always the danger of going overboard. Judiciously used exclamation points, for example, convey the right amount of enthusiasm and celebration; exclamation points at the end of the every sentence point more toward mania! That's why it's essential to find the right balance.

G.I.R.L.

G.I.R.L. (Go-Getter, Innovator, Risk-taker, Leader)[™] is Girl Scouts' brand platform and trademarked phrase showcasing how Girl Scouts gives girls a wide range of experiences to define leadership their way—like a Girl Scout. G.I.R.L. is not a campaign, but an expression of our brand's core attitudes, values, and history.

GO-GETTER: Determined to succeed. Bold. Honest. Goal-oriented. Can-do mentality. Ambitious. Lifelong learner.

INNOVATOR: Creative. Thinks outside of the box. Always looking for a new approach. Visionary. Uses resources wisely. Original. Do-it-yourselfer. Experimenter.

RISK-TAKER: Not afraid to try new things. Courageous. Strong. Breaks the mold. Steps up. Discoverer. Pioneer. Embraces the unfamiliar.

LEADER: Confident. Knows how to get the job done. Responsible. Committed to making the world a better place. Empathetic. Advocate. Empowers others.

Girl Scouts practice four key leadership skills through a variety of girl-led activities and experiences ground in Girl Scouts' program pillars of STEM, the outdoors, life skills, and entrepreneurship.

1. Goal setting and grit (*go-getter*)

2. Problem-solving (*innovator*)
3. Trying new things and decision making (*risk-taker*)
4. Leading others with empathy (*leader*)

Editorial tips:

- The first reference to G.I.R.L. in a given document/piece gets the parenthesis format with the TM. Subsequent references can just be G.I.R.L.
- If your document is being printed in color, please use colors in your formatting:
 - **G.I.R.L.** (Go-getter, Innovator, Risk-Taker, Leader)TM
- Per GSUSA Legal, do not use the term G.I.R.L. Scout

How we talk about G.I.R.L.:

We do say that Girl Scouts:	We don't say that Girl Scouts:
<ul style="list-style-type: none"> - Helps girls practice everyday leadership - Prepares girls to empower themselves - Promotes G.I.R.L. experiences 	<ul style="list-style-type: none"> - Just empowers girls - Is “girl power”

Color and logo guidelines:

The G.I.R.L. logo uses very specific colors in a very specific order. Colors should not be altered, changed or removed in any way. Nothing should be added to the logo. If you need a file of the logo for your document, contact marketing@gsnim.org.



Common Lingo/Terms and How to Use Them

Girl Scout

- always singular as an adjective, e.g., “Girl Scout activities”
- “Scout” or “Scouts” should never be used independently
- Girl Scout council; council (only cap “council” as part of a proper noun—e.g., Girl Scouts of Northern Indiana-Michiana Council)
- Although Girl Scouts is our name, “Girl Scouting” (never “Scouting”) should be used to refer to the experience that Girl Scouts provides its members with. *So: Through Girl Scouting, girls develop leadership skills to last a lifetime.*
- S’ to give us ownership: Girl Scouts’ history

Girl Scout Cookie(s)

- always include Girl Scout and capitalize “cookie”
- Girl Scout Cookie Program; cookie program
 - o “the largest girl-led entrepreneurial program in the world,” **not** “the largest girl-led business in the world”; avoid referring to the cookie program as a business altogether

Girl Scout grade levels

- always capitalize, “Girl Scout” in the first reference

Girl Scout Daisy (Daisy or Daisies)

Girl Scout Brownie (Brownie)

Girl Scout Junior (Junior)

Girl Scout Cadette (Cadette)

Girl Scout Senior (Senior)

Girl Scout Ambassador (Ambassador)

alum(s) *preferred term: Girl Scout alum(s)*

- use in place of alumna(e) when referring to former members of Girl Scouts

award

- no cap, except when being the highest award

ex: Journey award

ex: Leader in Action (LiA) award

ex: Girl Scout Bronze Award

badge, patch, or petal

- no capitalization

female leaders

- **not** women leaders
- **not** females

highest awards

- always capitalize “award,” always include “Girl Scout” in the first reference

Girl Scout Bronze Award (Bronze Award)

Girl Scout Silver Award (Silver Award)

Girl Scout Gold Award (Gold Award)

The Girl’s Guide to Girl Scouting

- is always italicized

Journey(s)

- always capitalize in relation to Girl Scouting

Girl Scout National Leadership Journey

Girl Scout Daisy Journey (not Daisy Girl Scout Journey)

Girl Scout Brownie Journey (not Brownie Girl Scout Journey)

Girl Scout Junior Journey (not Junior Girl Scout Journey)

Girl Scout Cadette Journey (not Cadette Girl Scout Journey)

Girl Scout Senior Journey (not Senior Girl Scout Journey)

Girl Scout Ambassador Journey (not Ambassador Girl Scout Journey)

Leadership Journey

troop

- lowercase except when used as a part of a proper noun: Girl Scout Daisy Troop 10067, Brownie Troop 00054, not when referring to troops in general – Girl Scout troops

Volunteer Toolkit (VTK)

- First reference should always be in full format and may use shorthand (VTK) for further references