

Visual Standards Guide

Girl Scouts of America



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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 activities 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.

Keywords

Empowerment

Supporting girls in owning their voice

Changemakers

Inspiring action that creates impact

Future-focused

Preparing girls for tomorrow's opportunities

Mission Statement

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



2

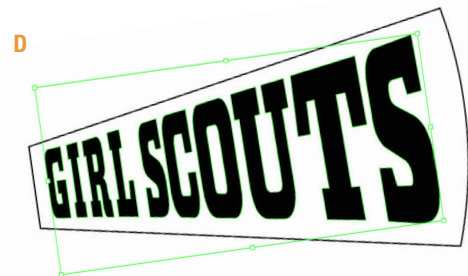
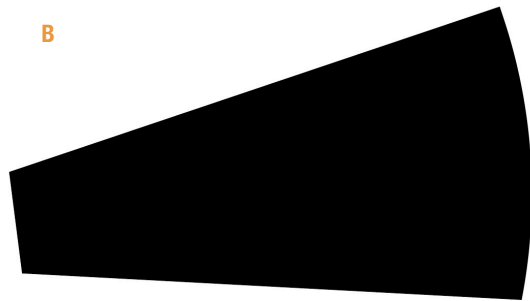
Logo Standards

Logo anatomy which is a breakdown of the different parts of my logo. The logo size chart with alternate logos to show at what size they are to be used at. Logo standards also included logo don'ts to show what is not appropriate.

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	WORDMARK ONLY
Above 1 inch			
1 inch			
1/2 an inch			
1/4 an inch			
Nothing below 1/4 an inch			



3

Visual System

The Visual System defines how the brand looks, feels, and communicates at every touchpoint. This chapter outlines the core elements that ensure consistency, including logo standards, color palette, and proper usage. It also covers logo anatomy, clear space, and what to avoid, creating a clear foundation for maintaining a strong and recognizable brand identity.

Graphic Elements

The graphic elements can be used alone (A) or together as a designed group (B).



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

The legend shows four color swatches: a dark green square (Primary), an orange square (Primary), a light green square (Secondary), and a purple square (Secondary).



Logo Don'ts

To keep our brand looking consistent and professional, the logo should always be used the right way. This section shows what not to do with the logo. Avoid changing, stretching, recoloring, or altering it in any way. Using the logo correctly helps keep our brand clear and recognizable everywhere it appears.



Do not add sparks or lines to logo.



Do not have the megaphone saying anything.



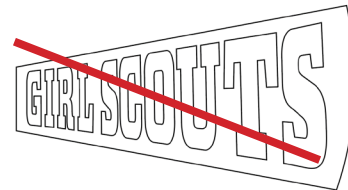
Do not stretch or distort the logo in anyway.



Do not combine colors within the logo.



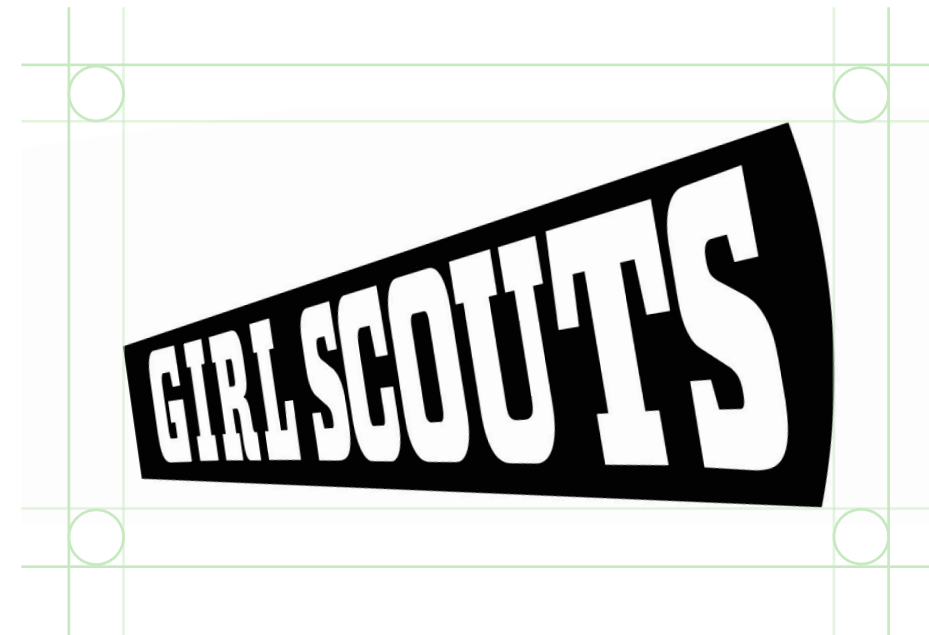
Do not put the word mark logo in any other shape outline.



Do not create or use logo outlines.

Clear Space

To keep the logo easy to see and recognize, it's important to leave enough space around it. This section shows the minimum amount of space that should be kept between the logo and any other text, images, or elements.



Type Specs

Typefaces

LTC SquareFace Regular

Logo

Helvetica Neue Condensed Bold

Headline or Large Text

Helvetica Neue Regular

Sub Header, Digital Copy, and Quotes

PT Serif

Body copy

LTC SquareFace Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+“”—,./?

Helvetica Neue Condensed Bold

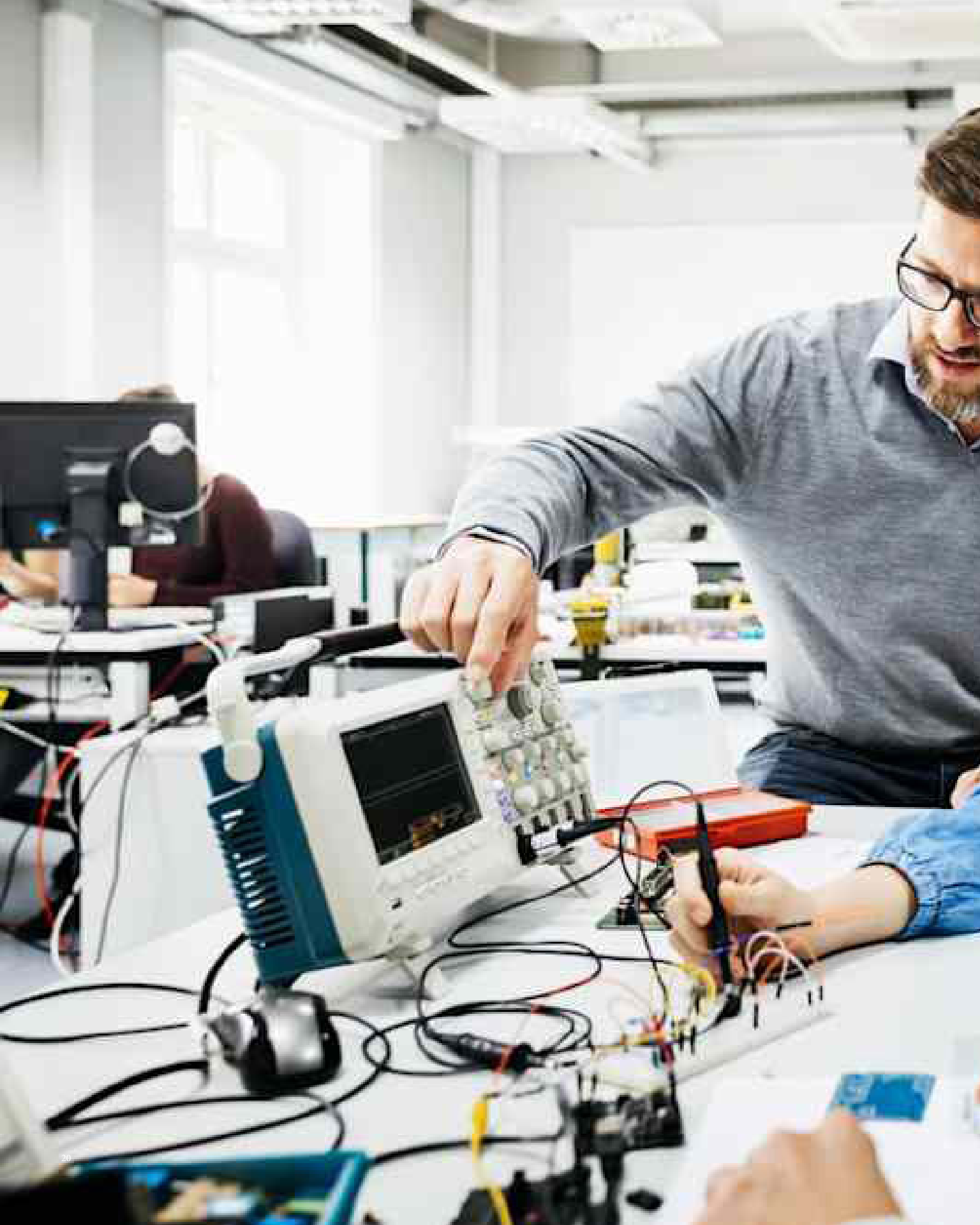
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+“”—,./?

