

Branding Quick Guide for Volunteers

Colors

Cloud Hex #d9d9d9	Stone Hex #a8a8a8 VOLUNTEER	Black Hex #000000
Star Green Hex #d5f267	Girl Scout Green Hex #00b451	Forest Green Hex #005640
Sky Hex #a0def1	River Hex #1496d4 DAISIES	Ocean Hex #004987
Lilac Hex #ccb3fa	Violet Hex #9e5fd6	Deep Purple Hex #5c1f8b JUNIORS
Bubblegum Hex #f7abd6	Fuchsia Hex #fd329e	Plum Hex #af0061
Peach Hex #fcb89d	Poppy Hex #ee3124 CADETTES	Cherry Hex #9c0000
Khaki Hex #d5ca9f	Flame Hex #ff7818 SENIORS	Brown Hex #763a16 BROWNIES
Sunshine Hex #fff441	Gold Hex #f7be00 AMBASSADORS	Desert Hex #a86b1d

● Girl Scout Cookie Colors

Fonts

Free Canva Fonts

Droid Serif

Helvetica

Bernoru

Euphoria Script

Bogart Black

Design Fonts

Open Sans

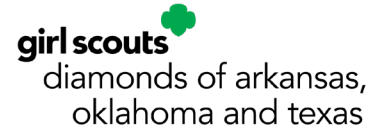
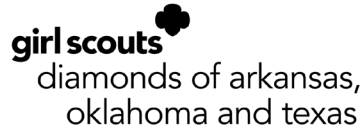
Ultra Regular

Cooper Black

Forte



Service marks



Shapes



Trefoil



Placement

Top Right or Bottom Right
Equally distanced from the margin

REMEMBER!

- Use the Trefoil conservatively.
- Brand each Facebook post with the Trefoil in either placement suggestion.
- Do not stack Trefoils.
- Do not stack a Trefoil on top of a servicemark.

Council and movement service marks and trefoils can be downloaded from the Brand Center under Volunteer Resources at girlscoutsdiamonds.org.



Out with old and in with the new.

New vs Old Branding

In late 2021, Girl Scouts of the USA rolled out new branding across the movement. Here are some guidelines to navigate the new branding. Of course, reach out if you have any questions or are unsure about anything related to design/branding.

- Use the updated council or movement logo. The council acronym should be used sparingly and with approval.
- Use the new brand colors.
- Continue primarily using the trefoil in green or white. While trefoils in new brand colors are allowed, use them sparingly. When communicating with external audiences, stick with the highly recognized green trefoil.
- Do not place photos in the trefoil.
- Do not use the “profiles” version of the trefoil or a trefoil with an outline.
- Do not place text in the trefoil, or use the trefoil as anything other than a trefoil (not a globe, flower, person, etc)
- Do not make new logos.
- Use new font, Girl Scout, as primary font (Girl Scout Display Light as header font, Girl Scout Text Book as body), or palatino linotype if Girl Scout is not available. All staff should have the Girl Scout fonts loaded on laptops.
- Do not use Trefoil, Shortbread, Thin Mint or Omnes fonts.

If you see something, say something!

We have many documents that have not been updated! If you see a document that has the look and feel of the previous branding, let your Communications team know through an ASANA request.



Need more help? Email online@girlscoutsdiamonds.org



How do I use the iconic Trefoil?

The trefoil is the single visual element that has been with us throughout our entire history. While its form has varied over the years, the essence of its shape has remained the same.

By using this iconic symbol consistently, we speak with a singular voice to represent the Girl Scout Movement. In doing so, we enhance our brand perception as more people continue to associate the trefoil with Girl Scouts.

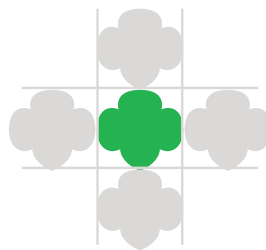
Pronunciation: | trē-foil, tref-oil |

It may be used alone for communications where the Girl Scout brand has already been established through prominent copy or other clear context. Otherwise, it should be used in combination with the Movement or council servicemarks.

Clear space

defines the distance that should be allowed between the trefoil and any other graphic element on a surface. When using the trefoil at a small scale, use the clear space rule shown here.

Small Scale Clear Space



A girl, alone,
following her dreams.
Powerful.

Girls, together,
following theirs.
Unstoppable.



Large Scale Clear Space

When the trefoil is used at a large scale, it should adhere to the margins. A helpful hint is to make the space around the trefoil equal to the margins on the document.

