Girl Scout Council
Web Platform
Style Guide

05/05/2016
Introduction

First impressions count...

Your council website is often the first connection many visitors make with Girl Scouts. We’re here to help you make a positive first impression that will introduce your visitors to all the amazing adventures in store for girls in your area.

As pages are viewed on your council website, your site visitors will get to know the Girl Scout organization, its offerings and programs, its mission, and its brand. Your audience includes current and prospective members, girls, parents, volunteers, staff, and donors—and we know you want to ensure a positive and consistent experience for every visitor to your website.

To help make that happen, the GSUSA Web Platform Team, in collaboration with the GSUSA Design Team, developed this all-inclusive Adobe Web Platform Style Guide. It will help ensure appropriate use of digital assets, consistency of basic design principles, and a unified appearance among council websites on the AEM Web Platform. These guidelines provide best practices for basic content, branding, and design layout.

If you ever need advice on a graphic element or an image you have created, please do not hesitate to reach out to one of our GSUSA designers. We’d love to hear from you! Just send an email to gsbrand@girlscoutrs.org and we’ll get right back to you.

Let’s get started!

NOTE: This information is valuable for councils not yet on the CEI platform! Design guidelines and best practices can be applied to your council site, too.
Dimensions & Design Advice

This section provides councils with helpful examples of what you should do and what you shouldn’t do when it comes to homepage banners, internal hero images and right rails.
General Banner Design Advice

Do This...

• Use short but clear messaging to get your desired ideas across.
• Use imagery that goes along with your message.
• When using text over photos, it’s best to use photos with a lot of negative space for adequate legibility.
• Use a background color to differentiate the graphic from the white background on the website. A 10% black is recommended.
• Stick to our core Girl Scout Color Palette.
• To ensure consistency, stick to the dimensions provided for the banners.

When designing for mobile, ensure font size and placement is legible for small screens and devices.
General Banner Design Advice

Avoid This...

- No GSUSA/Council Marks are needed in any banner that resides on council websites.
- Avoid using a graphic with a white background. Instead of white, a 10% black is recommended.
- Avoid small type placed over busy images.
- Avoid improper use of the Girl Scout Trefoil. Please refer to our [Trefoil guidelines](#).
- Don't use any fonts besides Trefoil Sans and Trefoil Slab. Omnes is acceptable. Please refer to our [Font Guidelines](#) for more info.
- Use Girl Scout branded colors.
- Don't stretch images or fonts.
- Banners are not meant to hold a lot of content. Keep messaging short and simple.
- Maintain the original aspect ratios.
- Avoid using illustrations that don't embody our Girl Scout branding. See [Illustration Library](#).

When designing for mobile, ensure font size and placement is legible for small screens and devices.
Web vs. Mobile

Do This...

Avoid This...

- Ensure overlaying text is legible.
- CTA buttons should stand out and appear as a clickable button or link.

Reference the General Banner Design Advice Provided and the CTA Buttons page.

When designing for mobile, ensure font size and placement is legible for small screens and devices.
Home page heroes

Dimensions

- Large/Medium: 960w x 420h px (desktop & tablet)
- Small: 500w x 655h px (mobile)

Do This...

- Use Bold CTAs that stand out in a contained shape or color to indicate the clickable space.
- Keep in mind the clearspace for the rotating home page banner left and right arrows.

Avoid This...

- Avoid using CTAs with a lack of contrast because it conflicts with legibility.

Reference the [General Banner Design Advice](#).
Internal page heroes

Dimensions

530w x 220h px

Do This...

- Overlaid text is not always necessary.
- If you have to include text, use short, concise messaging.

Avoid This...

- Avoid setting a lot of text on internal page hero images. If important information needs to be included, do it in the body copy of the page.

Reference the General Banner Design Advice.
GSUSA Council Web Platform Style Guide

Introduction

**Dimensions & Design Advice**
- General Banner Design Advice Pt.1
- General Banner Design Advice Pt.2
- Web vs. Mobile Design Advice
- Home Page Heroes
- Internal Page Heroes
- **Right Rails**
  - Location of Banners on Website

**Header Design Advice**

**Breaking News Banner Design Advice**

**Calendar Events Design Advice**

**Color Palette**

**Fonts**

**Call-to-Action Buttons**

**Photography**

**Illustration Library**

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**Do This...**

- Use short concise messaging to get your desired message across.
- Use imagery or graphics that go along with your message.
- If you’re adding a CTA, make sure it has enough contrast from the background color/image.

**Avoid This...**

- Avoid using CTAs with a lack of contrast because it conflicts with legibility.
- Don’t use “click here” as your CTA. For more information about CTA messaging, check out the [CTA Buttons](#) page.

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Reference the [General Banner Design Advice](#).
Location of Heroes and Right Rails on Council Websites

GSUSA Council Web Platform Style Guide

Introduction

Dimensions & Design Advice
- General Banner Design Advice Pt.1
- General Banner Design Advice Pt.2
- Web vs. Mobile Design Advice
- Home Page Heroes
- Internal Page Heroes
- Right Rails

Location of Heroes and Right Rails on site

Header Design Advice
- Breaking News Banner Design Advice
- Calendar Events Design Advice
- Color Palette
- Fonts
- Call-to-Action Buttons
- Photography
- Illustration Library
Header Design

Dimensions

960w x 120h px

Do This...