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+“”—,./?

PT Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+“”—,./?



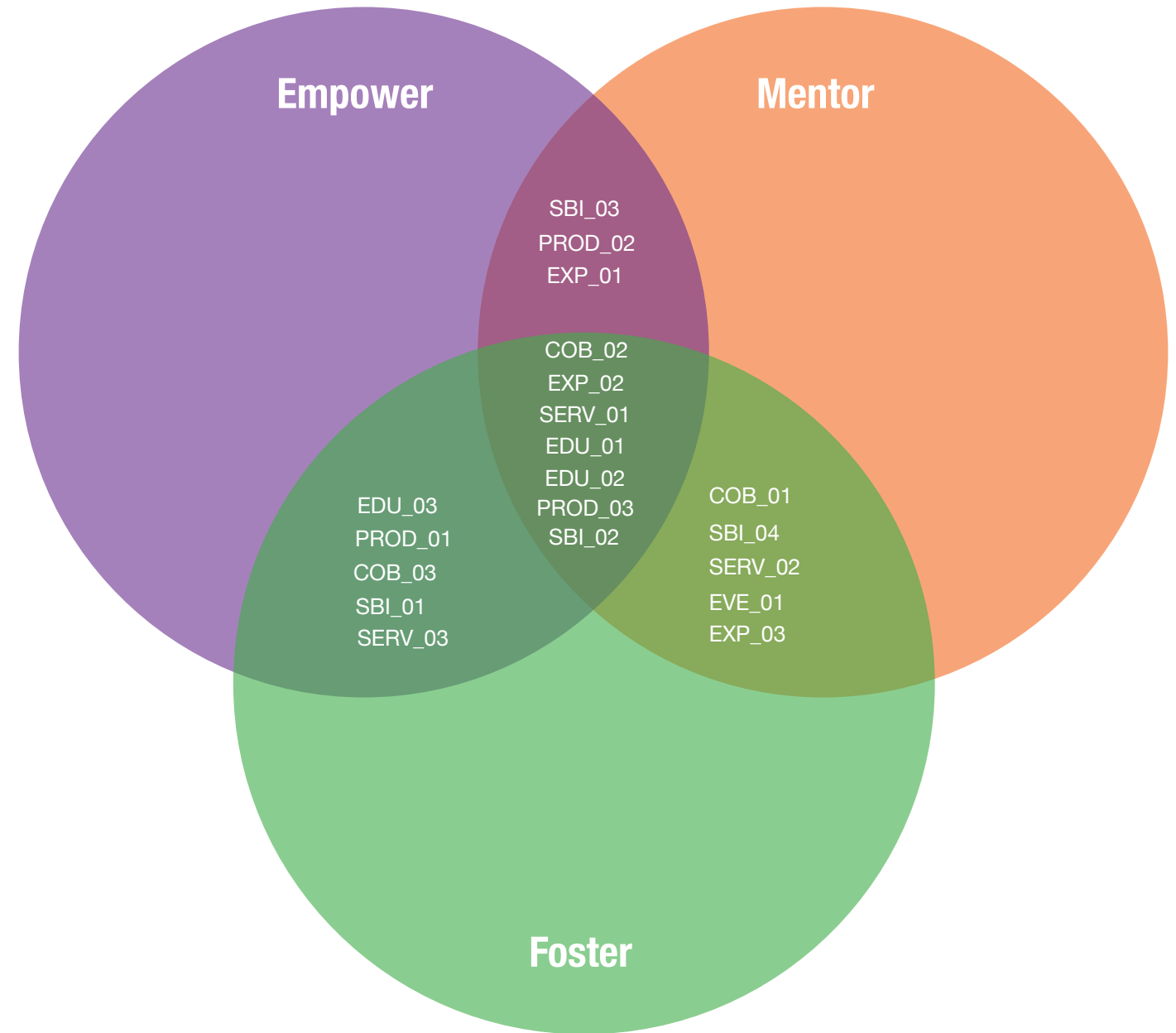
4 Brand Universe

The Brand Universe is where strategy expands into possibility. This chapter explores how the brand can grow beyond its core through thoughtful extensions like co branding, services, products, and experiences, all working together to build a cohesive world. Through these concepts and visuals, we begin to map out the future, showing not just where the brand is, but where it is going.

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 UNC System (COB_01)
9. GSA x Greenlight (COB_02)
10. GSA x Duolingo (COB_03)
11. Personal Finance (EDU_01)
12. Personal Wellness (EDU_02)
13. Experiment Subscription (PROD_03)
14. GSA Coding (EDU_03)
15. GSA Ascent (SBI_01)
16. GSA Impact (SBI_02)
17. Scout Circle (SBI_03)
18. Scout Support (SBI_04)
19. Girl Scouts Homecoming Day (EXP_03)
20. GSA Credit System (SERV_03)



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 empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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.

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 mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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.

Co-branding Opportunities

COB_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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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

COB_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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing 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

Co-brand Opportunities

COB_03

GSA x University of North Carolina System

An opportunity for universities to work with their local Girl Scout Chapters.

There are 16 campuses within the UNC system, a great first step in this idea to grow nationally with more schools. 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. The schools will benefit from the exposure and relationship with the younger generations.

Mission focus

The GSA x University of North Carolina System initiative **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing an opportunity to be mentored by college professors and students, tour and study in a college setting, and find their footing at what could be their future school of choice.

Differentiators

Unlike offered kids and teens programs and individual colleges, this will be a uniform concept accepted by selected universities and colleges that works the same way at each school with only minor changes. It will be organized by the Girl Scout Organization rather than the schools and will give girls the opportunity to experience new things while socializing.

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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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

Educational

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

Our Personal Wellness Class **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing girls with resources and mentorship on personal care and empower them to take care of themselves and speak up so they have this support and knowledge for their futures.

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.

EDU_03

GSA Coding

Allowing girls a functional space to learn coding and AI from professionals and instructors.

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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing 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 Girls Who Code or SheCodes the class is included in Scout membership fees and offered in person. It will be open to Girl Scouts of all ages, with three skill levels designed to meet participants wherever they are in their coding journey.

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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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 fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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

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 **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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 stationery, 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 empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** 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

Our Future

Products

PROD_03

Experiment Subscription

A monthly subscription to science kits with experiments that are safe but far from being pretend.

Not your average kid-friendly science kits, these are real experiment materials for girls to learn through, how to follow directions exact and learn about PPE. The girls can sign up for the subscription at an extra cost and receive monthly experiment kits. There will be times they break open geodes and identify minerals, and there will be more chemistry and biology-based experiments.

Mission focus

The Experiment Subscription **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by teaching them about science in a hands-on, safe environment that gives them an experience that allows them to learn and gain confidence.

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.

Events

EVE_01

Food Drive

An organized food drive ran by the girls from advertising to distribution.