Trefoil Minimum Size

To maintain the integrity of the shape, the trefoil should never be used smaller than 30px digitally or 0.125 inches in print



How to Write/Reference Our Council's Name

There's more to it than you think!

Girl Scouts - Diamonds

OR

Girl Scouts - Diamonds of Arkansas, Oklahoma and Texas

Commonly used incorrect names:

GSD • GSDAOT • GS - DIAMONDS

DIAMONDS AR, OK, TX • DIAMONDS

GIRL SCOUT - DIAMONDS • GIRL SCOUT - DIAMOND

Whether internal or external, with a volunteer or at an event, on an invoice or on a canoe, Girl Scouts - Diamonds should always be spelled the same. In certain casual and internal instances, Diamonds can be used, but please do so thoughtfully and ask if you are unsure. Also, please do not use the possessive form of Diamonds (Diamonds') – it is awkward and very rarely necessary. There are other ways to express ownership or possession if needed (for instance, the Girl Scouts – Diamonds Facebook page, not Girl Scouts – Diamonds' Facebook page). Please reach out to the communications team if you have any questions about our name **especially** before printing or ordering materials.



Canva Design Training

1 STEP ONE: LOG IN

Log on to www.canva.com by using your email and password.

2 STEP TWO: DESIGN SCHOOL

Find the Design School tab on the left side of the page. Click it! Scroll down to the section called Design Courses: Gain confidence as a designer, hover your mouse over Canva for beginners, click start course, and click on Lesson 1. Go through all six lessons, watching all videos. This course will take about 15 minutes. When you are finished, scroll to the top of the page, hover over the Learn tab, and click on Design School.

Scroll to the middle of the page to the section called Interactive tutorials: Practice your design skills and click on the Canva Starter Challenge. This will open a new tab. Complete the challenge, then close the tab. You will be back on the Design School page. Repeat those steps for the challenges called Your Canva Toolkit, Helpful Canva Hints and Creating a Consistent Brand. Completing all of them will take about 15 minutes total.

TIPS FOR CREATING GIRL SCOUT DESIGNS

- Add a trefoil or servicemark. Servicemarks should most often be in the upper left corner or lower right.
- Resize elements proportionally. With Canva, there is no need to hold down the shift key to do this.
- Use Girl Scout colors, logos and fonts.
- Use photos of Girl Scouts in our council. Use photos that represent the diversity (age, race, activity) in our council or your troop, depending on what type of project you are working on.
- Resize your artwork to fit your needs. For example, if you are printing something out, make sure the art is sized to 8.5 x 11 or else it will not print correctly.
- Please reach out to the Girl Scouts - Diamonds communications team if you have questions or want to ensure your items are on brand, especially if you are working on a t-shirt design. T-shirts are a representation of Girl Scouts that have a long life, so we want to help ensure they are a good representation of our brand.

Canva

PRO TIP

If you're looking for a specific theme in Canva (such as Mardi Gras), sometimes it is easier to Google "Canva Mardi Gras template" than to search through all the templates.

You can also click on Find Templates on the sidebar on Canva's homepage.



How to create an effective flyer

INGREDIENTS OF GOOD DESIGN



1 **Start off with easy to use software**, like Canva.com! Tons of templates are available to use and customize to meet your needs. Be sure to reference the Girl Scouts-Diamonds branding quick guide.

2 **Make your flyer eye-catching** by having a clear focal point, relevant imagery and the appropriate fonts. Choose a few elements and stick to them. Too many things on your flyer will be distracting and confusing. Reference the Girl Scouts-Diamonds branding quick guide to make sure you are on the right track.

3 **Don't be afraid of color!** GSUSA has 23 colors that can be used in addition to Girl Scout Green. However, green should always be your first color choice and a dominant color in the flyer palette, especially when marketing to non-Girl Scout audiences.

4 **Keep your fonts simple!** Stick to one or two fonts. One for body text and one for header text. A list of suggested fonts can be found on the branding cheat sheet.

5 **Find balance.** One thing sure to discourage people from looking at your flyer is a crowded, busy layout. A balanced, well spaced layout makes the whole flyer easy to see at a glance and makes pertinent information easy to find. Remember white (or blank) space in your layout is not wasted space.

DON'T FORGET ABOUT MARKETING!

- **Always to be sure you use the correct Girl Scouts-Diamonds logos**, as seen on this flyer and on our brand center.
- **Include a Call to Action!** The call to action (or CTA) is a foundational marketing concept, and it's not complicated. You want your audience to do something? Simply invite them to do it! Add "Join today" or "Sign up now!" to make sure your reader knows what to do.



