



girl scouts

greater los angeles

2014-15 BRAND STYLE GUIDE

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INTRODUCTION & PURPOSE

As an organization that speaks with one voice, it's important that we share the same message in all of our written and oral communication in a branded, professional, and consistent manner.

Style is important because it:

- *creates uniformity*
- *allows for greater ease in reading*
- *is a reflection of who we are as a professional organization*

Why credible, consistent communication matters to girls and caregivers:

- *We teach girls to be professional, organized, friendly, and helpful: Let's lead by example.*
- *It instills trust: We are showing that as staff we are caring and careful—not careless.*
- *It leaves a positive, polished impression of GSGLA.*

Is it “tag-along” or “Tagalong”? Do we capitalize or lowercase a person’s title? Do we italicize the title of a book or place it in quotes? How do you spell “s’more”? Should evening times include a “p.m.” or a “PM”? Questions such as these can give all of us pause.

The *2014–15 Girl Scouts of Greater Los Angeles Brand Style Guide* is a quick reference for resolving such issues. Whether online or in a print resource, written communication that is grammatical, free of typos, and consistently correct in the treatment of words and terminology is *essential* in presenting an attractive message to our readership.

This guide offers a list of Girl Scout terms; a section on style—for example, abbreviations, treatment of numbers, and punctuation; and a section on the use of logos/graphics and other materials. The guide is tailored to GSGLA’s needs, and so is not comprehensive. It was created based on Girl Scouts of the USA (GSUSA) resources; *Merriam-Webster’s Collegiate Dictionary*; *Garner’s Modern American Usage*; *Associated Press (AP) Stylebook*, *The Chicago Manual of Style*; as well as *The Elements of Style, Fourth Edition, Strunk & White*.

This guide also includes basic branding/design guidelines. However, advanced branded collateral, documents distributed to an audience of 500+, merchandise, and emails sent to 100+ addresses should be approved by the marketing and communications department.

NOTE: This guide will be updated annually if necessary. A digital version will always be available in a shared folder here: S:\Marketing Projects\Style Guide.

Questions about GSGLA style? Contact council marketing and communications staff at communications@girlscoutsla.org.

GSGLA PRINCIPLES, BELIEFS, & FACTS

Girl Scouts of the USA

Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Girl Scout Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Motto

Be prepared.

Girl Scout Grade Levels

Daisy Girl Scout (grades K–1)
Brownie Girl Scout (grades 2–3)
Junior Girl Scout (grades 4–5)
Cadette Girl Scout (grades 6–8)
Senior Girl Scout (grades 9–10)
Ambassador Girl Scout (grades 11–12)

Girl Scout History

Founder Juliette Gordon Low organized the first Girl Scout troop in Savannah, Georgia on March 12, 1912. Today, the organization has grown to 3.2 million members. More than 59 million women call themselves Girl Scout alumnae.

Over the past 100 years, Girl Scouts has both reflected the times and been a leader in expanding opportunities for girls. Among other achievements, Girl Scouts:

- created radio programs to mobilize relief efforts during the Great Depression;
- led initiatives and held events nationwide to support civil rights in the 1950s and 1960s;
- created a national environmental program in the 1970s;

- took on modern health issues and worked on anti-drug education in the 1980s;
- participated in national service projects on illiteracy, health, and fitness in the 1990s and beyond.

Girl Scouts of Greater Los Angeles

Council boilerplate 2014–15:

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit www.girlscoutsla.org or call 213-213-0123.

If the council description needs to be 50 words or less:

Girl Scouts is the premier leadership development organization for girls. Local council Girl Scouts of Greater Los Angeles stands behind its mission to build girls of courage, confidence, and character, who make the world a better place. The council serves more than 40,000 girls in greater Los Angeles.

Membership and Volunteer Annual Numbers

These are our rough numbers of members and volunteers for the 2014–15 membership year:

- Number of girls GSGLA serves: More than 40,000
- Number of adult members/volunteers: More than 20,000
- Potential number of girls GSGLA can serve in greater Los Angeles: 1 million

Program Areas

Five program areas serve as the foundation for the Girl Scout Leadership Experience:

- Leadership
- Business and Financial Literacy (our cookie program)
- Healthy Living
- Outdoor Adventure
- STE[A]M (science, technology, engineering, art, and math)

Lise L. Luttgens, CEO, Girl Scouts of Greater Los Angeles

Lise L. Luttgens was appointed the first chief executive officer of Girl Scouts of Greater Los Angeles (GSGLA), assuming her role when the six Los Angeles-area legacy Girl Scout councils merged in December 2008.

She previously was principal and founder of Luttgens & Associates, Inc., an executive coaching and consulting firm specializing in nonprofit and healthcare organizations in transition. In her consulting capacity, she served as interim CEO of Ronald McDonald House Charities® of Southern California, where she helped unify six operating entities into a single organization. From 2003 to 2005, she served as chief operating officer for the Fulfillment Fund serving

students in the LA Unified School District. In her 30 years as a hospital administrator, Lise served as chief operating officer at Children's Hospital Los Angeles (CHLA), CEO of the Doheny Eye Hospital, and chief operating officer of the Doheny Eye Institute at the USC-Keck School of Medicine.

A Girl Scout while growing up in San Francisco, Lise received a bachelor's degree in psychology from Beloit College in Wisconsin, a master's degree in public health (hospital administration) from Yale University's School of Medicine, and an advanced fellowship in academic medical center administration from the University of Michigan. She completed the executive management program from the UCLA Anderson Graduate School of Management and received certification from the College of Executive Coaching. Lise is also past president of the Organization of Women Executives and she served as vice president of the board of trustees of the Los Angeles Ronald McDonald House, completing an eight-year term in 2008, when she received the Kim Hall Award for Outstanding Service.

