



of eastern washington  
and northern idaho

## Flyer Toolkit for Volunteers

We know that our volunteers are committed to providing high-quality leadership opportunities for girls throughout the council area. In order to accomplish this, it is important that the promotion of Girl Scout events is consistent and efficient!

Many of you produce flyers and other publicity within your Troop and/or Service Unit for events - including rallies, lock-ins, day camps, and other special events. We want to help you create quality publicity, as well as to minimize the amount of time that you have to spend on it. To that end, we have created these documents to assist you:

- **Flyer Guidelines** - an outline of key elements to include on flyers and other publicity items.
- **Flyer Checklist** - an easy-to-follow checklist. If you have this handy as you make your flyers or mailings, you should not have to worry that you missed any information.
- **Color Palette** – for when you choose to use the GSUSA core and secondary colors on your flyers/publications. Please note that you are not required to use these specific color codes. If you plan to include color on your flyer, but are unable to utilize this color palette - please try to match any used colors as closely as possible.
- **Sample Flyers** – for you to see two examples of what GSEWNI approved flyer looks like.

Any flyer, letter, or publication that will be distributed to girls, volunteers, or the public will need to adhere to these guidelines. After you have created your event flyer, please have one other person look at it with a fresh set of eyes to help you double-check that the information is complete, make any changes, and then submit it to the [Marketing Communications Department](#) for final approval.

**Thank you for your help promoting Girl Scouts of Eastern Washington and Northern Idaho in a positive and consistent manner.**

**\* FLYER FONT STYLE:** Girl Scouts branding includes “Omnis” and “Trefoil” font. Since these are restrictive fonts and not available on all programs, please do your best to use a similar font (Arial) on all flyers. You may still use another font for the title of your flyer; however please make Arial the primary font for content.



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## Flyer Guidelines

All Service Unit and Troop event flyers must adhere to the flyer guidelines below. This includes flyers for day camps, lock-ins, rallies, weekend events, and any other event to which girls and adults will be invited.

1. Basic elements in the main body of each flyer should include:

- Service Unit number and/or Troop number
- Title of the event
- Description of the event
- Location of the event (facility and city/town)
- Information regarding when the event will be held (day, date and time)
- Why the event is taking place (e.g. to celebrate Girl Scout Birthday, to kick off a new year of Girl Scouting, etc.)
- RSVP information and deadline
- Event contact person for questions
- Girl Scout Mission Statement – “Girl Scouting builds girls of courage, confidence and character, who make the world a better place.”

\*See the Flyer Checklist for more complete information.

2. If a flyer will have an event registration form, please make sure to include the items listed on the Flyer Checklist.

3. If the Girl Scout Servicemark (logo) is used, the Servicemark placement MUST adhere to the guidelines. It must be placed on the left third of the page with at least one “g-space” of clearance space around it to make it stand out prominently. The Servicemark position and appearance on your flyer must be cleared through the Marketing Department. Please contact the [Marketing Communications Department](#) for approval.



4. Before printing your flyer, have at least one person proof it for typos and suggestions, make any changes, and then submit it to the [Marketing Communications Department](#) for final approval.



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## Flyer Checklist

When designing a flyer, be sure to include the following:

\_\_\_\_\_ **Council name:** Girl Scouts of Eastern Washington and Northern Idaho and/or GSEWNI Servicemark. You do not need to include the Girl Scout Servicemark (logo) on your event flyers if you do not want to. If you choose to use the Servicemark, it must comply with the placement guidelines and be approved by the [Marketing Communications Department](#).

\_\_\_\_\_ **Service Unit number** and/or **Troop number**.

\_\_\_\_\_ **What** you are promoting – i.e. event name and description.

\_\_\_\_\_ **Who** is invited - make it clear who your audience includes (registered Girl Scouts only, friends, parents, etc.). You may also want to include who is sponsoring this activity, if applicable.

\_\_\_\_\_ **When** it will take place. Include specific times (am or pm) as well as both the day(s) and date(s) of the week. Make sure that the day(s) and date(s) match!

\_\_\_\_\_ **Where** the event will take place (facility and city/town). Include address and directions if needed.

\_\_\_\_\_ **Why** you are hosting this activity. Make sure that your event works toward at least one of the three leadership keys: Discover, Connect, Take Action.

\_\_\_\_\_ **Contact Information.** Be sure to include a name and phone number to contact for questions.

\_\_\_\_\_ **Girl Scout Mission Statement:** “Girl Scouting builds girls of courage, confidence and character, who make the world a better place.” (This is RECOMMENDED for all events but only REQUIRED for events that are marketed to girls outside of Girl Scouts).

The following should also be included, if applicable:

\_\_\_\_\_ **Fee amount.** Include non-member cost or late registration fee, if applicable. If they register late and certain things will not be available to them (e.g. a t-shirt if they have missed the ordering deadline), be sure to make that clear on the flyer.

\_\_\_\_\_ **Financial Assistance.** Let them know **if** financial assistance **is** available.

\_\_\_\_\_ **Cancellation policy.** Make it clear what your cancellation date is for refunds, or if no refunds will be made.

\_\_\_\_\_

**Registration information.** Let them know if pre-registration or an RSVP is required.

\_\_\_\_\_

**Deadline for registration.**

\_\_\_\_\_

**Name and address/location to return registration.**

\_\_\_\_\_

**Confirmation information.** State if and how (email, mail) a confirmation will be sent. If you are not sending a confirmation, include a list of what to bring on the flyer, if applicable.