Girl Scouts will promote and help organize a food drive 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 collect, organize, and pack the food before handing it out to the community. By marketing the event as a nationwide Girl Scout Food Drive Day, communities that do not have Girl Scout troops will feel more drawn to start a chapter when they see the benefits in their neighboring communities.

Mission focus

The Food Drive **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by giving girls the chance to design posters, work on their delegation and organization skills, and get a first-hand lesson on empathy and community outreach.

Differentiators

Unlike local food drives like Front Porch, the Girl Scouts Food Drive is run and organized by young Girl Scouts from start to finish and will be the same day nationwide, with each Girl Scout's community having their own food drive.

Sub-brand Initiatives

SBI_01

GSA Impact

A division of Girl Scouts that is focused on advocacy and social impact.

Designed for our tween and teen scouts, GSA Impact equips girls with the tools, knowledge, and confidence to understand the issues shaping their communities and the world around them. Through real-world projects, mentorship, and guided programs, the girls will learn how to identify social challenges, think critically about solutions, and take meaningful actions. The girls can organize local initiatives, raise awareness on a larger scale, and transform their curiosity into leadership and change.

Mission focus

GSA Impact **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by empowering them to learn about social causes, use critical thinking, and ethical decision-making while socializing and gaining leadership and teamwork skills.

Differentiators

Unlike INU Youth Activism or Voyager, GS Impact goes beyond a loose club that holds discussions and occasional events. It instills critical and strategic thinking, leadership, public speaking, and ethical decision-making into the Scouts.

SBI_02

GSA Ascent

Outdoor adventure division leans into exploration and environmental stewardship.

In order to keep some of our older traditions, this sub-brand allows girls to go on outdoor adventures, try camping, and learn about plants and animals. Having this division keeps our new brand initiative in line with empowering girls to be impact-, career-, and future-focused while also promoting them to connect with nature and learn more about their environments.

Mission focus

Girl Scout Ascent **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing girls with outdoor and naturalistic experiences that reshape how they view themselves and what they are capable of, while also teaching them about their environments.

Differentiators

Unlike Every Kid Outdoor and Kids in Parks, Girl Scout Ascent is a broader leadership and development journey, connecting nature-based experiences with long-term personal growth.

Our Future

Sub-brand Initiatives

SBI_03

Scout Circle

A social networking app that connects Girl Scouts around the world.

Scout Circle works as its own sub-brand with its own objectives while still staying true to the mission. The app allows Girl Scouts to connect with each other, like a global pen pal matching. Girls can post projects they are working on, share ideas for earning badges, and collaborate on service projects. They can push sustainability efforts with this app as well, trading gear and supplies with other troops. A place where girls can experience the benefits of social networking without facing the many downsides. Scout Circle puts the girls' safety first with tight controls and no outside access.

Mission focus

Scout Circle **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by giving them a safe space to speak their minds, connect globally, and socialize online in a way they have not done before.

Differentiators

Unlike Gromsocial or Zigazoo, this kid-safe social networking app has 24/7 moderation and is exclusive to girls in the Girl Scouts. It is a platform that allows more than just video sharing, with posts ranging from pictures of project progress to a simple text post asking for ideas for ways to earn a new badge.

SBI_04

Scout Support

An online space just for parents to collaborate, share advice, and give reminders.

Scout Support is a sub-brand under Girl Scouts that focuses on the parents and guardians of the girls. There will be many resources through this sub-brand, like parent orientation or what to expect, short video explanations on badge systems, and community hubs to ask questions and give advice. This will also be where individual troops will have their volunteer and community support sign-up sheets for parents. The parents can connect the sign-up sheets and calendar with their phones to receive reminder notifications of upcoming events or duties. The goal is for the parents to be as informed as possible without being overwhelmed.

Mission focus

Scout Support **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by giving their parents all the tools and resources they need to ensure the girls are as supported and involved as they can be, and by showing parents how to empower their daughters.

Differentiators

Unlike HappyPillar and Easypeasy, Scout Support focuses more on empowering their daughters and supporting like-minded parents to stay in the loop with Scout activities rather than supporting parents get through tantrums, behavioral issues, and basic parenting advice.

Events

EVE_02

Girl Scout Homecoming Day

An annual Girl Scout Family and alumni experience.

An event that brings in parents, siblings, and former Girl Scouts. An alumni reunion meets family camp, with girls getting the chance to show off what they have learned to their families and participate in fun experiences while learning stories and networking with the alumni. The parents get to mingle with other scout parents, and the alumni get to relive some of their Girl Scout experiences.

Mission focus

Girl Scout Homecoming Day **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by providing girls with the opportunity to learn new things, have experiences with their families, and be mentored by alumni. It also empowers the girls to know they always have a place to call home, once a Girl Scout, always a Girl Scout.

Differentiators

Unlike the Mentor Desk or Family Days at varied summer camps, the Girl Scout Homecoming Day is a chance for Girl Scouts to have a joint experience with their families and their current mentors and future mentors in the alumni they meet. Activities and experiences parents will enjoy with their daughters while alumni get to walk down memory lane.

Services

SERV_03

GSA Credit System

A flexible way for girls to grow their skills and experiences, and exchange them for other experiences.

GSA Credit System replaces the badge system. Now, girls can earn credits for learning new things, making community impacts, and taking classes. They can exchange these credits for experiences like outdoor trips, the marketplace, or new classes. The idea is that the credits are earned through meaningful action to be used on aspirational experiences.

Mission focus

The GSA Credit System **reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world** by empowering them to earn credits by making impacts and trying new skills and giving them the ability to decide how to spend and exchange their credits for new experiences we will offer them.

Differentiators

Unlike Every Kid Outdoor and Kids in Parks, Girl Scout Ascent is a broader leadership and development journey, connecting nature-based experiences with long-term personal growth.

The Book Club

Services / SERV_01

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



Girl Scout book
recommended reading.



Being apart of Girl Scout
Book Club discussing online
or by reading the book.

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.

Using the Book Club website to explore this month's book.



Envision your Future

Experience / EXP_01

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

Envision Your Future Experience

Explore career paths and step into a simulated day of adult life with a mock store and financial scenario.



May 3rd 11:30-4



Experience directionals at the event location.

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.

Experiencing mock interviews and mentorship.





Learning chemistry and guided experiments.

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.

GSA x Greenlight

Co-brand / COB_01

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



The physical co-branded card for the Girl Scouts and Greenlight crossover.

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.

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.

Learn how to save, budget, and spend money with their new card.



**The GSA x Greenlight Card
helps parents have easier
conversations with their kids
about finances.**



Mentor Desk

Services / SERV_02

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



Our Girl Scouts being guided and mentored help us stay aligned with our mission.

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.

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.

The Mentor Desk allows girls to chat and have discussion with their mentors.



The Mentor Desk will help girls with general advice.



GSA x Duolingo

Sub-brand Initiatives / SBI_02

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



The GSA x Duolingo app brings cultures and access for young girls together.

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.

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.

Girls can learn a new language from their computer, tablet or phone.





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.

The girls can use their new language skills to meet new people and experience new things.

Personal Wellness

Education / EDU_02

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

Personal Wellness class teaches girls how to work through their emotions.



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.

Personal Wellness class teachers girls how to be mindful and use the guided yoga courses.



The Personal Wellness website has videos, courses, and more ways to learn how to tend to yourself.

Our Personal Wellness Class reinforces our mission of empowering, mentoring, and providing experiences for young girls to have confidence for their futures by providing girls with resources and mentorship on personal care and empower them to take care of themselves and speak up so they have this support and knowledge for their futures.



GSA Ascent

Sub-brand Initiatives / SBI_02

Our outdoor adventure division leans into exploration and environmental stewardship.