Lise's career as the CEO of GSGLA is featured in *Women Leaders at Work: Untold Tales of Women Achieving Their Ambitions* by Elizabeth Ghaffari (2011), and in 2012 she was nominated as CEO of the Year and Rising Star of the Year for the *LA Business Journal's* Women Making a Difference Awards. In December 2012, PBS SoCal selected Lise as a Community Champion and featured her as a special guest in the PBS documentary *MAKERS: Women Who Make America*.

Read Lise's CEO blog here: <http://www.girlscoutsla.org/pages/about/CEOBlog.html>.

Follow Lise on Twitter here: https://twitter.com/gsgla_ceo

Staff

More than 100 employees are responsible for council operations in member services (girl and volunteer development and support), program, marketing and communications, fund development, retail sales, product program, properties, finance, executive leadership, and human resources.

Board of Directors

The Girl Scouts of Greater Los Angeles Board of Directors represents greater Los Angeles' rich diversity, and its members offer expertise in the fields of finance, law, construction, education, accounting, commercial affairs, banking, and sales. The board's primary responsibility is to provide vision, oversight, strategic direction, financial resources and support to further the Girl Scout mission which is to build girls of courage, confidence, and character, who make the world a better place.

HOW TO TALK ABOUT...

Use these style rules and templates when composing text or talking about Girl Scouts of Greater Los Angeles.

Girl Scouts (Our Name)

- The national organization is called **Girl Scouts of the USA**, never Girl Scouts of America. Optional: **GSUSA on second mention or simply Girl Scouts**. Please note: There are no periods in USA or GSUSA. Our local council is called **Girl Scouts of Greater Los Angeles; GSGLA on second reference**.
- **“Scouting,” “scout,” and “scouts” are no-nos**—whether they begin with an upper- or lowercase “s.” None of these are our name. Never take the “Girl” out of “Girl Scouts/ing.”
- **Our name is regarded as singular, regardless of its “s” ending**. Example: Girl Scouts has (not “have”) announced its (not “their”) fall product lineup. Exception: when actual girl members—rather than our organization at large—are being referred to.
- **Regarding the possessive case, what if you wish to assign ownership to our organization? In these cases, -s’ is the rule**. Examples: Girl Scouts’ 100th anniversary, Girl Scouts’ Year of the Girl campaign, Girl Scouts’ ToGetHerThere cause.
- **When do we say *the* Girl Scouts when referring to the organization? Never**. The word “the” is called a determiner and is not needed with proper nouns like the name of our organization. For instance, you don’t say “*the* Facebook” when talking about the company. And we don’t say “I work for *the* GSGLA.”
- **What about “Girl Scouting”? Can it be used interchangeably with “Girl Scouts”?** **Not consistently**. The general rule of thumb is that Girl Scouts refers either to the Girl Scout organization as a whole or to girl members of our organization, while Girl Scouting is the experience available to Girl Scout members. Example: The GSRI researchers explored the lasting impact of Girl Scouting.

The Girl Scout Leadership Experience (GSLE)

The Girl Scout Leadership Experience (GSLE) engages girls through fun leadership Journeys. On each Journey, everything girls do—whether it’s performing science experiments, creating art projects, cooking simple meals, or learning to protect the planet’s water supply—is aimed at giving them the opportunity to Discover life skills and a positive sense of self; Connect with others in a multicultural environment; and Take Action to make the world a better place.

Journeys and *The Girl’s Guide to Girl Scouting*

These two tools make up the core of the Girl Scout Leadership Experience in which girls have fun learning to Discover life skills and a positive sense of self; Connect with others in a multicultural environment; and Take Action to make the world a better place. Every girl should have a guide, which comes in a convenient binder, as well as a Journey book for her grade level.

Leadership Journeys

A Girl Scout can pursue any of the Journey series by choosing one of three books designed for her grade level. Each book includes awards she can earn as she attains new and higher levels of knowledge and skills. Each book also has an adult guide to assist the girls in completing their Journeys.

Journey books listed under each series from youngest to oldest Girl Scout grade level:

It's Your Planet—Love It! (Journey series for all grade levels)

- *Between Earth and Sky* (for Daisy Girl Scouts)
- *WOW! Wonders of Water* (for Brownie Girl Scouts)
- *GET MOVING!* (for Junior Girl Scouts)
- *Breathe!* (for Cadette Girl Scouts)
- *Sow What?* (for Senior Girl Scouts)
- *Justice* (for Ambassador Girl Scouts)

It's Your Story—Tell It! (Journey series for all grade levels)

- *5 Flowers, 4 Stories, 3 Cheers for Animals!* (for Daisy Girl Scouts)
- *A World of Girls* (for Brownie Girl Scouts)
- *aMUSE* (for Junior Girl Scouts)
- *MEdia* (for Cadette Girl Scouts)
- *MISSION: SISTERHOOD!* (for Senior Girl Scouts)
- *BLISS!* (for Ambassador Girl Scouts)

It's Your World—Change It! (Journey series for all grade levels)

- *Welcome to the Daisy Flower Garden* (for Daisy Girl Scouts)
- *Brownie Quest* (for Brownie Girl Scouts)
- *Agent of Change* (for Junior Girl Scouts)
- *aMAZE!* (for Cadette Girl Scouts)
- *GIRLtopia* (for Senior Girl Scouts)
- *Your Voice, Your World* (for Ambassador Girl Scouts)

What's in a Girl Scout Journey? Science experiments, art projects, cooking tips, service project ideas, and more. The troop leader's "How-to Guide" for each Journey contains complete activity descriptions designed to develop leadership in girls.