\_\_\_\_\_

**Girl Scout Promise.** This is not mandatory; however, please consider including the Girl Scout Promise on any flyer that includes non-members.

**Girl Scout Promise:**

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout law.

If there is a registration form on the bottom of the flyer, include the pre-registration information on the top and the following information on the bottom:

\_\_\_\_\_

**Name of event.**

\_\_\_\_\_

**Basic information regarding participant:**

- Name
- Address, City, State, Zip
- Parent/guardian name and phone number - day and night
- School
- Grade
- Birthdate
- Age
- E-mail address

\_\_\_\_\_

**Permission statement** to participate in the program (e.g. "I give my daughter permission to participate in Service Unit XYZ's Brownie Lock-In."). Include a space for the parent/guardian to sign.

**Thank you for helping us to promote Girl Scouting in a positive manner and with a consistent voice. Please feel free to contact the [Marketing Communications Department](#) if you have any questions, or would like us to review your flyer.**



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## Color Palette

A consistent visual identity, including a consistent color palette, gives us a strong, unified presence nationwide. Please note that you are not required to use these specific color codes. If you plan to include color on your flyer, but are unable to utilize this color palette - please try to match any used colors as closely as possible.

### Core Colors

Girl Scout green, black, and white are the primary colors of our brand. Embrace green! If involving color on your flyer, try to include at least a bit of green.

GS GREEN

BLACK

WHITE

HEX: #00AE58

RGB: 0 / 174 / 88

CMYK: 94 / 0 / 100 / 0

PMS: 355

### Secondary Colors

While Girl Scout green remains a primary element of our brand, sometimes we need additional colors to bring hierarchy, contrast, and vibrancy to our flyers.

LIME

AMBASSADORS

MAGENTA

NAVY

HEX: #B2D234

RGB: 178 / 210 / 53

CMYK: 35 / 0 / 100 / 0

PMS: 376 C & 382 U

HEX: #FAA519

RGB: 250 / 166 / 26

CMYK: 0 / 40 / 100 / 0

PMS: 130

HEX: #EC008B

RGB: 236 / 0 / 139

CMYK: 0 / 100 / 0 / 0

PMS: 219

HEX: #004E99

RGB: 0 / 78 / 154

CMYK: 100 / 73 / 0 / 10

PMS: 288

COOKIE YELLOW

CADETTES  
& COOKIE

JUNIORS & COOKIE

DAISIES

HEX: #FDDC00

RGB: 253 / 221 / 0

CMYK: 2 / 9 / 100 / 0

PMS: 7405 C &

HEX: #EE3123

RGB: 238 / 49 / 36

CMYK: 0 / 95 / 100 / 10

PMS: 485

HEX: #6E298C

RGB: 110 / 41 / 141

CMYK: 69 / 100 / 0 / 2

PMS: 2603

HEX: #00AAE5

RGB: 0 / 171 / 230

CMYK: 80 / 10 / 0 / 0

PMS: 299



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# Service Unit 123's Annual Girl Scout Rally

**Attention girls grades K - 12:**

Discover what's great about Girl Scouting.  
Connect with old friends and new friends.  
Join us for Girl Scout crafts, songs and games!

Saturday, September 24th

6:30pm - 7:30pm

Cottonwood Elementary School Gymnasium  
Yakima, Washington

## Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

\*Parents/caregivers are welcome and encouraged to attend.  
If you cannot attend the rally, but are still interested in Girl Scouts, please  
contact Service Unit Manager, **Susie Grimes**, at **509-224-7895** or  
**susie.grimes@gmail.com**

**Girl Scouts of Eastern Washington and Northern Idaho**  
**Troop 1234 Invites You To...**

# **An Evening of Bowling**

- Who:** All registered Girl Scout girls and adults!
- What:** Connect with fellow Scouts for an evening of bowling fun!
- Where:** Orchard Lanes  
244 Thain Road, Lewiston, ID
- When:** Friday, November 25, 2016 at 6pm
- Why:** To celebrate our sisterhood, and have a blast doing it.
- Cost:** \$3/participant. Includes shoes and two games.

**Please Pre-Register!**

Parents/guardians are not *required* to attend. Space is limited to 100 people. Please complete the form below and mail it in with a check (payable to Troop 1234) to Troop Registrar, Judy Gunderson, by Tuesday, November 8:

**Judy Gunderson  
3456 West Mayberry Lane  
Lewiston, Idaho 83501**

**Questions?**

Please contact Troop Event Coordinator, Sarah Stevens, at 208-557-6778 or [sarahbirdie@hotmail.com](mailto:sarahbirdie@hotmail.com).

**Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.**

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**Troop 1234 An Evening of Bowling Registration Form**

Girl's Name _____	Troop # _____	Age _____
School _____	Grade _____	
Birthdate _____	Address _____	
City _____	State _____	Zipcode _____
Day Phone _____	Evening Phone _____	Email Address _____
# of Attending Adults _____	Name(s) of Attending Adults _____	

I give my Girl Scout, \_\_\_\_\_, permission to participate in Troop 1234's An Evening of Bowling event on November 25.

Parent/Guardian Name \_\_\_\_\_ Signature \_\_\_\_\_