Communication Resources for Volunteers and Staff

We know how important volunteers are to the Girl Scout organization. You are key in bringing the very best experiences to the girls you serve, and you are also a key partner in sharing the Girl Scout story to spread awareness to those outside our organization. Below we've outlined some of the resources provided by the Girl Scouts – Diamonds communications team to assist you and some ways you can help us share the Girl Scout story.

Website

The girlscoutsdiamonds.org website is the best resource for all things Girl Scout and Girl Scouts – Diamonds. Check out the Volunteer Tab to find out more about trainings, events and other resources just for volunteers.

Events and Training Calendar

Found on our website, this easy-to-use resource helps you search for upcoming events (including girl and adult programming) by age level, type of activity or geographic location.

Diamonds Insider – 15th of each month except July

This monthly informational e-newsletter is sent to all registered volunteers in our council. Previous editions of the Insider are located on the Publications page of the website.

Diamonds Program Update – 1st of each month

This monthly e-newsletter is sent to all registered volunteers and Girl Scout parents and includes a list of upcoming events for the next two months and other event-related information. Previous editions of the Update are located on the Publications page of the website.



The Communications Team

The Girl Scouts – Diamonds communications team is available to assist you. We can review your flyers, press releases and t-shirts to ensure good branding. We can help you locate information on the website. We can consult with you on how to get the most from your social media efforts. We can talk to you about opportunities to promote your troop's community service and highest awards projects, your troop travel and other girl highlights. Email us at online@girlscoutsdiamonds.org.

How You Can Help

Share Your Photos and Stories

We rely on volunteers to send us photos that document all the great things girls and volunteers are doing. If you follow us on Facebook, you know we use these photos all the time, especially for our Troop Tuesday feature. Please keep those photos coming to online@girlscoutsdiamonds.org. We are also always looking for stories to share on social media and for traditional media promotion. Don't hesitate to contact us AHEAD OF TIME if your troop is doing a particularly unusual, interesting or visual service project - it might be something we can help you pitch to local media.

Follow Us on Social Media

No, we're not just trying to get more "friends." When you follow Girl Scouts – Diamonds and actively engage with us, you are helping more of our own fans see the great things that Girl Scouts are doing. In geek speak, algorithms require a diet of activity and engagement before deciding our posts are worthy of showing in people's feeds. Sharing our posts on your troop or service unit pages also helps spread the word about events and activities to those who may not follow us, and sharing to your personal accounts helps others learn more about today's Girl Scouts.

Need more help? Email online@girlscoutsdiamonds.org



Brand Voice Examples

The Girl Scout legacy is spirited and storied. To move our story forward, we use a voice that's encouraging, emotive, thoughtful, inclusive, and bold.

As Girl Scouts, we speak and show up distinctly. This way of speaking—our brand voice—is guided by our tenets. Think of our tenets as levers you can pull across all your written and verbal communications. In some situations, you may end up using all of them, but in other instances, only one or two work best to get your point across or inspire action. When applied consistently across communications, the tenets bring our voice to life in vibrant, authentic ways.

Although we use the tenets for all our audiences, the following explains each tenet through the girl lens.

Encouraging and Earnest

Our brand voice speaks to girls, not at them. We believe in them and all the incredible things they'll accomplish today and tomorrow, and we make that clear by how we talk to them.

Landing page example: Do

Audience: Younger girls/older girls/parents/caregivers

This story starts with you.

From exploring national parks to learning to code, what begins at Girl Scouts takes you anywhere you want to go.

JOIN US

This example works because it speaks directly to girls and uplifts them by championing their ambition through Girl Scouting.

Landing page example: Don't

Audience: Younger girls/older girls/parents/caregivers

Girl Scouts has an exciting array of choices to suit your interests at every age. Fun is an important part of every activity as you have a good time with friends.

JOIN US

This example doesn't work because it's vague (we want to show, not tell), doesn't speak directly to girls, and focuses solely on fun and friends rather than championing girls' ambition.

Emotive and Substantive

We express ourselves with depth—grounding our language in the truth of who we are and what we value. We only look back if it means we can look forward in new, interesting ways.

Print Collateral example: Do

Audience: Younger girls/older girls/parents/caregivers

You're already the best version of yourself. Sometimes you just need the view from the top of a mountain, a swim in a lake, or a night camping under a sky full of stars to see it for yourself.

