

Council Servicemarks and Acronyms

Council servicemarks are the approved signifiers that identify the Girl Scout brand with a council name. They should replace the Movement servicemark on communications produced by councils.

Council servicemarks can only be created by the Girl Scouts of the USA.

Council acronyms are shorthand for the full council name. **These should be used extremely sparingly and only in cases where the full council servicemark does not fit.** Never use acronyms to speak to any audience that does not consist of current members of the referenced council. The horizontal and vertical lockups have been created for maximum flexibility in small spaces and can be used interchangeably depending on the space available.

Service Unit Use of GSOC Servicemark or Acronyms

Please use these marks mainly on printed materials and include a fine print note explains, “This event/Activity is organized by Girl Scouts of Orange County Service Unit XXX”. Use of the marks on Merchandise or externally facing items will require review by GSOC and should be ordered through an officially licensed vendor. For usage review and recommended vendors email us at marcom@girlscoutsoc.org.

Council Servicemark and Acronym Clear Space

Servicemarks

It is imperative that we protect the integrity of our servicemark, which means never crowding it or jamming it in a corner.

A minimum clear space of two Trefoils is required between a council servicemark and any other element on a page.

The clear space for the council servicemark is different than the clear space for the primary servicemark because the council servicemark is generally used at a smaller scale.



Note that this rule defines the space between two elements on a page, not the space to the edge of the page. Reference the [Layout section](#) to determine [margins](#).

When centering the council servicemarks, which extend beyond the word “girl scouts,” the full width of the lockup should be used to determine the center.

Acronyms

A minimum clear space of two Trefoils is required between a council acronym and any other element on a page.

Note that this rule defines the space between two elements on a page, not the space to the edge of the page. To determine margins, reference the [Layout section](#).

Council Servicemark and Acronym Minimum Size

Council servicemarks vary in length and height, and for this reason their rules are different than those of the primary servicemark.

The minimum size for council servicemarks is defined by the height of “girl scouts” plus the Trefoil and should never be under 36px digitally or 0.375 inches in print. This applies to servicemarks of any length—one, two, or three lines.

The smallest size for the council Acronym is determined by the height of the Trefoil should never be smaller than 50px digitally or 0.25 inches in print.

Note that the minimum size does not account for product and packaging scenarios.