



# Girl Scout Gold Award Flyer and Logo Guidelines

**\*\*Note:** The Girl Scout logo must not be used in conjunction with any other organization's logo without prior consent. Your flyers, promotional and informational materials should not endorse another organization or promote values and ideas that are not in line with the Girl Scout Promise and Law.

## Logo Guidelines for the Girl Scout Gold Award

The Girl Scout brand is well-known and recognized. Using the Girl Scout logo on your flyers and promotional materials will demonstrate that you are a part of our organization and follow the Girl Scout Promise and Law. You **MUST** use the logo properly to preserve its integrity.

- As of July 2010, the new Girl Scout logo/servicemark should be used on all materials. Do not use the old logo.

### Color

- The logo can be printed in:
  - Green (the heads or trefoil) and Black (text) on light backgrounds
  - Green (the heads or trefoil) and White (text) on dark backgrounds
  - All black for black and white materials. Note: No part of the logo should be printed in grey when printing in black and white.
- Girl Scout Green is a specific color and must NOT be altered. Girl Scout Green is CMYK: c94 m0 y100 k0 or Pantone 355 or RGB: r0 g168 b80 or Hex #00a850

### Layout

- Give the logo 'airspace.' The space on every side of the logo must be equal to or greater than the height of the 'g' in Girl Scouts
- Make it prominent. The logo should not be used on a busy background and should not compete with other graphics on the page.

### Quality

- Do not enlarge the logo in a way that makes it blurry, pixilated, or print poorly.
- Do not change the proportion, color, or layout of the logo.

## Where do I get the logo?

Contact Girl Scouts of Northern New Jersey Public Relations Department for the logo file. Lynn Apolinaro: [lapolinaro@gsnnj.org](mailto:lapolinaro@gsnnj.org) or 973-248-8200, x4702 or Mia O'Brien: [mobrien@gsnnj.org](mailto:mobrien@gsnnj.org) or 973-248-8200, x4703.

You can use either the Girl Scout logo or the Girl Scouts of Northern New Jersey logo. We may request to see the final version of your flyer for approval. The use of the Girl Scout logo is a privilege; if you use it improperly you may not be allowed to use it again.

## Flyer Guidelines for the Girl Scout Gold Award

- Flyers must include:
  - Your name
  - “Girl Scouts of Northern New Jersey”
  - Identify as a “Girl Scout Gold Award leadership project”

Always use “Girl Scouts of Northern New Jersey” in place of “Girl Scouts of the USA” or “Girl Scouts of America.”

### Fonts

- Choose a font that works—a fun font works best for a children’s event, while a plain font works better for materials aimed at adults.
- Don’t use too many fonts. Limit yourself to 2 different fonts on a page.
- Change the size of your font for emphasis. Use bold and italics only on important words.

### Layout

- Line up elements on the page. Using a grid to lay out your flyer is a great way to line photos and text up. Split your page into 9 equal boxes (3x3) and use the boxes as guides.
- Put the Girl Scout logo at the top, left side of the page for greatest visibility. Make sure your title is big and bold.

### Photos and Clipart

- Use high resolution photos that will show up clear on the page. Do not use photos that have poor quality or blurry or pixilated.
- Permission:
  - If you take a photo, get permission from each person in the photo before using it on your flyer or materials.
  - If you did not take the photo or create the clipart, you need permission from the owner for its use. Some websites offer royalty-free photos, such as Microsoft’s image/clipart database.

### Text

- Give credit when quoting a person, book, or other source.
- Keep it short! Using too many words or a lot of paragraphs on a flyer makes it overwhelming. Use bullet points and pictures to break up text.

### Posting Your Flyers

- Obey all rules when posting flyers and signs.
- Ask for permission at schools, churches, community centers, stores, restaurants, etc.

- Post your flyers in responsible locations where they will not be damaged or lost. Your flyers should not become litter blowing around the community.

Questions? Contact Lynn Apolinaro at [lapolinaro@gsnj.org](mailto:lapolinaro@gsnj.org) or 973-248-8200, x4702 or Mia O'Brien at [mobrien@gsnj.org](mailto:mobrien@gsnj.org) or 973-248-8200, x4703 for help or information.