

Program Partner Guidelines

Updated February 2023

Program Partner Guidelines

Thank you for your interest in partnering with Girl Scouts–Arizona Cactus-Pine Council (GSACPC). For more than 100 years, Girl Scouts have been focused on one thing—girls! Our mission is to build girls of courage, confidence and character who make the world a better place, and the data shows we’ve been incredibly successful. There are over 59 million Girl Scout Alumnae across the world, including some of our nations’ most treasured female leaders. The impact these women are making in the world today is immeasurable and our work with today’s girls ensures our world’s future will be better.

Girl Scouting has always relied on the community for support in our work. You’ve most likely already supported us through the world’s largest entrepreneurship program for girls (just think Thin Mints)! However, Girl Scout Program Partners go further with their support by creating engaging, relevant, and fun program opportunities that directly serve girls.

We work carefully with our partners to ensure the opportunities meet the needs of girls and align with the council’s program portfolio. Many partners modify existing programs, while others create unique opportunities that support or enhances our existing curriculum. Program partners receive direct access to our membership through our website, online activity calendar, and annual program publication.

We are grateful that many organizations and businesses partner with us. All partnership approvals are only for the submitting organization–co-branding and third-party participants in Girl Scout programs are not allowed. Each inquiry is reviewed to determine if it aligns with our mission, our program focus areas, and our current program needs. Not every potential partner is selected. Some applicants don’t align with our mission, and in other cases, we have too many similar programs already provided. We also consider the cost of the proposed program and encourage our partners to keep prices as low as possible so that more girls have the opportunity to learn and grow. Often, we follow up with questions or suggestions to see if the opportunity could be modified to better fit our current needs.

Become A Program Partner

Complete the following steps:

1. Read through this document first.
2. Submit an inquiry form, using this link: <http://bit.ly/program-partner-inquiry>.
3. Inquiries are reviewed once a month and selection is based on the program type and how it meets the current programmatic needs of GSACPC.
4. If selected, we will send a Program Partner agreement to review and complete.
5. Submit the completed Program Partner agreement and any other required documents.
6. Once all the required paperwork is received, we will send a link to our online Program Opportunity Worksheet (POW). This form collects all the information for any date specific program you wish to offer. Each program requires a form. Non-date specific program opportunities may be listed on our website’s [More Stuff to Do](#) page.
7. POW submissions are reviewed to ensure all information has been provided. We cannot promote programs that are incomplete. We will attempt to email the listed contact, if additional information is required.

Renew A Partnership

Partnerships are renewed annually at the end of every Girl Scout membership year (Oct. 1st) To continue being a program partner, please connect with your council liaison to have a conversation and complete any needed paperwork.

Program Partner Selection Process

We strive to offer a wide variety of programs for Girl Scouts to participate in and encourage you to do the same. Girls and their families often enjoy attending programs together, and as a program partner you have the option of hosting an event for Girl Scouts and their families.

We evaluate several different aspects of proposed programs to ensure they meet the needs of our program portfolio and membership. A preferred quality of all of our programs is inclusion of Girl Scout Leadership Experience (GSLE) and Girl Scout progression. One aspect is our assessment of risk level associated with any given program, which determines what Program Partner Agreement we use.

General Opportunities – These programs are offered locally and don't require any special training or certification for instructors or participants. They may be open to all ages, offered only to Girl Scouts, or to Girl Scouts and their families and friends.

High Adventure – These opportunities require special certification or specialized instructors. Examples include archery, canoeing, rock climbing, or horseback riding.

Travel – These programs provide transportation, involve overnight stays and may involve out-of-state or international travel.

Another aspect we consider is how the event is held. Events can be unique *GS opportunities*, *public*, or *both*. A unique GS opportunity is a program open *only* to Girl Scouts in a setting that is not open to the public and offers some type of exclusive opportunity. *Public opportunities* are those where Girl Scouts are invited to attend an event your organization has already planned but is offered at a discounted price for girls and their families. Programs can also be both—mixing elements of the previous two opportunities. This typically looks like offering a program for GS during regular business hours, but having special activities for girls to engage in.

Fees

Registration processed through GSACPC may result in a fee of \$2 per person.

More Stuff To Do Page

Our [More Stuff to Do](#) webpage is a resource page for troop leaders and parents that shows them local businesses offering self-scheduled Girl Scout programs, or those available to meet with troops during their meetings. Program Partners can list their offerings on both this webpage and in the activity calendar.

You can expect to see programs listed on the calendar within a month of submission, if approved. If there are questions on approval status, please contact your Council Liaison. For listings on [More Stuff to Do](#) your site will be listed within 10-14 days; however, if you have a page on your site dedicated to Girl Scout programming this may take longer due to the approval process.

Program submissions should be sent in a minimum of three months in advance of the program date. You must speak to your council liaison about the content of your program before you submit the information to the POW. Program submissions are open up to one year in advance but no less than 3 months ahead of time.

Refund Policy

We ask that you please follow our refund policy. The policy for us is as follows:

Program

If the event requires a deposit, deposits are non-refundable. You may swap participants up to the day of the event. Refunds will not be given for programs or events under \$5.

All other events will be processed as follows:

- » 16 business days before the event – 100%
- » 11-15 business days before the event – 75%
- » 6-10 business days before the event – 50%
- » 5 or fewer business days before the event – no refund given

Council sponsored travel opportunity programs (domestic/international destinations for girls)

If the event requires a deposit, deposits are non-refundable. Once group tickets (airline, hotel, facility admissions) have been purchased, refunds will not be permitted. (Based upon purchase, participant swaps may be permitted up to 2 weeks before event). See the program description to view program specific refund policy. If no refund policy is listed the Travel refund policy, as written, will apply.

Other Requirements And Information

Brand representation and guidelines

Who We Are: Use “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts–Arizona Cactus-Pine Council” (GSACPC is fine on subsequent reference) to refer to *our* organization; “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils).

