

Requirements for All Flyers

All flyers that are created for any activity or promotion relating to the Girl Scouts of Northern California must have essential items placed on the flyer. These items produce a standard and consistent look that is easily identifiable and recognizable to Girl Scouts and the general public. This is an important step to strengthening our brand image.

The Basic Images and Information Check List:

1. The Girl Scout Logo must appear on the flyer: use the printed version from the sample at the end of this section which can be cut and pasted into your document.
2. Contact Information.
3. Council web site: use the GSNorCal and Palo Alto identification from the sample (cut and past into your flyer); no abbreviations, it must be spelled out (see sample); place it at the bottom of your flyer; it can be printed in small font size, but must also be readable.

At the end of this section is a sample flyer layout

Internal Distribution Process: Flyers that will be distributed to Girl Scout members only and not to the general public must be reviewed prior to distribution by the Service Unit Leader Support Manager or Service Unit Program Support Manager. Council approval is not necessary. Flyers should have the basic images and elements on the flyer (see the information above).

External Distribution Process: Flyers being distributed to both Girl Scout and Non-Girl Scout Members must be reviewed by the Troop Program Support Manager (TPSM) at the Council Office two weeks prior to distribution. Council approval for these external flyers is also required. Flyers should have the basic images and elements on the flyer (see the information above).

See "[SampleFlyer.doc](#)" on the Palo Alto Girl Scouts Web site.

SAMPLE - you can also use this to create your flyer, just replace with your data

"Event Name"

"City, State"

"Month, Day, Year of Event"

Featuring

"Titles/Names of Featured Speakers"

"Full Location Information"

Girl Level if not open to all

"Time. For example: 7:30PM Business Overview
8:30PM Guest Speaker"

"Fee if Any"

"Details of event, further directions, etc"

For More Information Call:

"Contact Information"

[Please place the GS Logo with GSNorCal and SU identification at the bottom of your flyer; can be used to cut and paste into your document:]



Girl Scouts of Northern California – Greater Bay Area (650) 968 - 8396 www.GirlScoutsNorCal.org
Palo Alto – Service Unit 601 www.girlscoutsofpaloalto.org