



Logos and Graphics Use Agreement

Terms and Conditions

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," "Girl Scouts of the USA," or "Girl Scouts Spirit of Nebraska" may not be used for any commercially licensed purpose without prior written approval by the Girl Scouts of the USA 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 Councils, or its members 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, violent, or to encourage unlawful activities.

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 partnership, sponsorship, or endorsement without prior written approval by an official representative of Girl Scouts of the USA or Girl Scouts Spirit of Nebraska.

Servicemark Appearance

The Girl Scout Servicemark is composed of two parts: the symbol (the Trefoil) and the logotype (the words "Girl Scouts" or "Girl Scouts Spirit of Nebraska"). Both parts of the Servicemark MUST be used together. Altering the appearance of Girl Scouts Servicemarks is not permitted. The Girl Scouts Spirit of Nebraska Servicemark is the preferred version for usage, but when space limitations dictate, use of the council acronym ("GSSN") is acceptable. At least one Trefoil of clear space is required between the Servicemark and any other element on a composition.

Whenever possible, Servicemarks should be used in our signature two-color lockup: black and green*. When legibility is compromised, the logotype ("Girl Scouts" or "Girl Scouts Spirit of Nebraska") may be used in either all black or all white. When a single color is required, or if the visibility of the Trefoil is compromised, the entire Servicemark may be used in either all black or all white.

You may NOT use the Servicemark or the Trefoil as a decorative design element or incorporate it into any other Servicemarks/logos. The Servicemark for digital mediums must NOT be animated and must NOT be used as an icon or button. You may NOT place decorative design elements, photographs, or text of any kind on top or inside the Trefoil.

The Girl Scouts of the USA and Girl Scouts Spirit of Nebraska Servicemarks and the Trefoil should only be reproduced from the electronic files provided from official sources. If photocopies, Word, Publisher, Adobe InDesign, Adobe Photoshop, etc. files are made to re-size the logo, care should be taken that there is no distortion, filling in, or rounding of the Servicemark elements.

*Please see our [Council Branding Cheat Sheet](#) for print and digital color formulas.

Servicemark Co-Branding

You may use the Girl Scouts Servicemark or the name “Girl Scouts,” “Girl Scouts of the USA,” or “Girl Scouts Spirit of Nebraska” in any manner that implies partnership, sponsorship, or endorsement ONLY WITH prior written approval by an official representative of Girl Scouts of the USA or Girl Scouts Spirit of Nebraska.

Girl Scouts of the USA or Girl Scouts Spirit of Nebraska Servicemark and other logos should appear side-by-side with a vertical line to create division. Vertical arrangement is acceptable when composition space is limited. Be sure to include at least one Trefoil of clear space and that all logos are visually proportional.

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.”

Questions

If you have questions about Girl Scout branding, please contact the Girl Scouts Spirit of Nebraska Marketing Department at 402.558.8189 or email Marketing@girlscoutsnebraska.org.