- » NOT Girl Scouts of America, GSA, Scouts, the Girl Scouts, Girl Scouts of Arizona (there are two councils in our state)
- » Do not use *Scouts* or *Scouting* alone – ensure all references to the organization and program titles use our full unique name, Girl Scouts or Girl Scouting.
- » Before shortening our council’s name to GSACPC, use the full name the first time it is mentioned with the acronym in parentheses—*Girl Scouts–Arizona Cactus-Pine Council (GSACPC)*.
- » Note the proper location and use of the en dash and hyphen within our name: *Girl Scouts–Arizona Cactus- Pine Council*.

Do not alter our logos, trademarks or iconography. All uses of our brand identity including logos on fliers, web pages and other collateral need to be reviewed and approved by our council’s Marketing and Communications Team. Simply follow our logo usage process:

1. Develop a mock-up of the piece for approval.
2. Fill out the [One-Time Logo Usage Agreement](#).
3. Upon approval, you’ll receive the high resolution version of the requested logo(s) and can finalize, print, and distribute the approved item. All use of our logos need approval.

For additional resources regarding brand guidelines, utilize the attached Partner Editorial Style Sheet, and visit our Branding and Marketing Guidelines resources web page: girlscoutsaz.org/marketing-guidelines.

Publicity

We're happy when our partners contact media, but by coordinating, we can ensure we avoid causing confusion for our media friends or duplicating efforts.

- » GSUSA handles all national media outreach – do not conduct media relations at this level without going through our council's Marketing and Communications Team.
- » GSACPC staff reaches out to all major regional TV, Print/Web and radio outlets consistently throughout the year. Please route press releases and story ideas that will represent Girl Scouts through our marketing team first.

Photo Waivers

If you want to take photos of Girl Scouts at your programs, you need to collect signed waivers for girl participants. The waiver should state its intended purpose and give parents the option to opt-out. If a girl opts-out, we recommend giving them a colored wrist band or another identifier to help photographers avoid taking the girl's photo.

Confirmation Letters

Confirmation letters help Girl Scout Leaders and parents prepare for an upcoming event, and should include the following information:

- » Name of event, time, and date
 - » Location
 - » Check-in, open and close times
 - » Event end time
 - » What to expect for the day
 - » Bring copies of health/permission forms
 - » What else to bring
 - » Any other special considerations
 - » Day of contact information
- » *Disclaimer:* Girl Scouts–Arizona Cactus Pine Council and (Your Company Name) will not be responsible for any lost, stolen, or damaged items including – mp3 plays, cell phones, tablets/ E-readers, or any other electronic devices.

We ask all Program Partners to send confirmations letters to all event participants. Confirmation letters will need to be sent to participants 1-2 weeks before the event. Some events may require more preparation, and letters may need to be sent with more than a two weeks' notice.

For all events, we may ask to review a confirmation letter before it is sent out to participants. Please be sure to include GSACPC on all confirmation letters sent out by a cc'ing your Council Liaison and our Customer care team at reghelp@girlscoutsaz.org.

Fun Patches

A fun patch is a great way for a Girl Scout to remember her experience at your event! Patches can be sold separately or included in the cost of your program. There are no special requirements for a girl to receive a patch.

Preferred Patch Vendors – These are licensed partners of GSACPC:

- » Advantage Emblem
- » C.C. Creations
- » Patch Connection

Tips for Creating a Fun Patch

1. Use of your logo is okay.
2. Include the name of the event.
3. Include Girl Scouts-Arizona Cactus-Pine Council or GSACPC on the patch.
4. Be creative!

Program Fliers

You may use program flyers to promote your event to Girl Scouts outside of our online resources. Before sharing your flier with our membership, it will need to be approved by our Marketing and Communications Team, and you must submit a signed [Logo Usage Agreement](#). Please send all fliers for approval to marcom@girlscoutsaz.org and make sure to cc your Council Liaison. Flyer approvals take 5-10 business days. Consider the following tips when creating a flyer for Girl Scouts:

1. All fliers must show our name/logo Girl Scouts–Arizona Cactus-Pine Council, Inc.
2. Have the program partner’s name on the flyer
3. Specify who can attend: grades, family, bring-a-friend, etc.
4. Name of the event and the planned activities
5. Location of the event: name of place, address and cross streets, or map
6. Date of the event including start and end time
7. Registration deadline
8. Minimum and maximum people required to hold the event and meet site capacity
9. How to make payment, who the check is made out to, where to send the check, etc.
10. What participants need to bring and/or what to wear
11. Limitations (e.g., Are tag-alongs allowed? Is a smoking area available?)
12. Contact person name and telephone number
13. Include “Financial Assistance Available”

Social Media

Social media is one of the best ways to reach your audience. We encourage you to utilize your organization’s social media outlets to highlight and promote our partnership.

- » To ensure we are engaged, always tag @GSACPC in your posts and consider using one of our common hash tag threads like #GirlScoutsAZ.

We often promote partner programs in our social media channels. Please remember to always engage with posts that are about you – like, comment, and share/retweet when we post about your company/organization and/or our partnership.

Note: Our GSACPC Leader and Independent Girl Members groups are non-commercial, closed groups. Please don’t post any information about your event or business in those spaces.

Additional Considerations

Our council does not allow promotion of direct sales or product demonstration parties to its membership. Troops may not participate in these as money-earning projects. Program Partner offerings may not take place in a private home. All partnership approvals are only for the submitting organization – co-branding and third-party participants in Girl Scout programs are not allowed.

Girl Scout Dates To Know

- » Girl Scout Membership Year: October 1 – September 30.
- » Annual Cookie Program from late January to Early March. During this time, Girl Scouts are primarily focused on the Cookie Program and may be less likely to attend outside programs.

About Girl Scouts

The 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.

The 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.

