

# GSSN Marketing Guide



Your go-to guide for brand guidelines, templates, shapes, colors, fonts, and more!

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# Me and the Media

## Follow us on Social Media!



[Facebook](#)  
[GirlScoutsoftheSierraNevada](#)



[Instagram](#)  
[GirlScoutsSierraNevada](#)



[LinkedIn](#)  
[girl-scouts-of-sierra-nevada](#)

## Make a Troop Social Media Account- It's Encouraged

### Its Your Story- Tell it!

Imagine what happens when a community unties. Your friend becomes inspired to be your co-leader, your daughter encourages a friend at school to join your troop, and your local news station helps a girl in your troop gain support for her Gold Award.

Media is more than getting likes and comments on a post, its about influencing others for good. There is no better influence than the members themselves. Ambassador marketing, or influencer marketing is a strategy where brands transform their most loyal customers, followers, and fans into influential salespeople.

Every Girl Scout, parent of Girl Scouts, and volunteer has a unique perspective on their experience and how they have worked to make the world a better place.

Media has a diverse range of possibilities for telling a story. Girl Scouts and adults alike are encouraged to build their skills by writing their story, speaking their story, and representing their story.

If you or your Girl Scout has a story they would like to share with the news or local publications, please email Audrey George at [ageorge@gssn.org](mailto:ageorge@gssn.org) to be connected with a publication near you.

# Spread the Word

Sharing your story inspires others to change the world too. Using your voice comes in many shapes and forms. Explore some examples you can use to spread the word.

## Write it

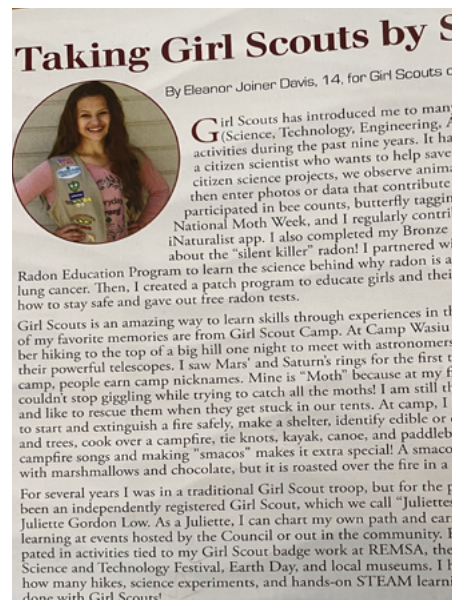
- Get your recent badge work published on the GSSN blog.
- Send your bridging photos and story to your local newspaper.
- Write in to your favorite STEM magazine and interview your favorite local scientist.

## Speak it

- Share your story about the fun summer activities you do with the Girl Scouts on the radio.
- Record a podcast episode with your troop about what you learned from your recent community service project.
- Write and sing a song about an issue affecting your community.

## Represent it

- Go on local news to share your story about your Gold Award.
- Post a video of yourself recounting how much fun camp was on social media.
- Enter an art competition with a piece about an issue affecting your community.
- Contact your senator on an issue you and your troop cares about.



Juliette Girl Scout Eleanor wrote a magazine article titled “Taking Girl Scouts by STEAM”



Emmalee from Troop 306 spoke about her cookie selling strategy on Alice Radio



Mara from Troop 398 spread the word about the start of cookie season on KOLO8 News

Please email Audrey George at [ageorge@gssn.org](mailto:ageorge@gssn.org) prior to appearing on any external publication or news station.



# Canva Tutorial

The design tool for “non-designers”  
Canva is a user-friendly, web-based image editor.

