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.

What you can’t do with text is have it in any color other than black or white.

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

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.

I’ve seen these shapes before

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.

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.

Photos are now allowed to be in the trefoil.

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