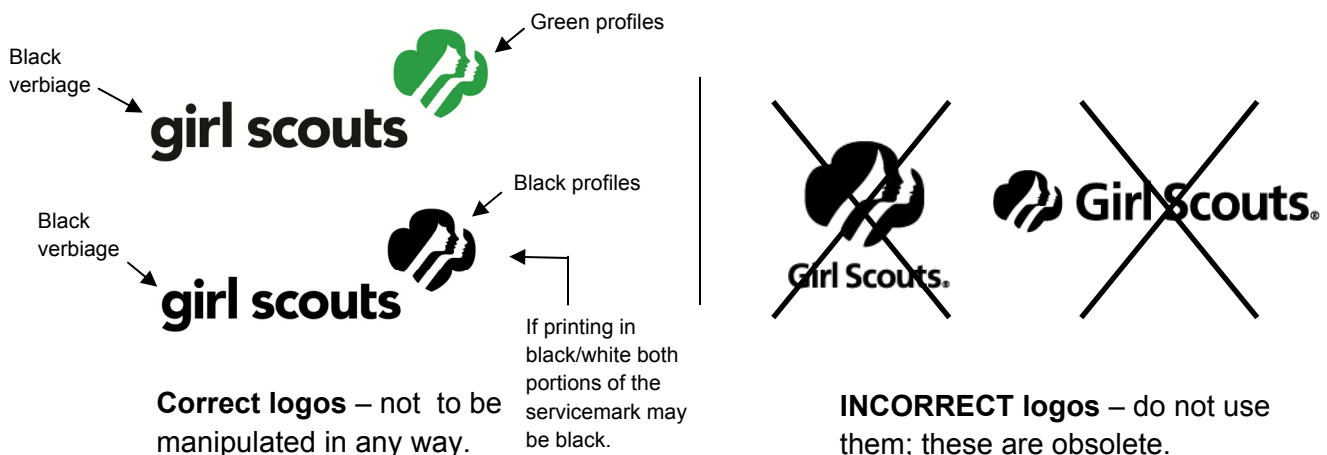


Girl Scout Service Mark (Logo) Guidelines

The Girl Scout service mark is a registered trademark and must only be used with prior permission. If you have a document for which you would like to utilize the Girl Scout servicemark, the best method is to email the document to the marketing/PR specialist. She can insert the servicemark and send it back to you via email. If permission has been granted by the GSMH communications department, the following guidelines apply.

- Only the official colors of the servicemark can be used. The Girl Scout servicemark is composed of two parts: the symbol (the trefoil with three profiles) and the logotype (the words "Girl Scouts"). The official color palette is green, black and white. The preferred color of the service mark is black and green – see correct and incorrect logos below. The lockup servicemark that appears in the upper left corner of this page (the servicemark plus the council name) is for council use only.
- The service mark is final and complete art. It cannot be stretched, altered, redrawn or modified and must remain in the same proportion.
- The preferred color for the Girl Scout Service Mark is shown below: black typeface and green profiles or if you are printing in black and white, use black.
- A minimum airspace the size of the "g" in the "girl scout" portion of the servicemark must be allowed on all sides. If space is limited, reduce the size of the servicemark.
- It should be placed on the left third of the page.
- The tagline "Where Girls Grow Strong" is obsolete; **do not use it.**
- Correct and incorrect logos:



Please note: Permission to use the logo must be obtained for "one-time use" each time you would like to use it. Girl Scouts of the USA does not give service units permission to use the service mark and GSMH does so only on a case-by-case basis.