

Visual Development Guide

Girl Scouts of America



**Girl Scouts
of America**

Contents

- 1 Round One**
Introduction, Rebrand, Key Phrases and Round 1 logo sketches.
- 2 Round Two**
Round 2 and 2.5 logo sketches and sketch refinements.
- 3 Round Three**
Round 3 logo sketches and sketch refinements.
- 4 Visual Study**
Visual Research on brand standard guides and look-alike logos.

Who Are We?

Girl Scouts

Introduction

The Girls Scouts of America organizes girls from kindergarten to twelfth grade to become confident and strong leaders. Through challenging and fun activities they receive badges that encourage them to grow and learn.

Girl Scouts Rebranded

The reimagined Girl Scouts of America shifts from a traditional, wholesome activity-based program into an opportunity for young girls to build real-world skills and prepare for a future where they don't just belong, but take the lead. With modernized initiatives a new wave of relevance will bring the Girl Scouts more participation and more opportunities to the girls in the Scouts.



New Mission Statement

The Girl Scouts of America provide meaningful experiences for young girls by empowering and mentoring them so they can lead and strengthen their communities and the world.



Brand Attributes

5 Words Girl Scouts Hopes to Own

Future-focused, Skill-building,
Empowering, Innovated, Leadership

5 Positive Words

Character-building, Wholesome, Safe,
Educational, Community-focused

5 Neutral Words

Structured, Extracurricular, Volunteer-based,
Generic, Child-centered

5 Negative Words

Outdated, Performative, Transactional,
Stereotypical, Gender Normative

Key Phrases

Key words and phrases that represent the mission of the rebranded Girl Scouts include empowerment, changemakers, and future-focused thinking. Empowerment reflects our goal of encouraging girls to speak and think for themselves, while feeling safe and confident in doing so. The founder of the Girl Scouts, Juliette Gordon Low, said, “True empowerment lies in empowering others.” Changemakers recognizes and promotes girls who are leading the way in the world and striving to improve their communities, as reflected in Juliette Gordon Low’s words, “The work of today is the history of tomorrow, and we are its makers.” Future-focused represents our commitment to preparing girls for a future in which they will not only participate but lead, whether in their education, careers, or other life goals. As Juliette Gordon Low said, “It’s not about where you come from; it’s about where you’re going.”

Empowerment

Supporting girls in owning their voice

Changemakers

Inspiring action that creates impact

Future-focused

Preparing girls for tomorrow’s opportunities



1 Round One

300 rough logo sketches for the re-branded mission of the Girl Scouts
100 for each keyword, and 10 refined sketches that showed the most promise from the 300 rough sketches.

Round 1 Logo Drafts



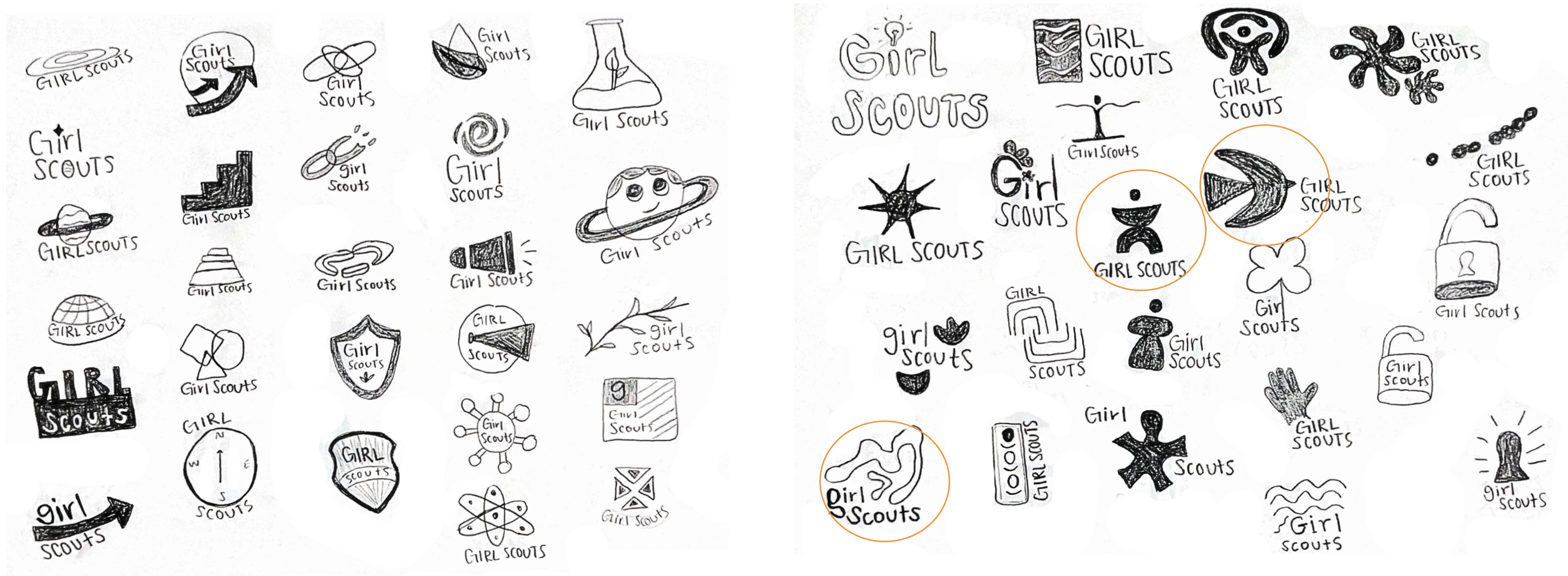
I explored 300 different logo options. I circled options that I saw potential in that I would revisit. This is where I first roughly sketched a crown, butterfly, and amplified voice/sparks.