## How to get started with Canva

1. Visit [Canva.com](https://www.canva.com) and sign up for a free standard account.
2. If using one of the provided templates on the next page, click the linked post and sign into your Canva account. If you are making your own design, select “create a design” and select the dimensions of the post you are making i.e. “Instagram post” or “Facebook post”
3. If using the provided template, once opened, select, File > Make a copy. The documents are view only, and a copy must be made in order to customize.
4. Once a new window opens, select “Uploads” in the left-hand side bar, then select the “Upload media” button.
5. Upload any photos, shapes, graphics, fonts, or logos that you would like to use in your design.
6. The “elements” tab contains photo frames, graphics, patterns, lines and shapes, stock photos and any graphic element you may need.
7. When using text on your graphics, you may use the provided font found on page 15, or any serif font such as Times New Roman or Palatino Linotype. Searching “serif” in the font box will produce several options.
8. Once finished, select the “Share” button in the upper right-hand corner, then select the “Download” button.
9. Make sure the File type is “PNG,” then click “Download.”
10. You can post your design on social media, share it with your network over group chats, email it, and more.
11. Make sure to tag The Girl Scouts of the Sierra Nevada when featuring badge work, activities, accomplishments, and any news-worthy content.

# Join our Campaign!

Why do we love Girl Scouts? Who do we do this for?  
Its #GSSNBecaseOfHer and #GSSNBecaseOfThem

Using [Canva.com](https://www.canva.com), make your own “Because of” graphic and join our social media campaign with the templates below.

Sharing the pride you have for your Troop or Girl Scout is always a great topic to share on social media. Try out the GSSN “Because of” campaign and share why you participate in Girl Scouts.

Use #GSSNBecaseOfHer and #GSSNBecaseOfThem to feature your Girl Scouts. You may use any pronoun your Girl Scout uses in this trend and it is not limited to “her” and “them”.



[Try out this template](#)



[Try out this template](#)

## Social Media Templates

### Why use Templates?

Using templates helps create consistency with how our brand is represented.

Using the provided assets can give audiences ideas on topics to discuss, help drive membership, increase involvement, and build lasting loyalty among members.

### Brand Loyalty

Consistent use of the Girl Scout brand reinforces all the general associations of the brand and its mission: to build girls of courage, confidence and character who make the world a better place.

Try designing your own graphics using the provided assets on page 15-17 and sharing them with other adults and volunteers.



#### Troop Tuesday

Did your troop earn a badge, go on an adventure, or ?  
Share your everyday troop happenings on #TroopTuesday



#### Service Unit Sunday

Did your Service Unit host an event, accomplish their goals, or serve their community?  
Share your Service Unit through #ServiceUnitSunday



#### Generic Photo with logo

Use this generic post for any photos you want to post with our logo and servicemark.



#### How it Started vs. How its going

Reflect on your Girl Scouting journey. Has your troop grown up? Have you been a lifetime Girl Scout? Share how its going with #GSSNHowItStarted and #GSSNHowItsGoing

# Flyer/Document Templates

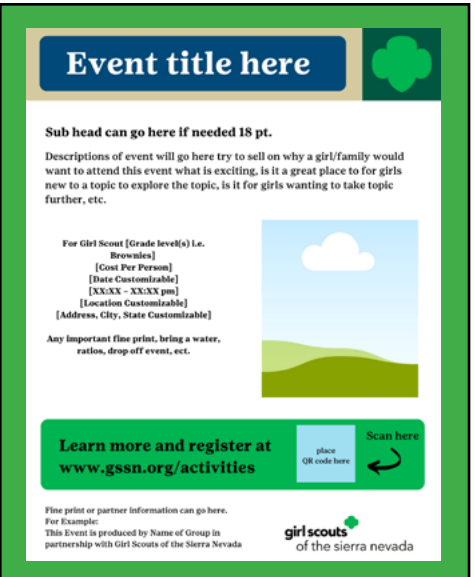
From recruiting new volunteers to marketing an event, to publishing info guides, GS branded flyers and documents are key components in communications. Use these templates, or get inspired and make your own using the brand elements in the following pages.