About GSACPC

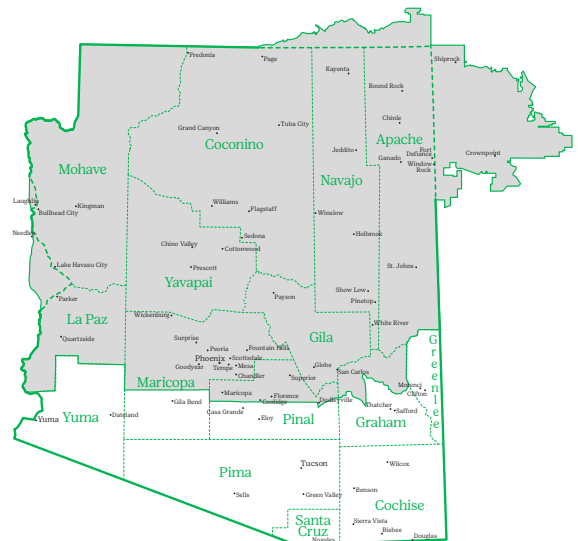
While our jurisdiction covers central and northern Arizona and the entire Navajo Nation, 85% of our members reside in the Phoenix metropolitan area.

We serve girls in every economic class, including girls in foster care and girls whose parents are incarcerated. We serve 18 distinct Native American populations, both on reservations and in urban centers.

Girl Scout Levels

By offering a program to targeted grade levels, our council models its commitment to progression in Girl Scout programs. Grade levels are broken down into the following Girl Scout grade levels:

- » Girl Scout Daisy - Grades K-1
- » Girl Scout Brownie - Grades 2-3
- » Girl Scout Junior - Grades 4-5
- » Girl Scout Cadette - Grades 6-8
- » Girl Scout Senior - Grades 9-10
- » Girl Scout Ambassador - Grades 11-12



Girl Scout Leadership Experience (GSLE)

At Girl Scouts, we see our mission in action every single day. We witness girls taking on new challenges and learn by “doing” in an atmosphere of collaboration rather than competition. Girl Scouts learn who they are, what they stand for, and how they can positively impact their communities.

The Girl Scout program gives girls age-specific knowledge, skills, and values as they discover themselves and their values, connect with others, and take action to make our world a better place.

Five Leadership Outcomes

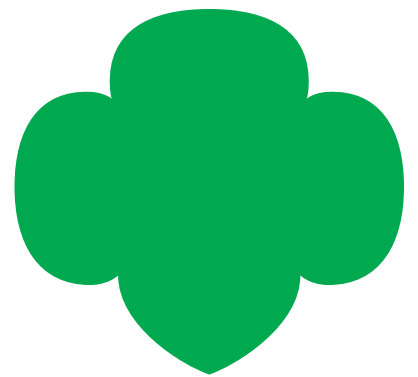
1. Strong sense of self: Girls have confidence in themselves and their abilities and form positive identities.
2. Positive values: Girls act ethically, honestly, and responsibly, and show concern for others.
3. Challenge seeking: Girls take appropriate risks, try things even if they might fail, and learn from mistakes.
4. Healthy relationships: Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.
5. Community problems solving: Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.

Focus Areas

To ensure girls gain the understanding and skills they will need in the future, we have identified four key focus for developing programming.

1. Science, Technology Engineering and Math (STEM): Inspiring girls to pursue their interests in the science, technology, engineering, and math fields.
2. Entrepreneurship: Developing practical money-management skills so girls can ultimately take control of their financial futures.
3. Life Skills: Encouraging girls to keep their bodies healthy, their minds engaged, and their spirits alive.
4. Outdoor/Environmental: Helping girls to see the earth as their home and embrace environmental conservation and responsibility.

GSACPC reserves the right to edit and revise this document at any time.



Appendix:
Brand Guideline
Resources

Graphic Guidelines & One-Time Logo Usage Agreement

Persons using brand elements agree to abide by the rules and guidelines outlined in this agreement. Troops and Service Units may use the Girl Scouts–Arizona Cactus-Pine Council service mark for printed or electronic promotional materials such as a flyer or poster, on a case-by-case basis. Generally, the service mark is reserved for official council communications and materials. The service mark or G.I.R.L. logos may not be used for branded merchandise that is not created by Girl Scouts, such as T-shirts, mugs, pens etc. The words Girl Scouts–Arizona Cactus-Pine Council, GSACPC or other words associated with Girl Scouts like Brownie, Cadette, Scout, GS, etc., may be used on these items instead. Girl Scouts–Arizona Cactus-Pine Council reserves the right to seek legal action for improper use of its name, service mark, other logos and images.

Acceptance Of This Agreement Is Subject To The Following:

- » This Agreement is applicable to the United States only. Any use of the Girl Scout Servicemark outside the United States is strictly prohibited. The Girl Scout Servicemark or the name “Girl Scouts” or “Girl Scouts of the USA” may not be used for any commercial purpose without prior written approval by the Trademark and Licensing Unit.
- » You may not use the Girl Scout Servicemark, logos, iconography or the name “Girl Scouts,” “Girl Scouts of the USA” or “Girl Scouts–Arizona Cactus-Pine Council” in any manner that may possibly disparage, bring into disrepute, or derogate Girl Scouts of the USA, its members, or councils in connection with any products or services that, in Girl Scouts of the USA’s sole and absolute discretion, may possibly diminish or damage the goodwill of the Girl Scout name or including without limitation uses that could be deemed to be obscene, pornographic, sexual, violent, or to encourage unlawful activities.
- » You may not alter the appearance of the Girl Scout Servicemark or logos. The Girl Scout Servicemark must stand by itself so as to avoid unintended associations with any other objects, including, without limitation, type, photographs, illustrations, borders, and edges.
- » The logo cannot be shaded or screened. The margin and/or clearance space around the service mark is the same as the height of the “g” in the service mark itself. It should never be placed over a complicated pattern or photograph.
- » You may not use the service mark or logos as a feature or design element or incorporate it into any other service mark/logo. You may never use the symbol without the logotype “Girl Scouts.”
- » You may not use the Girl Scout Servicemark, logo, iconography, or the name “Girl Scouts,” “Girl Scouts of the USA” or “Girl Scouts–Arizona Cactus-Pine Council” in any manner that implies sponsorship or endorsement. Co-branded materials are not allowed unless explicitly authorized by our council.