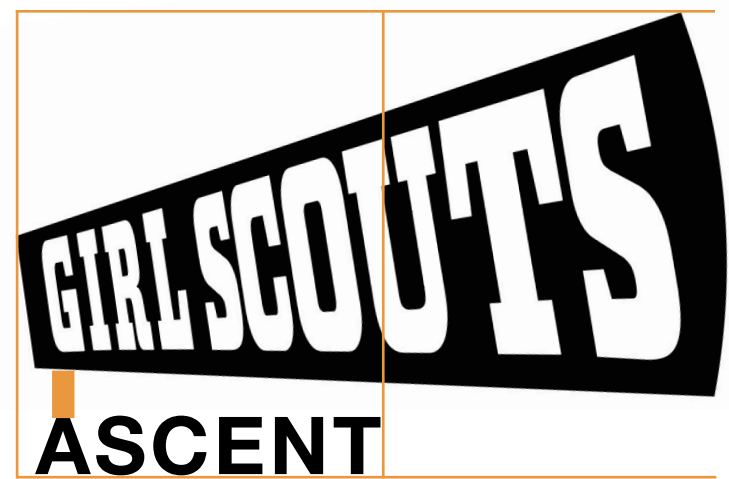
The climb is better when we do it together.

GSA Ascent Logo

The logo consists of the words "GIRL SCOUTS" in a bold, white, sans-serif font, slanted upwards from left to right. The letters are contained within a black, trapezoidal shape that tapers from left to right.

ASCENT

The black version of our logo with the word Ascent in all caps in Helvetica Neue Bold with 50 pts of tracking.



 = .25 Inches, measured from the top of A to the bottom of the logo.





GIRL SCOUTS
ASCENT

In order to keep some of our older traditions, this sub-brand allows girls to go on outdoor adventures, try camping, and learn about plants and animals. Having this division keeps our new brand initiative in line with empowering girls to be impact-, career-, and future-focused while also promoting them to connect with nature and learn more about their environments.



Mentor and explore with
GSA Ascent.



There will be camping and other outdoor activities as part of GSA Ascent.

Girl Scout Ascent reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world by providing girls with outdoor and naturalistic experiences that reshape how they view themselves and what they are capable of, while also teaching them about their environments.

Scout Circle

Sub-brand Initiatives / SBI_02

**A social networking app
that connects Girl Scouts
around the world.**



Scout Circle gives girls
access to their social circles
and sharing projects.

Scout Circle works as its own sub-brand with its own objectives while still staying true to the mission. The app allows Girl Scouts to connect with each other, like a global pen pal matching. Girls can post projects they are working on, share ideas for earning badges, and collaborate on service projects. They can push sustainability efforts with this app as well, trading gear and supplies with other troops. A place where girls can experience the benefits of social networking without facing the many downsides. Scout Circle puts the girls' safety first with tight controls and no outside access.

Scout Circle promotes being yourself while staying on the safe and monitored app.





Scout Circle reinforces our mission of empowering and fostering experiences for the girls by giving them a safe space to speak their minds, connect globally, and socialize online in a way they have not done before.

Scout Circles lets girls share ideas and project details.

Experiment Subscription

Products / PROD_03

A monthly subscription to science kits with experiments that are safe but far from being pretend.

The Experiment Subscription comes in a shipped box every month.



Not your average kid-friendly science kits, these are real experiment materials for girls to learn through, how to follow directions exactly, and learn about PPE. The girls can sign up for the subscription at an extra cost and receive monthly experiment kits. There will be times they break open geodes and identify minerals, and there will be more chemistry and biology-based experiments.

The Experiment Subscription teaches and gives young girls access to personal protection equipment.



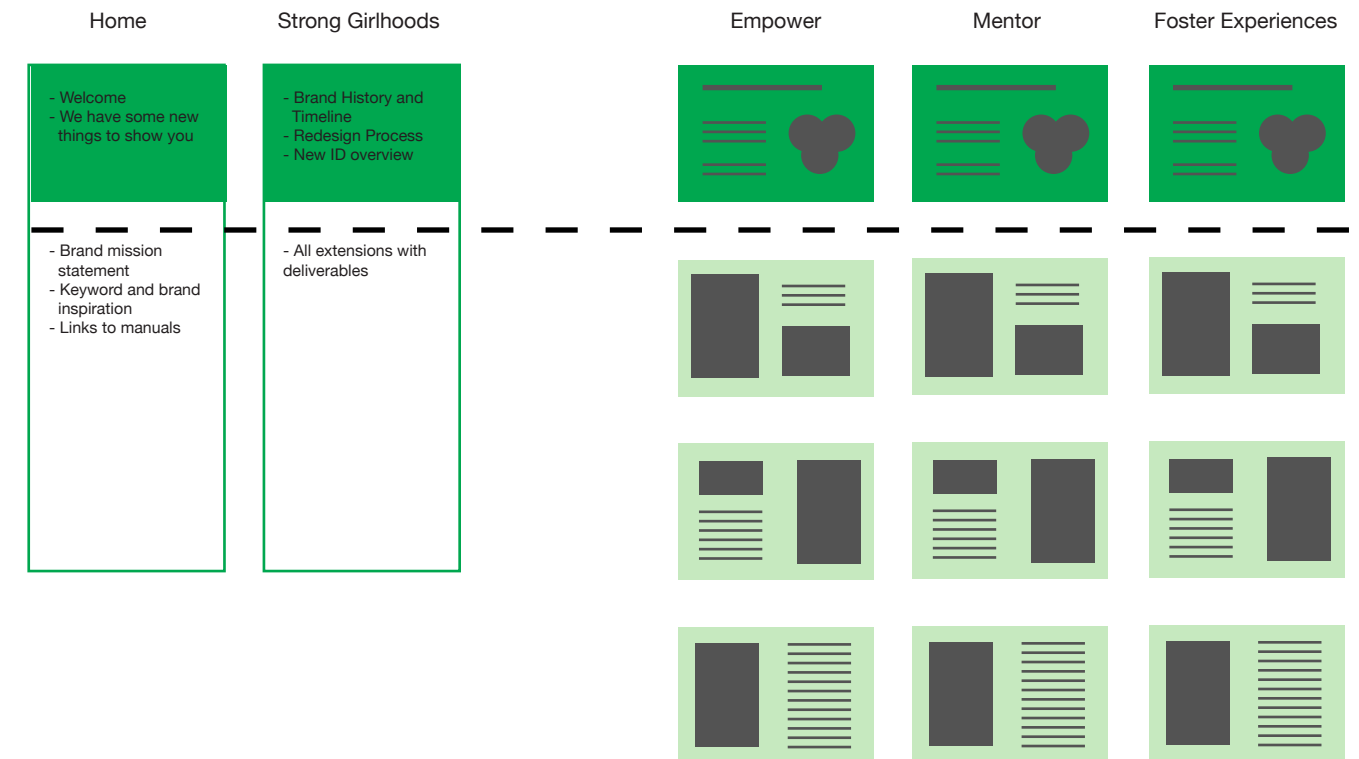


The Experiment Subscription reinforces our mission of empowering, providing experiences, and mentoring the girls by teaching them about science in a hands-on, safe environment that gives them an experience that allows them to learn and gain confidence.

The Experiment Subscription has real experiments with safe materials.