You're already a force of nature.

Experience the outdoors as a Girl Scout and do more.

This example works because it uplifts girls with the self-confidence to believe in everything that they already are—not who we can make them. She's already capable, we just help her tap into that potential.



Print Collateral example: Don't

Audience: Younger girls/older girls/parents/caregivers

For more than a century, camping has been a cornerstone of the Girl Scout experience, giving girls a safe space where they are free to seek challenges, explore, learn, and have fun without the pressures and social anxieties that come from a coed environment.

This example doesn't work because it's not about girls and focuses too much on Girl Scouts as an organization. It also focuses too much on the past, instead of using it to look forward to new possibilities.

Thoughtful and Unreserved

Girls are smart and think deeply about the world around them. We never underestimate their intelligence. Instead, we celebrate and champion it. And we practice what we preach by consistently speaking up for what we believe in.

Cookie Program example: Do

Audience: Cookie consumer

She's just selling a box of cookies.

Like how she's just learning to write code. Just spotting constellations in the night sky. Just picking up plastic on the beach. Just climbing a mountain. Just spreading kindness. Just building a robot. Just lobbying Congress. Just standing up for what she believes in. Just being a Girl Scout.

She'll put you down for two boxes of Thin Mints®, then?

This example works because it's bold and unapologetic and draws a direct line between cookies and girls' ambitions.

Cookie Program example: Don't

Audience: Cookie consumer

The workforce pipeline Girl Scouts creates starts as young as five, when girls sell their first Girl Scout Cookies.

This example doesn't work because it's stuffy and doesn't focus on girls and their ambitions and accomplishments but instead turns them into a commodity used to fill a pipeline.

Inclusive and Uplifting

We help girls discover more about who they are, what they care about, and what they're capable of. Our language welcomes every Girl Scout, just as she is, in all her extraordinary complexity and potential, and celebrates her at every step of her journey.

Social Media example: Do

Audience: Younger girls/older girls
parents/caregivers/volunteers

Be yourself with us.

This example works because it welcomes every girl and lets her know she belongs at Girl Scouts no matter who she is, where she comes from, what she wants out of life, or where she is on her journey. As a Girl Scout, she'll always receive encouragement and affirmation for her uniqueness, ideas, and interests.

Social Media example: Don't

Audience: Younger girls/older girls
parents/caregivers/volunteers

Only Girl Scouts has the expertise to give girls and young women the tools they need to empower themselves.

This example doesn't work because it focuses on Girl Scouts as an organization instead of the Girl Scout herself. It also assumes she's not enough as is and needs us to make her better.

Bold and Determined

We're confident in our convictions, so we avoid language that feels flashy or overcompensating. When we set an examples by speaking truthfully in simple, straightforward language, girls also express themselves with confidence.

Campaign Storytelling example: Do

Audience: Alums

Girls run this world. Try to keep up.

This example works because it's bold and confident and champions girls' ambition in a world that assumes she has something to prove. It also remains brief and to the point, which is much more effective than trying to stuff every sentiment into a single sentence or two.

Campaign Storytelling example: Don't

Audience: Parents/Caregivers

Girl Scouts is the BEST girl leadership program in the world, period.

This example doesn't work because it focuses on Girl Scouts as an organization rather than the Girl Scout herself; it champions our movement instead of her own abilities and ambitions. It also centers the benefits of Girl Scouting on leadership which research shows is an active turn-off for parents/feels too lofty.



GSUSA Editorial Guide 2022

Who We Are

- “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils)
 - » not Girl Scouts of America, GSA, Scouts, the Girl Scouts, or the Girl Scouts of the USA, GS
- We are Girl Scouts – Diamonds of Arkansas, Oklahoma and Texas or Girl Scouts – Diamonds (see Referencing Our Name document)
 - » o not GSDAOT or GSD or Girl Scouts Diamonds
- “s” to give us ownership: Girl Scouts’ history
- do not use scout or scouting – always include the girl – it’s Girl Scout or Girl Scouting
- accurate to refer to Girl Scouts as the largest girl leadership (or girl leadership development) organization in the world
- Girl Scout council; council (only cap “council” as part of proper noun—e.g., Girl Scouts of Silver Sage Council)
- Girl Scout troop; troop (but: Pippa is in Troop 3484); service unit (but Pocahontas Service Unit)
- Girl Scout member
 - » o Girl Scouts (girl members; note that our organization and our girl members share a name)
 - » o Girl Scout volunteer
 - » o Girl Scout parent; Girl Scout caregiver
 - » o lifetime member
- Girl Scout alum(s): preferred term for a girl who was a Girl Scout for any length of time or at any level in her youth
 - » o not Girl Scout alumna(e); not former Girl Scout
- Social media accounts:
 - » o Facebook: Girl Scouts, Girl Scouts – Diamonds of Arkansas, Oklahoma and Texas
 - » o Twitter: @girlscouts, @GS_Diamonds
 - » o Instagram: @girlscouts, @girlscoutsdiamonds
- Note: Although Girl Scouts is our name, “Girl Scouting” (never “Scouting”) should be used to refer to the experience that Girl Scouts provides its members with. So: Through Girl Scouting, girls develop leadership skills to last a lifetime.



