

Marketing Toolkit





Marketing Toolkit for Girl Scout volunteers



We want to make sure that your Girl Scout activities and events are the best they can be! In this toolkit, we've provided important information to help you promote your events, share your Girl Scout pride, and leverage our council resources.

If you have questions, need design or branding support, or need brand use approval, contact Customer Care at customercare@gsmaine.org or 888-922-4763

Press coverage

For information on how to promote your service unit or troop activities and events through the press, visit our Press Release Toolkit online at www.girlscoutsofmaine.org/prtoolkit.

Photo permissions

In this toolkit you'll see some tips on how to design a Girl Scout activity or event flyer. Photos of local Girl Scouts can make your designs come to life and be more compelling. Before using a photo of Girl Scouts, you must obtain photo permissions from the parents/guardians. Many members have already given photo permissions when they registered to be a Girl Scouts, but some have not. It's important to check this before printing any photos, or using the photos on any social media sites.

Branding and Logo Usage

Girl Scouts has a variety of graphics and logos that are used to help maintain the Girl Scout visual identity and brand. As copyrighted materials, each have their own set of guidelines on how they can be used.

Trefoil



The Trefoil may be used by volunteers if brand guidelines are followed.

Movement Servicemark

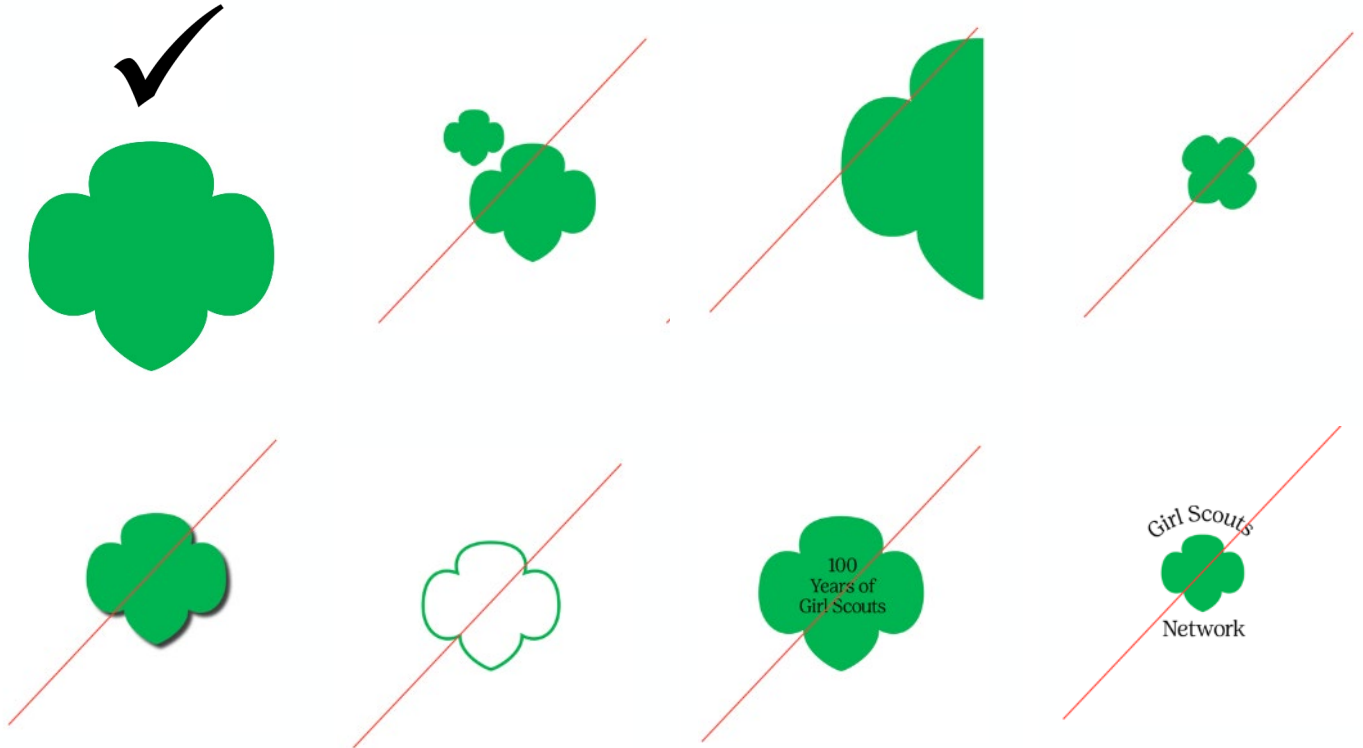


Movement and Council Servicemarks can only be used by GSUSA and GSME staff.

Council Servicemarks



The Trefoil Logo can only be used in its original shape.



You can access the official Trefoil graphic by emailing customercare@gsmaine.org.