What's in *The Girl's Guide*? Badge information and activities, Girl Scout history, an awards log, ideas to help girls tie their badges right into their Journeys, and more.

The Girl's Guide to Girl Scouting

- *The Daisy Girl's Guide to Girl Scouting*
- *The Brownie Girl's Guide to Girl Scouting*
- *The Junior Girl's Guide to Girl Scouting*
- *The Cadette Girl's Guide to Girl Scouting*
- *The Senior Girl's Guide to Girl Scouting*
- *The Ambassador Girl's Guide to Girl Scouting*

The Girl Scout Cookie Program

As the largest girl-run business in the world, the Girl Scout Cookie Program is the preeminent entrepreneurial experience for girls that builds financial literacy and leadership capacity. From its earliest beginnings in 1917 to its current popularity, the Girl Scout Cookie Program has helped girls have fun, make their communities a better place, and develop five essential life skills: goal-setting, decision-making, money management, people skills, and business ethics. Cookie earnings help pay for the leadership activities and field trips Girl Scouts do all year long, including important community projects at the local level. Thus, when customers buy Girl Scout Cookies in their neighborhood, they are not just getting a delicious treat—they are reinvesting their dollars in the community.

Girl Scout Gold Award

The Girl Scout Gold Award represents the highest achievement in Girl Scouts; it recognizes girls in grades nine through 12 who demonstrate extraordinary leadership through sustainable and measurable projects addressing a community need. Each Gold Awardee spends one to two years on her project. Since 1916, girls have successfully answered the call to Go Gold, an act that indelibly marks them as accomplished members of their communities and the world.

Girl Scout Pathways at GSGLA

There are several ways girls can be a part of Girl Scouting. Pathways are flexible ways to participate based on each individual's interests and lifestyle. And, there is no limit—members can choose one, some, or all pathway options throughout the year.

- **Camp:** The camp pathway features day, weekend, and resident experiences that introduce girls to outdoor adventure.
- **Program events:** GSGLA offers a ton of events throughout the Girl Scout year in the areas of leadership, business and financial literacy, outdoor adventure, STE[A]M (science, technology, engineering, art, math), and healthy living.
- **Series:** Series offerings are multi-week workshops to earn a badge or work on a particular skill with the same group of girls participating in all sessions for a short duration.
- **Travel:** The travel pathway offers girls leadership opportunities and cross-cultural understanding through local, regional, national, and international travel.
- **Troop:** The troop pathway offers the same group of girls the opportunity to participate in a variety of activities, usually over a span of nine to 12 months. Girls may join at any time during the troop year.
- **Journey girls:** This pathway offers girls an opportunity to meet monthly at a Girl Scouts of Greater Los Angeles service center and participate in activities run by staff over a span of nine months. Girls may join at any time during the program year (September through May).

Girl Scout Juliettes

Girl Scouts of Greater Los Angeles uses the title “Juliette” for a girl who registers in Girl Scouts individually, rather than as part of a specific pathway. As Juliettes, girl members:

- register without being part of a troop, camp, series, or other pathway (but may participate in any of them other than the troop pathway);
- are full members of Girl Scouts of the USA and Girl Scouts of Greater Los Angeles and may participate in council and national events;
- are part of a service unit (council geographic area) and may participate in service unit events with an adult partner. Some events may require an additional service unit fee;

- may earn badges, Journey leadership awards, and other official Girl Scout awards for their grade level, including the Girl Scout Bronze, Silver, and Gold Award;
- may earn religious recognitions sponsored by their faith community or the My Promise, My Faith award by Girl Scouts;
- may take part in the council Girl Scout Cookie and Fall Product programs; and
- may attend council and service unit summer day camps and resident camps.

Financial Assistance

Girl Scouts of Greater Los Angeles makes every effort to give every girl in kindergarten through 12th grade the opportunity to discover the leader within and reach her full potential. Thus, financial assistance is available for membership and program opportunities in and beyond the troop activities for individual girls and adults. Financial assistance is carefully considered and the amounts offered are based on available funds in the annual financial assistance budget. Please note that assistance is limited to those with financial hardship.

Donating to GSGLA

When you make a gift to Girl Scouts, you are supporting the leaders of tomorrow! Building strong, successful girls requires diverse and healthy funding sources. Funds earned through the Girl Scout Cookie Program support much of our programming—but not all. Our generous donors help us follow through with our promise to give every girl the chance to discover the leader she can be. There are many ways to donate to Girl Scouts of Greater Los Angeles, including supporting a program, corporate sponsorship, GSGLA's Family Partnership Campaign, tribute gifts, planned giving, workplace/matching gifts, camperships, and more. All gifts are 100 percent tax-deductible. Find out more at girlscoutsla.org.

GRAMMAR & PUNCTUATION

Abbreviations and acronyms

(If you plan to use an abbreviation, place it in parenthesis following the full name/title in the first reference. Then use the abbreviation in subsequent references. Do not use periods in acronyms, e.g., CIT, PA. Common abbreviations and acronyms are listed in **Words & Phrases**.)