What we're about

- Mission statement:
Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
- About Us boilerplate:
Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit girlscouts.org.
- If you need a Girl Scouts – Diamonds boilerplate, email online@girlscoutsdiamonds.org
- Sample language about Girl Scout alums: Girl Scouts' more than 50 million alums make significant contributions around the world, day in and day out—from the boardroom to the classroom to the caucus room (and beyond!).



Grade Levels

Cookies!

- Girl Scout Cookie(s)
- Girl Scout Cookie Program; cookie program *“the largest girl-led entrepreneurial program in the world,” not “the largest girl-led business in the world”; avoid referring to the cookie program as a business altogether*
- Girl Scout Cookie season
- Digital Cookie®
- Our cookies are associated with different bakeries—Little Brownie Bakers (LBB) or ABC Bakers (ABC), or both. Our baker is Little Brownie Bakers
Girl Scout S'mores® (both, but the cookies are different)
Thin Mints® (both)
Samoas® (LBB); Caramel deLites® (ABC)
Tagalongs® (LBB); Peanut Butter Patties® (ABC)
Trefoils® (LBB); Shortbread (ABC)
Do-si-dos® (LBB); Peanut Butter Sandwich (ABC)
Lemon-Ups® (LBB); Lemonades™ (ABC)
Thanks-A-Lot® (ABC)
Toffee-tastic® (LBB)
Trios (ABC)
- Always emphasize the five skills girls learn through the Girl Scout Cookie Program—goal setting, decision making, money management, people skills, and business ethics—and reference the entrepreneur aspects of the program.



- Girl Scout Daisies: grades K-1
- Girl Scout Brownies: grades 2-3
- Girl Scout Juniors: grades 4-5
- Girl Scout Cadettes: grades 6-8
- Girl Scout Seniors: grades 9-10
- Girl Scout Ambassadors: grades 11-12



Common Terms/Phrases

- badge (no cap: Philanthropist badge, Financial Literacy badges; read more)
- patch (no cap: Fun patch)
- petal (no cap: Tula petal)
- Girl Scout Leadership Journey; Leadership Journey; Journey (e.g., Think Like an Engineer Journey, STEM Journeys)
- Volunteer Toolkit
- Take Action project
- girl-led, learning by doing, cooperative learning (components of the leadership experience girls receive at Girl Scouts)
- Don't over capitalize! Departments are not capitalized; job titles are not capitalized unless used before a person's name. Words in the middle of sentences are not capitalized unless they are a proper noun!
- Use only one space after a period, not two.
- Avoid jargon and jargony acronyms when communicating externally. When in doubt, spell it out.
- Only use the abbreviation SU (service unit) for the most casual communications; for anything official, printed or external, spell it out.
- Numbers – spell out whole numbers below 10; use figures for 10 and above
- Dates – do not use ordinal numbers when listing dates – June 8, 2019, not June 8th, 2019; due August 31, not due August 31st
- & - write out the word “and” rather than using & symbol unless it is part of a slogan or title
- nonprofit
- nonpartisan
- female leaders (not women leaders, not females)

Tip: Use synonyms for “partner” to add variety to copy (e.g., collaborate, team up, work with, joining forces, etc.).

