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## Using the Girl Scout Brand for Highest Awards

There are many instances where a Girl Scout working on one of her highest awards may desire to use Girl Scout branding.

The Girl Scouts Western Pennsylvania council servicemark/logo or the Girl Scout Trefoil may be used on highest award signage (such a trail marker or a sign), on flyers promoting events tied to a highest award, or other similar placements, etc. However, **all instances** using Girl Scout branding, including use of the Girl Scout Trefoil, the Girl Scout servicemark, the Girl Scouts Western Pennsylvania servicemark, and any use of the words “Girl Scouts,” including the acronym “GS,” **must be approved by council.**

Use [THIS FORM](#) to request approval of the Girl Scout brand.

For guidance, please visit [gswpa.org/brand](https://gswpa.org/brand). Included on this page is a button for submitting art for flyers, signage, etc. for review.

### Color of council servicemark:

Our council servicemark/logo should be used in our signature two-color lockup: black and green. Text can be used in white when legibility is compromised. When a single color is required, the council servicemark can be shown in all black or all white.

Girl Scout Green for the servicemark should have these values:

RGB: 0/180/81

CMYK: 95/0/100/0

Pantone 354

## Patch Programs and the Creation of Patches (or other branded items)

Patch programs may be used as Highest Awards projects. Remember, Girl Scouts should find a community issue they would like to address and research viable resources and solutions before determining if the Girl Scout community should be their target audience. Further guidance can be found at [gswpa.org/brand](https://gswpa.org/brand).

### What is the difference between a badge and a patch?

Badges/badge programs are nationally-vetted through Girl Scouts of the USA (GSUSA) and the Girl Scouts Research Institute (GSRI). GSUSA does allow councils to create council-own badge programs, however the long approval process requires the initiative to be council-unique. For example, the Rachel Carson badge is unique to Girl Scouts Western Pennsylvania because one of the requirements is to visit the Allegheny River or another place named after her—which is specific to our council.

On the other hand, we recommend Girl Scouts working toward a highest award create a patch program which can be on a broader topic and is approved through council, rather than nationally through GSUSA. These are very popular and, if the interest is there, can be shared nationally through partnering organizations and other councils.

## Patch Program Concept Ideas

To get ideas on patch program curriculum layouts, check out our council's current patch programs [here](#). Additionally, culturally-specific patches can be found [here](#), including Hispanic Heritage, Black History, and LGBTQ+ Pride. You can also check out the GSUSA Mental Health Awareness patch [here](#) and the Resilient, Ready, Strong patch [here](#).

## Your Design:

**Curriculum/program design:** Girl Scouts creating a patch program as their highest award project should work closely with their mentor and council. Both your patch program curriculum and your patch design need to be approved by council. Please remember that the highest award has to provide a solution to a need. Highest Award patch programs must be different than already-existing programs.

**Patch design:** There are three options for patch design: stock patches, custom patches with Girl Scout branding (such as Girl Scout Trefoil or the term "Girl Scouts," including the acronym "GS." custom patches), and custom patches with no Girl Scout branding.

- **Stock patches** are pre-designed patches that can be purchased from any patch vendor, such as Snappy Logo, Advantage Emblem, etc. If using stock patch, a statement about patch availability should be included in the patch curriculum, such as **"Patch shown may be substituted with similar patch, based on availability,"** as sometimes stock patches have limited availability or become unavailable.
- **Branded custom patch:** Custom patches are designed by you. If a custom patch includes any Girl Scout branding elements, such as the Girl Scout Trefoil, Girl Scouts servicemarks, or the words "Girl Scouts," including the acronym "GS", you must use a Girl Scouts of the USA (GSUSA) licensed vendor and go through an extensive approval process, including council's Girl Program staff, council's Marketing and Communications staff, and GSUSA (GSUSA approval happens through the licensed vendor). This process can take a minimum of 6 weeks. Branding must be followed as outlined above, along with other stringent branding guidelines.
- **Non-branded custom patch:** In most cases, a custom patch does not need Girl Scout branding. Many "fun patches" used in Girl Scouting do not have branded elements because the Girl Scout wearing it will already be attaching the patch to a Girl-Scout-branded vest or sash. The focus of the patch should be your patch program title/topic. This is the simplest and quickest way to go with a custom patch for your patch program. However, even if a custom patch does not include Girl Scout branding elements, it must still be reviewed and approved by council girl program staff.

## Distribution

A distribution plan is an important part of your highest award project. Be sure to take the time to think about how you will get your patch plans and patches out to the community members. Community partners, like libraries, museums, and other organizations that are in line with your topic, can be a great help.

## Invitation for Use of a Patch Program by Council

Select patch programs and patches may be reviewed by the Girl Program department and invited to be a council patch program listed on our council website. Costs associated with the production and distribution of your patch program and patch remain the responsibility of the Highest Award project.