Girl Scouts Graphic Guidelines

Council Servicemark and Acronym Clear Space

Servicemarks

It is imperative that we protect the integrity of our servicemark, which means never crowding it or jamming it in a corner.

A minimum clear space of two Trefoils is required between a council servicemark and any other element on a page.

The clear space for the council servicemark is different than the clear space for the primary servicemark because the council servicemark is generally used at a smaller scale.

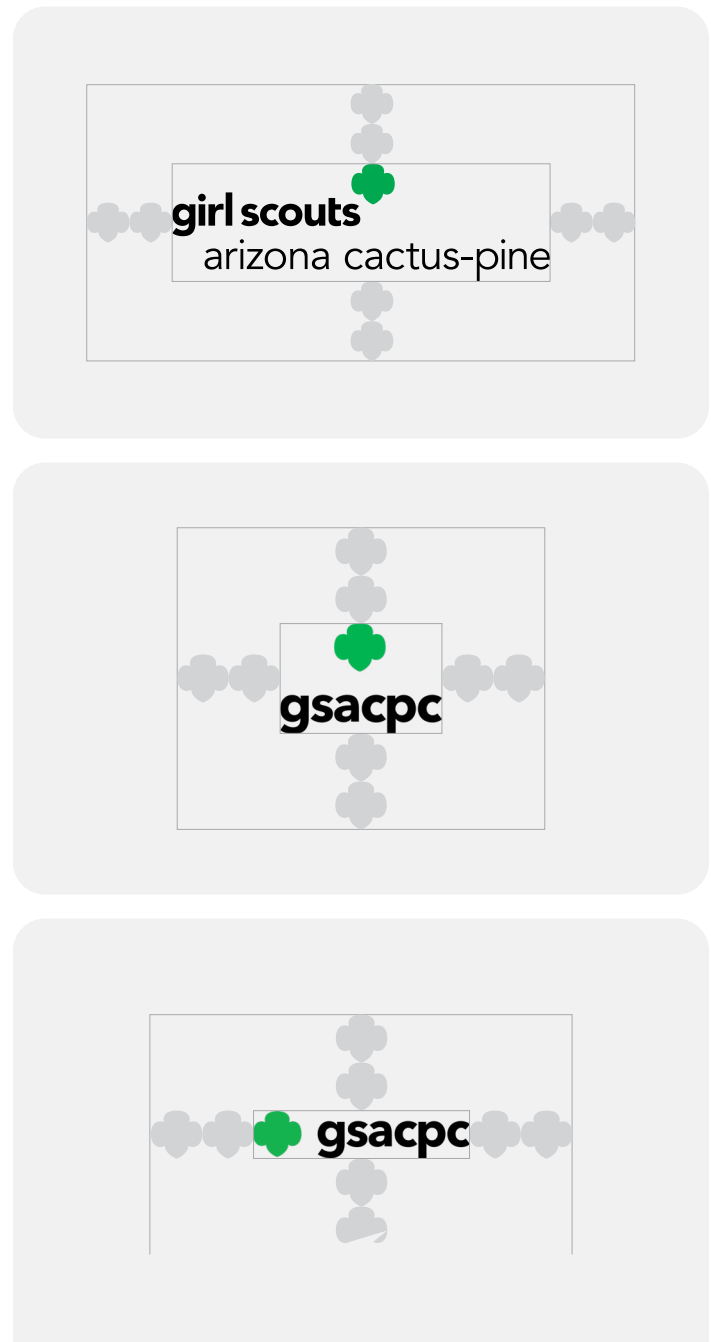
Note that this rule defines the space between two elements on a page, not the space to the edge of the page. Reference the Layout section to determine margins.

When centering the council servicemarks, which extend beyond the word “girl scouts,” the full width of the lockup should be used to determine the center.

Acronyms

A minimum clear space of two Trefoils is required between a council acronym and any other element on a page.

Note that this rule defines the space between two elements on a page, not the space to the edge of the page. To determine margins, reference the Layout section.



Council Servicemark and Acronym Minimum Size

Council servicemarks vary in length and height, and for this reason their rules are different than those of the primary servicemark.

The minimum size for council servicemarks is defined by the height of “girl scouts” plus the Trefoil and should never be under 36px digitally or 0.375 inches in print. This applies to servicemarks of any length—one, two, or three lines.

The smallest size for the council servicemark is determined by the height of the Trefoil should never be smaller than 50px digitally or 0.25 inches in print.



Note that the minimum size does not account for product and packaging scenarios.



Council Servicemark and Acronym Color

Council servicemarks and acronyms should be used in our signature two-color lockup: black and green. Text can be used in white when legibility is compromised.

When a single color is required, the council servicemarks and acronyms can be shown in all black or all white.

Please see the Color section to reference the values used for Girl Scout Green.

Note: Product and licensing have specific guidelines that should be referenced.



Color Palette

Girl Scout Green

Green is one of our greatest equities. It should be used prominently in external communications, especially for the Trefoil. Two new shades of green support Girl Scout Green, adding variety, depth, and richness. Always consider the role of green when creating both internal and external communications. Also think about communications for both low awareness and high awareness environments.

Star Green RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	Girl Scouts Green RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	Forest Green RGB 0/86/64 Hex #005640 CMYK 95/35/80/40 Pantone 7729 TCX 19-6027
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Full Color Palette

This set of colors offers a broad range of options to achieve various moods and tones when designing for different audiences. The palette includes highest awards colors, grade level colors, and cookie colors—but these colors are not reserved exclusively for those uses.