Become a volunteer  
half page



Event Template 1

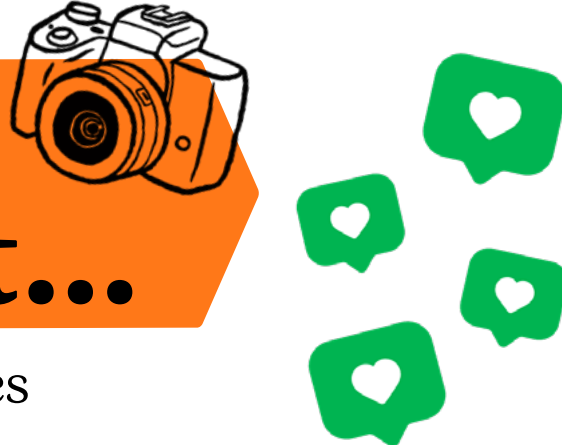


Event Template 2



Information Guide

# Before you Post...



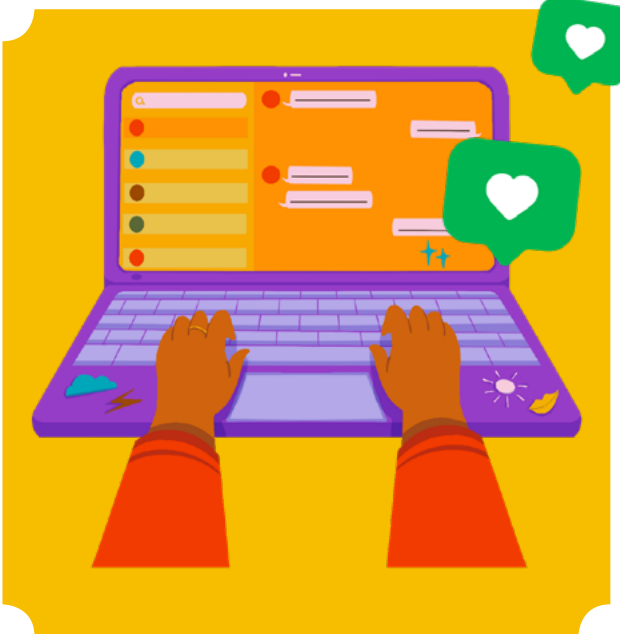
## Messaging Guidelines

### Purpose of Social Media

Our social media platforms are an **important part of our business operations**. Social media is a tool that GSSN allocates funds to find new leads, build relationships with community partners and donors, and inform our audience of our quality programming.

Our social media platforms reach an **internal and external audience**.

You invest in the organization by investing your time, money and resources into this program. The success of the business pages requires support from our audience members.



### Code of Conduct

As Girl Scouts we hold ourselves to a high standard of respecting ourselves and others. **All members are expected to follow the Girl Scout Promise and Law when interacting with our social media platforms.**

Social Media platforms are **not a place to post negative comments** as they decrease the value of your investment.

Voicing concerns and complaints is an important part of our growth as a council, however, please stick to the facts and be kind when talking about sensitive issues. Please reach out to a GSSN staff member instead of posting negative comments online.

# Before you Post...



## Tagging and Photo Release Guidelines

### Tagging

Tagging, or mentioning, allows social media users to engage an individual, or business with a social profile when they mention them in a post or comment. On Facebook and Instagram, tagging notifies the recipient and links to the tagged profile.

Tagging allows GSSN to repost your content on their feed and increase the reach of that post to the entire council. Please tag us in any posts featuring troop activities, accomplishments, or any news-worthy post that is relevant to the council.

Tagging works both ways. Please share our events and information to your Troops' social media account.

Troop 7361 mentioned you in a post

GSSN shared your post

Troop 910 shared your post to their feed



### Photo Release

Our digital footprint leaves a lasting impact. All Girl Scouts must have a [signed photo release form](#) in order to appear in any photos, graphics or printed materials.

Please check with your troop and identify any members who do not wish to be photographed.





Girl Scouts of the Sierra Nevada recognizes individuals right to privacy and will respect members who do not want to be photographed.