What to avoid

- Overuse of nonspecific words like fun, cool, amazing, and awesome; instead, make your point by describing what is fun/cool/awesome (e.g., At Girl Scouts, girls set the tone—shaping their own action-packed, growth-promoting leadership experiences at every turn)
- References to the vague and clichéd “girl power”
- Language in the vein of “Girl Scouts empowers girls” (instead: Girl Scouts prepares girls to empower themselves)
- Including facts or statistics without sources; confirm the statement is true and then cite the source (e.g., “According to the Girl Scout Research Institute study Generation STEM, 57 percent of girls say they would have to work harder than a man to be taken seriously in a STEM field”)
- Speaking on behalf of GSUSA, a Girl Scout council, or a Girl Scout member (in their Girl Scout capacity) to endorse companies or products (e.g., do not say, “We and Girl Scouts encourage you to come to our stores/ buy X product”)
- Qualifying a GSUSA partnership (e.g., as “first-ever” or “national”) before confirming the claims; check with GSUSA before using such a phrase



Graphics and Branding

- Reference the Branding Checklist and/or the Brand Center on our website for branding standards.
- If you have any questions about branding, reach out to the communications team at online@girlscoutsdiamonds.org
- The communications team is committed to providing you with well-branded and messaged materials and information. Please give us the opportunity to help you share the best version of the Girl Scout story and experience.
- We can help:
 - Strategize marketing plans
 - Navigate social media
 - Proof/edit your materials (Please!)
 - Design your printed and promo materials
 - Work with the media (we insist; don't communicate with the media on your own!)
 - Identify useful Girl Scout resources that already exist.



Photography 101:

How to Take Good Pictures With Your Mobile Device

Use grid-lines to balance your shot.

One of the easiest and best ways to improve your mobile photos is to turn on the camera's grid-lines. That superimposes a series of lines on the screen of your smartphone's camera that are based on the "rule of thirds" — a photographic composition principle that says an image should be broken down into thirds, both horizontally and vertically, so you have nine parts in total.

To switch the grid on ...

- ★ **iPhone:** Go to "Settings," choose "Photos & Camera," and switch "Grid" on.
- ★ **Samsung Galaxy:** Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on."

Set your camera's focus.

To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

Focus on one subject.

Many of the best photos include just one, interesting subject.

Embrace negative space.

"Negative space" simply refers to the areas around and between the subjects of an image — and it can take a photo from "good" to "great."

Find different perspectives.

Taking photos from a unique, unexpected angle can make them more memorable — it tends to create an illusion of depth or height with the subjects. It also makes the image stand out, since most mobile photos are taken either straight -on or from a bird's eye view.

Keep an eye out for repetitive patterns.

Repetitive patterns are very pleasing to the eye — they appear whenever strong graphic elements are repeated over and over again, like lines, geometric shapes, forms, and colors.

Avoid zooming in.

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better not to zoom in — doing so can make the photo appear grainy, blurry, or pixelated.

Use natural light.

Take advantage of the sources of natural light you can find, even after dark.

If you use flash, only do so during the day.

Sometimes, using your camera's flash can improve a photo — but rarely does it do so at night.

Take candid.

Posed photos can be great for the sake of memories — happy moments with friends, family, or the occasional run-in with a celebrity. But sometimes, candid shots of people doing things, or people with people, can be far more interesting.

Make them laugh.

Speaking of evoking emotion, sometimes the most memorable photos are the ones that make us giggle. Clean your phone's lens.

Leave the editing to MarComm.

Composing and taking your smartphone photo is just the first step to making it visually compelling. Editing your photos is the next step — and a very critical one, at that. Send your photos to online@girlscoutsdiamonds.org.



Photography

The Girl Scout Way

Our approach to lifestyle photography is editorial and focused on capturing real girls in the authentic moments and places they experience as Girl Scouts and as girls. Our photography should always embody who girls are (expression) and what they do (environment).

It's important to show girls in both community settings and as unique individuals—while also capturing diversity in all its forms, including age, race, ability, size, and geography. It's also important to show girls with the parents and volunteers who help shape their experiences, while always ensuring the focus is still on the girl.

Expression

Our photography should capture the authentic emotional range of girls and their expressions. We show a full spectrum of expression ranging from determination and pride to joy and bliss. We should show real girls, not images of who they think they should be.

Environment

It is important to capture girls in the places where they are doing things: in the classroom, outside, camping, running, advocating.

These images represent the wide range of experiences girls have with Girl Scouts.

When capturing shots of girls in action, the girls should be unaware of the camera. It is crucial to capture candid moments so the images don't feel staged.

Cropping

Closely cropping photography enhances the emotional charge of an image. Unless the environment—such as a science lab or the outdoors—helps tell a story, it is important to focus on the subject in the photograph.

Photography Don'ts

Here are styles and effects to avoid when using photography:

1. Don't use duotones.
2. Don't overlay a gradient to photography.
3. Don't add filters to photography.
4. Don't add a vignette to photography.
5. Don't silhouette.
6. Don't use low-quality images.

