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.girlscoutofmaine.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.

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

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

<table>
<thead>
<tr>
<th>Trefoil</th>
<th>Movement Servicemark</th>
<th>Council Servicemarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Trefoil" /></td>
<td><img src="image" alt="Movement Servicemark" /></td>
<td><img src="image" alt="Council Servicemarks" /></td>
</tr>
</tbody>
</table>

- **Trefoil**: May be used by volunteers if brand guidelines are followed.
- **Movement and Council Servicemarks**: Can only be used by GSUSA and GSME staff.
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.

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**Need Help? Our MarComm Team is your go to 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

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

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

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

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

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

Layout

**Header**

Sub Head

**Photo(s)**

**Text**

**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

Header
Sub Head

Photo(s)

Sidebar
Draws attention to a specific piece of content.

Text

Contact information

Header
Sub Head

Photo(s)

Sidebar
Draws attention to a specific piece of content.

Text

Contact information