# Girl Scout Brand Architecture

Girl Scouts of the Sierra Nevada (GSSN) provides a suite of materials to help you spread the word about Girl Scouting in your community. Download the items below or access them on the Resources page of [www.gssn.org](http://www.gssn.org)

## Logo Hierarchy

Logo	Movement Servicemark	Council Servicemark and Acronym
		
		



### Logo - The Trefoil

The Trefoil is the single visual element that has been with us throughout our entire history. While its form has varied over the years, the essence of its shape has remained the same.

The Trefoil can be used for both **internal** and **external** audiences.

**It may be used alone for communications where the Girl Scout brand has already been established** through prominent copy or other clear context. Otherwise, it should be used in combination with the council servicemarks.

### Trefoil - A Stand-Alone Symbol

Affiliation gear is a great way to build brand equity in the Trefoil as a stand-alone symbol. In these cases, the wearer serves as the context, becoming a natural ambassador for the brand. Gear can include shirts, hoodies, bags, hats, pins, etc.

# Girl Scout Brand Architecture

## Movement Servicemark



The Movement servicemark is the approved signifier of the Girl Scout brand in Movement-wide communications. It should be used, alone or in combination with the Trefoil, to identify the brand in environments where the Trefoil alone does not provide a strong enough connection.

**The Movement Servicemark is only approved for use in materials created by GSUSA.** Written permission from GSUSA must be obtained in order to use the Movement Servicemark. Please use your Council Servicemark in your communications.

## Council Servicemark and Acronym



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.

### Acronyms

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

# Trefoil Do's and Don'ts

## Photography in the Trefoil

While the Trefoil is a potent symbol on its own, it can also serve as a frame for powerful photographs.

Content within the trefoil is restricted to girl-related photography—it shouldn't contain:

- 1. Illustrations
- 2. Product
- 3. Things not directly related to girls and the Girl Scout Experience
- 4. Patterns



## The Trefoil and Typography

The Trefoil can be combined with typography to create countless interesting designs, as these examples show. As long as the general rules—clear space, minimum size, etc.—are followed, most configurations are acceptable.

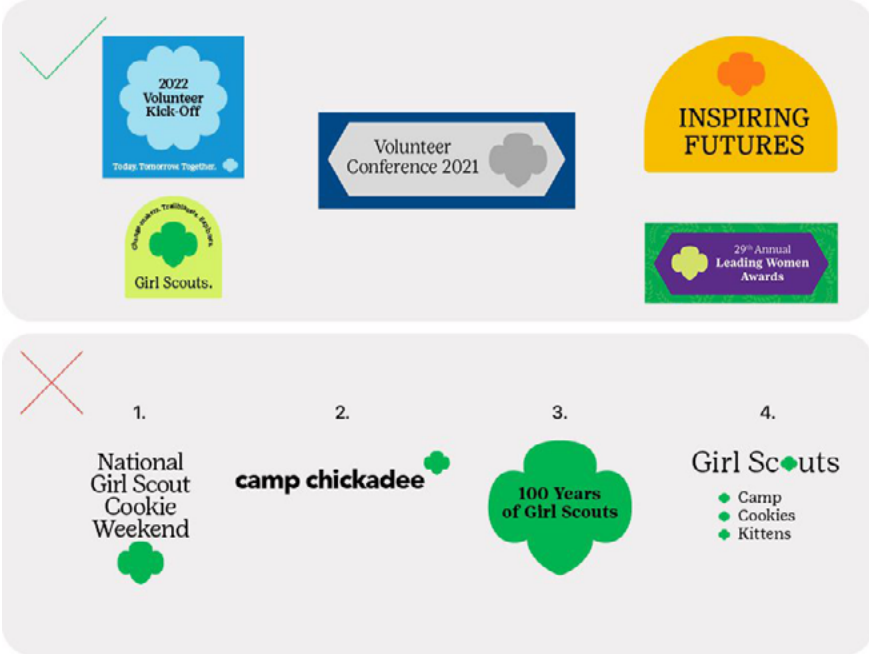
However, in order to maintain the integrity of the Trefoil and its importance as a symbol of the movement, there are a few things that aren't allowed:

Don't place it closer to text than the clear space allows.

