

What to know about the new Girl Scout brand



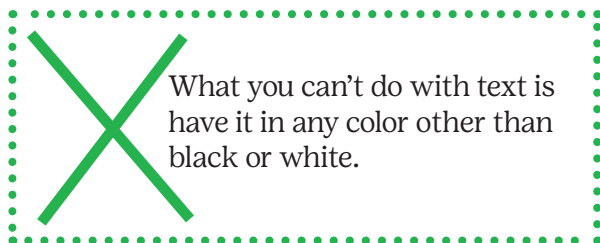
This is the trefoil. This shape has been around since 1912. It will now be our front and center focus. You will notice it has replaced the three faces on the logo.



NEW FONT!

NEW The new font is called Girl Scout!
NEW The equivalent font that is readily
NEW available is Palatino Linotype.

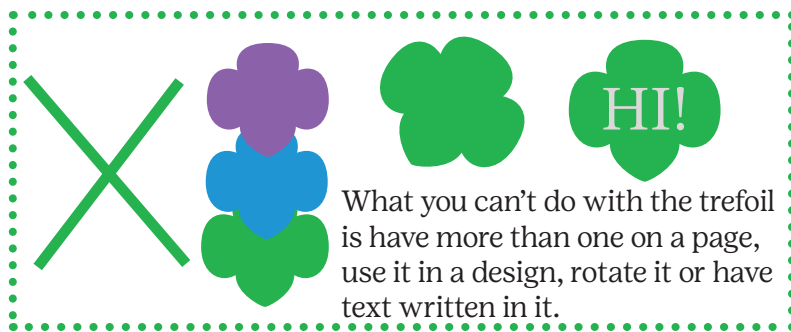
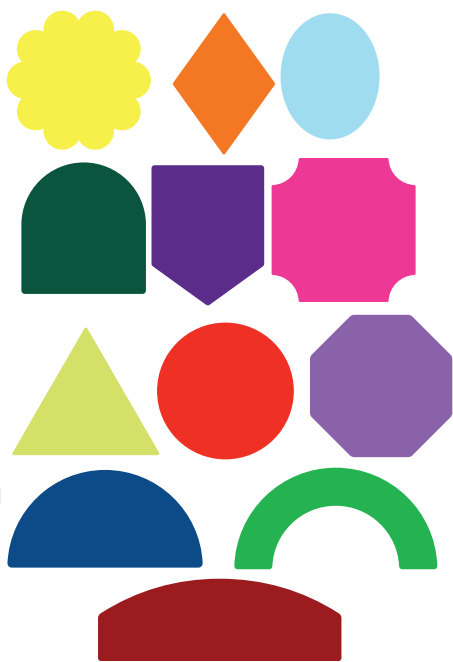
NEW
NEW



girl scouts
of san jacinto

Same rule apply to using the Girl Scout logo. Do not stretch it, shade it, split apart, or use it in any way expect shown above. It can be all black if printing in all black and white.

I've seen these shapes before



What you can't do with the trefoil is have more than one on a page, use it in a design, rotate it or have text written in it.



Photos are now allowed to be in the trefoil.

You excited about the new brand! We are too! See more at gssjc.org/logo.

You'll will see all these shapes in lots of colors used with the new brand. Look familiar? They are the same shapes you see on the Girl Scout vest, from badges, to patches, to bridging.