
Girl Scout Branding Do's and Don'ts

A quick guide for
service units, troops, and more!

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This guide contains information about
fonts, logos, photography, and brands.

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**For questions, to request photos or images, or for help with anything you
read here, please contact us at 1-888-837-6410 or customercare@gswny.org
at least 2 weeks before you need the content.**



FONTS

When possible, use the official Girl Scouts fonts/typefaces.
These fonts/typefaces are available to council employees.

AVAILABLE IN REGULAR, **BOLD**, *ITALIC*, ETC.

Trefoil Sans

Trefoil Slab

MEANT FOR USE WITH HEADERS OR SHORT TITLES

(not easy to read in large pieces, such as sentences or paragraphs)

THIN MINT CAPS

Thin Mint Script

Shortbread

When those fonts are not available, you may use Arial, Helvetica, Times New Roman, Georgia, or similar for larger pieces of text. Headers and titles may be in a more fun font, but please make sure they're easy to read.

DO NOT USE:

Fonts that are too much like famous brands (Example: Disney takes legal repercussions against groups that use fonts that look like the Disney font, regardless of what the words say.)

More than 3 fonts on a single document. It looks too busy.



LOGOS

The Girl Scout trefoil or profiles (the trefoil with the heads) may be used in green, black, white, or shades of gray. Please do not use it in another color.



The council servicemark (logo with Girl Scouts of Western New York written out) may be used on items approved by council that are sponsored by or run directly by council.



When an event is run by a service unit, troop, etc. please make sure you indicate that you are a part of GSWNY. (*Example: The Girl Scouts of Western New York Big Bend Service Unit invites you to...*)



You may also use the gswny trefoil to indicate that it is part of the GSWNY council.





LOGOS

When working with other companies, brands, etc. such as a sponsor or partner, please contact them for a file of their official logo to use. If the event is run by Girl Scouts and has a partnership, prominently display the GSWNY logo/trefoil/etc. and then include the partner in a way that it is obvious they contributed, but are not running the program.

If an event is run by a partner and GSWNY is a participant, then the above is reversed with the GSWNY logo/trefoil/etc. smaller.

Most partner programs are also required to include a disclaimer:
“This program is operated by [insert program host] and is not associated with any activity sponsored by Girl Scouts of Western New York.”

PHOTOGRAPHY

Please do not use images found in Google Search or anywhere else on the internet, even from another Girl Scout council. The images are often copyrighted, and frequently the people in the photos have only given photography permissions to their own council.

If girls, adults, etc. in your troop, service unit, etc. have given photo permission, you can use their pictures.

GSWNY has many photos that they can provide of a variety of activities. The photos feature girls, adults, etc. from our own council and we have access to stock photography used by GSUSA.

If you need specific artwork (such as illustrations), please reach out to council at least 2 weeks prior to when you need the content or create your own artwork from scratch.

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DO NOT USE:

Religious iconography: *Images of religious figures or objects tied to religion should not be used unless the event they are tied to is an educational event about that religion. Examples include: Christmas, Easter, Hanukkah, Day of the Dead, etc.*

Day of the Dead is not appropriate to use with Halloween events because it is a Christian holiday typically celebrated in Mexican cultures. Sugar skulls are a part of the celebration and should not be used on Girl Scout materials unless the event is educating about the holiday.

BRANDS

While it may be fun to have a themed event, please keep in mind there are many instances of branded content where you can not use images, logos, or even names. Brands protect their copyrights and trademarks with legal requirements for usage.

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If a business is local and you are working in partnership with them, please secure permission from the business owner to use their logo. Local brands, businesses, or names may be used in these cases. (Examples include local farms, mom-and-pop shops, single-location restaurants, etc.)

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If a business is part of a regional, national, or international chain you must have special permission from their headquarters or main branch to use their name, brand, or logo.

Examples may include, but are not limited to:

Banks (*KeyBank, Five Star Bank, M&T Bank, etc.*)

Stores (*Wegmans, WalMart, Tops, etc.*)

Restaurants (*Subway, McDonald's, Dinosaur Bar-B-Que, etc.*)

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A good rule of thumb is if you look it up online and there's more than one location, you will likely need special permission from the owner, CEO, or a marketing team.

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If you are partnering with a business on a money-earning or donation event, please consult Chapter 5 of the *Volunteer Essentials* guide on gswny.org for financial guidelines.

Large events and organizations are also typically branded and are not usable.

Examples may contain, but are not limited to:

Sporting Events

Olympics: *You can't use the name, rings, torches, etc.*

NFL, NHL, MLB, FIFA, etc.: *Super Bowl, Sunday Night Football, World Series, Frozen Four, World Cup, etc. (These names, even when they sound generic, are actually branded events!)*

Most large public events

Award Shows (*Grammy Awards, Emmy Awards, etc.*)

Music festivals (*Coachella, Bonnaroo, Lollapalooza, etc.*)

Movies, TV, Books, Music, Magazines, and other media, etc.

Titles, names, etc.

Images, photographs, and logos

Character quotes (*No matter how much you might love a quote, it can't be used for advertising. This applies to real people who are not associated with your event, plus fictional characters.*)

Very close names (*You can't use 'Girl Scout Idol' because it is too close to 'American Idol.'*)

Most of the time, when you look up a branded property, you will see a ©, ®, or ™. This means you MUST have special permission to use this content.

Typically, if you're familiar with an event name, title, etc. and it's popular with lots of people, that usually means it is a brand. (*For example, most people have heard of New York Fashion Week. This isn't a generic name. It's actually a branded event!*)

