



The Girl Scout Brand for T-shirts, patches, 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!

Girl Scouts Western Pennsylvania 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**. (Please note: The Girl Scout Profiles were retired by Girl Scouts of the USA in 2021.)

However, 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 (even at cost) or 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 item with troop or service unit funds and giving it to the girls free of charge (such as a troop or service unit T-shirt, parade banner, etc.), your design including the words “Girl Scouts” (including “GS”) and/or the Girl Scout Trefoil can be reviewed and approved by council, and you can use any print vendor you choose.
- b. If you will be selling the 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”) and/or the Girl Scout Trefoil will need to be reviewed, approved, and printed by a GSUSA-licensed vendor.

For either situation, please submit your item design sketch or concept using our 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 GSUSA-licensed vendor if needed (based on the guidelines above).

For more information about the Girl Scouts Western Pennsylvania logo/servicemark, the Girl Scout Trefoil, our color palette, and other tips for the use of our brand, visit our brand resource for volunteers at gswpa.org/brand.