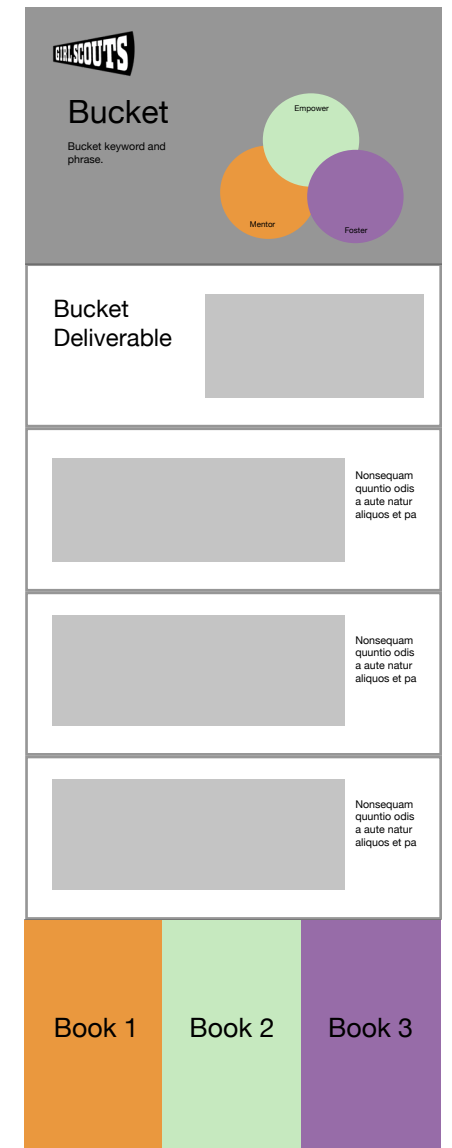
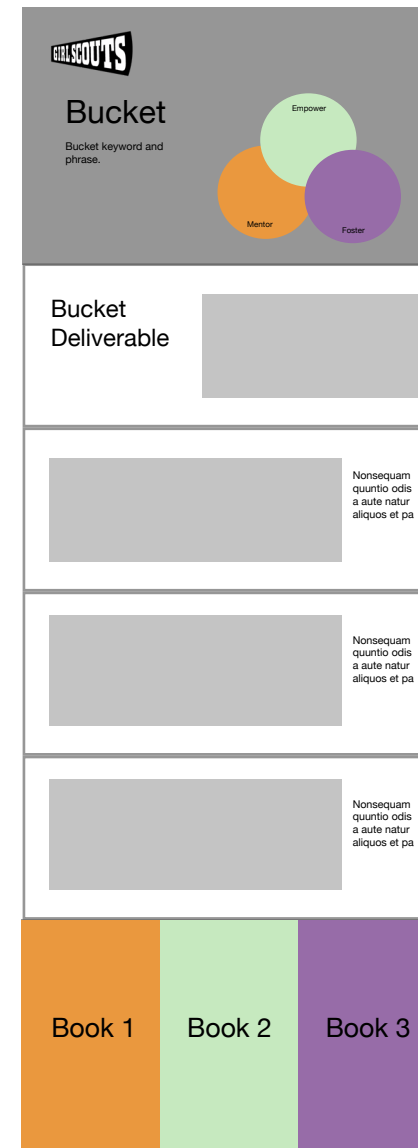
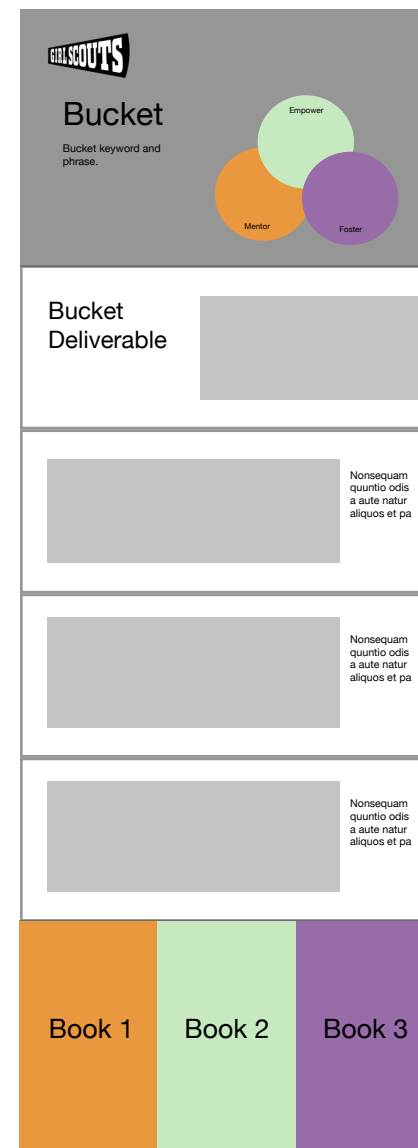
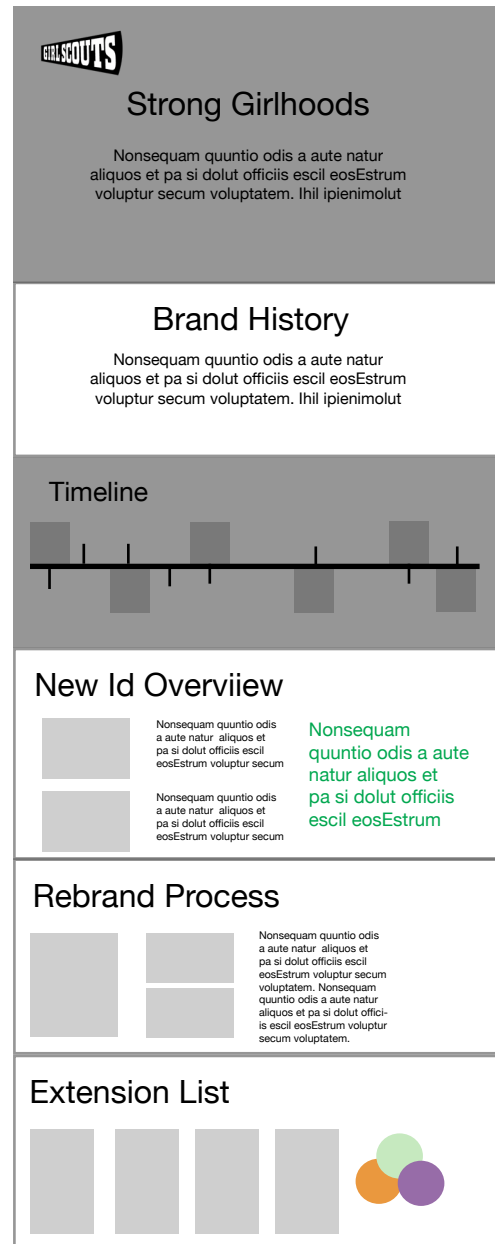
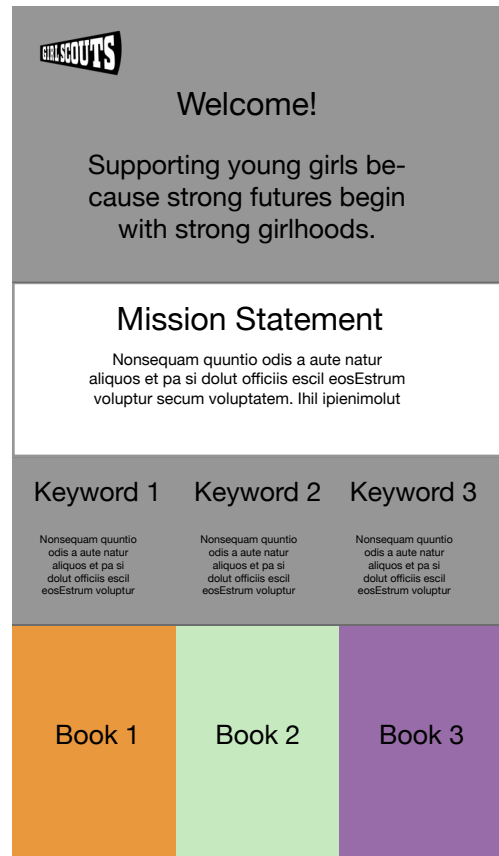
Website Wireframes

Different sets of website wireframes to demonstrate the organization of each version of the website. The website will be for the sub brand not the brand's main website.



Website Grayscreens

Layout 1



Website Grayscreens

Layout 2

Girl Scouts

Welcome!

Supporting young girls because strong futures begin with strong girlhoods.

Mission Statement

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Keyword 1 Keyword 2 Keyword 3

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New Id Overview

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Girl Scouts


Strong Girlhoods

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Brand History

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Timeline



Rebrand Process

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Extension List



Girl Scouts

Bucket

Bucket keyword and phrase.

Bucket Deliverable



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Book 1 Book 2 Book 3

Girl Scouts

Bucket

Bucket keyword and phrase.

Bucket Deliverable



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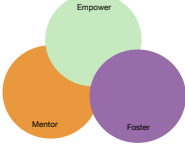
Book 1 Book 2 Book 3

Girl Scouts

Bucket

Bucket keyword and phrase.