- **plural acronyms and abbreviations:** Do not use apostrophes: IOUs, SUMs.
- **month abbreviations:** Some months are abbreviated when specific date is given (e.g., *The event takes place on Feb. 23, 2014*). When it is just month and year, spell out the whole month (e.g., *February 2014*). Month abbreviations for longer months: Jan., Feb., Aug., Sept., Oct., Nov., Dec. (All other months are spelled out.)
- **state abbreviations:** In running text, spell out names of states and territories. Abbreviate states when spelling out full addresses.
- **street name abbreviations:** Use abbreviations Ave., Blvd., and St. only with a numbered address: “801 S. Grand Ave.” or “The building is on Grand Avenue.” All similar words (alley, road, court, etc.) are always spelled out. Capitalize when part of a formal name.
- **organization names as acronyms:** Always spell out full organization name during first reference with acronym in parenthesis. Second reference onward, simply use acronym. Do not add periods in between the letters: GSGLA, not G.S.G.L.A.

Capitalization

Headlines and titles:

- Prepositions of four letters or less (e.g., *of* and *with*) are lowercase, unless appearing as either the first or last word in a headline or title, in which case they are capitalized.
- The first element of hyphenated compounds is always capitalized; the second element is also capitalized except for articles (*the*, *a*, *for*, etc.) and prepositions of four letters or less (Self-Renewal, Not-for-Profit).
- If a headline within a document is a complete sentence, treat it like a normal sentence with capitalization of first word, but there is no punctuation at the end. (Exceptions: Email subject lines, which are always capitalized throughout except for short prepositions, according to the rules above.)
- Most trademarked/“branded” names are capitalized (Girl Scout Daisy, Journeys). There are some exceptions, so check **Words & Phrases** to be sure.

Capitalize initial letters of:

- any title preceding a person's name: *Chief Executive Officer Lise L. Luttgens*. Titles that do not precede a person's name are lowercase: *Lise L. Luttgens is chief executive officer*.
- names of official, specific, unique, and branded (not generic) projects, activities, events and initiatives (e.g. ToGetHerThere, Girl Scout Cookie Program, Camp Surf). In some cases, on second reference these become lowercase (e.g. the cookie program). See **Words & Phrases** section.
- names of awards, badges, pins, and courses (e.g. Level 2 First-Aid; Car Care badge)
- specific names of forms (only if it is the official title listed on the form itself)
- complete sentences following colons (*Case in point: We are using a capital "W" in "We" here.*)

Lowercase initial letter of:

- names of GSGLA departments (GSGLA member services department)
- council staff titles and volunteer titles, unless they are used in front of a person's name: *Lise L. Luttgens is chief executive officer*. *Chief Executive Officer Lise L. Luttgens works in downtown Los Angeles*.
- generic stand-alone references to Girl Scout programs, projects, and publications ("the project," even if it's referring to the Girl Scout Gold Award project; on second reference "the cookie program" for the Girl Scout Cookie Program)
- generic, non-specific, widely used names of groups of people or events (board of directors, Girl Scout troop, service unit) unless part of a branded, specific, and unique title (Girl Scouts of Greater Los Angeles Board of Directors, Girl Scout Troop 123, Northeast Hills Service Unit), e.g., "Betsey L. Brewer, board chair" works, as does "Board Chair Betsey L. Brewer."
- Seasons, unless part of a formal title/headline

Adult education terms:

- Capitalize the names of awards or trainings; lowercase the name of title/role. Examples: "Counselor-in-Training award." "She is a counselor-in-training." Second reference: "She is a CIT."

Italics and Quotation Marks

(Tip for remembering this rule: *Italicize the titles of longer documents; use quotation marks for smaller pieces within that document. For instance, an album title will be in italics and the song titles will be in quotation marks. Do not italicize the names of Girl Scout events/programs.*)

Italicize:

- book titles (e.g., *The Blue Book of Basic Documents*)
- magazine names
- movie titles
- newspapers
- plays
- television show titles and series titles
- titles of videos, DVDs, CDs, and cassettes (Yes, they still exist!)
- non-English words (*muchas gracias*), unless familiar (e.g., *pro bono*, *ex officio*)

Use quotation marks for:

- book chapters or section names (e.g., “Be Healthy, Be Fit” chapter)
- song titles
- titles of television series episodes (e.g., “Donna Martin Graduates” episode of *Beverly Hills: 90210*)

[Editor’s note: A period (.) or comma (,) is placed inside of quotation marks. The exclamation point (!) or question mark (?) is placed outside of quotation marks (unless they are part of the quote). Sorry, American punctuation is based on convenience, not logic.]

Numbers

(Editor’s note: There are some exceptions to numbers rules related to ease of use for readers. For instance, even though the rule is to spell out numbers one through nine, it is OK to use numerals in the header or sub-header of a document. Why? Because if a reader is skimming for sixth grader programs in something like the camp brochure, it is far easier to skim for a numeral than the word “six.”)

- Spell out numbers zero–nine. Use numerals for 10 and above (except when in a series, e.g., *Their ages were 12, 6, and 4.*)
- Spell out all numbers at the beginning of a sentence.
- When possible, leave the “nd,” “st,” “rd,” etc. off of the numeral dates (June 2).
- For units in running text, use numerals and spell out unit type: 8 percent (not eight percent or 8%), 3 billion people, 4 inches.

Specific number rules by category:

- **ages:** When possible, use grades instead of age, since the Girl Scout program goes by grade in school, rather than age: eight- to nine-year-old girls, six-month-old baby, five-year-old (but five years old), ages 15–18 (use en dash), ages 16 and older.
- **century:** 21st century
- **dates:** Abbreviate month when with a date (except for March, April, May, June and July) (Exception: Spell out in formal correspondence). Spell out month when with a year only, e.g., Jan. 1, 2014 or January 2014.
- **grades:** In running text, spell out all numbers below 10: *This program is for girls in grades six through 10*; girls in sixth through 10th grade; students in first grade, first-grade student, first-grader, 10th-grade student (do not shrink the “th”); 10th grader. (If your program auto-shrinks the “th,” type CTRL+Z.) Exception: If it’s a header, you can use numerals for consistency—like in the camp brochure, Splish Splash, Grades K–3.
- **money:** \$150 or \$150.50 (no period with 00 when there is no cents); 5 cents
- **noun plus number:** Troop 123 (not Troop #123)
- **page numbers:** pages 2–6 (use en dash with date and other number spreads; always use numerals)
- **phone numbers:** in print 213-213-0123 (no parenthesis around area code). Exception: In emails and in other stylized content it may be acceptable to use periods in place of dashes.
- **plurals of numbers used as nouns:** Add only an “s” to numbers being used as nouns, whether numerals or spelled out: the 1920s (no apostrophe), fours and fives

- **With essential clauses/phrases:** An essential clause/phrase cannot be eliminated from a sentence without changing its meaning, thus commas should NOT be used. Example: *Girl Scouts who take part in the Girl Scout Cookie Program gain five essential life skills.* (A girl MUST take part in the cookie program in order to gain The 5 Skills, so there are no commas surrounding the underlined clause.)
- **With nonessential clauses/phrases:** A nonessential clause/phrase is additional information that could be eliminated without altering the basic meaning of the sentence, thus commas SHOULD be used. (Tip for remembering this rule: I am *adding* information; therefore, I will *add* commas.) Examples: *Girl Scouts, who go camping and participate in a cookie program, are in nearly every zip code.* (Girl Scouts are in nearly every zip code—even if they do not go camping and sell cookies. That information is not essential to the meaning of this sentence.)
- **With compound sentences and conjunctions:** When two clauses can stand alone as separate sentences, include a comma: *Cats are the smartest animals in the world, and they are also the cutest animals in the world.*
- **contractions:** Use sparingly. Keep for traditional Girl Scout terms like arts ‘n’ crafts and s’mores. Most often, the apostrophe is a placeholder for missing letters: *don’t*, for example.
- **ellipsis (...):** Used to indicate missing text, the ellipsis consists of three periods separated by spaces; when ending a sentence, an additional period should be added.
- **em dash (—), en dash (–), and hyphen (-):** Do not use a space before or after dashes and hyphens.
 - Use an em dash to set off clauses. (Choose a long-term goal—saving money, for example.) To make an em dash in Microsoft Word, with NUM LOCK on, hold down CTRL and ALT while pressing the dash key in the number pad. An em dash should also be used before names in source lines, such as the author of a quotation.
 - Use an en dash for number spreads and in other cases when the meaning is “to” (ages 12–14; 1997–99; 10:00 a.m.–4:00 p.m.). To make an en dash, hold down CTRL while pressing the dash key in the number pad.
 - Use a hyphen only in compound words (one-half, mother-in-law) and in end-of-line word division or suspensive hyphenation (He received a 10- to 20-year sentence in prison).
- **exclamation point:** Use sparingly to mark an outcry or following an emphatic comment. (*Oh, no!* or *Hooray, it’s Friday!*)
- **lists:** Items within a list should be of parallel grammatical structure. Do not mix sentences and phrases within a list. Use periods in bulleted lists online when items are grammatically complete sentences, or if ambiguity would result.

Either:

 - Drive on the right side of the road.
 - Eat only in designated restaurants.

- Sleep at official campsites.
- or:
- driving on the right
 - eating in designated restaurants
 - sleeping at official campsites
- **parenthesis:** Place a period outside a closing parenthesis if the material inside is not a sentence (*such as this fragment*).
 - (*An independent parenthetical sentence such as this one takes a period before the closing parenthesis.*)
 - When a phrase placed in parenthesis (*this one is an example*) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period.
 - **percent:** should be written out in text; the % symbol should only be used in charts/tables and in scientific/budgetary/statistical text
 - **semicolons:**
 - **In place of missing conjunction (and, but, or, etc.):** Use semicolon to separate two main clauses when in place of a conjunction: *Some people are good friends; others are not.*
 - **For clarity in series with items containing commas:** *Send copies to our offices in Portland, Oregon; Los Angeles, California; Springfield, Illinois; and Savannah, Georgia.*
 - **spaces after periods:** Please only use one space after a period. Like this.

WORDS & PHRASES

ad (abbreviation of advertisement)

advisor (Gold Award advisor)

adult educator (cap when used in front of a name)

affect, effect (most often, “affect” is a verb and “effect” is a noun)

African American (adjective and noun)

after-school (adjective)

aka (also known as)

Alaskan Native

all-staff meeting

Girl Scout alumna (singular, former female member)

Girl Scout alumnae (plural, former female members)

Ambassador Girl Scout, grades 11–12

American Indian (or “Native American,” if person/group prefers)

a.m. (Exception: In some databases, you must use “AM.”)

