



Brand Messaging

What is a brand?

A brand is more than just a logo or a tagline. It is the market's impression of the organization and how customers experience the organization, regardless of what we tell them. "A brand", according to the *Non-Profit Times*, "is a reflection of everything associated with an organization: quality of its work, reputation, staff, leadership, culture, core values, programs, services and products".

The Girl Scout Service Mark (logo) is simply the banner of our brand; **branding is the responsibility of everyone in the organization**, from the youngest Girl Scout Daisy to Girl Scouts of the Missouri Heartland's Board Chair. **YOU are the brand!**

Many people see Girl Scouts and think "cookies, camping, and crafts." It is our responsibility as Girl Scouts to educate others that entire Girl Scout Leadership Experience, including "cookies, camping, and crafts" are the means by which girls develop leadership abilities, learn life and business skills, grow as individuals and make the world a better place!

An important part of branding is effectively communicating the correct perception of Girl Scouts by being consistent with our language. For example, the word "troop" can mean a number of things (military troops, Boy Scouts, TV shows, etc.), but in Girl Scouts, it means something very specific. Therefore, when communicating with external audiences, we must make sure to use the words "Girl Scout" before the word "troop" (i.e., Girl Scout troop) to make the distinction clear. The same is true for other terms that help to define who we are. Using complete and consistent terms and grammar reinforces the Girl Scout brand and reminds the audience of who we are and what we do.

With that in mind, please use the following phrases when communicating about Girl Scouts, both internally and externally:

Girl Scouts of the Missouri Heartland (GSMH)
Girl Scouts of the USA (GSUSA)
Girl Scouts
Girl Scouting
Girl Scout Leadership Experience (GSLE)
Girl Scout journeys
Girl Scout Cookie Program (NOT "cookie sale")
Girl Scout service unit
Girl Scout troop
Girl Scout leader

Girl Scout Daisy
Girl Scout Brownie
Girl Scout Junior
Girl Scout Cadette
Girl Scout Senior
Girl Scout Ambassador
Girl Scout Gold Award
Girl Scout Silver Award
Girl Scout Bronze Award

Additionally, these phrases/brands are OBSOLETE. Please do NOT use:

Girl Scouts. Every Girl, Everywhere.
Girl Scouts. Where Girls Grow Strong.

And always remember, **YOU ARE THE BRAND!**

Thank you for your help in maintaining the proud Girl Scout reputation!

Have questions?

Contact Girl Scouts of the Missouri Heartland's chief communications officer at 877-312-4764.