

# GSHPA Brand Guidelines

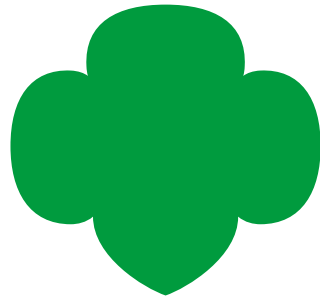
Logos

Fonts

Colors

Other

# Logos



GSHPA Lock Up

Trefoil

Profiles

G.I.R.L.

- All GSHPA Logos are located at: <G:\Communications\Logos>
- Logo colors are specific and should not be altered in any way
- GSHPA staff should always use the GSHPA Lock Up rather than the GSUSA Lock Up

**Questions about logo usage?** Contact MARCOMM team

# Fonts

As staff, we are required to use GSUSA branded fonts at all times for both external facing communications (i.e. flyer, forms, presentations, etc) as well as internal documents (i.e. forms, resources, etc).

Download the fonts in a few simple steps:

1. Open the G:\ drive and navigate to and open the GSUSA fonts folder
2. Double-click the Fonts\_Install file to install the fonts
3. Double-click the Fonts\_Register file to register the fonts on the machine.
4. Restart the computer to finish the install process

If you encounter any issues, please submit a Prismworks support ticket.

GSHPA staff should use Girl Scout fonts for all materials using the following instructions. Arial font should be used for emails, forms, manuals, and powerpoint. Be sure to use Arial if you are using a remote computer that does not have access to GSUSA's licensed Girl Scout fonts.

## Trefoil Sans

aaaaaaaaaa  
AAAAAAAAAA

For Powerpoint or Word templates, use Trefoil Sans fonts if you will be presenting these materials from your computer. Use Arial if you plan on presenting from a remote computer.

## Trefoil Slab

FORMAL

Trefoil Slab can be used for formal content for adult audiences, such as annual reports, sponsorship packets, and fund development letters.

## Trefoil Sans Condensed

aaaAAA

Use Trefoil Sans Condensed as a space-saver for printed catalogues, captions, and program guides. Avoid using for headlines and long body copy.

## Body Copy and Display Type

Lanihilou autat faccae  
qui ipicid fugias repel  
int dolupae.  
Trefoil Sans Regular, 12pt

Ibns, occu otib s poria dolorro maxi-  
mi, ommolla et qhias dus alibus et ra  
nonser chrit.  
Trefoil Slab Ultra, 12pt

Use Trefoil Sans Regular or Trefoil Slab Regular for body copy. Avoid using very light or very heavy weights for body copy, and avoid using many different fonts at one time. Don't stretch, squash, or scale fonts.

# Colors

## Primary

Girl Scout Green

**C94 M0 Y100 K0**  
**R0 G174 B88**  
**HEX #00AE58**  
**PMS 355**

Black



White



Gold

**C0 M28 Y100 K6**  
**R238 G178 B17**  
**PMS 124**

## Secondary

Lime

**C35 M0 Y100 K0**  
**R178 G210 B53**  
**HEX #B2D234**  
**PMS 376 C & 382 U**

Yellow - Cookies

**C2 M9 Y100 K0**  
**R253 G221 B0**  
**HEX #FDCC00**  
**PMS 7405 C & 460 U**

Light Orange

**C0 M40 Y100 K0**  
**R250 G166 B26**  
**HEX #FAA519**  
**PMS 130**

Red - Cookies



Purple - Cookies

**C69 M100 Y0 K2**  
**R236 G0 B139**  
**HEX #EC008B**  
**PMS 219**

Navy

**C110 M73 Y0 K10**  
**R0 G78 B154**  
**HEX #004E99**  
**PMS 288**

Light Blue

**C80 M10 Y0 K0**  
**R0 G171 B230**  
**HEX #00AAE5**  
**PMS 299**

Magenta

**C0 M100 Y0 K0**  
**R236 G0 B139**  
**HEX #EC008B**  
**PMS 219**

## Program Level

Daisies

**C80 M10 Y0 K0**  
**R0 G171 B230**  
**HEX #00AAE5**  
**PMS 299**

Brownies

**C0 M60 Y100 K56**  
**R133 G69 B0**  
**HEX #854400**  
**PMS 4705**

Juniors

**C69 M100 Y0 K2**  
**R236 G0 B139**  
**HEX #EC008B**  
**PMS 219**

Cadettes

**C0 M95 Y100 K10**  
**R238 G49 B36**  
**HEX #EE3123**  
**PMS 485**

Seniors

**C0 M70 Y100 K0**  
**R243 G112 B33**  
**HEX #F36F21**  
**PMS 166**

Ambassadors

**C0 M40 Y100 K0**  
**R250 G166 B26**  
**HEX #FAA519**  
**PMS 130**

Volunteers

**C0 M0 Y0 K25**  
**R199 G200 B202**  
**HEX #C6C8CA**  
**PMS COOL GRAY 3**

# Other

## Patterns

Several Girl Scout-branded patterns are available for download, and can be used for a variety of purposes, including backgrounds, borders, etc. The patterns are located here:  
<G:\Communications\Patterns>

## PowerPoint Templates

GSHPA staff should use Girl Scout-branded PowerPoint templates when giving presentations or conducting webinars.

A wide range of PowerPoint templates available for use are located here:  
[G:\Communications\Powerpoint Templates\\_STAFF](G:\Communications\Powerpoint Templates_STAFF)

## Bullet Points

GSUSA indicates acceptable bullets for use:



Trefoils should not be used as bullet points.