Please Note: You may not use the trefoil on items that will be resold as a part of any money earning activities, i.e. designed apparel or objects such as ornaments. You may use on banners, apparel, or objects to be used by your troop or service unit. We request you send to MarComm for design approval prior to producing the items.

Need Help? Our MarComm Team is your go-to team for:

- Helping to design troop or service unit gear or signage
- Any Girl Scout brand questions
- Share service unit, troop, or individual Girl Scout stories in order to lift up girls' voices and celebrate all of their amazing accomplishments—big and small!

Contact us for brand questions at: Customer Care at customercare@gsmaine.org or 888-922-4763

Share your upcoming events and news with us—we may publish it in our Compass magazine or share on social media and our website. Fill out the form at bit.ly/GSMEGirlStories

Learn more about the refreshed Girl scout branding in the **Volunteer Brand Training** on **gsLearn**.

1. Log into [MyGS/VTK](#)
2. Select **My Account** in the upper right
3. Select **gsLearn** on the left side of the window
4. Search for **“GSUSA Brand Ambassador 101 for Volunteers”**

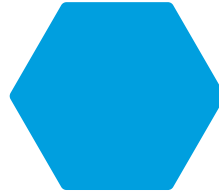
Design Tips

Color



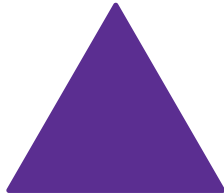
Girl Scout Green

RGB: 0/180/81
HEX: #00b451
CMYK: 95/0/100/0
Pantone 354



River

RGB: 20/150/212
HEX: #1496d4
CMYK: 90/15/0/0
Pantone 2192



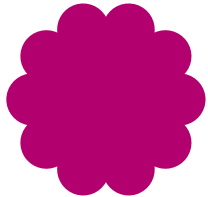
Deep Purple

RGB: 92/31/139
HEX: #5c1f8b
CMYK: 80/100/0/0
Pantone 3583



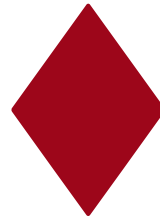
Gold

RGB: 247/190/0
HEX: #f7be00
CMYK: 0/30/100/0
Pantone 7408



Plum

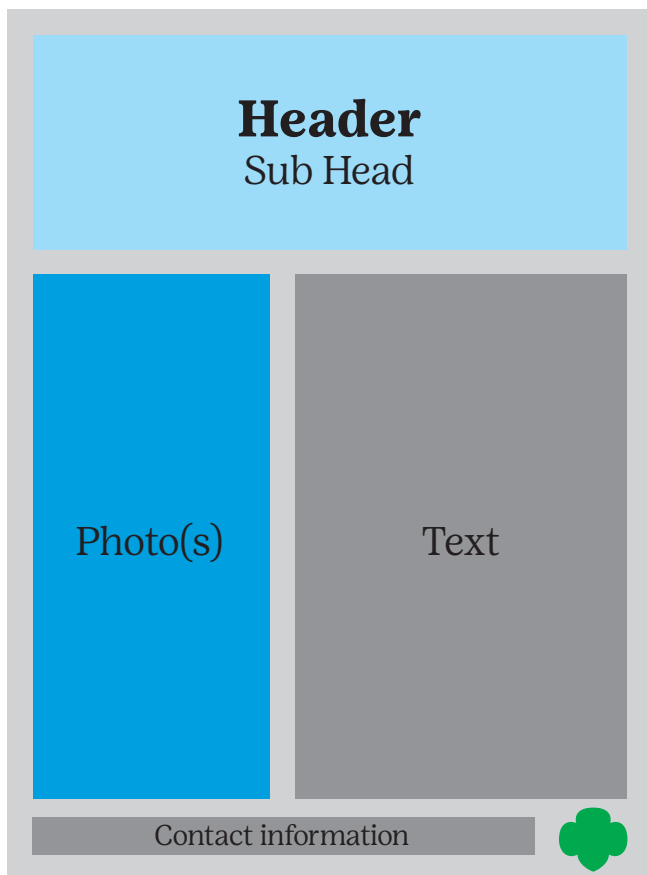
RGB: 175/0/97
HEX: #af0061
CMYK: 5/100/0/25
Pantone 227



Cherry

RGB: 150/0/0
HEX: #9c0000
CMYK: 0/100/85/40
Pantone 7622

Layout



Margins

Margins are one of the first elements to consider when creating a layout.

They define the space given between any graphic element and the edge of the page. Margins shouldn't feel too tight or too loose but should allow the content to fill the page with a strong presence without being cramped.

Header

The header should always be the largest font on the flyer so that it stands out the most and establishes what the content is about. The subhead can be the second largest font and is a brief description of the information you wish to share.

Photo

Photos should always be clear, high res (300 DPI) images. Be sure that the photos are not blurry and don't stretch a photo past 110%.

Text

The body text should always be between 10 pts and 12 pts. Do not go smaller than 10 pts as it will be too small to read.

More Layout options