Round 1 Logo Drafts



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Round 1 Logo Drafts

Refined Sketches

Empowerment -

Supporting girls in owning their voice



Round 1 Logo Drafts

Refined Sketches

Future-focused -

Preparing girls for tomorrow's opportunities





2 Round Two

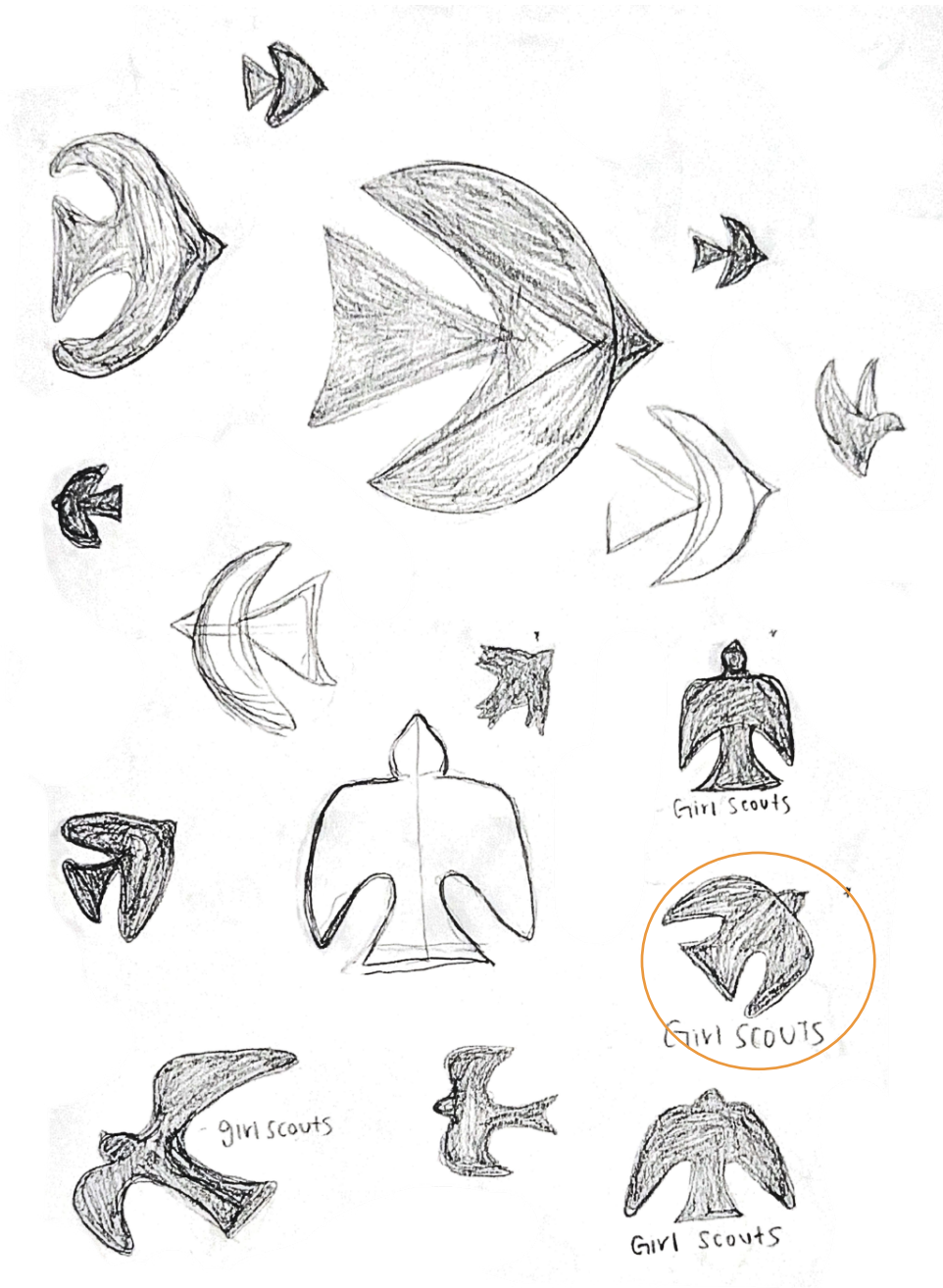
Round two consists of more rough drafts and refined versions of logos for the Girl Scouts.



Round 2 Rough Drafts

The following rough sketches show variations of logo ideas for 'Future Focused.' Each concept explores themes such as moving toward the future, bringing people together, and representing a bright and promising path ahead.

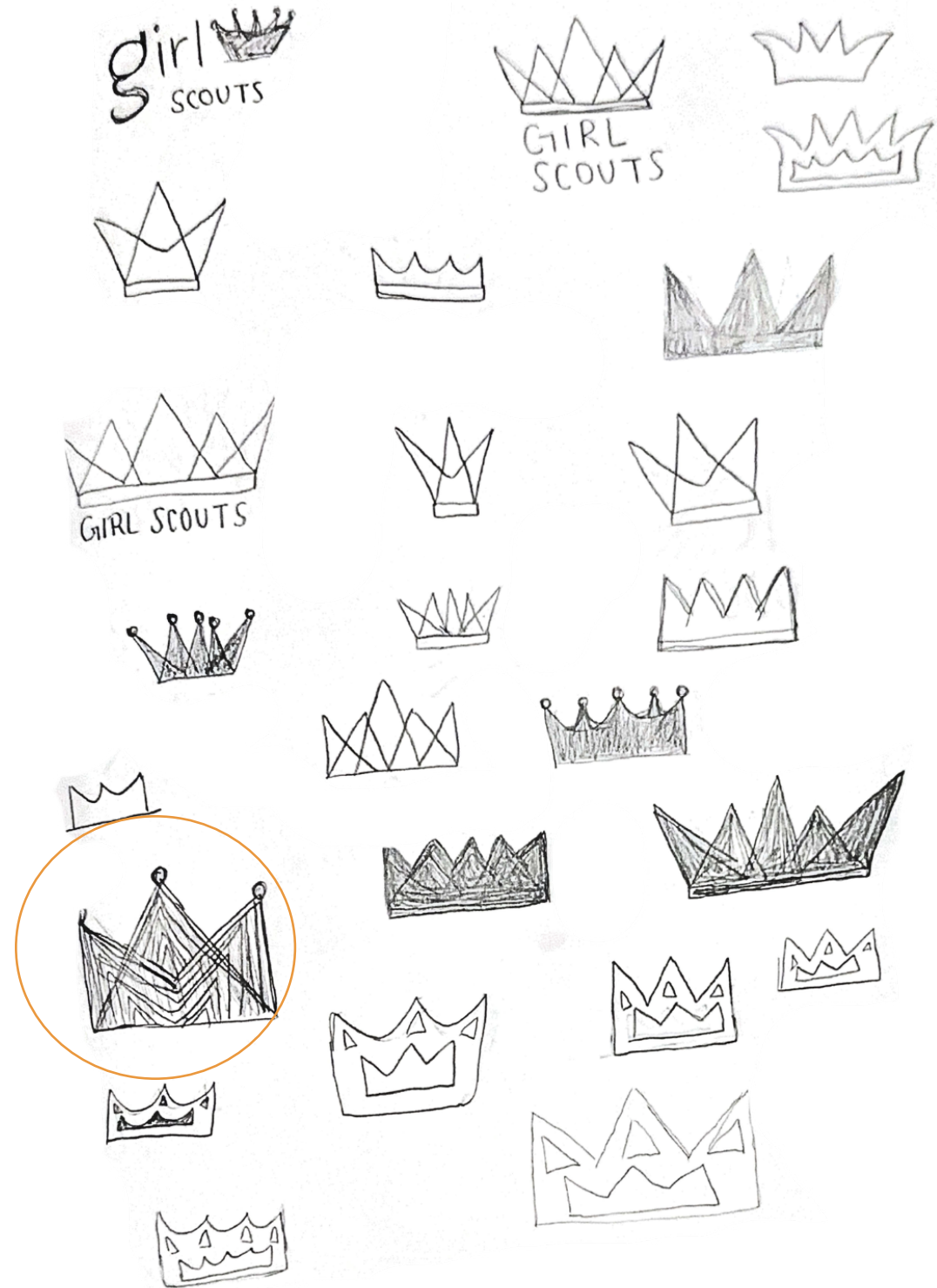
Round 2 Logo Drafts



In round two I dialed in on the logos I saw potential in at round one. I then continued to pick the best or most promising from each of these batches.



Round 2 Logo Drafts



At this point the sparks became more about amplifying voices and power for the young girls. At this critique my professor suggested another strategy for this sentiment that will be seen in round 2.5.

Round 2 Logo Drafts

GIRL
SCOUTS

GIRL
SCOUTS

Girl Scouts

Girl Scouts

Girl Scouts

Girl
Scouts





Round 2 Refined Drafts

The following refined sketches show variations of logo ideas for 'Future Focused.' There are 10 refined versions from the rough drafts.

ROUND 2 REFINED SKETCHES



ROUND 2 COMPUTER COMPS



I liked the birds, the crown, the butterfly, and the amplified voices word mark and continued working on those as computer comps and in rounds 2.5 and 3.

Round 2.5 Logo Drafts



I chose to do a round 2.5 because inbetween rounds 2 and 3 I decided on trying a megaphone shape for the amplifying voices idea.

Round 2.5 Logo Computer Comps





3 Round Three

In round 3 I continued working on the logos from 2.5 and revised them further. I added color options for each logo with my first start of a color palette for the rebrand. I explained my choices and meaning for each logo.

Round 3

Computer Comps

Three different computer comp Girl Scout logos.



I started with sparks that doubles as an amplified voiced but during critique my professor shared the megaphone idea and it really resonated with how I want this rebrand to appear. The megaphone shape will represent leadership in action as well as visibility and advocacy. It highlights how we are giving young girls the ability to speak for themselves and be strong leaders while also being an obvious nod to empowering their voices.