Cloud RGB 217/217/217 Hex #d9d9d9 CMYK 0/0/0/20 Pantone Cool Gray 1 TCX 12-4300	Star Green RGB 213/242/103 Hex #d5f267 CMYK 15/0/70/0 Pantone 2296 TCX 13-0645	Sky RGB 160/222/241 Hex #a0def1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Lilac RGB 204/179/250 Hex #ccb3fa CMYK 20/30/0/0 Pantone 2635 TCX 14-3612	Bubblegum RGB 247/171/214 Hex #7abd6 CMYK 0/35/0/0 Pantone 230 TCX 15-2213	Peach RGB 255/185/157 Hex #fcb89d CMYK 0/30/30/0 Pantone 162 TCX 13-1022	Khaki RGB 213/202/159 Hex #d5ca9f CMYK 20/15/40/0 Pantone 4545 TCX 14-0925	Sunshine RGB 255/244/65 Hex #fff441 CMYK 0/5/80/0 Pantone 101 TCX 12-0642
Stone RGB 168/168/168 Hex #a8a8a8 CMYK 0/0/0/40 Pantone Cool Gray 6 TCX 14-5002	Girl Scouts Green RGB 0/180/81 Hex #00b451 CMYK 95/0/100/0 Pantone 354 TCX 16-6340	River RGB 20/150/212 Hex #1496d4 CMYK 90/15/0/0 Pantone 2192 TCX 17-4435	Violet RGB 158/95/214 Hex #9e5f16 CMYK 40/60/0/0 Pantone 2083 TCX 7-3628	Fuchsia RGB 253/50/158 Hex #d1329e CMYK 0/80/0/0 Pantone 232 TCX 17-2627	Poppy RGB 238/49/36 Hex #ee3124 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	Flame RGB 255/120/24 Hex #f77818 CMYK 0/70/100/0 Pantone 1585 TCX 16-1454	Gold RGB 247/190/0 Hex #7be00 CMYK 0/30/100/0 Pantone 7408 TCX 13-0759
Black RGB 0/0/0 Hex #000000 CMYK 0/0/0/100 Pantone Black TCX 19-0840	Forest Green RGB 0/86/64 Hex #005640 CMYK 95/35/80/40 Pantone 7729 TCX 19-6027	Ocean RGB 0/73/135 Hex #004987 CMYK 100/50/0/30 Pantone 2186 TCX 19-4049	Deep Purple RGB 92/31/139 Hex #5c1f8b CMYK 80/100/0/0 Pantone 3583 TCX 19-3638	Plum RGB 175/0/97 Hex #af0061 CMYK 5/100/0/25 Pantone 227 TCX 19-2434	Cherry RGB 156/0/0 Hex #9e0000 CMYK 0/100/85/40 Pantone 7622 TCX 18-1552	Brown RGB 118/58/22 Hex #763a16 CMYK 5/75/95/60 Pantone 168 TCX 18-1541	Desert RGB 192/102/22 Hex #a86b1d CMYK 0/60/100/25 Pantone 146 TCX 18-1160

Trefoil

The Trefoil is the simplest and most potent expression of our brand. It can be used when communicating with both internal and external audiences.

It may be used alone for communications where the Girl Scout brand has already been established through prominent copy or other clear context. Otherwise, it should be used in combination with the Movement or council servicemarks.

Note: Affiliation gear is a great way to build brand equity in the Trefoil as a stand-alone symbol. In these cases, the wearer serves as the context, becoming a natural ambassador for the brand. Gear can include shirts, hoodies, bags, hats, pins, etc.



Trefoil Clear Space

Clear space defines the distance that should be allowed between the Trefoil and any other graphic element on a surface.

When using the Trefoil at a small scale, use the clear space rule outlined in the first example.

When the Trefoil is used at a large scale, it should adhere to the margin and gutter standards outlined in the Layout section of the Brand Standards rather than the clear space rule.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.

These examples illustrate the difference between using the Trefoil at a large versus a small scale and its clear space.

Trefoil Minimum Size

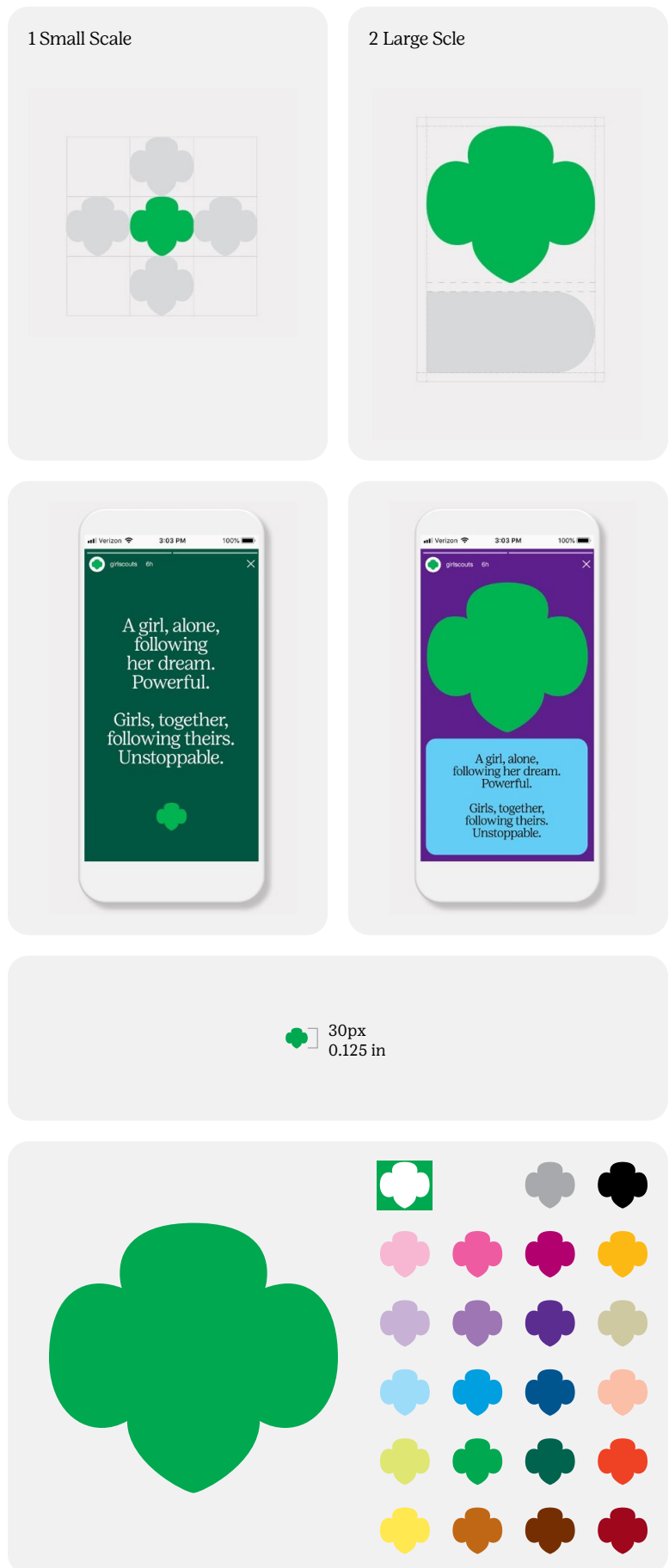
To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

