

The Girl Scout Brand for T-shirts, Patches, Banners, etc.

A tip sheet for new troop leaders

Thinking about creating a t-shirt, patch, or banner for your troop girls and volunteers? Or perhaps you need to create one of these items for an event? Great idea!

GSWPA is here to help. We love seeing all your creative ideas!

The bottom line is: You **CAN** show your Girl Scout spirit with use of the words “**Girl Scouts**” (including the acronym “**GS**”) or use of the **Girl Scout Trefoil** or **Girl Scout Profiles**.

But, the process differs based on whether the item will:

- a. be purchased by the troop or service unit and given to the girls free of charge, or
- b. be sold or be given to the girls as part of a fee-based event (such as getting a “free” t-shirt when attending an event).

Here are the guidelines in a nutshell:

- a. If you will be purchasing the t-shirt or item with troop or service unit funds and giving to the girls (like a troop or service unit t-shirt, parade banner for the girls to use, etc.) free of charge, your design including the words “Girl Scouts” (including GS), the Girl Scout trefoil, and/or the Girl Scout profiles can be reviewed and approved by GSWPA, and you can use any print vendor of your choosing.
- b. If you will be selling the t-shirt, patch, or other item as a fundraiser or giving it away as part of an event that a girl pays a fee to attend (such as a day camp or service unit event), your design including the words “Girl Scouts” (including GS), the Girl Scout trefoil, and/or the Girl Scout profiles will need to be reviewed, approved, and printed by a GSUSA licensed vendor.

For either situation, please submit your t-shirt sketch or concept using our handy online form at: <https://gswpa.wufoo.com/forms/gswpa-branding-requests>. Council can review your art, give guidance about your use of brand elements, and give design approval. Or, we can connect you with a licensed vendor if needed (based on the guidelines above).

For more information about the GSWPA logo, the Girl Scout trefoil, the Girl Scout profiles, our color palette, and other tips for the use of our brand, visit our new brand resource for volunteers at gswpa.org/brand.