The butterfly has a few meaning that go with the rebrand of the Girl Scouts. The first being the metamorphosis and evolution of young girls turning into informed and prepared leaders. The second being young girls flying into the future with the skills and courage Girls Scouts have instilled in them. Another meaning is the idea that Girl Scouts as a brand is evolving from performative activities and selling cookies to an organization that truly prepares and mentors girls for the real world and setting them apart for their future careers. The simplicity of the shapes stems from The Girl Scouts four pillars, a pillar for each wing. The four pillars are STEM, Outdoors, Life Skills, and Entrepreneurship.



The crown itself has a meaning but when you break it up into its shapes those have a meaning too. The crown itself symbolizes encouragement, achievement, self worth, and a nod to modern feminine strength. The triangles that make up the crown represent growth, strength, and direction for young girls. The circles on the tip of each triangle symbolize the unity and community the Girl Scouts bring to the girls.

Round 3

Logos in black and white and in color



Round 3

Logos in black and white and in color



Round 3

Logos in black and white and in color



The Final Logo

I started with sparks that doubles as an amplified voiced but during critique my professor shared the megaphone idea and it really resonated with how I want this rebrand to appear. The megaphone shape will represent leadership in action as well as visibility and advocacy. It highlights how we are giving young girls the ability to speak for themselves and be strong leaders while also being an obvious nod to empowering their voices.



Logo in Color



Alternative Logos





4 Visual Study

Visual research on other brands, different brands standard guides, and brands that have look-alike logo.




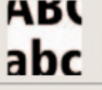


Researching Brand Standard Guides

Reviewing existing visual strategy guides and comparing them helps me see which brands execute certain elements most effectively. This gives me strong references to look back on throughout this project and also in my future graphic design work. Seeing successfully executed examples helps me understand the best ways to communicate branding information clearly and visually. It also allows me to notice patterns that appear across strong and effective designs. By studying these examples, I can see how typography, color, layout, and symbols work together to create a cohesive visual system. These examples set a high standard and show what successful branding looks like in practice. Looking at best-in-class work helps guide my design decisions and gives me a better idea of how to create thoughtful work and stay competitive in this field.

NEW IDENTITY INTRODUCTION The Mennonite Church

Contents

Mennonite Church USA's visual identity program is more than a symbol. It is a combination of elements that, when used together, bring the church's identity to life. This manual provides technical information about these important visual elements:

Symbol		This unique graphic mark represents the spirit of Mennonite Church USA and its people	4
Logotype		The typographic descriptor includes the name and association with Mennonite Church USA	6
Signatures		The combination of MC USA symbol and logotype that is used by agencies, area conferences, and congregations	7
Typography		Introducing MC USA's typefaces and the typographic standards for their use	11
Color		Introducing MC USA's color palettes and the standards for color use	16
Wave Graphic		A special visual device used to unify MC USA communications	20

Symbol continued

Reflections on the Mennonite Church USA Symbol
A strength of the image is that it "reaches down" at a number of places in our salvation history.

- > It brings to mind Genesis 1 and the biblical theme of hope and creation – the flood and the dove returning with the olive branch.
- > It brings to mind the prophet's faith and Micah's vision and aspiration for a kingdom of peace.
- > It brings to mind Jesus' baptism, where the dove appears with a voice from God affirming "This is my beloved Son."
- > It brings to mind the experience of Pentecost, with the descent of the Holy Spirit, bringing the message of new life.
- > It brings to mind the Anabaptist vision, with its theme of peace and renewal in the 16th century.
- And, it points us to God and the Holy Spirit, extending to us an invitation to move forward with Christ and seek the kingdom, encouraging us to aspire to a new heaven and new earth. The image suggests to me the biblical pilgrimage, enveloping us with a reference to past, present and future.

— Helmut Harder, November 1998

Specifically designed variations of the symbol are available for selected applications.

1. The solid version is preferred for most applications.

2. An outline version is available for stitching, quilt appliques and other craft applications.

3. A bit-mapped version is useful for craft applications such as needlepoint and cross-stitch.

1 • MCUSA_Symbol_Solid



2 • MCUSA_Symbol_Outline



3 • MCUSA_Symbol_Pixel



4 • MCUSA_Symbol_Grid

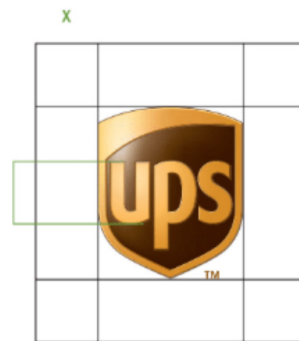


The Mennonite church has a great introduction to its new identity. There is first a page explaining the need for the new identity and its practical uses. The book then goes on to show the identity in parts on one page as its table of contents to get an overview of what this new identity will look like for their brand. I think this style of contents page is clever because it shows the identity overview as well as navigate the viewer.

LOGO ANATOMY

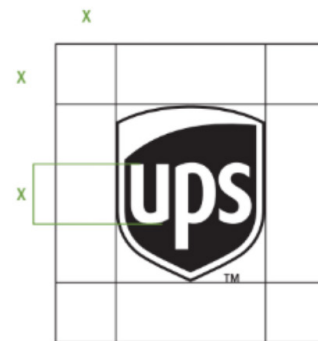
UPS

Primary 3-D version (Preferred)



Minimum size
0.5" or 13mm

Alternate one-color version



Minimum size
0.25" or 6.35mm
(* can be omitted
at this size.)

The UPS brandmark should be presented in its standard and customary fashion in order to be immediately recognizable as belonging to UPS. Consistent presentation not only maintains the UPS brandmark as distinctive, but also makes your job easier. Follow the guidelines below to ensure the UPS brandmark is presented correctly.

The UPS brandmark and images may be used for editorial purposes only in newspapers, magazines, online publications, trade publications and broadcast media. Any use of the artwork outside of these guidelines is strictly prohibited.

Clear space

Clear space is the minimum "breathing room" maintained around the brandmark. It should be kept free of graphics, text and other marks. It also defines the minimum distance from the brandmark to the edge of a printed piece.

UPS has a great logo anatomy. The badge shape and inner design combined with the logotype work together to create a well structured logo that reads well and is recognizable at any size. By showing the minimum size, color options, and highlighting the clear space the brand does a great job breaking down it's anatomy. This logo's anatomy plays a large part in creating a memorable and strong brand

TYPE SPECS

USA Today



Please note that Condensed Bold is only to be used within the USA TODAY newspaper. And even then, it is not to be used frequently. Its usage is only allowed in rare instances when space is limited for headline legibility.

Futura Today
Light

ABCDEFGHIJKLMN...
abcdefghijklmnopqrstuvwxyz
1234567890!?,;@#%&*()-'"

Futura Today
Condensed Bold

ABCDEFGHIJKLMN...
abcdefghijklmnopqrstuvwxyz
1234567890!?,;@#%&*()-'"

Futura Today
Bold

ABCDEFGHIJKLMN...
abcdefghijklmnopqrstuvwxyz
1234567890!?,;@#%&*()-'"

Futura Today
Demi-Bold

ABCDEFGHIJKLMN...
abcdefghijklmnopqrstuvwxyz
1234567890!?,;@#%&*()-'"

