

Girl Scouts – Diamonds Style Guide

Girl Scouts across the country are working together to speak with one voice! Join the movement by following specific style guidelines and using the resources below when creating Girl Scout materials.

Abbreviations and Acronyms

Use of acronyms should be avoided in all communications.

Do Not Use GSDAOT or GS | While it may feel easier to write GSDAOT or GS, please spell them out. Always spell out Girl Scout, and don't use GS. If "Girl Scouts - Diamonds of Arkansas, Oklahoma and Texas" is too long, please use Girl Scouts - Diamonds.

GSUSA is OK to use | It is acceptable to use GSUSA. The first reference should be written as follows: Girl Scouts of the USA (GSUSA). Example: "The headquarters for Girl Scouts of the USA (GSUSA) is in New York City."

Addresses | When writing out addresses, spell out Street, Road, Drive, Boulevard, etc.

Don't Use Title Acronyms like SUM, CEO | Acronyms for positions such as CEO, COO or CFO should also be spelled out in the first reference and should only be abbreviated if they are accompanied by a name. For communications with anyone other than volunteers or staff, no other staff or volunteer position should be used as an acronym, including SUM, SUCM, etc.

Time | Always use a.m. or p.m., eliminating the :00. Use figures except for noon and midnight.

- "The programs run 9:30 a.m.-1 p.m."
- "The programs run 9 a.m.-noon."

Capitalization and Titles

Awards, Badges, Patches and Petals | Always capitalize the full names of Girl Scout awards, badges, patches, petals, etc. These words should not be capitalized unless part of the full name. Examples:

- "I earned my Gold Award last year."
- "More information is on the website about many of these awards."

Campaigns, Taglines or Special Initiatives | Titles of campaigns, resources, taglines or special initiatives are capitalized. For instance, always capitalize the initial letters of Girl Scout Cookies or the Girl Scout Cookie Program. Additional examples:

- “The volunteers were eager to use the new Journey books. They plan to pay for their books using proceeds from the Girl Scout Cookie Program.”
- “The Girl Scout Leadership Journeys were developed based on what girls said they wanted from their Girl Scout experience.”

Events or Programs | Only the exact titles of events or programs should be capitalized.

- “The Bullies to Buddies program was a successful event.”
- “Girl Scout volunteers attended the Annual Meeting.”

Publications | Titles of publications should be italicized.

Seasons | Do not capitalize spring, summer, fall or winter except when part of a formal title.

Troops and Service Units | Troops and service units should only be capitalized when a number is included.

- “Girl Scout Troop 123 stayed up later than the other troops at the sleepover.”
- “Did anyone from the service unit call?”
- “Service Unit 34 does a lot of community service projects.”

Symbols and Punctuation

Numbers | Spell out whole numbers below 10, but use figures for 10 and above.

- “They had 10 dogs and six cats.”
- “Four four-room houses, 10 three-room houses and 12 10-room houses.”
- “First-grade girls are full of energy.”

Except at the beginning of a sentence, when every number should be spelled out:

- “Fifty people showed up for training last night.”

Periods | Use only one space after a period, not two.

Telephone Numbers | Use dashes between numbers, and always put the area code in parentheses.

- Call (412) 594-2299 to speak to Amy.
- Toll-free: (800) 222-5555

Superscript | In general, do not use superscript. Examples:

- Girls in grade 8, not 8th grade girls.
- June 8, 2012, not June 8th, 2012.

Quotation Marks | Periods and commas always go within quotation marks. Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to quoted matter only; they go outside when they apply to the whole sentence.

- She said she was “very impressed with their service project.”
- What did she mean when she said she “handled the situation”?

Other Symbols | Write out percent, rather than using the % sign. Write out the word “and” rather than using the “&” symbol, unless it’s part of a slogan or title.

Technical Words

Online | Don’t use a dash in the words online or email.

Internet | Internet is not capitalized unless it is at the beginning of a sentence, otherwise it is always lowercase.

Website | Write website, not Web site. The Girl Scouts – Diamonds of Arkansas, Oklahoma and Texas website should be used on all promotional materials as www.GirlScoutsDiamonds.org. Capitalize the G, S and the first letter of Diamonds so it is easier to read.

Email | The end of an email address should use all lowercase, not capital letters.

- Example: egassman@girlscoutsdiamonds.org, not egassman@GirlScoutsDiamonds.org.

Girl Scout Titles and Specialty Words

Scouting | The words Scouts or Scouting should not be used when referring to Girl Scouts. Always say Girl Scouts or Girl Scouting. The word “Scouting” has been copyrighted by Boy Scouts and can’t be used.

Camps | Always use Girl Scout before the name of the camp, such as Girl Scout Camp Crossed Arrows, unless a Girl Scout logo or the name “Girl Scouts - Diamonds of Arkansas, Oklahoma and Texas” is prominent in the same document/communication.

Population Groups | Refer to U.S. Census designations for population groups: Hispanic, African-American, Caucasian, Asian, Native American, Native Hawaiian or other Pacific Islander.

Job Titles | Job titles or volunteer position descriptions should only be capitalized when used before a person’s name. Use all lowercase otherwise. Exceptions: the sitting U.S. President and the Girl Scouts – Diamonds Board of Directors. Examples:

- Our chief operating officer met with Membership Manager John Smith.
- The troop program manager spoke with Pat Burkart, chief executive officer.

Specialty Words

- Refer to Safety Activity Checkpoints rather than Safety-Wise.
- Fundraising is what the council does. Girl Scout troops do money-earning activities.
- Use Volunteer Learning Opportunities, not training.

Graphics and Branding

Colors | Use the three Girl Scout colors only! Black, white and green (PMS 355/c94 m0 y100 k0/r0 g174 b88/#00ae58) only. Be sure to include a least a bit of green in every piece you produce.

Font | Use Arial. Girl Scout councils across the country use the GSUSA branded font, Omnes, on marketing and promotional materials. This font is used in graphics and templates for volunteer use, as well as approved council vendors for product and merchandising purposes. Arial is the only other acceptable font.

Photos | Use close-up photos on your materials. Focus on the action!

Clip art | Avoid clip art whenever possible. Add “pop” via photography or illustration (such as handmade doodles or cartoons.) Do not “borrow” any licensed or copyrighted art.

Servicemark | Put the Girl Scouts – Diamonds servicemark at the top left of the document/communication. Make sure it has at least the same amount of white space around it as the “g.” The logo text should be larger than any other text except the title.



The Trefoil | The trefoil should not be made into a character, made to hold photography or re-rendered in any way. Do not use it metaphorically. The trefoil should always be a trefoil – not a flower, a leaf, or a snowflake. Green and white color combinations are preferred



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[diamondsgs](https://www.snapchat.com/add/diamondsgs)



[@girlscoutsdiamonds](https://www.instagram.com/girlscoutsdiamonds)

Tag photos of your troop or service unit on Facebook or Instagram using these Girl Scout hashtags:

#trooptuesdays (highlight your troop doing something fun every Tuesday!)

#girlscoutsrock