

Girl Scouts of Kentuckiana Style Sheet

To keep our messages consistent, we have to be sure our words have the same meaning. This style sheet explains the proper usage of popular Girl Scout words, phrases, and logos for use in written, verbal, and graphic communication.

Incorrect

Correct

scout

Girl Scout

scouting

Girl Scouting

The Girl Scouts of Kentuckiana

Girl Scouts of Kentuckiana (if referring to the organization as a whole)

Council

council

Area

area

Daisy

Daisy Girl Scout

Brownie

Brownie Girl Scout (Often you hear, "I was a Brownie, but I was never a Girl Scout." Obviously, the response is "Brownies are Girl Scouts.")

Junior

Junior Girl Scout

Leader

leader

programs

program (The Girl Scout Program is for all girls and covers all the projects and activities. Always use in the singular. There is only one Girl Scout Program.)

WAGGGS pin

World Pin

Gold Award

Girl Scout Gold Award

Silver Award

Girl Scout Silver Award

Bronze Award

Girl Scout Bronze Award

Troops

troops

older girl

11-12 years - preteen, 13-15 years - teen, or 16-18 years - young woman

Incorrect

minority girls

Hispanic or Latina

non-white

lifestyle

handicapped/disabled girls

Service Center

Chief Executive Officer

Service Unit Manager

Day Camp Director

Board of Directors or Board

Chairperson/Chairman/Chairwoman

G.S.U.S.A.

Girl Scout of the U.S.A.

Web site

men and women

Correct

African American, of African heritage, people of color, Hispanic/Latino, American Indian, Asian-American, etc., or girls from diverse racial/ethnic populations/groups.

Hispanic/Latina is preferred over using just Hispanic or just Latina

Avoid this term

Do not use in connection with sexual orientation. A “lifestyle” is a choice (like *Lifestyles of the Rich and Famous*). One’s sexual orientation is most often not a choice, nor does it define one’s style of living.

girls with disabilities

service center (in text body) or program department

chief executive officer (use lower case for all position titles in text body); for example: “Fran Fach, chief executive officer, was...” However, use Chief Executive Officer (use capitals for all position titles used directly before an individual’s name) For example: “Chief Executive Officer Fran Fach was...”

service unit manager—see above

day camp director—see above

board of directors or board (in text body, all volunteer position titles)

chair

GSUSA

Girl Scouts of the USA

website

women and men

Incorrect



Correct



Girl Scouts®

The trefoil part of the logo (or the "heads") cannot be used without the words "Girl Scouts" and the service mark. The complete logo includes all of these and should never be separated.



Girl Scouts®

The logo can be scaled as a whole to any size needed. However, this has to affect the entire logo, including the words "Girl Scouts." Part of the logo cannot be scaled to a different size separately. For example, one cannot make the words "Girl Scouts" larger separately from the trefoil part of the logo.



Girl Scouts®



Girl Scouts®

Girl Scouts®

The logo cannot be stretched or distorted. It must remain in the same height:width ratio.



Girl Scouts®

Girl Scouts®

The logo can be used in any solid color, but it should not appear as any kind of pattern or have any shadows applied to it. For example, you could not have a rainbow-colored logo or a speckled logo.



The logo must clearly stand out from the background. It should not be used on a patterned background or one with a complicated design.

More logo tips:

When using the Girl Scout logo near another logo, the Girl Scout logo should be at least as large as the other logo. The logos should be placed side by side and not one above the other.

There should be at least 1/3 of the height of the trefoil as airspace around all sides of the logo. It is better to make the logo a little smaller instead of crowding it.

As of May 2006, the statement “Courage, Confidence, and Character” is not a part of the logo since it is not the official GSUSA tag line. “Courage, Confidence, and Character” is a part of the mission statement.

If you have any questions, please contact the development and marketing department.

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