Futura Today
Normal

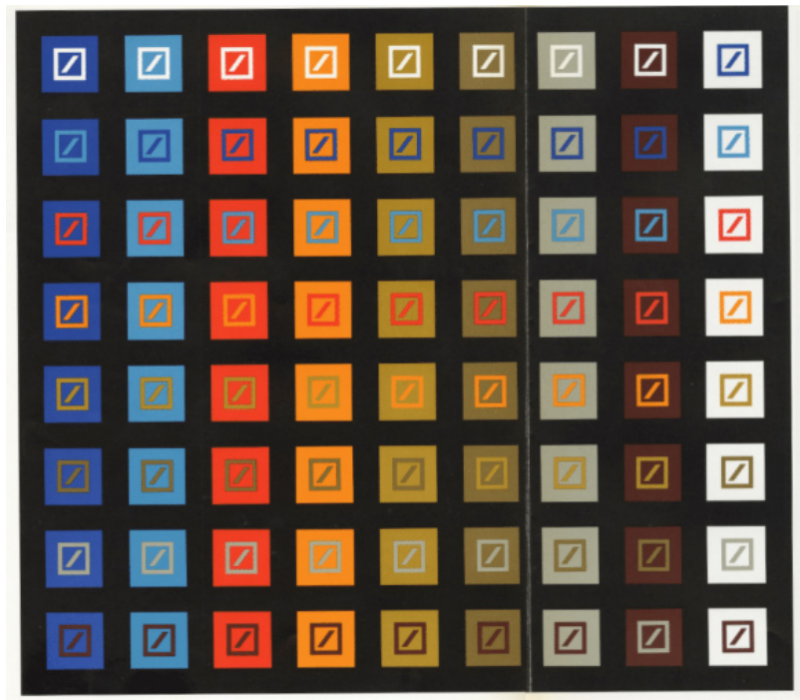
ABCDEFGHIJKLMN...
abcdefghijklmnopqrstuvwxyz
1234567890!?,;@#%&*()-'"



USA Today does a great job with several pages of its Type Specs. It breaks down Futura into its different categories and then describes where each is appropriate. The book clearly defines what to use in a newspaper versus a screen and when and how to use each variation. This keeps typography and branding consistent and clean for the brand.

MAIN ID COLORS (LOGO COLORS)

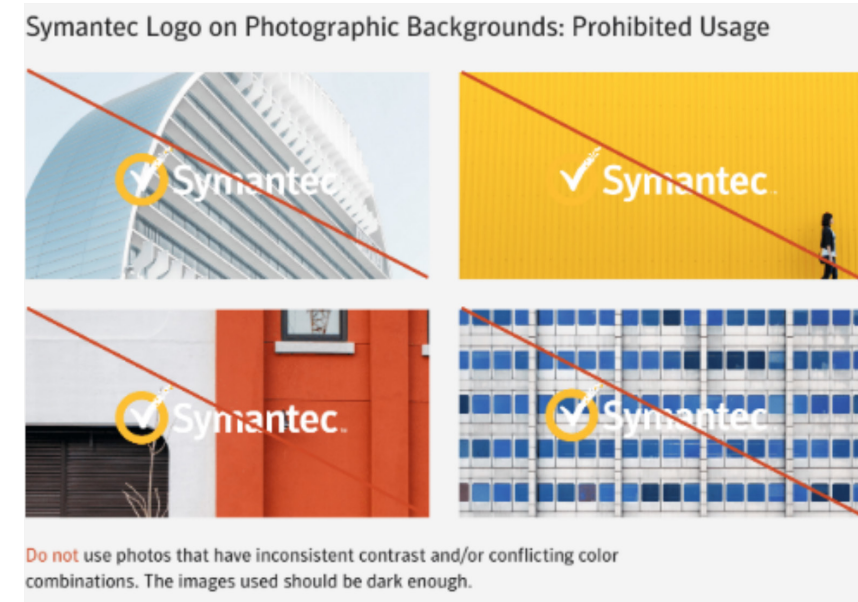
Erscheinungsbild Bank



Erscheinungsbild Bank's book does a great job of designating logo colors. I think the color palette works and makes sense for a (vintage) bank. The spread goes into detail about what paper type looks best with each color. There is a "color matrix" that shows every combination that can be done with the brand colors, going deeper into which color combination is preferred.

LOGO DON'TS

Symantec



Symantec's Logo Don'ts make sense and are clearly illustrated so that there is no guessing what they mean. Reminding viewers to not change the logos proportion, color, or separated. The book also has a page designated to what photos or backgrounds are don'ts for their logos to be place on top of.

ALTERNATIVE LOGOS

Electrolux

Black Pantone 294 C:100 M:56 Y:0 K:18 Reversed/white

Electrolux **Electrolux** **Electrolux**

100%
80%

Electrolux
makes life a little easier™

Standard version selling line:
Baseline position defined by 1 square E-symbol.
Typeface: Helvetica Neue 46 Light.

Electrolux
makes life a little easier™

Electrolux
makes life a little easier™

Electrolux
makes life a little easier™

Electrolux
makes life a little easier™

REX

ATLAS

PARTNER

Flymo

Juno

ZANUSSI

ZANUSSI

Electrolux
makes life a little easier™

REX
Electrolux
makes life a little easier™

PARTNER
Electrolux
makes life a little easier™

ZANUSSI
Electrolux
makes life a little easier™

Electrolux does a great job presenting its alternative logos. The book shows the variations like vertical horizontal but it also gives viewers different tag line options for under the main logo elements. There is also a page dedicated to brand partners that the logo can go under for brand awareness.

HIEARCHY DEFINED

Apple

Product name Short statement Secondary messages Main message Headline Short statement Main message Secondary message Legal copy

iTunes+iPod
4000 songs in your pocket.

Power couple.
Buy a Power Mac or PowerBook for up to \$400 less* when you add a display.

Pay hundreds less for a Power Mac G4 or PowerBook G4. Just buy the model you want between October 11, 2002, and December 31, 2002, along with a 17-inch, 22-inch, or 23-inch Apple fat-panel display. You'll save a bundle.

ABC Computer • 15 Any Street • Any City, ST 00000 • 0000 000 0000

Apple does a great job defining their use of hierarchy and really hierarchy in general. They demonstrate it on what page in words defining each piece and then on the next page it shows this charted example pinpointing each position.

Logo Look-Alikes

Real brand logos that look similar to the three logos we are designing for the Girl Scouts. Explaining the brand each logo belongs to and explaining the similarities and differences between the logos I am designing.

LOGO LOOK-ALIKES

The Crown



Hallmark

Hallmark is a home decor and greeting card company that also has an entertainment network for TV shows and movies. Their logo has a crown above their wordmark. The crown is similar to mine with the circles on the top but mine is different without the bottom ring, I also have a different hierarchy for the wordmark under the graphic.



Crown Resorts

Crown is a hotel and resorts brand. What I like about their crown is that it is made up of circles, a creative way of building the shape. It is still a legible crown but the circles gradually bring the viewers eyes down to the word mark.



Rolex

Rolex is a luxury watch brand. Their crown is memorable and similar to my logo. The circles and solid triangles are similar to my crown, but mine is wider and does not have the circular cutout at the bottom.



Budweiser

Budweiser has a logo variant with a crown "King of Beers" the logo works nicely here with just the B. I like how the crown is shaped and the way the circles float off of it. My crown is less detailed making it easier for different size deliverables. My crown is made up of triangles rather than the line shapes used here.



Corona Extra

Corona Extra is a type of beer. This logo features a crown, similar to the Royal Copenhagen crown. It is a different style of crown than my logo with different details. I like how it crowns the word mark, with the crown being larger compared to some of the other logo look-alikes.



Royal Copenhagen

Royal Copenhagen is a porcelain dinner wear brand known for its finely made and detailed porcelain plates. Their logo features a crown and waves. The waves are similar to its iconic patterns. This crown is the furthest from my crown. It is a detailed King's crown where as mine is a more classic shape that would be fit for a queen.



Charlotte Football Club

The Charlotte Football Club is a professional soccer club in Charlotte, North Carolina. Their logo features a crown with pointed tips and circle cut outs at the base of the crown, where as mine has circular tips at the top and no cut outs. I like how theirs appears spiked but mine will be a bit softer in that regard.

LOGO LOOK-ALIKES

The Butterfly



Butterfly

This Japanese tennis brand has a similar logo to my design with its very rounded butterfly wings. The logo I am working on however, will have boyh sets of wings and be a longer oval shape.



Under Armour

Under Armour is a sportswear and equipment brand. This logo is a creative way to combine the brand's initials, but I found that its shape is similar to the geometric take of my logo design for Girl Scouts. Mine will be more organic on the ends and will not represent letters bringing the top and bottom together more.