Don't use it to mimic the movement service mark.

Don't place text inside it.

Don't use it as a typographic character—including as bullets.

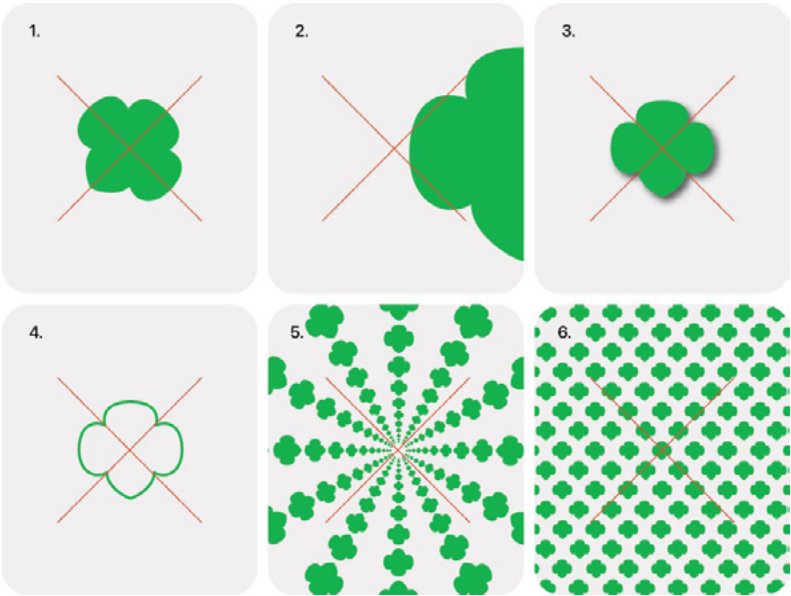


# Trefoil Do's and Don'ts

## General Trefoil Don'ts

In order to maintain the power and integrity of the Trefoil, there are a few things not to do:

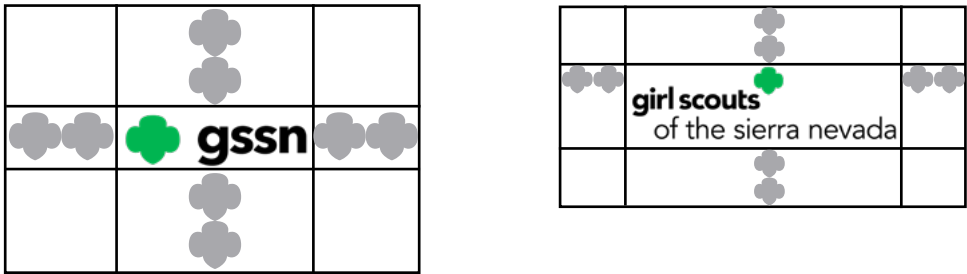
- Don't rotate.
- Don't crop.
- Don't add effects.
- Unlike other shapes, the trefoil should never be outlined.
- Don't use it decoratively.
- Don't use it as a pattern



## Clear Space

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.



# Girl Scout Marketing Materials Downloads

## Logo - The Trefoil



[.png download](#)

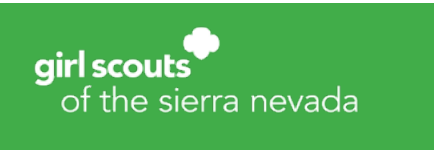
[.jpg download](#)

## Council Servicemark

girl scouts  
of the sierra nevada

[Black and Green .png download](#)

[Black and Green .jpg download](#)



[White .png download](#)

[White .jpg download](#)

girl scouts  
of the sierra nevada

[Black .png download](#)

[Black .jpg download](#)



[White and Green .png download](#)

[White and Green .jpg download](#)

## Council Acronym



[Horizontal .png download](#)

[Horizontal .jpg download](#)



[Vertical .png download](#)

[Vertical .jpg download](#)

## Girl Scout Font Family

[Click here to download the Girl Scout Font](#)

Once downloaded, locate the file and double click the file to open the compressed zip file, then, double click each typeface to open, and select “install font”.

