

# Brand Cheat Sheet

## Primary Color

## Grade Level Colors

### Servicemark:



The Girl Scout Servicemark is the primary brand mark. It should not be reassembled or manipulated in any way. Only council names and affinity groups may be locked into the Servicemark. Only GSUSA may create Servicemark lockups. Please contact the GSGST Mar/Comm Department before using the Servicemark.

### Profiles:

The Girl Scout Profiles are a key element of the Girl Scout Servicemark. When used independently of the Servicemark, it is preferred that the Servicemark appear within the same piece. The only approved colors for the Profiles are green and white, with the exception of black one-color printing. The profiles should not be stretched or altered in any way.



### Font Usage:

Our three core Trefoil font families have a wide range of weights and styles. GSGST staff and volunteers should have these fonts installed on their computers. For any digital communication, please use **Arial**. To obtain the fonts, please request a zip file of Girl Scout fonts by emailing [bgandaria@gsgst.org](mailto:bgandaria@gsgst.org)

#### **Trefoil Sans**

Our all-purpose font family, in nine weights plus italics

#### **Trefoil Slab**

A serif companion to the sans with matching weights

#### **Trefoil Sans Condensed**

A small family designed for tight spaces

### MarComm Contact Info:

Whether you need help locating branding information on the website, have a story worth spotlighting, need a flyer/t-shirt/patch/signage approved, or are in need of assistance with media, just e-mail us at [bgandaria@gsgst.org](mailto:bgandaria@gsgst.org), and someone from our Marketing and Communications department will be right with you.

Director Marketing & Communications

Bianca Gandaria - [bgandaria@gsgst.org](mailto:bgandaria@gsgst.org)

### GS GREEN

RGB: 0/174/88  
CMYK: 94/0/100/0  
HEX: #00AE58

### Secondary Color

### MAGENTA

RGB: 236/0/139  
CMYK: 90/100/0/0  
HEX: #EC008B

#### Pro Tip:

For Print Items: Use CMYK

For Web Items: USE RGB/HEX

### Trefoils:

The Girl Scout Trefoil is a playful component to the Girl Scout Profiles and the Girl Scout Servicemark. However, the Trefoil is marked with great history. It is not to be made into a character, made to hold photography or illustration, or to be re-rendered in any way.

### DAISIES

RGB: 0/171/230  
CMYK: 94/0/100/0  
HEX: #00AE58

### BROWNIES

RGB: 133/69/0  
CMYK: 0/60/100/55  
HEX: #854400

### JUNIORS

RGB: 110/41/141  
CMYK: 69/100/0/2  
HEX: #6E298C

### CADETTES

RGB: 238/49/36  
CMYK: 0/95/100/10  
HEX: #EE3123

### SENIORS

RGB: 243/112/33  
CMYK: 0/70/100/10  
HEX: #F36F21

### AMBASSADORS

RGB: 250/166/26  
CMYK: 0/40/100/10  
HEX: #FAA519

### Social Media Platforms:

