

Girl Scout Brand Usage Process

Girl Scouts of Connecticut (GSOFC) volunteers may create marketing materials to promote Troop and Service Unit activities. All materials that feature the Girl Scout brand are subject to a review and approval process. Please allow 3-4 business days for Customer Care to process your request.

In order to streamline the process to complete your project as efficiently as possible, please adhere to the following:

1. Any design that features the Girl Scout brand needs to be reviewed and approved by council. Please email Customer Care at customercare@gsofct.org with ***“Request for Girl Scout Brand Usage”*** as the email subject line. Girl Scout branding includes:
 - Girl Scout Logo in any form
 - Trefoil
 - The words “Girl Scout” or “Girl Scouts”
 - The words “Girl Scouts of Connecticut”
 - DO NOT use “Scouts” or “scout” in any form. It must have “Girl” preceding it.
 - The above applies to any hand-drawn pieces (or any similar mediums) submitted by a Girl Scout Member.
2. GSOFC’s Marketing and Communications Department will then review and respond via email with approval, changes, and/or next steps.
3. Once approved, GSOFC’s Marketing and Communications Department will send the approved design files to GSOFC’s Retail Operations Department for printing and project completion.
4. Notes:
 - Please do not contact any GSUSA vendors on your own. GSOFC’s Retail Operations Department will act as liaison to process your order. (Councils may also receive pricing discounts.)
 - If you omit any branded items listed above, you may design and work with any vendor of your choice. The use of “Service Unit #,” for example, does not need to go through the approval process.

If you have any questions about your design, please
contact customercare@gsofct.org