MSN

MSN, the news and entertainment brand utilizes a colorful butterfly in their logo system. Similar simplicity and sizing as mine but mine will be more straight on and unifromed in wing size. I will also be using less colors in the symbol.

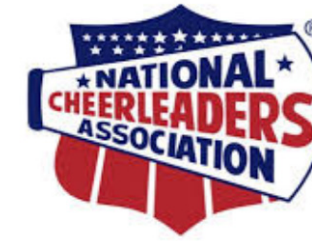
LOGO LOOK-ALIKES

The Megaphone



Forward Majority

Forward Majority is a democratic political organization pushing for more democrates in state legislation. Their logo is similar to the way my type is bold and in caps and angled forward. It goes from smaller to larger similarly to mine. It has not shape defining it unlike mine. Their type looks like it was distorted forward where as mine goes straight just changes size.



National Cheerleaders Association

The National Cheerleaders Association was the first cheerleading association and brings together cheerleaders across the country for competition and shared curriculum/skills. Their logo features text inside a megaphone similar to mine but it is patriotic themed with a badge behind it. It has a lot going on where as mine is more simplistic and easy to recognize from a glance.



Voice Art Group

Voice Art Group is a concert and event planning and programming company. Their logo is similar to mine in the shape and way the text fits in the megaphone shape. The typeface is different than mine and they also have copy on the side of the shape which varies from mine.



Sigfox

Sigfox is a global Internet of Things (IoT) network company. Sigfox's logo is the most similar to the antonmy of my logo graphic. With its simplistic and unifrom shape for the butterfly wings, it is quite similar but I will putting my type in a different spot and plan to use a color system in a different way than diagnol like this logo has.



Bluesky Social

Bluesky Social is an open-form social network similar to X, it emphasizes user controlled alorhtyhms. It's logo is a butterfly to highlight the idea of being a social butterfly and evolving from older social networks. Their logo is similar to mine in the sense it is a simple butterfly from a straighton view but mine is more circular and has less obvious butterfly qualities.



Galapenergia

Galpenergia is a Portugese energy company. They have since updated their logo, but this older logo is similar to my butterfly logo. The different sized wings and multiple colors are different than mine, and I do not have a head on my logo and mine is also more structured rather than flowing in multiple direction like this brands.



Soapbox Beer

Soapbox Beer is an Australian brewery that has a restaurant front but also sells their beer online by the can. Their logo is the most similar to mine with the bold text within a megaphone shape. Mine is less detailed so it a bit more ambigious and I do not have two lines of copy like they do.



Intent Conf.

Intent Conf. is an annual conference that is for researches by researches. Their logo is at an angle similar to mine and is held in a shape like mine that is similar to the idea of having a voice.



Cochlear

Cochlear is a medical device brand that specializes in cochlear implants and hearing aids for the hearing impaired. Their logo has a similar shape to my megaphone shape but theirs is rounded with the text at the bottom. My logo also does not feature a spiral shape.



Winx Club

Winx Club is a tv show and merchandise brand from Nicelodian. Wgat I like about this logo is how there are multiple elements like the sparkles, wings, and the circle bringing it together. This show is about fairies so the logo is not exactly butterfly wings but is has a similar shape to my design. I will not be doing cutouts in the wings like this brand has.

Brand List

A list of eight items categorized by Product, Service, and Experience that will work together to act on the new brand vision. Each item has a name, category and description explaining the idea.

1 Envision your Future Experiences

An experience where girls will go through different stations showing previews of different careers, they can learn about personal finances, a station for them with to try on a college graduation gown and cap in front of a mirror. There would be mock interviews, a mock day in the life of different careers, opportunities for them to envision their futures.

3 Rebranded Merch Products

"THE Girl Scouts Line", with the new logo and color rebrand new merchandise is needed for the Girl Scouts, parents, and troop leaders. Branded crewnecks, reusable water bottles, book bags, laptop cases, and laptop stickers will be available. With trendier designs and classic options, we want the girls to feel proud to sport that they are a Girl Scout.

5 Book Club Services

On the GSA website there will be a section of recommended books and a discussion board. The list will be available at all times for anyone who visits the website, but there will be a log in feature where girls and parents can see the GSA book of the month and have discourse about the book. The books will be inspirational, habit building, and education focused.

2 Girl Scout Marketplace Experiences

This Idea is for girls to come up with, create, and promote products or services they can sell at the event. There will be stalls set up with a table for each girl. They will create their own posters and flyers for the event and they will set their own prices.

4 Planning your Future Products

The Plan your Future line includes items that help girls be excited and prepared for their futures. It will be more realistic items for young girls, like goal logs, agendas, and planners but there will also be stickers in this line for girls who already know what they want to be (ex: Future Brain Surgeon, Future Product Developer, etc.) to encourage them to keep going and keep making goals!

6 Mentor Desk Services

An online help desk on the GSA website where Girl Scouts will have access to talk to mentor they have been paired up with, to get advice and general guidance. It is not a live chat, they will send in their question or message and wait for their mentor's response. The idea is that the girls will feel supported through the program and have mentoring help within the organization. Multiple safety screenings would be needed for the mentors to participate.

7 Food Pantry Events

Girl Scouts would promote and help organize a food pantry volunteer day in their communities. With motives of learning empathy, organization, teamwork, and having an understanding of community needs. First the girls will make posters and set up boxes to collect donations, then they will organize and pack the food before handing it out to the community.

9 GSA x Greenlight Sub Brand Initiatives

Greenlight is a debit card and savings option for parents to give their children. By partnering with Girl Scouts this will provide the Scouts with a debit card so they can earn money at the Girl Scout Market and learn how to save and budget. This partnership will work great with the personal finance initiatives.

11 Personal Finance Educational

A class where girls will be taught personal finance, how to save and budget, learn about student loans and how applying for scholarships and saving now can help. This class will give them knowledge so they can start have a head start on financial confidence.

8 GSA x University Sub Brand Initiatives

This idea is that there will be a list of Universities that have signed up to partner with the Girl Scouts in their areas. The girls can tour the colleges, work with professors, and be partnered up with select students. This partnership will help promote girls to further their education and start creating relationships at potential schools they want to attend.

10 GSA x Duolingo Sub Brand Initiatives

This sub brand initiative will provide girls with premium Duolingo features promoting them to learn new languages and explore new cultures. The girls will have opportunities within their troop to have meetings where they share what they learned about the culture and speak in that language. It will teach girls to appreciate other cultures while obtaining skills that will prepare them for their futures.

12 Self Wellness Classes Educational

Teaching and promoting mental health at a young age will help girls feel more understood and validated and help them if they face bullying. They will be taught the power of journaling and there will be excersises on creating routines for themselves. We want the girls to have emotional intelligence and self awareness.

Visual Standards Guide

Girl Scouts of America



Contents

1 Brand Introduction

Introduction, mission statement, and rebranding

2 Logo Standards

Final logo in black and white, and in color, alternative logos and alternate size chart

3 Visual System

Color palette,

4 Brand Universe

Brand extensions,



1 Brand Introduction

The Girls Scouts of America organizes girls from kindergarden to twelfth grade to become confident and strong leaders. Through challenging and fun activites they receive badges that encourage them to grow and learn.

Who We Are

Girl Scouts Rebranded

The reimagined Girl Scouts of America shifts from a traditional, wholesome activity-based program into an opportunity for young girls to build real-world skills and prepare for a future where they don't just belong, but take the lead. With modernized initiatives a new wave of relevance will bring the Girl Scouts more participation and more opportunities to the girls in the Scouts.

Mission Statement

The Girl Scouts of America empower, mentor, and provide meaningful experiences for young girls so they can strengthen their communities and the world, because strong futures begin with strong girlhoods.



