

Service Unit & Troop T-Shirt and Product Design Guidelines

If you would like to create a t-shirt or product design, you must submit the artwork for council approval (unless you are utilizing one of the pre-approved designs by GSUSA or GSMH). Once the artwork is approved, we will work with you to get it printed using a licensed vendor.

Artwork and Design

In order to be considered for approval, design:

- Must be original. Design, themes, and phrasing may not infringe on the work of others (e.g., TV shows, movies, cartoons characters, etc.).
- Must meet all safety standards (e.g., campfires must show containment. Bonfire images are not appropriate).
- Should represent diversity and inclusiveness when people or characters are portrayed.
- Must not include unapproved partnership logos.
- Must not include items inconsistent with Girl Scout image or mission (e.g., alcohol, drugs, political endorsements, tobacco, weaponry).

Identifying your Troop or Service Unit

Acceptable identification includes:

- Girl Scout Troop 12345 or GS Troop 12345
- Girl Scouts of the Missouri Heartland Troop 12345 or GSMH Troop 12345
- GSMH Service Unit 123 (Xxxx County)

Unacceptable identification includes:

- Heartland Troop 12345
- Girl Scouts of XYZ Service Unit or GS of XYZ Service Unit
- Girl Scouts of 123 Troop or GS of 123 Troop
- Girl Scouts of the USA Troop #12345

Including the Girl Scout Logo (Servicemark)

- Use only approved logos available from the council (servicemark, profiles, or servicemark shorthand – see artwork below).
- It may never be redrawn, re-proportioned or modified in any way.
- The contrast between the logo and the background will guide color selection. The council communications staff can help guide the color scheme when submitted for approval.



Girl Scouts of the Missouri Heartland, Inc.

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