Avoid This...

• We recommend you use the green or white header.
• Subtle patterns (using tint of color against 100% color) are also permissible. See Color Palette.
• If using illustrations or photography in your header, ensure adequate clear space is included around your council lockup, links, and text. See Servicemark Guidelines.
• Avoid using busy images or artwork that competes with the header elements.
• Avoid using photos on the header that compete with the rotating homepage banner.

Avoid using photos on the header that compete with the rotating homepage banner.
Location of Header on Website

Header
Breaking News Banner

Dimensions

960w x 176h px

960w x 34h px

Do This...

- We recommend using solid secondary colors with white or black text so the breaking news message stands out.
- When adding illustrations or icons, they should be white so they stand out against the solid color.

Avoid This...

- Avoid using Girl Scout Green or white as the solid color of the background because it will compete with the website header.
- Avoid using any type of photography. This will compete with any content you have on your site.
Location of Breaking News Banner on Site

GSUSA Council Web Platform Style Guide

Introduction
Dimensions & Design Advice
Header Design Advice
Breaking News Banner Design Advice
Calendar Events Design Advice
Color Palette
Fonts
Call-to-Action Buttons
Photography
Illustration Library

Breaking News Banner
Calendar Event Images

Dimensions

- 530w x 220h px
- 177w x 81h px

Do This...
- We recommend you either use photography or illustrations that describe your event or activity when creating these Calendar Event Images. This will help when the viewer is looking at the thumbnail event image.
- When using illustrations, use bold colored backgrounds and white illustrations.

Avoid This...
- Avoid combining illustrations and text, or photography and text, to avoid poor legibility when elements are small.
- Avoid adding a title to these images. Add the title as live text on the site.
**Key Calendar Images**

**Dimensions**

177w x 81h px

**Do This...**

- When creating your key, use bold colored backgrounds with large overlaying white copy.

**Avoid This...**

- Avoid using white backgrounds. We recommend you use 10% black.
- Avoid using a lot of copy.
GSUSA Council Web Platform Style Guide

Introduction
Dimensions & Design Advice
Header Design Advice
Breaking News Banner Design Advice
**Calendar Events Design Advice**
  - Key Calendar Images
  - **Location of Calendar Events & Key Images**

Color Palette
Fonts
Call-to-Action Buttons
Photography
Illustration Library

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Location of Calendar Events & Key Images

![Thumbnail](image1)

![Event Image](image2)

![Key Calendar Images](image3)
The dominant color on your website should be Girl Scout Green.
Use Girl Scout Green for hyperlinks and CTA buttons within the web page content.
When creating hero images and right rails, use these primary brand colors. If you’d like to use tints of these colors, see Color Palette.
When using CTA buttons on static banners, use colors that help it stand out from the artwork.
For grade level specific colors, go to our Color Palette.
Introducing Trefoil Sans—our new core font! Trefoil Sans is the first font family to be developed for use exclusively by Girl Scouts of the USA. Trefoil slab also shares its geometry of x-height and capital height. The range of weights in Trefoil Sans gives you a rich typographic palette, with plenty of options for display and body copy.

And, of course, there are distinctive italics with as much flair as any script.

Absolutely delightful!

The Girl Scout license for Omnes remains in effect for materials created with those fonts.

GSUSA and councils should use the Girl Scout Fonts for all design, including banners and any design materials on the council web templates starting May 2016. There’s no need to revamp old campaigns. During the transition year we will have a mix of fonts in market.

Webfonts (in WOFF, WOFF2, EOT, and SVG formats) will be available for use online. GirlScouts.org and the web template will move to the new fonts in 2016, and we encourage councils managing their own sites to do the same.

GSUSA will host the webfonts for delivery to GSUSA and council sites.

Truetype versions of the fonts will be available for apps.

If you would like to learn more about our new core font family reference the Girl Scout Fonts Guidelines.
Call-to-Action Buttons

- Make sure to use short and strong messages that will entice the viewer to click.
- Don’t use “Click Here” as a CTA. Here are good CTA examples you can use:
  - Learn More / Read More
  - Shop
  - Join Now / Get Started
  - Find Yours Now
- Not all CTAs are buttons. Some are plain text but have an indicative message and a small symbol that indicate a clickable area on screen.
- If you are going to use a shape as a button, make sure the font color has enough contrast again the shape.
- Make sure the messaging of the CTA button is centered in its shape.

Do This...

Avoid This...
Photography

Do This...

- Use good quality/bright images.
- If silhouetting a photo, we recommend you add 10% black to the background.
- The content in the photos should reflect or brand voice.

Avoid This...

- Avoid using blurry or pixelated images.
- Avoid using dark photos.
- Avoid stretching any imagery.

NOTE: Make sure you have permission to use the photography on your site.
Illustrations

This section provides councils with a glossary view of the most commonly used illustrations available—including icons and illustrations in 32-pixel and 64-pixel sizes, and modified color icons. See Illustration Library.

Examples: