

Girl Scouts Spirit of Nebraska Logos and Graphics Use Agreement

Acceptance of this Agreement is subject to the following terms:

- This Agreement is applicable to the United States only. Any use of the Girl Scout servicemark outside the United States is strictly prohibited. The Girl Scout servicemark or the name "Girl Scouts" or "Girl Scouts of the USA" or "Girl Scouts Spirit of Nebraska" may not be used for any commercial purpose without prior written approval by the Trademark and Licensing Unit.
- You may not use the Girl Scout servicemark or the name "Girl Scouts," "Girl Scouts of the USA" or "Girl Scouts Spirit of Nebraska" in any manner that may possibly disparage, bring into disrepute, or derogate Girl Scouts of the USA, its members, or councils in connection with any products or services that, in Girl Scouts of the USA's sole and absolute discretion, may possibly diminish or damage the goodwill of the Girl Scout name or including without limitation uses that could be deemed to be obscene, pornographic sexual, or violent, or to encourage unlawful activities.
- You may not alter the appearance of the Girl Scout servicemark. The Girl Scout servicemark must stand by itself so as to avoid unintended associations with any other objects, including, without limitation, type, photographs, illustrations, borders, and edges. The margin and/or clearance space around the servicemark is determined by the height of the "g" in the servicemark itself. You may not use the servicemark as a feature or design element or incorporate it into any other service mark/logo.
- You may not use any Girl Scout servicemarks other than the versions of the Girl Scout servicemark provided herein without the express permission of Girl Scouts of the USA or Girl Scouts Spirit of Nebraska.
- You may not use the Girl Scout servicemark or the name "Girl Scouts," "Girl Scouts of the USA" or "Girl Scouts Spirit of Nebraska" in any manner that implies sponsorship or endorsement.

The Girl Scout Servicemark

The Girl Scout servicemark is composed of two parts, the symbol (the Profiles) and the logotype (the words "Girl Scouts"). Both parts of the servicemark **MUST** be used together.

The servicemark may never be redrawn, or modified in any way. The logotype must always be in the same proportion to the symbol. A bit-matted or artist's rendering of the servicemark is not permitted. Use of the symbol without the logotype and the use of the servicemark as a design element is not permitted.

The Servicemark Configurations - The Spirit of Nebraska lockup is the preferred version for usage, but when space limitations dictate, the use of the more compact version is acceptable. Use two-color logo only as provided, in green (PMS355) and black. One color servicemark should be used only as a last resort when budget or printing capabilities demand.

Servicemark Placement and Use

The margin and/or clearance space around the servicemark is determined by the height of the “g” in the servicemark itself. In print, place the servicemark on the left third of the page. Careful placement reinforces the momentum of the servicemark and prevents the Profiles from becoming pressed against the right edge of the page. Exceptions may be made in extreme circumstances, such as right-page advertising.

Use of the Servicemark with Other Logos

Girl Scouts of the USA or Girl Scouts Spirit of Nebraska approval is needed for the use of the servicemark or any other mark or symbol for co-branding. When placing the servicemark near another logo, be sure to use a version close in size and aspect to that of the other logo. The servicemark may be placed either side by side or stacked. When stacking the servicemark with a logo, the Girl Scouts servicemark should appear first. The margin and/or clearance space around the servicemark is determined by the height of the “g” in the servicemark itself. As for side by side, use a dotted line or hairline to separate. Show the logo first with the hairline to separate and then the Girl Scout servicemark.

Incorrect Use of the Servicemark

The Servicemark may not be used as part of a design or be the subject of a wallpaper pattern. When using the Servicemark on a Web site, it may not flash, blink, or change colors in any way; it may not be used as an icon or button, and it may not be animated.

Correct Color Usage

For print, the preferred color treatment for the Girl Scout servicemark is Girl Scout green. Please try to get as close as possible to the Pantone colors listed for print. Use two-color logo only as provided, in green (PMS355) and black. One color servicemark should be used only as a last resort when budget or printing capabilities demand

The following are the Pantone (PMS) colors and process equivalents for the Girl Scout green color. Use the process equivalents when printing in four-color.

Girl Scout Green

For stocks – Pantone 355, process equivalent=94c/0m/100y/0k

Grade Level Branding

The core colors of green, white and black are the only acceptable colors. Secondary colors have been developed and specifically assigned to each grade level. Even secondary colors should be applied in combination with Girl Scout green.

Daisies

For stocks – Pantone 299, process equivalent=80c/10m/0y/0k

Brownies

For stocks – Pantone 470, process equivalent=0c/60m/100y/65k

Juniors

For stocks – Pantone 513, process equivalent=53c/100m/0y/0k

Cadettes

For stocks – Pantone 186, process equivalent=0c/98m/85y/7k

Seniors

For stocks – Pantone 158, process equivalent=0c/70m/100y/0k

Ambassadors

For stocks – Pantone 129, process equivalent=0c/40m/100y/0k

Volunteers

For stocks – Pantone Cool Gray 3, process equivalent=0c/0m/0y/30k

Girl Scouts as Text

1. The words “Scout,” “Scouts,” and “Scouting” must never appear without the modifier “Girl.”
2. “Girl Scouts of America” should never be substituted for Girl Scouts of the USA.”
3. Only GSUSA may use “GSUSA,” “Girl Scouts USA,” “Girl Scouts of the USA,” and “Girl Scout of the United States of America.”
4. “Girl Scouts” is a singular proper noun when referring to the organization, Girl Scouting, etc. It should never be preceded by the definite article “the.” We are Girl Scouts, not “The” Girl Scouts. Therefore, in Spanish, it should never be preceded by the article “las.”

Reproductions

The Girl Scout logo and logo elements should only be reproduced from electronic files provided. If photocopies, Word, or Publisher files are made to re-size the logo, care should be taken that there is no distortion, filling in, or rounding of the logo elements. Use the official PMS ink colors for best reproduction.

Questions

If you have questions about art and image usage, you are advised to check with Girl Scouts Spirit of Nebraska Marketing Department. Please call 402-779-8205 or 1-877-447-5558 x205.