# Colors

## Girl Scout Green

Green is one of our greatest equities. It should be used prominently in external communications, especially for the Trefoil. Two shades of green support Girl Scout Green, adding variety, depth, and richness. The are Star Green and Forest Green. Always consider the role of green when creating both internal and external communications.

Star Green

Girl Scout Green

Forest Green

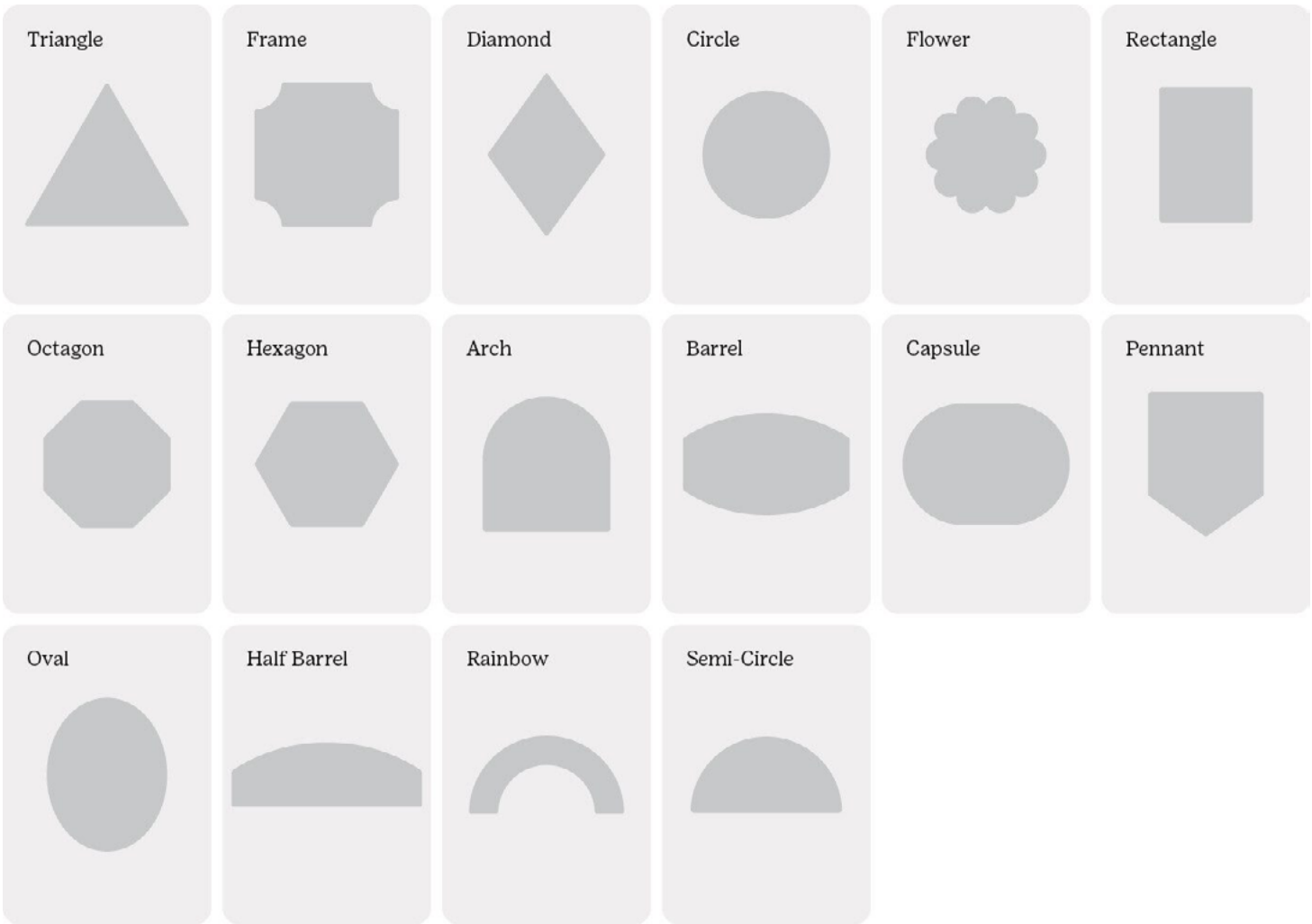
Pastel	Cloud RGB 217/217/217 Hex #d9d9d9	Star Green RGB 213/242/103 Hex #d5f267	Sky RGB 160/222/241 Hex #a0def1	Crocus RGB 204/179/250 Hex #ccb3fa	Bubblegum RGB 247/171/214 Hex f7abd6	Peach RGB 255/185/157 Hex #fcb89d	Khaki RGB 213/202/159 Hex #d5ca9f	Sunshine RGB 255/244/65 Hex #fff441
	CMYK 0/0/0/20	CMYK 15/0/70/0	CMYK 35/0/0/0	CMYK 20/30/0/0	CMYK 0/35/0/0	CMYK 0/30/30/0	CMYK 20/15/40/0	CMYK 0/5/80/0
	Pantone Cool Gray 1 TCX 12-4300	Pantone 2296 TCX 13-0645	Pantone 635 TCX 12-4401	Pantone 2635 TCX 14-3612	Pantone 230 TCX 15-2213	Pantone 162 TCX 13-1022	Pantone 4545 TCX 14-0925	Pantone 101 TCX 12-0642
Vivid	Stone RGB 168/168/168 Hex #a8a8a8	Girl Scouts Green RGB 0/180/81 Hex #00b451	River RGB 20/150/212 Hex #1496d4	Violet RGB 158/95/214 Hex #9e5fd6	Fuchsia RGB 253/50/158 Hex #fd329e	Poppy RGB 238/49/36 Hex #ee3124	Flame RGB 255/131/12 Hex #ff830c	Gold RGB 247/190/0 Hex #f7be00
