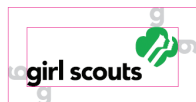


LOGO USAGE

- Any request for the logo or branded graphics must go through the GSGLA marketing department to ensure proper usage. Pieces must be reviewed/approved by the marketing department. Email communications@girlscoutsla.org.
- Do not stretch, recolor, or alter the logo or branded pieces.



- Logo must always go in the top-left corner of a page.
- Always include a clearance space around the logo that is equal to or greater than the width of the "g" in the logo to give it some "breathing room."

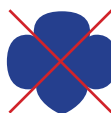
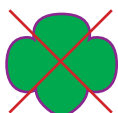


- The black and white version of the logo may only be used on black and white documents. Otherwise, always use the green and black logo.
- The GSGLA logo must always be more prominent in size and hierarchy than other logos on the page, including partner organizations. Partners must run any usage of GSGLA brand elements by the marketing department.

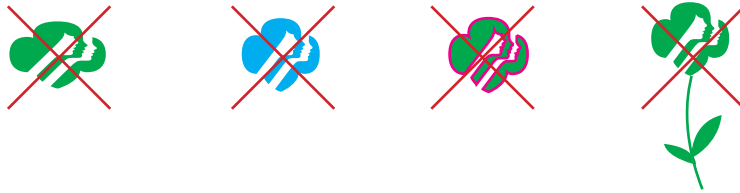


TREFOIL AND PROFILES

- The trefoil may be used decoratively in your piece. However, it cannot be stretched, altered, recolored, or repurposed into another graphic (e.g., as the top of the flower).



- The profiles may only be used if the full GSGLA logo is present on the page. The profiles cannot be stretched, altered, recolored, or repurposed as another graphic (e.g., as the top of the flower).



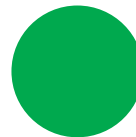
FONTS

- It is highly recommended that you only use fonts that are easily readable, clear, and common to most computers. The best way to test clarity is the “squint test” - hold the document arms length away from you, squint, and see if you can make out the words. Examples of acceptable fonts include: Arial, Myriad, Helvetica, Calibri, Century Gothic
- Do not use a font size smaller than “10.”

COLORS

- As much as possible, try to incorporate “Girl Scout green” into your design. To get an accurate green, when choosing font/shape colors in Word, Publisher, or PPT, go to “More colors” --> “Custom” --> and type in RGB values: R=0; G=174; B=88. If there is a “PANTONE” option, use “solid uncoated” “PANTONE 355 U.” If you have multiple options, please always resort to CMYK for print.

GIRL SCOUT GREEN
CMYK: c94 m0 y100 k0
PANTONE (coated): 355 C
PANTONE (uncoated): 355 U
RGB: r0 g174 b88
HEX: #00AE58



- White and black are the other core brand colors. Other brand-appropriate colors are listed below— try not to deviate from these colors, Girl Scout green, white, or black.



	DAISIES	BROWNIES	JUNIORS	CADETTES	SENIORS	AMBASSADORS	VOLUNTEERS
CMYK:	c80 m10 y0 k0	c0 m60 y100 k65	c53 m100 y0 k0	c0 m98 y85 k7	c0 m70 y100 k0	c0 m40 y100 k0	c0 m0 y0 k30
PANTONE (coated):	299 C	470 C	513 C	186 C	158 C	129 C	Cool Gray 3 C
PANTONE (uncoated):	2985 U	470 U	254 U	186 U	152 U	108 U	Cool Gray 3 U
RGB:	r61 g183 b228	r157 g83 b36	r142 g37 b141	r198 g12 b48	r227 g114 b34	r243 g207 b69	r188 g190 b192
HEX:	#3DB7E4	#9D5324	#8E258D	#E00034	#E37222	#F43CF45	#BCBE0C



GS GREEN

BLACK

WHITE

PHOTOS & CLIPART

- If you use photos that you take yourself in a flier, webpage, or other publically distributed material, be sure that you receive permission from the people in the photo to use that photo.
- Most images and photos on the internet are copyrighted, meaning you cannot legally use them in your work without permission from the owner. A good resource for free-for-use photos and images is www.morguefile.com or www.clker.com.
- Try to crop distracting elements out of the photo so that the focus of the photos is better highlighted.



TIPS FOR SUCCESSFUL FLIER/POSTER/LAYOUT DESIGN - C.A.R.P.

- **Contrast:** Helps highlight the most important elements on your page, divides up information, keeps the page visually interesting. Examples of contrast can include: putting white text over a colored background; using bold or larger fonts for headlines and light/smaller fonts for body text; color blocking.
- **Alignment:** Helps the design look clean, makes the words easy to read/follow, and maintains structure. Examples of alignment include: ensuring all your photos are lined up against the same line; flush right or left aligning font; having text sit on the same baseline or topline as an image or photo.
- **Repetition:** Helps the reader make connections and understand the structure of a piece through the use of repeated elements. Examples of repetition include: using the same font for the same purposes (keeping headers all the same font); repeated colors to help create the idea of a theme; using bulleted lists; using similar styles of photos or graphics.
- **Proximity:** Helps group together “like” items so the reader develops an understanding for their purpose and also helps identify the priority of items. Examples of proximity include: grouping together contact info and spacing it away from other info; making sure there is separation and breathing room between grouped items.

girl scouts
greater los angeles

NORTH RIVER SERVICE UNIT **TROOP 1112**

S'MORES AND MORE

MOTHER-DAUGHTER EVENT

Friday, Sept. 21, 2013 / 6:30-8:30 p.m.
VALLEY TRAILS CAMP - 1111 W. Girl Scouts Ave., Los Angeles, CA 90000
\$8/person- includes hot dog dinner, campfire, s'mores, and patch

For more info, contact **Savannah Doe** at sdoe@girlscoutsla.org or **626-677-2200**

Registrations are due ASAP.
 As a mother-daughter event, leaders do not need to attend, but registration is by troop only to facilitate the registration process.

Contact Name: _____ **Troop:** _____
Phone: _____ **Email:** _____

Make a payment: **Make a non-refundable deposit to secure spot:**

no. of girls _____ x \$8.00= \$ _____	no. of girls _____ x \$2.00= \$ _____
no. of adults _____ x \$8.00= \$ _____	no. of adults _____ x \$2.00= \$ _____

Total Troop check payable to Troop 1112= \$ _____
 Mail to: Troop 1112 Attn: Savannah Doe, 1111 W. Girl Scouts Ave., Los Angeles, CA 90000

girl scouts
greater los angeles

Brownies & Juniors

TROOP 1112


bubble fest!

create bubbles of all forms!

El Ranchito
6/8/13
11 a.m.-2 p.m.
\$12/girl

Registration closes May 24.
 Register online at girlscoutsla.org

For more info, contact
Savannah Doe
sdoe@girlscoutsla.org
626-677-2200

Thank you!

 Bubbles! Inc.