Anna Maria Chávez, CEO, Girl Scouts of the USA

annual giving

annual meeting (full title, capitalization is OK: 2014 Girl Scouts of Greater Los Angeles Annual Meeting & Volunteer Recognition Ceremony)

appreciation of (recognition and enjoyment of good qualities); **appreciation for** (an expression of gratitude)

Arcadia Service Center, Arcadia Service Center Council Shop

arts ‘n’ crafts

Asian or Pacific Islander

Asian American (adjective and noun)

award [no cap; exception are highest awards, e.g., Journey award, Leader in Action (LiA) award, Girl Scout Gold Award, Thanks Badge]

back up (verb); **backup** (noun and adjective)

Baden-Powell, Sir Robert

badge (no cap; exceptions for highest awards: Thanks Badge; never use “legacy” in actual badge title, e.g., Girl Scout badges; Cookie Business badge; Brownie Hiker badge)

bird-watch (verb); **bird-watcher** (noun)

Girl Scout birthday (the Girl Scout founding date: March 12, 1912)

board of directors (lowercase unless part of official title GSGLA Board of Directors)

board members

Blue Book of Basic Documents

Girl Scout Bronze Award (second reference: Bronze Award; Bronze Awardees, Bronze Award recipient, Bronze Award Girl Scout, Bronze Award project; do not use “winner”)

Girl Scout Bronze, Silver, and Gold Awards

Brownie Girl Scout, grades 2–3

buddy system

businessperson; businesspeople

bylaws

Cadette Girl Scout, grades 6–8

Camp Lakota
Camp Mariposa
Camp Osito Rancho
camp out (verb); **campout** (noun)
campership
camporee (cap only if part of full formal title: Mom and Me Camporee 2013)
campsite
caregiver
catalog
Caucasian or white
chair (not “chairperson”)
chamber of commerce
check up (verb); **checkup** (noun)
checklist
checkpoint
child care
Chino Program Center
clean up (verb); **cleanup** (noun, adjective)
Club 500
college-age (adjective)
color guard (if using formal name, say Girl Scouts of Greater Los Angeles Color Guard or GSGLA Color Guard)
committee chair
committee member
Girl Scout Cookie activities
Girl Scout Cookie booth sale
Girl Scout Cookie Professional
Girl Scout Cookie Program (Avoid “sale”; “cookie program” OK on second reference.)
Girl Scout Cookies, Girl Scout Cookie (when referring to a singular cookie or cookie variety lowercase “cookie,” e.g., Thin Mint cookie, Tagalong cookies)
 Thin Mints
 Samoas
 Tagalongs
 Do-si-dos
 Trefoils
 Rah-Rah Raisins
 Savannah Smiles
 Toffee-tastic
cookout (noun)
cool down (verb); **cooldown** (noun)
cooperative learning
corporate sponsorship
Girl Scout council

council (never say “council” alone—“Call council”—when referring to staff or service centers; instead, be specific: “Call council staff” or “Call the council service centers.”)

council-wide

Counselor-in-Training award (When talking about a counselor-in-training, CIT, it’s lowercase and “CIT” on second reference. In **Grammar & Punctuation**, see **Adult education terms** under **Capitalization**.)

Covina Program Center

customer care hotline

Daisy (Juliette Gordon Low’s nickname)

Daisy Girl Scout, grades K–1 (plural: Daisies)

data (plural)

day camp

day care (noun and adjective)

Destinations

do’s and don’ts

dues

earth (lowercase; cap when referring to the planet in relation to other planets)

eBiz

e-book, e-catalog

ecosystem

Edith Macy Conference Center (second reference: Macy)

e-form, e-newsletter

e.g. (means “for example”)

El Potrero

El Ranchito

Elite 1000

email

emblem

Emerging Leader, GSGLA

EMT

etc.

executive leadership team (ELT)

Facebook page

Facebook site

facebook.com/gsgla

Girl Scout Fall Product Program (second reference: the fall product program. Avoid using the words “sale” or “activity” which de-emphasize its programmatic aspect.)

Family Partnership Campaign (second reference, Family Partnership)

fast-food (adjective); **fast food** (noun)

federal government

Feed Your Neighbor

firefighter

first aid (noun); **first-aid** (adjective; there is a hyphen when first aid is modifying a noun, e.g., Girls will learn all about first aid at this event; Girls will learn first-aid skills at this event.)

firsthand

The 5 Skills: goal-setting, decision-making, money management, people skills, and business ethics (Exception: Generic references in running text do not need capitalization or numeral, e.g., Girls gain five essential life skills when they participate in the Girl Scout Cookie Program.)

flag ceremony

flash mob

flier (not flyer)

flight attendant (not “stewardess”)

Flower Friends (e.g., Tula the Tulip, etc.)

fly-up ceremony

folktale

foster care

Founder’s Day (Oct. 31)

freshwater (noun and adjective)

friendship circle

friendship squeeze

fun patch (not “participation patch”)

fundraising, fundraiser (one word)

get-together (noun)

getaways

Girl Advisory Bureau (GAB)

girl-led

The Girl’s Guide to Girl Scouting (for every grade level, use this style: *The Ambassador Girl’s Guide to Girl Scouting*, etc.)

Girl Scout (always singular as an adjective, e.g., “Girl Scout activities”; “Scout” or “Scouts” should never be used independently)

Girl Scout Gold Award (second reference: Gold Award; Gold Awardees, Gold Award recipient, Gold Award Girl Scout, Gold Award project; do not use “winner”)

Girl Scout grade levels:

Daisy Girl Scout, grades K–1 (plural: Daisies or Daisy Girl Scouts)

Brownie Girl Scout, grades 2–3 (plural: Brownies or Brownie Girl Scouts)

Junior Girl Scout, grades 4–5 (plural: Juniors or Junior Girl Scouts)

Cadette Girl Scout, grades 6–8 (plural: Cadettes or Cadette Girl Scouts)

Senior Girl Scout, grades 9–10 (plural: Seniors or Senior Girl Scouts)

Ambassador Girl Scout, grades 11-12 (plural: Ambassadors or Ambassador Girl Scouts)

(When listing the levels in a series, include the words “Girl Scout” after the last level only, e.g., Daisy and Brownie Girl Scouts. Also, when referring to membership levels repeatedly, use the complete titles outlined above on the first reference. Second and additional references do not need to include “Girl Scout.”)

Girl Scout Law

Girl Scout Leadership Experience (GSLE) (Always capitalize. Never “Girl Scout Leadership Program,” but if this reference is used repeatedly in the document, you may use “program” or the “Girl Scout leadership program” sparingly.)

Girl Scout Promise

Girl Scout Research Institute (GSRI)

Girl Scout Week (in March)

Girl Scouting (never “Scouting” alone)

Girl Scouts of Greater Los Angeles (GSGLA) (second reference, “GSGLA,” e.g., “GSGLA council headquarters,” “GSGLA staff”)

Girl Scouts of Greater Los Angeles program areas:

Leadership

Business and Financial Literacy

Outdoor Adventure

STE[A]M (science, technology, engineering, art, math)

Healthy Living

Girl Scouts of the USA (GSUSA)

girlscouts.org (national website; use GSGLA site first and foremost)

girlscoutsla.org (GSGLA website, takes precedence over national site)

Girl Scouts’ Own

Girl Scouts University

Go Team

GRAMMY Museum, the

Great Friends! (monthly e-newsletter to donors, alumnae, nontraditional volunteers)

Great News! (monthly e-newsletter to all members)

Greater program guide

hands-on (adjective)

Girl Scout handshake

heads up (noun); **heads-up** (adjective)

a historic (not “an historic”)

how-to, how-to’s

I can’t wait to (Girl Scouts’ current K–5 recruitment campaign; in running text, use sentence casing and quote marks: “I can’t wait to”)

i.e. (short for “that is”)

insignia

Instagram (@girlscoutsla)

internet

investiture

issues (be careful with use. Instead of saying “Girls will discuss teen issues,” try something with a neutral connotation: “Girls will discuss teen topics.”)

Girl Scout Leadership Journeys (Journeys on second reference)

It’s Your Planet—Love It!

Between Earth and Sky

WOW! Wonders of Water

GET MOVING!

Breathe!

Sow What?

Justice

It's Your Story—Tell It!

5 Flowers, 4 Stories, 3 Cheers for Animals!

A World of Girls

aMUSE

MEdia

MISSION: SISTERHOOD!

BLISS!

It's Your World—Change It!

Welcome to the Daisy Flower Garden

Brownie Quest

Agent of Change

aMAZE!

GIRLtopia

Your Voice, Your World

Johnstone Program Center

Juliette Girl Scout (do not use “indie girls”; second reference “Juliette”)

Juliette Gordon Low

Juliette Gordon Low Society

Junior Girl Scout, grades 4–5

kaper chart

La Casita Program Center

LA (not “L.A.” when abbreviating Los Angeles, unless branded title of something says otherwise, e.g., “L.A. Lakers”)

L.A. LIVE

Leader in Action (LiA) award

Leader's Day, Girl Scout (April 22, first reference is “Girl Scout Leader's Day”; second reference is “Leader's Day”)

Leadership Essentials

Leadership (Torch) Award [Silver Leadership (Torch) Award, etc.]

leaf (no cap, e.g., Add it Up! Financial Literacy leaf)

learning by doing

lifetime member(s)

Little Brownie Bakers

Lise L. Luttgens, CEO, Girl Scouts of Greater Los Angeles

Locks of Love

Long Beach Service Center, Long Beach Service Center Council Shop

Made with Code

Marina Service Center, Marina Service Center Council Shop

Marine Landing

Girl Scout member

Girl Scout membership pin

Girl Scout mission

Montclair Service Center, Montclair Service Center Council Shop

Montrose Program Center

Girl Scout motto

Girl Scout Movement (Always cap. On second reference for copy aimed solely at internal/GS audiences, use uppercase, “the Movement.” Use lowercase on second reference for external audience.)

multiyear

My Promise, My Faith award

National Girl Scout Cookie Weekend (Feb. 27–29, 2014)

nonpartisan

nonpolitical

nonprofit (one word)

nontraditional volunteers (volunteers who are not troop leaders or on a service unit team; usually event volunteers)

online (never on-line)

out-of-doors

Palmdale Service Center, Palmdale Service Center Council Shop

pathways, Girl Scout (the various ways girls and adults can participate in Girl Scouts: troop, camp, series, events, travel, and journey girls)

patrol

petal (no cap, e.g., Tula petal, Vi petal)

pin (no cap, except for highest adult awards, e.g., Girl Scout membership pin, Appreciation Pin, Honor Pin)

pinning ceremony

planned giving

p.m. (Exception: In some databases, you must use “PM.”)