2

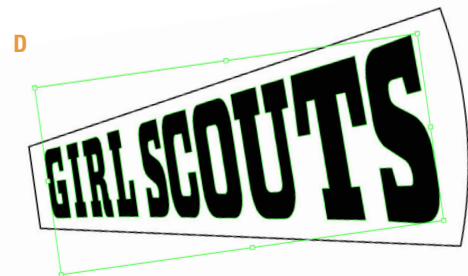
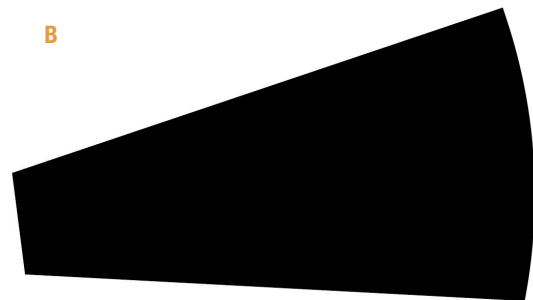
Logo Standards

Icaerspiciat pe et, tes ut archillenisi dunt doles-
tio exlab iderorum ipsus et exerovitiam vent
voloresciunt fuga. Ut ad eum quasit fugit latibus
dolore nis molupta delessi tatemquate volorro
moluptisimin conempor reiur, solorro consequam
hit, et volore si corpus inciasimus evenihi ciisimo
lorecto tatibus a doloreium sit eossundi dolorep-
tur? Quia quantiumet fugit et ipis alis quat dolup-
ti busam, sed modias dolenda dolorenis id quidis
molorpos et omnia nis aut mi, quia parciis

Logo Anatomy



The logo (A) is made up of a megaphone shape (B) made with points and curves in Illustrator. The type was stretched wide one letter at a time and then distorted to fit an angle (D). The copy was then framed by lines and curves to shape the meagephone (A).



Alternate Logo Size Chart

LOGO VERSION:	LOGO A	LOGO B	LOGO C	WORDMARK ONLY
Above 1 inch				
1 inch				
1/2 an inch				
1/4 an inch				
Nothing below 1/4 an inch				



3

Visual System

Icaerspiciidit pe et, tes ut archillenisi dunt doles-
tio explab ideriorum ipsus et exerovitiam vent
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Color Palette



