

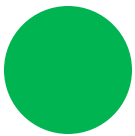


Girl Scouts of Orange County Brand Resources for Volunteers

Brand is more than just a logo, color, or even a uniform — it is a complete design system that works together to create a distinctive look and feel. The power in our brand, like all things Girl Scouts, is built on the idea of each us coming together with our unique perspectives to speak in one voice.

Working together to apply our identity across Girl Scouts branded materials ensures that we move forward together as a movement, with a coherent look and feel that makes our brand stand out and shine just like our Girl Scouts.

Here are few tips for elevating the Girl Scout Brand:



Go Green!

Girl Scout Green is PMS 354, RGB R0 G180, B81, CMYK 95/0/100/0, or HEX #00B451.

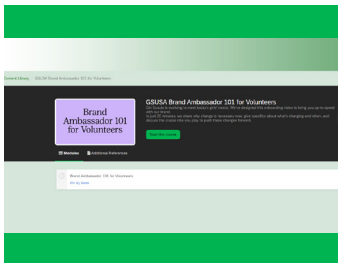
Looking for more color? Use 1 or 2 of the secondary colors from our Color Palette (on the back of this flyer) to add some fun to your designs.

Find the right font.

Materials created by GSUSA and council use several proprietary fonts which are unavailable to the public.

Girls, troops, and volunteers are encouraged to use the **Palatino Linotype** font as a default for any design materials created. It closely matches the proprietary font from GSUSA.

Fonts should generally only be used in black or white. To add interest to your design, incorporate badge shapes from the color palette and reverse type out to white on darker colors, or print in black on lighter colors. Please don't add an outline around the font.



Do a little homework.

Become a brand champion by taking the Brand Ambassadors 101 training on gsLearn. In gsLearn (login through myGS), you'll see a new 20-minute course on your dashboard. You can access this video at your convenience as an on-demand training resource that you can stop and start as many times as you'd like.

Visit the Service Unit Resources page at
www.girlscoutsoc.org/SUresources

Scroll down to the Brand Resources at the very bottom of the page for service marks (logos), branded flyer templates, and writing tips.



Need to incorporate council branding on product (patches, shirts, etc.) or external facing collateral assets?

Reach out to us at marcom@girlscoutsoc.org for approval and assistance in navigating GSUSA licensing requirements.

Pastel

Cloud	RGB 217/217/217	Hex #d9d9d9	CMYK 0/0/0/20	Pantone Cool Gray 1 TCX 12-4300
Star Green	RGB 213/242/103	Hex #d5f267	CMYK 15/0/70/0	Pantone 2296 TCX 13-0645
Sky	RGB 160/222/241	Hex #a0def1	CMYK 35/0/0/0	Pantone 635 TCX 12-4401
Crocus	RGB 204/179/250	Hex #ccb3fa	CMYK 20/30/0/0	Pantone 2635 TCX 14-3612
Bubblegum	RGB 247/171/214	Hex #f7abd6	CMYK 0/35/0/0	Pantone 230 TCX 15-2213
Peach	RGB 255/185/157	Hex #fcb89d	CMYK 0/30/30/0	Pantone 162 TCX 13-1022
Khaki	RGB 213/202/159	Hex #d5ca9f	CMYK 20/15/40/0	Pantone 4545 TCX 14-0925
Sunshine	RGB 255/244/165	Hex #fff441	CMYK 0/5/80/0	Pantone 101 TCX 12-0642

Vivid

Stone	RGB 168/168/168	Hex #a8a8a8	CMYK 0/0/0/40	Pantone Cool Gray 6 TCX 14-5002
Girl Scouts Green	RGB 0/180/81	Hex #00b451	CMYK 95/0/100/0	Pantone 354 TCX 16-6340
River	RGB 20/150/212	Hex #1496d4	CMYK 90/15/0/0	Pantone 2192 TCX 17-4435
Violet	RGB 158/95/214	Hex #9e5fd6	CMYK 40/60/0/0	Pantone 2083 TCX 7-3628
Fuchsia	RGB 253/50/158	Hex #f1329e	CMYK 0/80/0/0	Pantone 232 TCX 17-2627
Poppy	RGB 238/49/36	Hex #ee3124	CMYK 0/90/100/0	Pantone Bright Red TCX 17-1563
Flame	RGB 255/131/12	Hex #ff830c	CMYK 0/65/100/0	Pantone 1585 TCX 17-1350
Gold	RGB 247/190/0	Hex #f7be00	CMYK 0/30/100/0	Pantone 7408 TCX 13-0759

Dark

Black	RGB 0/0/0	Hex #000000	CMYK 0/0/0/100	Pantone Black TCX 19-0840
Forest Green	RGB 0/86/64	Hex #005640	CMYK 95/35/80/40	Pantone 7729 TCX 19-6027
Ocean	RGB 0/73/135	Hex #004987	CMYK 100/50/0/30	Pantone 2186 TCX 19-4049
Deep Purple	RGB 92/31/139	Hex #5c1f8b	CMYK 80/100/0/0	Pantone 3583 TCX 19-3638
Plum	RGB 175/0/97	Hex #af0061	CMYK 5/100/0/25	Pantone 227 TCX 19-2434
Cherry	RGB 156/0/0	Hex #9c0000	CMYK 0/100/85/40	Pantone 7622 TCX 18-1552
Brown	RGB 118/58/22	Hex #763a16	CMYK 5/75/95/60	Pantone 168 TCX 18-1541
Desert	RGB 192/102/22	Hex #a86b1d	CMYK 0/60/100/25	Pantone 146 TCX 18-1160