Girl Scout policy

P.O. Box

premier (adjective); **premiere** (noun)

preschool

preteen

problem-solver

Girl Scout program

Program Aide award (When talking about a girl program aide, PA, it’s lowercase and “PA” on second reference. In **Grammar & Punctuation**, see **Adult education terms** under

Capitalization.

program center (lowercase unless part of an official title: Montrose Program Center)

Program areas at GSGLA (distinct to GSGLA):

Leadership

Business and Financial Literacy

Outdoor Adventure

STE[A]M (science, technology, engineering, art, math)

Healthy Living

proofread

quiet sign

rededication ceremony

registered nurse (RN is OK on second reference)

resident camp

GSGLA robotics teams

Junior FIRST[®] Lego League (JrFLL) for girls ages 6–9

FIRST[®] Lego League (FLL) for girls ages 9–14

FIRST[®] Tech Challenge (FTC) for girls ages 14–18

role-play

Safety Activity Checkpoints

San Gabriel Program Center

Santa Clarita Service Center, Santa Clarita Service Center Council Shop

school day

schoolteacher

self-awareness

self-confidence

self-esteem

Senior Girl Scout, grades 9–10

senior management team (SMT)

service center

service mark

Service Saturday

service team

service unit (lowercase unless part of official title: Holly Hills Service Unit)

service unit manager (cap when used in front of a name—rule applies to all service team positions)

she or he (not “he or she,” always put the girl/woman first)

Girl Scout shop

sign up (verb); **sign-up** (noun and adjective)

Girl Scout Silver Award (second reference: Silver Award; Silver Awardees, Silver Award recipient, Silver Award Girl Scout, Silver Award project; do not use “winner”)

sing (do not say “sing songs,” as it is redundant)

sing along (verb); **sing-along** (noun)

sister Girl Scouts (try to avoid “fellow Girl Scouts”)

sister troop

sit-upon

Skyland Ranch

sleepover (noun)

s’mores (singular: s’more)

staff giving

sock hop (two words, no hyphen)

spokesperson, spokespeople

STAPLES Center

SWAPS (Special Whatchamacallits Affectionately Pinned Somewhere)

T-shirt (never “t-shirt”)

Take Action project

tribute book
tribute ad
tribute gifts
troop (lowercase unless w/ number: Troop 123)
troop camping
troop crests
troop leader (say “Girl Scout troop leader” on first reference; capitalize if preceding person’s name: Troop 123 Leader Jane Doe)
Tagalongs (Girl Scout Cookies)
tag-along (younger sibling, not registered as a member)
Thinking Day (do not use; see World Thinking Day)
ToGetHerThere (capitalize words, however no spacing. Never TGHT to external audiences)
Tournament Troop (not official to Tournament of Roses or Girl Scouts)
toward (never towards)
trefoil
tween
Twitter (@girlscoutsla)
underrepresented
underserved
uniform
uniquely ME!
Girl Scout volunteer (lowercase “volunteer” in all references, except if used at the beginning of a sentence)
Volunteer Appreciation Week (the week that includes April 22, Girl Scout Leader’s Day)
Volunteer Essentials
warm-up (noun or adjective)
website, web page, webinar, web forum
white or Caucasian
Whittier Program Center
Woodland Hills Service Center, Woodland Hills Service Center Council Shop
World Association of Girl Guides and Girl Scouts (WAGGGS) (Use spelled-out name followed by acronym on first reference. Use “WAGGGS” in subsequent references.)
world centers
World Thinking Day (never “Thinking Day”)
World Trefoil Pin
workplace/matching gifts
Young Women of Distinction
ZIP code

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

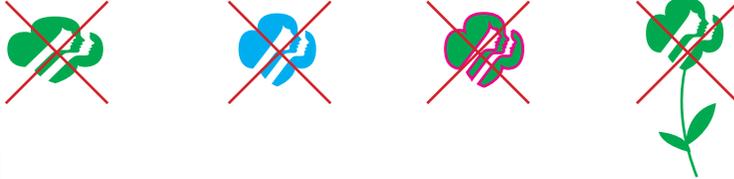
- The trefoil may be used decoratively in your piece. However, it cannot be stretched, altered, recolored, or repurposed into another graphic (e.g., as the top of the flower).



- 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 organization 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.



- 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.cler.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.

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

Contrast

Alignment (Center)

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.

Repetition

Proximity

Alignment (Left)

BANNERS AVAILABLE AT EACH SERVICE CENTER

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

HORIZONTAL HANGING/PARADE BANNER



X-BANNER



OTHER MARKETING TOOLS

- 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



GSGLA Staff Email Signatures

While creativity is appreciated, please reserve this expression for your personal email accounts. Consistent and business-appropriate email setups convey our professionalism, brand, and cohesiveness as an organization and gives our membership context and familiarity.

Here are the GSGLA style guidelines for girlscoutsla.org email addresses:

- **General:** Provide full contact information in signature block for initial external email messages (see below); truncated e-signatures are accepted for internal or reply email.
- **Background:** White, no patterns
- **Font:** Times New Roman, Arial or Calibri
- **Point Size & Color:** Black, prefer 11-12 point font (no less than 10 point) Note: Reply emails default to a navy blue color. You can change your reply text to black by following [these instructions](#).

Sample full contact info e-signature is below:



SARA SMITH

Director of Programs

Girl Scouts of Greater Los Angeles

801 S. Grand Ave., Suite 300 [your home office address]

Los Angeles, CA 90017 [your home office address]

t. 213-677-7799 | f. 213-677-9999

www.girlscoutsla.org

Like Us! On Facebook: www.facebook.com/GSGLA [optional]

Follow Us! On Twitter: [@GirlScoutsLA](https://twitter.com/GirlScoutsLA) [optional]

NOTE: If you choose to make your name and our council's name green (rather than black), please make **Bold**, highlight and select "More Colors">Custom >Select "RGB" as the Color Mode and use r0 g174 b88. This is the brand-specific "Girl Scout Green."

Under e-signature: Seasonal marketing graphics are *automatically* added to emails when sent. Submit e-signature requests to the Marketing & Communications Department. Please, *no additional graphics unless provided or approved.*

How to Amend Signature Block in Microsoft Outlook:

Go to: Tools>Options>Mail Format>Signatures

If you have any questions in the meantime, please contact the marketing and communications department: communications@girlscoutsla.org.