RGB
95, 179, 87
CMYK
47%, 0%, 52%, 30%
PMS
#6CC24A



RGB
198, 233, 191
CMYK
15%, 0%, 18%, 9%
PMS
#D0DEBB



RGB
151, 108, 168
CMYK
10%, 36%, 0%, 34%
PMS
#A277A6



RGB
234, 152, 62
CMYK
0%, 36%, 74%, 8%
PMS
#ECA154

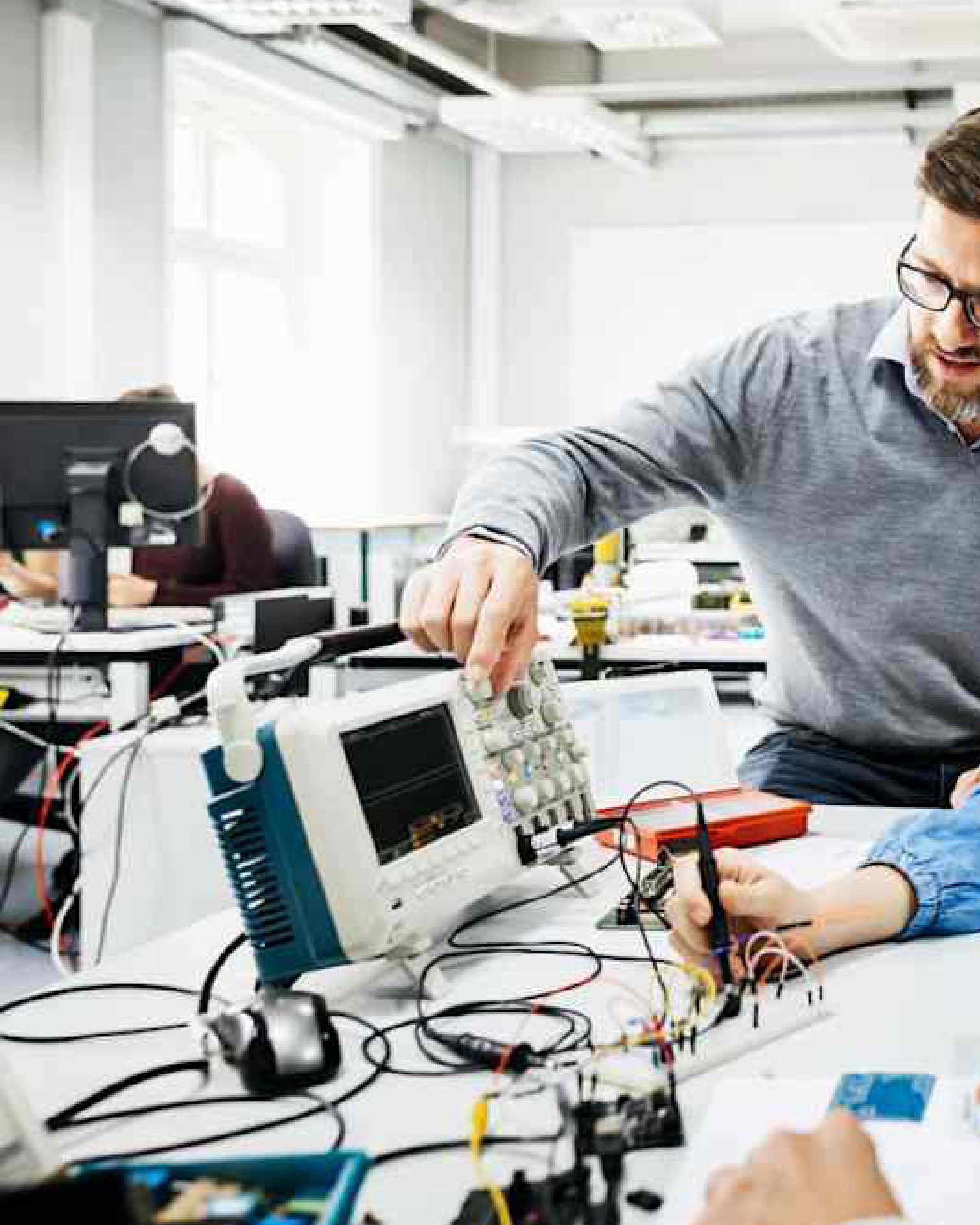


PRIMARY COLORS



SECONDARY COLORS





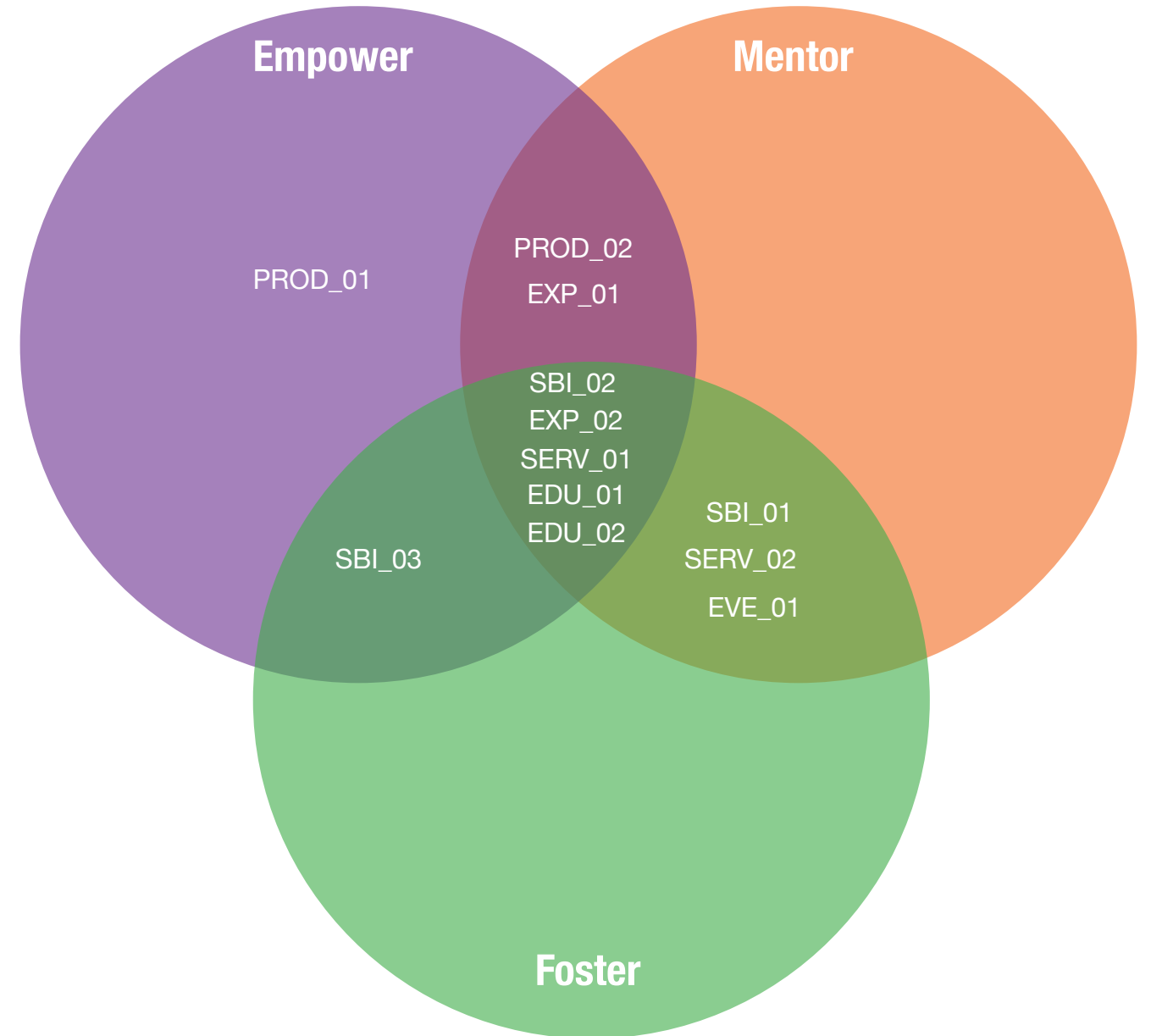
4 Brand Universe

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Our Vision

A venn diagram that categorizes the list into Empower, Mentor, and Experience to represent which item on the list empowers, mentors, or foster experiences to the girls.

1. Envision Future Experience (EXP_01)
2. Girl Scouts Marketplace (EXP_02)
3. Rebranded Merch (PROD_01)
4. Plan your Future Products (PROD_02)
5. Book Club (SERV_01)
6. Tutor Desk (SERV_02)
7. Food Pantry Event (EVE_01)
8. GSA x University (SBI_01)
9. GSA x Greenlight (SBI_02)
10. GSA x Duolingo (SBI_03)
11. Personal Finance (EDU_01)
12. Personal Wellness (EDU_02)



Our Future

Experiences

EXP_01

Envision your Future

This experience invites girls to roleplay as responsible working professionals to prepare and excite them for their future.

The Envision Your Future Experience will be set up so that girls will go through different stations that will better prepare them for adulthood but also excite them for their futures. The stations will show previews of different careers, and they can learn about personal finances, like budgeting and bills. There would be mock interviews, a mock day in the life of different careers, and opportunities for them to envision their futures like a station to try on a cap and gown.

Mission focus

The Envision Your Future Experience reinforces our mission of providing experiences and mentoring the girls by preparing them and guiding them through their futures in a mock setting.

Differentiators

Unlike a career day or playing pretend or dress up, the Envision Your Future Experience allows young girls to try different careers and activities with hands on experiences that prepare them for the real world in an empowering environment.

Links to PROD_02

EXP_02

Girl Scout Marketplace

Girls can conceptualize, create, and market handmade goods to sell at the Girl Scout Marketplace.

The GSA Marketplace Idea is for girls to come up with, create, and promote products or services they can sell at the event. There will be stalls set up with a table for each girl. They will design their own posters and flyers for the event, practice word of mouth marketing, and set their own prices. Their parents and chaperones will supervise as the girls learn a lesson in designing, marketing, creating a product, and coming up with big ideas.

Mission focus

The Girl Scout Marketplace reinforces our idea of empowering, mentoring, and providing experience to young girls by giving them creative freedom and teaching them new skills all while they learn how to make money for themselves.

Differentiators

Unlike Etsy or Facebook Marketplace, all of the items are made by girls k-12 in America who are learning new skills and it is also an in person event.

Sub-brand Initiatives

SBI_01

GSA x Greenlight

A partnership with a kid safe debit, savings, and budgeting app.

Greenlight is a debit card and savings option for parents to give their children. By partnering with Girl Scouts this will provide the Scouts with a debit card so they can earn money at the Girl Scout Market and learn how to save and budget. This partnership will work great with the personal finance initiatives.

Mission focus

GSA x Greenlight reinforces our mission of empowering, mentoring, and providing experiences for young girls so they are confident about their futures by offering the girls a way to become comfortable and have experience with money, spending, saving, and budgeting, benefiting them now and giving them financial confidence for their futures.

Differentiators

Unlike an investing program for parents or a kids piggy bank, this initiative would prepare girls for real world financial scenarios and help them have a hands on learning experience with personal finance. Unlike Wells Fargo or other banks, this account can be easily monitored by parents and they have the power to put restrictions and give allowances through the program.

Links with EDU_01

SBI_02

GSA x Duolingo

GSA x Duolingo offers girls an opportunity to learn a new language and explore cultures on their time.

This sub brand initiative will provide girls with premium Duolingo features promoting them to learn new languages and explore new cultures. The girls will have opportunities within their troop to have meetings where they share what they learned about the culture and speak in that language. It will teach girls to appreciate other cultures while obtaining skills that will prepare them for their futures.

Mission focus

The GSA x Duolingo Initiative reinforces our mission of empowering, mentoring, and providing experiences for young girls so they feel confident about their futures by provide them with an opportunity to study and learn a new language, giving them a skill that will help them in their futures while also offering the chance to explore and understand new cultures.

Differentiators

Unlike Little Prim or school offered language classes, this initiative will be promoted and used in Girl Scout meetings, girls will have the option to choose any language but the Girl Scouts will provide resources that help them make an informed choice. This can program can be done on the girls tablets, phones, or computers and they can go at their own pace.

Our Future

Sub-brand Initiatives

SBI_03

GSA x University of North Carolina System

A partnership with a kid safe debit, savings, and budgeting app.

Greenlight is a debit card and savings option for parents to give their children. By partnering with Girl Scouts this will provide the Scouts with a debit card so they can earn money at the Girl Scout Market and learn how to save and budget. This partnership will work great with the personal finance initiatives.

Mission focus

GSA x Greenlight reinforces our mission of empowering, mentoring, and providing experiences for young girls so they are confident about their futures by offering the girls a way to become comfortable and have experience with money, spending, saving, and budgeting, benefiting them now and giving them financial confidence for their futures.

Differentiators

Unlike an investing program for parents or a kids piggy bank, this initiative would prepare girls for real world financial scenarios and help them have a hands on learning experience with personal finance. Unlike Wells Fargo or other banks, this account can be easily monitored by parents and they have the power to put restrictions and give allowances through the program.

Links with EDU_01

SBI_04

change

GSA x Duolingo offers girls an opportunity to learn a new language and explore cultures on their time.

This sub brand initiative will provide girls with premium Duolingo features promoting them to learn new languages and explore new cultures. The girls will have opportunities within their troop to have meetings where they share what they learned about the culture and speak in that language. It will teach girls to appreciate other cultures while obtaining skills that will prepare them for their futures.

