

Guidelines for Using Logos

GSCNC Website location – About Us/ Media Inquiries/ Logo Use

Girl Scout Logos, Graphics & Clip Art GSCNC grants permission for the usage of the Girl Scout Service Mark on printed materials distributed for the purposes of membership recruitment: troop, service unit and association business.

Use of the Girl Scout Service Mark for any other purposes is not permitted.

Unauthorized usage of the Girl Scout name and trademarks may result in diminished value of the Girl Scout brand. To ensure optimum brand identity, we need to be clear and consistent about the messages our products and designs convey to Girl Scouts, non-Girl Scouts and potential Girl Scouts. Therefore, everyone in Girl Scouting has a role in protecting the Girl Scout name and trademarks against unauthorized, inconsistent and unlicensed use.



Guidelines for Using *Girl Scouts Rock the Mall* Logo

The Girl Scout Council of the Nation's Capital has copyrighted the ***Girl Scouts Rock the Mall*** logo and therefore owns the art and the text and will not permit use of the logo or any of the elements. To ensure optimum brand identity, we need to be clear and consistent about the messages our products and designs convey to Girl Scouts, non-Girl Scouts and potential Girl Scouts.

Associations, SU and Troops Registration opens January 9th for ***Girl Scouts Rock the Mall***. The registration fee is \$10 and includes the official tee shirt and commemorative patch. **The registration fees help to support the cost of the event.** Troops may customize the tee shirt any way you like to identify your troop. Some are tie dying, painting, embellishing, etc.

Merchandise Vendors The Girl Scout Council of the Nation's Capital owns the rights of usage for the ***Girl Scouts Rock the Mall*** logo and will determine the vendors to utilize the logo and elements for merchandise purposes to ensure optimum brand identity.