

Requirements for All Flyers

All flyers that are created for any activity or promotion relating to the Girl Scouts of Santa Clara County (GSSCC) must have 4 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 4 Basic Images and Information Check List:

1. The Girl Scout Logo with the “Where Girls Grow Strong” tag line. The logo can be down-loaded at the GSUSA web site, www.girlscouts.org or use the printed version in the sample at the end of this section which can be cut and pasted into your document. *Please note that you must not separate the tagline “Where Girls Grow Strong” from the logo.*
2. Contact Information.
3. Council web site: www.girlscoutsnorcal.org. This can be printed in small font size, but must also be readable.
4. Girl Scouts of Santa Clara County. This cannot be abbreviated (GSSCC). It needs to be in its original form.

At the end of this section is a sample flyer layout with the 4 basic images

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 4 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 4 basic images and elements on the flyer (see the information above).

See “[SampleFlyer.doc](#)”

SAMPLE:



Girl Scouts of Northern California
<http://www.girlscoutsnorcal.org/>

"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"

Additional LOGO versions to copy & paste:



Courage, Confidence, Character

Girl Scouts of Northern California www.girlscoutsnorcal.org
GS Santa Clara Area ph: (650) 968.8396
Girl Scouts of Palo Alto www.girlscoutsofpaloalto.org