Mission focus

The GSA x Duolingo Initiative reinforces our mission of empowering, mentoring, and providing experiences for young girls so they feel confident about their futures by provide them with an opportunity to study and learn a new language, giving them a skill that will help them in their futures while also offering the chance to explore and understand new cultures.

Differentiators

Unlike Little Prim or school offered language classes, this initiative will be promoted and used in Girl Scout meetings, girls will have the option to choose any language but the Girl Scouts will provide resources that help them make an informed choice. This can program can be done on the girls tablets, phones, or computers and they can go at their own pace.

Educational

EDU_01

Personal Finance Class

Teaching girls personal finance skills on earning, saving, spending, and budgeting.

A class where girls will be taught personal finance, lessons on how to best earn, spend, save and budget, learn about student loans and how applying for scholarships and saving now can help. This class will give them knowledge so they can start have a head start on financial confidence.

Mission focus

The Personal Finance Class reinforces our mission of empowering, mentoring, and providing experiences that help young girls feel confident about their futures by giving them financial knowledge and confidence that helps them make smart decisions and benefit their future.

Differentiators

Unlike bank and school personal finance programs, this one will go in depth with varied topics like giving them college tuition savings ideas. The class will be taught along side the use of the Girl Scout's Greenlight cards so they can practice what they learn with saving, spending, and budgeting.

Links with SBI_02

EDU_02

Personal Wellness

Teaching girls about mental health, self care, and personal wellness routines.

Teaching and promoting mental health at a young age will help girls feel more understood and validated and help them if they face bullying. They will be taught the power of journaling and there will be exercises on creating routines for themselves. We want the girls to have emotional intelligence and self awareness.

Mission focus

The GSA x Duolingo Initiative reinforces our mission of empowering, mentoring, and providing experiences for young girls so they feel confident about their futures by provide them with an opportunity to study and learn a new language, giving them a skill that will help them in their futures while also offering the chance to explore and understand new cultures.

Differentiators

Unlike therapy or social workers, we are showing girls self worth and self care looks like taking care of your well being mentally and physically and to be happy and proud of themselves the way they are in a fun and social environment.

Our Future

Services

SERV_01

Book Club

The Book Club recommends books to young girls and gives them a safe space to discuss them.

On the GSA website there will be a section of recommended books and a discussion board. The list will be available at all times for anyone who visits the website, but there will be a log in feature where girls and parents can see the GSA book of the month and have discourse about the book. The books will be inspirational, habit building, and education focused.

Mission focus

The Book Club reinforces our mission of empowering, mentoring, and providing experiences for young girls to feel prepared for their future by providing books that support the mission and allowing them to have discussions with each other in safe place to gain confidence and social skills.

Differentiators

Unlike the Scholastic or Highlights Book Club, the GSA Book Club offers primarily inspiring stories, habit building and educational non fiction books, as well as an online discussion board for the girls to share ideas and ask each other questions about what they have read.

SERV_02

Mentor Desk

An online advice and guidance service for girls to chat with mentors.

An online help desk on the GSA website where Girl Scouts will have access to talk to a mentor they have been paired up with, to get advice and general guidance. It is not a live chat, they will send in their question or message and wait for their mentor's response. The idea is that the girls will feel supported through the program and have mentoring help within the organization. Multiple safety screenings would be needed for the mentors to participate.

Mission focus

The Mentor Desk reinforces our mission of empowering, mentoring, and providing experience for young girls to feel prepared for their futures by providing a safe place to receive mentorship and get advice that helps them gain confidence and feel empowered while providing an experience of hearing guidance from individuals who have been through similar situations and can truly help.

Differentiators

Unlike SHIELD Mentoring and the Youth Assisting Program, this service is not run by social workers or therapists, but rather working professionals, college students, and Girl Scout Alumni. This difference means they are getting guidance for real world issues and things they may face in the future from true mentors they have been paired up with.

Products

PROD_01

The Everyday Scout Line

Branded merchandise that girls will want to use and wear with the new logo.

With the new logo and color rebrand new merchandise is needed for the Girl Scouts, parents, and troop leaders. This line of products will be called "The Everyday Scout Line". Branded crewnecks, reusable water bottles, book bags, laptop cases, and laptop stickers will be available. With trendier designs and classic options, we want the girls to feel proud to sport that they are a Girl Scout.

Mission focus

The Everyday Scout Line will empower the girls by letting them feel confident and excited to be a girl scout and through the increased brand awareness it will also help bring in more girls who we can empower, mentor, and provide experiences to.

Differentiators

Unlike Nike, our clothes and gear are branded talking points, we do not just want them to buy the sweatshirt but to join the Scouts.

PROD_02

Planning Your Future

A line of stationary, organizing, and empowering products to get girls prepared and excited for their futures.

The Plan Your Future line includes items that help girls be excited and prepared for their futures. It will be more realistic items for young girls, like goal logs, routine trackers, agendas, and planners, but there will also be stickers in this line for girls who already know what they want to be (ex, Future Brain Surgeon, Future Product Developer, etc.) to encourage them to keep going and keep making goals!

Mission focus

Planning your Future line of products reinforces our mission of mentoring and empowering girls to have strong futures by giving them a place and an outline for planning their futures.

Differentiators

Unlike Papier or the Happy Planner, the Plan Your Future line is centered around girlhood and has a complete understanding of our target audience and what they need.

Links to EXP_01

The Book Club

Services / SERV_01

The Book Club recommends books to young girls and gives them space to discuss them.





On the GSA website there will be a section of recommended books and a discussion board. The list will be available at all times for anyone who visits the website, but there will be a log in feature where girls and parents can see the GSA book of the month and have discourse about the book. The books will be inspirational, habit building, and education focused.

The Book Club reinforces our mission of empowering, mentoring, and providing experiences for young girls to feel prepared for their future by providing books that support the mission and allowing them to have discussions with each other in safe place to gain confidence and social skills.



The Everyday Scout Line

Products / PROD_01

Branded merchandise that girls will want to use and wear with the new logo.



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The Everyday Scout Line will empower the girls by letting them feel confident and excited to be a girl scout and through the increased brand awareness it will also help bring in more girls who we can empower, mentor, and provide experiences to.





GSA x Greenlight

Sub-brand Initiatives / SBI_02

A partnership with a kid safe debit, savings, and budgeting app.



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Process

Photos of my sketchbook showing process work for Module 8.

MODULE 9

MOD 8 Feedback

LOOK / reference

- proximity issues on who we are page
- move it to before round one chapter page
- weird agency + need to explain what key phrases are before listing them
- DON'T NEED TO PACK IN
- round one could be on
- tweak contrast move on rough sketches to make background go away
- make photos full page "swimming in ice cream"
- put final logo after round 3 before visual research
- change provide experiences to ^{venn} Chart to experiences "empower, mentor, experience"
- Venn diagram works best
- Final logo still needs work
- type may be too generic - find condensed
- add Final logo in B2 ^{Square sides}
- Chart size - label line not middle part
- keep fiddling w/ final logo
- explore more square type faces

- Mentor desk - general advice lines rather than tutor-academic
- other volunteer experience beyond community clean up
- either kill speak your mind or make it very different than future planning line

REFINE CHECKLIST

- improve layout issues - including pics
- improve sketch pics contrast
- put final logo in B2 - after fixing it
- improve Venn diagram - "experience"
- keep playing w/ final logo
- fix size chart - improve line + add improved logo

MORE IDEAS FOR LIST

Subbrand? → education-colleges

- Cashapp for personal finance or paypal? kid friendly tho
- fb marketplace or etsy? for online version of market place
- languages learning like duolingo
- more products - tech kits or crafting kits
 ^{build a - kit}
- educational - classes on finance, self care, self defense? computer/tech, design class

Finalize LOGO

GIRLSCOUTS

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