Bucket Deliverable



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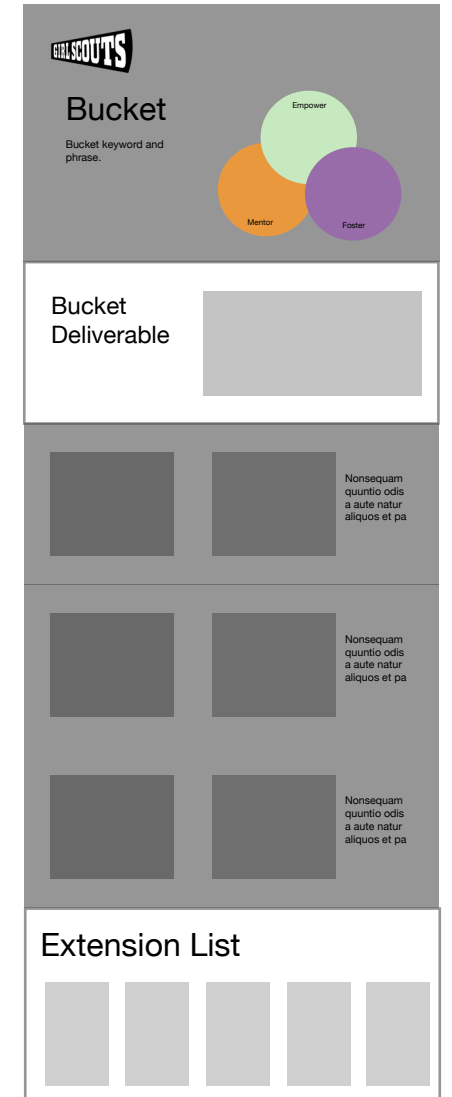
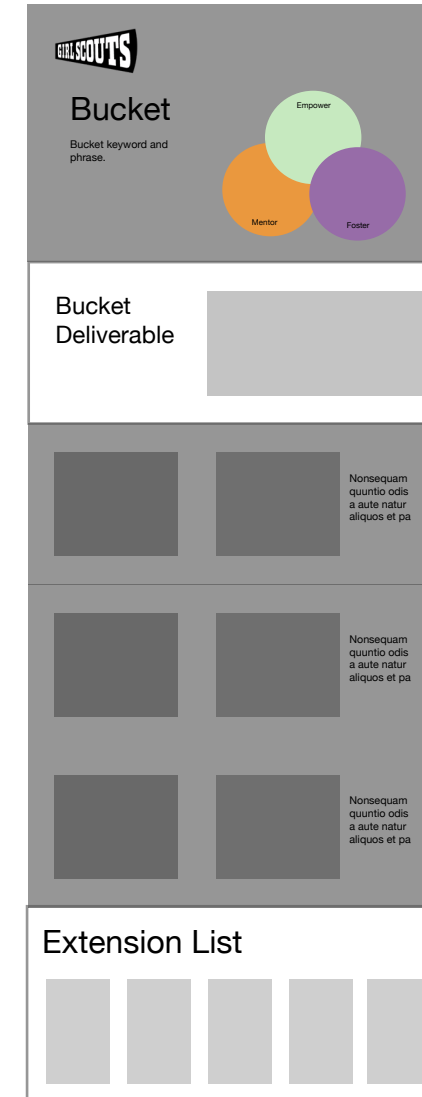
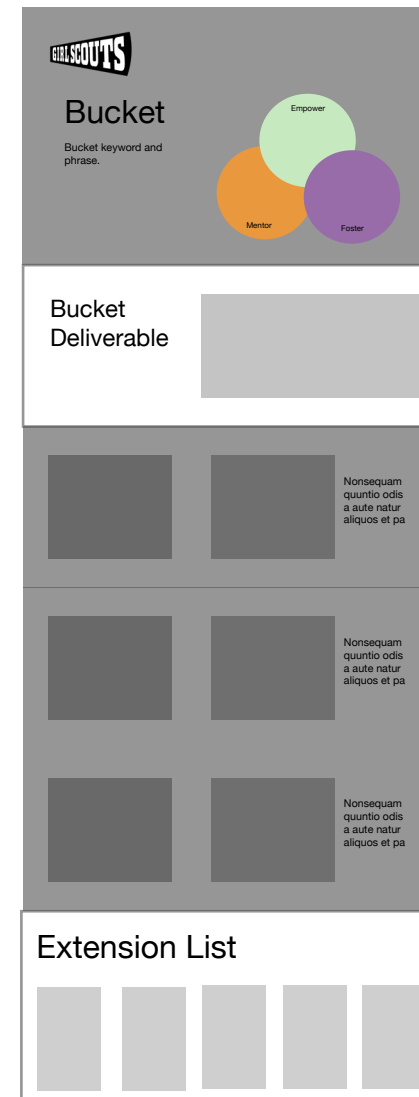
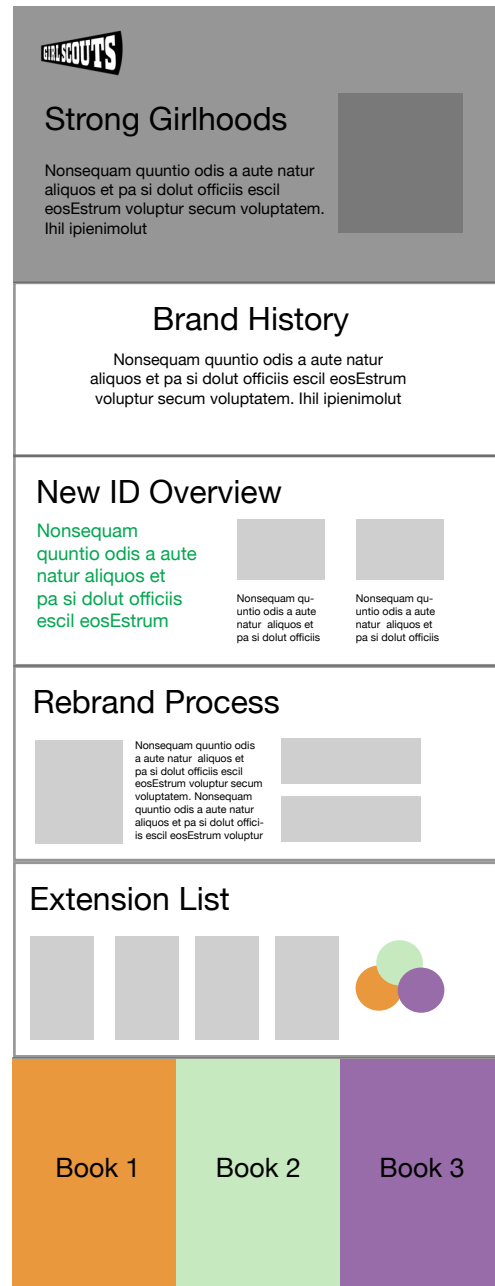
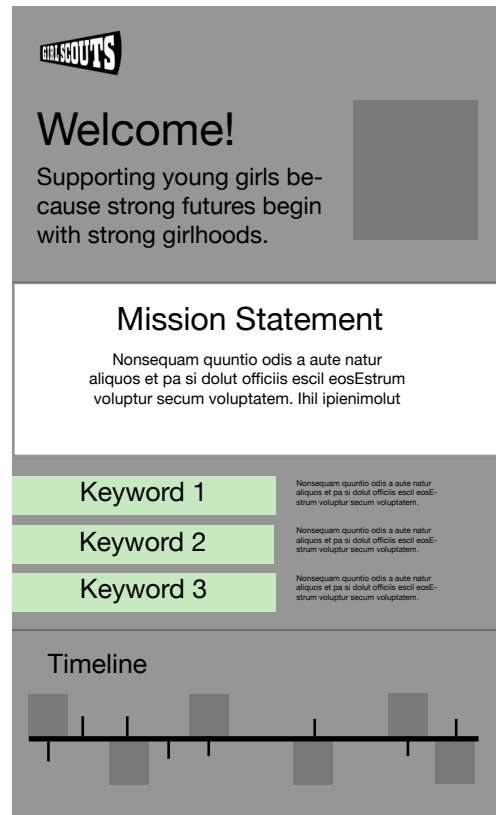
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Nonsequam quuntio odis a aute natur aliquos et

Book 1 Book 2 Book 3

Website Grayscreens

Layout 3



Website Layout 1

Proposed URL: girlsfuture.org
 Current URL: https://kirbyre64.wixsite.com/site-draft-1

Strong Girlhoods Empower Mentor Foster

Welcome to a place where girls grow into confident leaders, creative thinkers, and fearless explorers.