Trefoil Color

Green is our signature color and has been a brand equity since we introduced it in our uniforms in the 1940s, and it became associated with our brand over time. We should leverage this color strategically.

As our official brand color, Girl Scout Green should be used for the Trefoil in formal settings. It should also be used for audiences who are unfamiliar with our brand. Using a consistent color will help to build familiarity and brand recognition.

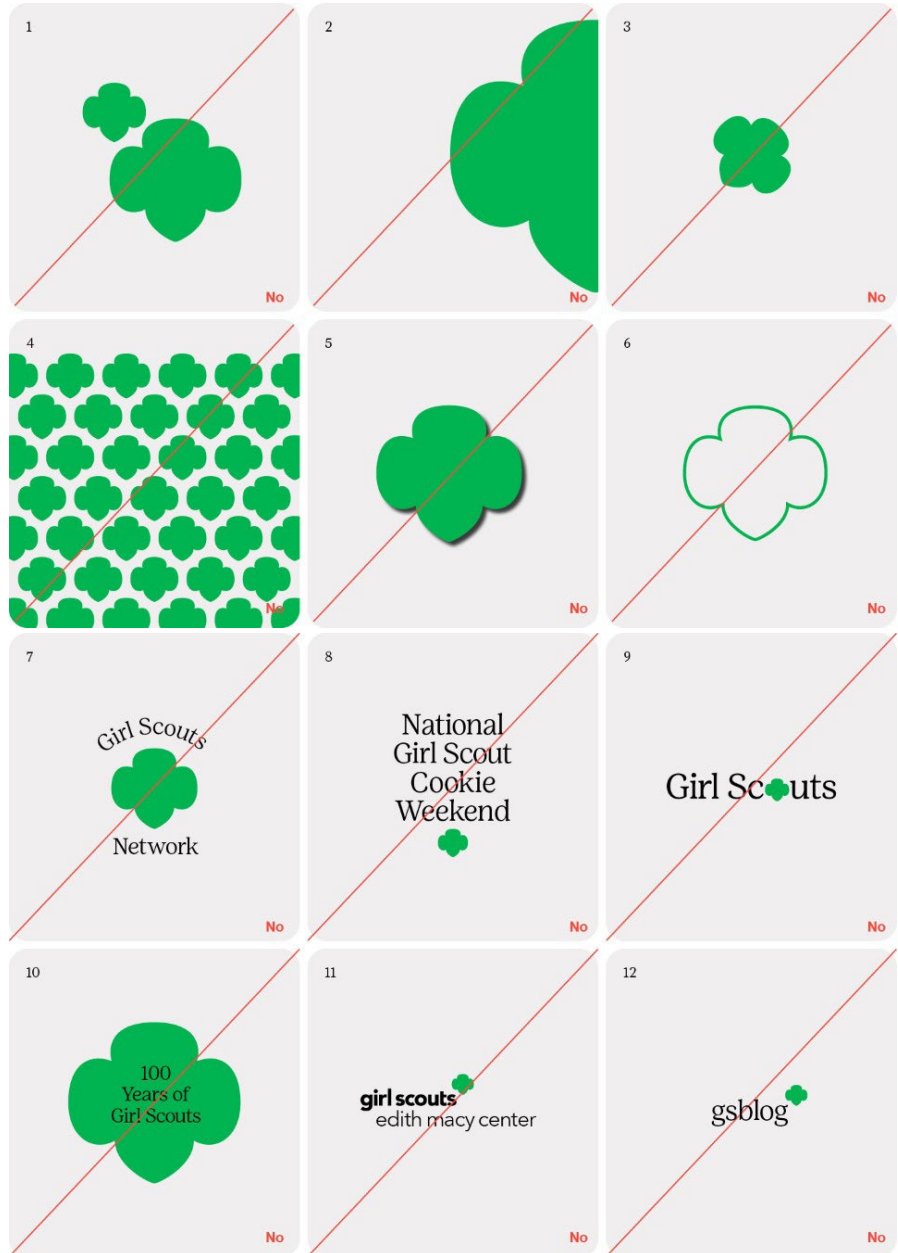
However, in order to allow for more flexibility within the design system, the Trefoil can also be used as a supporting element using colors from the official palette. This should be reserved for environments where the audience is already familiar with the brand.



Trefoil Don'ts

In order to maintain the power and integrity of the Trefoil, never do the following things:

1. Never use more than one Trefoil in the same application.
2. Never crop it.
3. Never rotate it.
4. Never use it as a pattern (exceptions apply for products and packaging).
5. Never add effects to it.
6. Never outline it.
7. Never wrap text around it or lockup text close to it.
8. Never place it closer to text than the clear space allows.
9. Never use it to replace a typographic character.
10. Note: One Trefoil can be use per surface area. For example, a spread in a booklet or workbook can feature a Trefoil on each page.
11. Never place any text inside of it, including page numbers.
12. Never place the Trefoil next to text.



Cobranding

Partner and Sponsor Cobranding

The Movement servicemark should be used when creating partnership lockups.

While there is no single rule defining the scale relationship of our servicemark to all partner logos, the following examples of various proportions serve as a guide.

