DESIGN CHEAT SHEET

LOGO USAGE

- Only use logos and branded images in this folder:
  S:\office INFORMATION AND MISC FORMS\Logos & Council Images\Logo_&_Branded_Pieces

- 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.

- Any request for the logo or branded pieces from anyone outside of GSGLA staff (e.g., volunteers, companies) must go through the marketing department to ensure proper usage.

- 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).
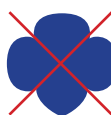
- You may write words inside the trefoil, but it must be Omnes font.

- 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).
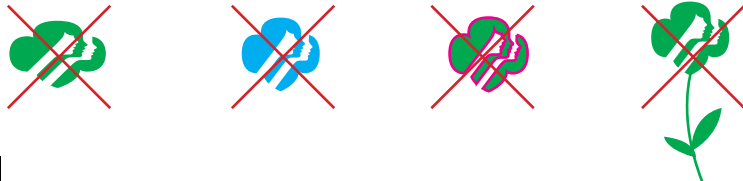
FONTS

- It is highly recommended that you only use the Omnes font family when designing your pieces. The document should be saved as a pdf before sending to anyone outside our ogranization to avoid font issues. You can find the fonts here:
 S:\office INFORMATION AND MISC FORMS\Logos & Council Images\Omnes Font

- Do not use a font size smaller than "10."

- If you must use a different font, ensure it is a clean, readable font. The best way to test this is the "squint test" - hold the document arms length away from you, squint, and see if you can make out the words. Arial, Myriad, and Century Gothic are good readable fonts.

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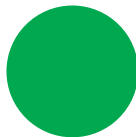
- White and black are the other core brand colors. Other brand-appropriate colors are listed below— try not to deviate from these colors, Girl Scout green, white, or black.

	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	#F3CF45	#BCBEC0

GS GREEN   BLACK   WHITE

PHOTOS AND CLIP ART

- Only use GSGLA- or GSUSA-owned photos. A folder of usable photos is saved here:
  S:\Photos\Photos_Approved_for Staff_DO_NOT_EDIT

- Try to crop distracting elements out of the photo so that the focus of the photos is better highlighted.

BEFORE   AFTER

- GSGLA-approved graphics are saved here:
  S:\office INFORMATION AND MISC FORMS\Logos & Council Images\Doodle Illustrations

- If you must use outside clip art, use a free clip art site that grants permission to use their images, such as
  www.clker.com.

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.

Contrast

Alignment
(Center)

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-daugther 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

Repetition

Proximity

Alignment
(Left)

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.

MARKETING TOOLS

- There are X-Banners and horizontal hanging/parade banners available at each service center for use:

HORIZONTAL HANGING/PARADE BANNER

X-BANNER

- Membership marketing toolkit:
  S:\MEMBER SERVICES\Recruitment\Marketing Recruitment 2014-2015

- Logo, branded pieces, graphics:
  S:\office INFORMATION AND MISC FORMS\Logos & Council Images

- Approved photos:
  S:\Photos\Photos_Approved_for Staff_DO_NOT_EDIT