Join GSA

Mission Statement

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

Learn More About Us

- Empowerment**
Empowerment reflects the brand's commitment to giving girls the confidence, skills, and agency to take charge of their lives and make meaningful contributions to the world.
- Future-Focused**
Future-focused reflects Girl Scouts' unwavering commitment to preparing girls for the world they are growing into.
- Changemakers**
Reflects a shift from passive learning to active impact, encouraging girls to identify real issues in their communities and take meaningful action.

“The work of today is the history of tomorrow, and we are its makers.” - Juliette Gordon Low

Keep Empowering

123-456-7890
info@mysite.com

Disclaimer: This is a student-created project for academic use only. It is not associated with, sponsored by, or reflective of the Girl Scouts of the USA or its official programs.

Strong Girlhoods Empower Mentor Foster

Our Story Our Journey Our Future

The reimaged 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

1912 Girl Scouts of America is founded
1917 Girl Scouts of America is incorporated
1920 Girl Scouts of America is chartered
1922 Girl Scouts of America is incorporated
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2017 Girl Scouts of America is incorporated
2018 Girl Scouts of America is incorporated

Book 1 Brand Identity Guide
Book 2 Visual Development Guide
Book 3 Visual Identity Guide

New ID Overview

New Logo

Color Palette

Envision Book

Empower Member Foster

Strong Girlhoods Empower Mentor Foster

Empower
We support girls in owning their voice

Confidence Starts Here

1. Envision Future Experience (EXP_01)
 2. Girl Scouts Marketplace (EXP_02)
 3. Sustainable Mesh (PROO_01)
 4. Plan your Future Products (PROO_02)
 5. Book Club (SERV_01)
 6. Tutor Desk (SERV_02)
 7. Food Party Event (EVE_01)
 8. GSA x UNC System (COB_01)
 9. GSA x Greenlight (COB_02)
 10. GSA x Challenge (COB_03)
 11. Personal Finance (EDU_01)
 12. Personal Wellness (EDU_02)
 13. Equipment Subscription (PROO_03)
 14. GSA Coding (EDU_03)
 15. GSA Ascent (SER_01)
 16. GSA Impact (SER_02)
 17. Scout Circle (SER_03)
 18. Scout Support (SER_04)
 19. Girl Scouts Homecoming Day (EXP_03)
 20. GSA Credit System (SERV_03)

Extension Deliverables

Envision Your Future Experience
EXP_01

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.

The Envision Your Future Experience reinforces our mission of empowering, mentoring, and fostering meaningful experiences for young girls so they can strengthen their communities and the world by preparing them and guiding them through their futures in a mock setting.

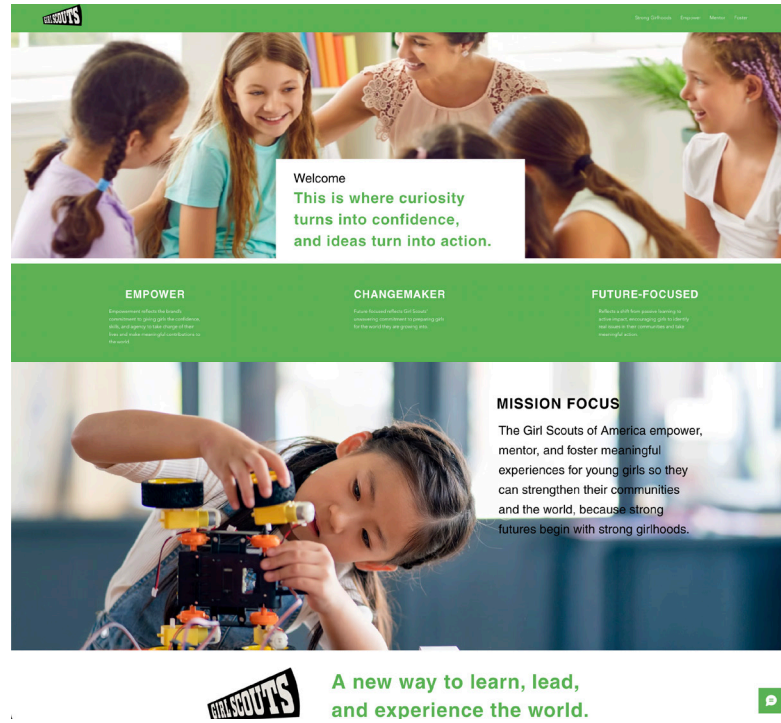
Keep Empowering

123-456-7890
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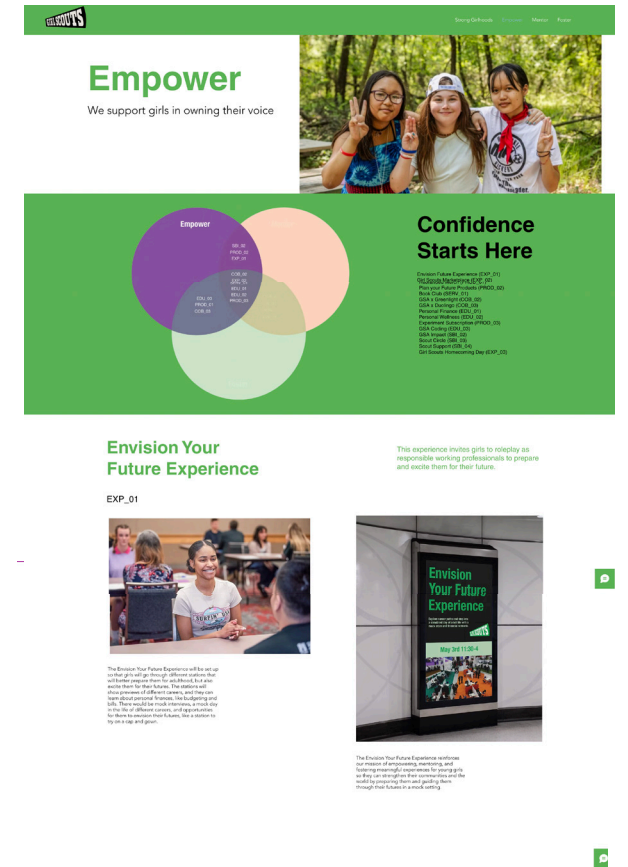
Layout one is more refined and system-based, making it easier to navigate and scale. It is more resolved than layout two. Layout one ultimately provides a stronger, more cohesive system moving forward.

Website Layout 2



Layout two is more imagery-driven, using visuals to quickly communicate the brand extensions, while layout one focuses more on structure. Each extension in layout two is introduced with full details presented later on the core page under the chart. Compared to layout one, which prioritizes organization and readability, layout two leans into a more visual, expressive approach. Layout two explores a more visual direction and functions more as a conceptual alternative.