The distance between our logo and the partner logo should be one Trefoil, vertically or horizontally. The scale of the logos should achieve an optical balance, not an exact measurement.

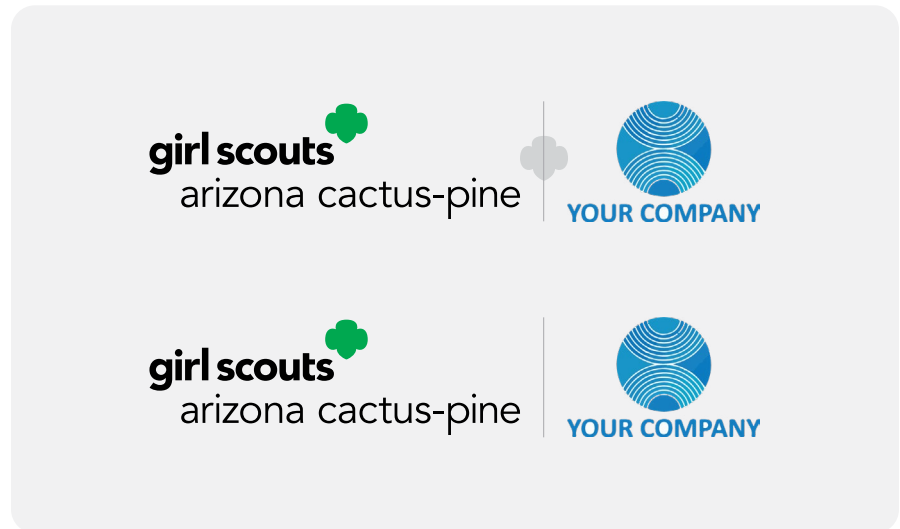
The two logos should always be vertically or horizontally centered depending on the orientation.

Use a thin gray line to separate our logo from the partner logo.

If there is prominent placement of the Girl Scout brand name where the partnership lockup appears, the Trefoil alone can be used in place of the servicemark.

Note: These parameters apply to partners and sponsors but are not intended for product and licensing.

Here is a range of examples to show how partnership servicemarks should appear.



GIRL SCOUT FONTS

Girl Scouts has a suite of bespoke fonts designed to meet the needs of our brand. Arial is the approved alternate font for materials developed outside of the organization.

GIRL SCOUTS AS TEXT

Please note the following regarding the use of the Girl Scout name:

- » The words “Scout,” “Scouts,” and “Scouting” must never appear without the modifier “Girl.” We are Girl Scouts. We do Girl Scouting.
- » “Girl Scouts of America” should never be substituted for “Girl Scouts of the USA.”
- » “Girl Scouts” is a singular proper noun when referring to the organization, Girl Scouting, etc. It should never be preceded by the definite article “the.” We are Girl Scouts, not “The” Girl Scouts. Therefore, in Spanish, it should never be preceded by the article “las.”

QUESTIONS? Email marcom@girlscoutsaz.org or call 602.452.7000



One-Time Logo Usage Agreement

With this agreement, _____ (ORGANIZATION/SERVICE UNIT/LEADER) applies for **one-time use** of the Girl Scout SERVICEMARK G.I.R.L. logo as a result of a partnership or collaboration with Girl Scouts–Arizona Cactus-Pine Council (COUNCIL). This Logo Use Agreement is made and entered as of the date last set between the Council and Organization.

A. Requester Information

ORGANIZATION / SERVICE UNIT / LEADER:		
CONTACT NAME:	TITLE:	
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	FAX:	
EMAIL:	WEBSITE:	
DESCRIBE THE ONE-TIME LOGO USE REQUEST (PLEASE PROVIDE INCLUSIVE DATES):		

B. Term of this Girl Scout Logo Use Agreement

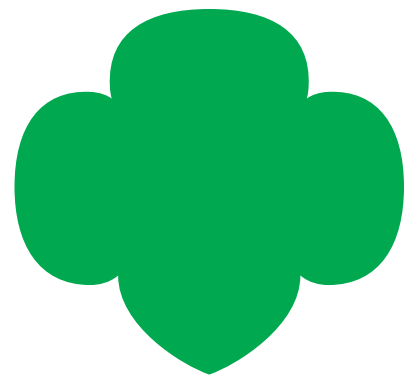
Organization understands and acknowledges the Brand Graphic Guidelines and that this Logo Use Agreement shall remain in existence and be effective for a one-time use. In the event the Logo Use Agreement expires or is terminated, or the partnership or collaboration is dissolved, Organization’s rights to use the Girl Scout logo(s) shall automatically expire without the requirement of any prior notice to the Organization.

C. Commitment Information and Agreement

Organization will adhere and agree to abide by the Girl Scout Graphic Guidelines. The Girl Scout logo(s) are registered trademarks. They may never be redrawn, re-proportioned, distorted, altered or manipulated in any way. Organization will terminate using the Girl Scout logo after this one-time use and agrees to abide by the terms of this Agreement.

SIGNATURE OF AUTHORIZED ORGANIZATION REPRESENTATIVE:	
PRINTED NAME:	TITLE:
DATE:	

Email a signed copy of this form along with a document proof to marcom@girlscoutsaz.org. Call 602.452.7000 or email marcom@girlscoutsaz.org with any questions.



Girl Scout Partner:
Editorial Style
Sheet

Editorial Guidelines

Who We Are

Please adhere to the following conventions when writing about Girl Scouts to remain consistent and accurate with our branding and how we talk about ourselves. We appreciate your collaboration—thank you for keeping our voice strong!