	CMYK 0/0/0/40	CMYK 95/0/100/0	CMYK 90/15/0/0	CMYK 40/60/0/0	CMYK 0/80/0/0	CMYK 0/90/100/0	CMYK 0/65/100/0	CMYK 0/30/100/0
	Pantone Cool Gray 6 TCX 14-5002	Pantone 354 TCX 16-6340	Pantone 2192 TCX 17-4435	Pantone 2083 TCX 7-3628	Pantone 232 TCX 17-2627	Pantone Bright Red TCX 17-1563	Pantone 1585 TCX 17-1350	Pantone 7408 TCX 13-0759
Dark	Black RGB 0/0/0 Hex #000000	Forest Green RGB 0/86/64 Hex #005640	Ocean RGB 0/73/135 Hex #004987	Deep Purple RGB 92/31/139 Hex #5c1f8b	Plum RGB 175/0/97 Hex #af0061	Cherry RGB 156/0/0 Hex #9c0000	Brown RGB 118/58/22 Hex #763a16	Desert RGB 192/102/22 Hex #a86b1d
	CMYK 0/0/0/100	CMYK 95/35/80/40	CMYK 100/50/0/30	CMYK 80/100/0/0	CMYK 5/100/0/25	CMYK 0/100/85/40	CMYK 5/75/95/60	CMYK 0/60/100/25
	Pantone Black TCX 19-0840	Pantone 7729 TCX 19-6027	Pantone 2186 TCX 19-4049	Pantone 3583 TCX 19-3638	Pantone 227 TCX 19-2434	Pantone 7622 TCX 18-1552	Pantone 168 TCX 18-1541	Pantone 146 TCX 18-1160

[Download the color palate here](#)

# Shapes

## Using Shapes in Design

The Girl Scout brand shapes were designed to reflect the traditional shapes of the patches and badges. These shapes can be stretched, expanded, and scaled. When using shapes in designs, keep in mind that the trefoil is the star of the show.



[Download our shapes here](#)