Proposed URL: girlsfuture.org
Current URL: https://kirbyre64.wixsite.com/my-site-4



Diversity Audit

Book	Page	Description	Number	Race (Gender)	Ages	Focus	Role
B1	3	Founder with scouts outdoors	4	White (F), White (F), White (F), White (F)	8-50	White	Leader
B1	9	Girl Scouts outside	8	White (F), White (F), White (F), Latina (F)	10-15	White	Peer
B1	11	Persona 1	1	White (M)	34	White	Persona
B1	13	Persona 2	1	Indian (F)	8	Indian	Persona
B1	15	Persona 3	1	Latina (F)	37	Latina	Persona
B1	17	Persona 4	1	Black (F)	29	Black	Persona
B1	19	Persona 5	1	White (M)	42	White	Persona
B1	21	Persona 6	1	White (F)	11	White	Persona
B1	23	Standing in Washington DC	1	Indian (F)	12-16	Indian	Leader
B1	24	Baking in kitchen	1	White (F)	70-75	White	Service
B1	24	Making bracelets	1	White (F)	5-8	White	Playing
B1	25	Standing in office	1	Black (F)	25-30	Black	Leader
B1	25	Learning science	2	Latina (F), White (F)	8-12	Latina	Learning
B1	27	Standing together outside	5	Black (F), Black (F), Black (F), Black (F), White (F)	6-70	Black	Leader
B2	7	Writing in a notebook	2	White (F), White (F)	12-16	White	Peer
B2	26	Looking in microscope	1	White (F)	9-11	White	Learning
B2	28	Learning STEM	2	Latina (F), Black (F)	12-18	Latina	Learning
B2	36	Microscope station	3	White (F), White (F), White (F)	9-13	White	Learning
B2	42	Demonstrating on computer	2	Black (F), Asian (F)	12-16	Asian	Leader

Book	Page	Description	Number	Race (Gender)	Ages	Focus	Role
B3	9	Science class	2	Black (F), Latina (F)	6-9	Black	Leader
B3	12	Outdoor Exploring	2	Asian (F), Asian (F)	5-12	Asian	Leader
B3	31	Outside with Scout Vests	2	White (F), White (F)	5-8	White	Peer
B3	33	Reading	2	White (F), White (M)	7-12	White	Leader
B3	34	Reading	2	Black (F), Black (F)	11-14	Black	Peer
B3	37	Using a computer	1	Latina (F)	6-10	Latina	Learning
B3	39	Exploring careers	4	Black (M), Latina (F), White (F), White (F)	8-40	Black	Leader
B3	41	Mock Interview	2	Black (F), Latino (M)	15-30	Black	Learning
B3	42	Learning medical science	2	White (F), White (F)	15-40	White	Leader
B3	47	Using a tablet	2	Latina (F), Latina (F)	6-40	Latina	Leader
B3	48	Using a piggy bank	2	White (F), White (M)	5-35	White	Leader
B3	51	Teaching at home	2	Black (F), Black (F)	8-40	Black	Leader
B3	53	Online Mentor Desk	2	White (F), Black (F)	10-40	Black	Leader
B3	54	Learning on computer	2	Asian (F), Asian (F)	8-12	Asian	Learning
B3	59	On computer call	1	Black (F)	6-8	Black	Learning
B3	60	Reading together	2	Latina (F), White (F)	6-8	Latina	Peer
B3	63	Journaling Outside	1	Asian (F)	12-16	Asian	Leader
B3	65	Doing yoga	2	Indian (F), Indian (F)	14-16	Indian	Peer
B3	66	Journing on her bed	1	White (F)	10-13	White	Leader
B3	71	Talking in coffee shop	4	Black (F), White (F), Black (F), Black (F)	30-40	White	Peer
B3	72	Cooking together	2	Indian (F), Indian (F)	10-40	Indian	Leader
B3	77	Taking a selfie	2	Black (F), Black (F)	12-16	Black	Peer
B3	78	Looking at phone	3	White (F), White (F), White (F)	10-13	White	Leader
B3	83	Science experiment	1	White (F)	6-8	White	Learning
B3	84	Science Experiment	2	White (F), White (F)	8-12	White	Learning

Stationery Set



Process

Photos of my sketchbook showing process work for
Module 10

MODULE 12

MODULE 11 FEEDBACK

- contents are messy need to refine
- try not to have hyphen in mission statement
- logos are better, S is not quite there in GSA logo
- replace latin
- better define clearspace what is the circle

LIST

- need to put full mission into mission focus
- listen to Lindsey + andrius sub brand initiative critique
- career day logo usage is bad/janky
- forget a logo in personal wellness
- too much of the same stuff over again
- cleaning up to do w/ deliverables
- layout #1, home page is nice
- stationary - logo too big on letterhead
- need envelope
- business card for a person not brand

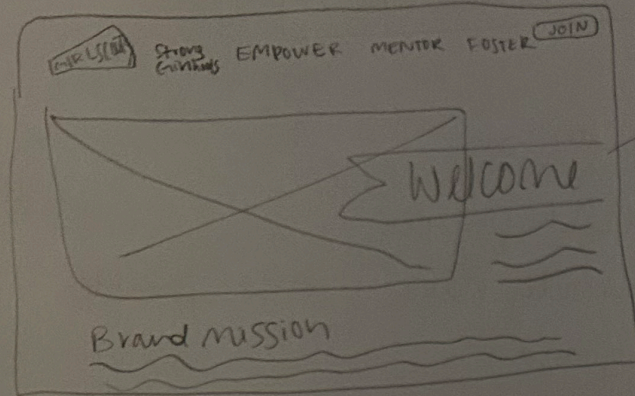
LAST DAY OF CLASS IS MAY 19th

MODULE 12

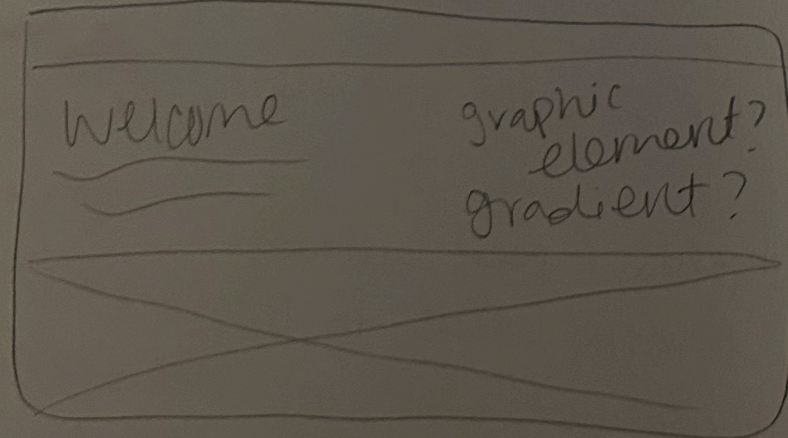
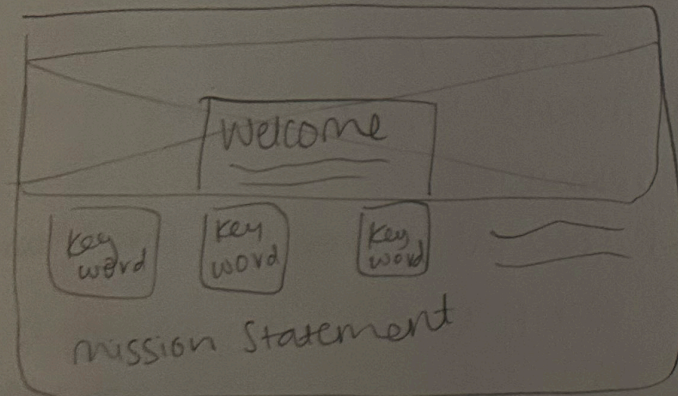
- google docs in visual classroom
- disclaimer - student project
- proofing card - already have in first spreads
- mission specific language
- finalize + improve deliverables
- BIGGEST Part - prototype live website:
 - o create 2 different visual layouts
 - o include URL to submission
 - one real URL I bought + free wix for other
 - o purchase 2-3 year plan don't pay too much
 - ALSO ↓
 - o US + life is okay NO MORE THAN \$40 for 3yrs.
 - o bizX
 - o can use URL with wix site

TO DO

- ← refinements + peer critiques
- make 4 new ideas to list
- prototype live websites
- finish/add to diversity audit
- add captions to photos



he doesn't love this tho so maybe not



graphic element? gradient?

I like this one if I get element right

CORE