- » Use “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils).
 - NOT Girl Scouts of America, GSA, Scouts, the Girl Scouts, Girl Scouts of Arizona (there are two councils in our state).
- » Do not use *Scouts* or *Scouting* alone – ensure all references to the organization and program titles use our full unique name, Girl Scouts or Girl Scouting.
- » Girl Scout council; council (only cap “council” as part of proper noun—e.g., Girl Scouts–Arizona Cactus-Pine Council).
- » Before shortening our Council’s name to GSACPC, use the full name the first time it is mentioned with the acronym in parentheses—*Girl Scouts–Arizona Cactus-Pine Council (GSACPC)*.
- » Also note the proper location and use of the en dash and regular dash within our name: *Girl Scouts–Arizona Cactus-Pine Council*.
- » Use “s” to give us ownership: Girl Scouts’ history.
- » Accurate to refer to Girl Scouts as the largest girl leadership (or girl leadership development) organization in the world.
- » Girl Scout troop; troop (but: Pippa is in Troop 3484)
- » Girl Scout member
 - Girl Scouts (girl members; note that our organization and our girl members share a name)
 - Girl Scout volunteer
 - Girl Scout parent; Girl Scout caregiver
 - lifetime member
- » Girl Scout alum(s): preferred term for a girl who was a Girl Scout for any length of time or at any level in her youth
 - not Girl Scout alumna(e)
- » Social media accounts:
 - Facebook: [/GSACPC](#)
 - Twitter: [@GSACPC](#)
 - Instagram: [@GSACPC](#)
 - LinkedIn: [Girl Scouts–Arizona Cactus-Pine Council](#)
 - Pinterest: [GSACPC](#)
 - TikTok: [GSACPC](#)
- » *Note:* Although Girl Scouts is our name, “Girl Scouting” (never “Scouting”) should be used to refer to the experience that Girl Scouts provides its members with. So: Through Girl Scouting, girls develop leadership skills to last a lifetime.



Editorial Guidelines

What We're About

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

» “About Us” boilerplate:

We're the best girl leadership experience in the world. It began over 100 years ago with one woman, Juliette

Gordon “Daisy” Low, who believed in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. Today, we continue her vision through the Girl Scout Leadership Experience which helps girls uncover and develop their potential through activities in science and technology, business and economic literacy, and outdoor and environmental awareness, to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in the world. And with hands-on, girl-led, cooperative learning, every G.I.R.L. has a chance to do something amazing.

About Girl Scouts–Arizona Cactus-Pine Council (GSACPC)

In partnership with adult volunteers, GSACPC serves girls grades K-12 in more than 90 communities across central and northern Arizona. Since 1936, GSACPC has helped girls develop leadership skills and tools for success in a rapidly changing environment. We know that given the opportunity, every girl can become a leader, act confidently on her values, and connect with her

community. Girl Scouts grow courageous and strong through girl-driven programs, ranging from summer camp to troop activities and product sales. For more information, visit www.girlscoutsaz.org, like us on [Facebook](#) or follow us on [Instagram](#).

GIRL SCOUT GRADE LEVELS

- » Girl Scout Daisies: grades K-1
- » Girl Scout Brownies: grades 2-3
- » Girl Scout Juniors: grades 4-5
- » Girl Scout Cadettes: grades 6-8
- » Girl Scout Seniors: grades 9-10
- » Girl Scout Ambassadors: grades 11-12

Editorial Guidelines

Cookies

Girl Scout Cookie(s)

- » Girl Scout Cookie Program; cookie program

“the largest girl-led entrepreneurial program in the world,” not “the largest girl-led business in the world”; avoid referring to the cookie program as a business altogether

- » Girl Scout Cookie Season

- » Digital Cookie®

- » Cookies are associated with different bakeries, depending on the council—Little Brownie Bakers (LBB) or ABC Bakers (ABC), or both:

- Girl Scout S’mores® (both, but the cookies are different)
- Thin Mints® (both)
- Caramel deLites® (ABC); Samoas® (LBB)
- Peanut Butter Patties® (ABC); Tagalongs® (LBB)
- Shortbread (ABC); Trefoils® (LBB)
- Do-si-dos® (LBB); Peanut Butter Sandwich (ABC)
- Lemonades™ (ABC)
- Savannah Smiles® (LBB)
- Thanks-A-Lot® (ABC)
- Toffee-tastic® (LBB)
- Trios (ABC)

- » Tip: GSACPC uses Little Brownie Bakers.

- » Tip: As appropriate, emphasize the five skills girls learn through the Girl Scout Cookie Program—goal setting, decision making, money management, people skills, and business ethics.

Editorial Guidelines

Other Common Terms & Phrases

- » badge (no cap: Philanthropist badge, Financial Literacy badges; [read more](#))
- » patch (no cap: Fun patch)
- » petal (no cap: Tula petal; [read more](#))
- » Girl Scout Leadership Journey; Leadership Journey; Journey (e.g., Think Like an Engineer Journey, STEM Journeys; [read more](#))
- » G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™]
- » Volunteer Toolkit ([read more](#))
- » Take Action project
- » girl-led, learning by doing, cooperative learning (components of the leadership experience girls receive at Girl Scouts)
- » nonprofit
- » nonpartisan
- » female leaders
 - not women leaders
 - not females
- » Tip: Use synonyms for “partner” to add variety to copy (e.g., collaborate, team up, work with, joining forces, etc.).

Editorial Guidelines

What to Avoid

- » Overuse of nonspecific words like fun, cool, amazing, and awesome; instead, make your point by describing what is fun/cool/awesome (e.g., At Girl Scouts, girls set the tone—shaping their own action-packed, growth-promoting leadership experiences at every turn).
- » References to the vague and clichéd “girl power.”
- » Language in the vein of “Girl Scouts empowers girls” (instead: Girl Scouts prepares girls to empower themselves).
- » Including facts or statistics without sources; confirm the statement is true and then cite the source (e.g., “According to the Girl Scout Research Institute study [Generation STEM](#), 57 percent of girls say they would have to work harder than a man to be taken seriously in a STEM field”).
- » Speaking on behalf of GSUSA, GSACPC, or a Girl Scout member (in their Girl Scout capacity) to endorse companies or products (e.g., do not say, “We and Girl Scouts encourage you to come to our stores/buy X product”).
- » Qualifying a partnership (e.g., as “first-ever” or “national”) before confirming the claims; check with our council’s Marketing and Communications Team before using such a phrase.