

Troop/Group/Service Unit

WEB DESIGN GUIDELINES

Because of its role as an increasingly dominant information source, the Internet continues to evolve as a vital communications tool for the Girl Scouts. In order to present a clear picture of our organization, it is necessary for all GSUSA councils and troops to comply with some fundamental guidelines when developing a Web site. As in print applications, following these procedures will help to establish a level of consistency and professionalism in this medium, strengthening the Girl Scout brand image, and ensuring compliance with legal requirements.

These guidelines are intended as a general overview for Girl Scout Web site development. A more comprehensive manual, "Web Site Development Guidelines for Girl Scout Councils" will be provided to each council.

Use of the service mark in Web design

The preferred version of the Girl Scout service mark on a Web site is the horizontal rendering consisting of the symbol (trefoil) followed by the logotype. The stacked version—the symbol positioned above the logotype may be used when space limitations dictate. Guidelines covering approved usage of the service mark can be found in Section 1 (Basic Identity Standards). Any additions, specific to the Web site are stated below.

For your convenience, the GSUSA Web site has a service mark for downloading. This is for Web site use only. The quality does not allow for its use in print applications.

The service mark must never be altered in any way, including:

- redrawing, resetting, or reportioning any of its components
- separating any of its components
- using the trefoil either as a separate design element or as part of another design
- reproducing a bitmapped or otherwise distorted version of it
- using it either as an icon or button
- making it flash, blink, turn, or change colors
- using it in a step-and-repeat 'wallpaper' pattern
- animating it in any way other than the approved versions*



Placement

It is recommended that a design format be established for council Web pages and that the service mark be positioned and repeated uniformly in order to maximize its impact and create a 'running head' that will tie together all of the pages in the site. The illustrations in Figure 1 demonstrate the (a) preferred and (b) alternate positioning of the Girl Scout service mark.

Space allocation

The service mark has the greatest impact when sufficient space is left around it. This space, called 'framing,' effectively isolates the service mark from other elements competing for attention on the Web page. Airspace equaling a minimum of one-third the width of the symbol must frame the service mark on all sides. If space is a problem, either reduce the size of the service mark (see restrictions below), shift from the horizontal to the stacked version, or reduce the number of elements on your page.

Reproduction size

Because screen dimensions differ and monitor scanning lines, however unnoticeable, tend to distort transmitted images, it is important to ensure that the service mark be read clearly, even at its smallest size. For these reasons, the minimum viewing sizes for the Girl Scout service marks in Figure 2 are as follows: 1¼ for the horizontal version (as measured from the symbol to the registration mark) and 7/8" for the stacked version (as measured on the length of the logotype including the registration mark).

Figure 1



Figure 2



Color usage and configurations

Figure 3: The preferred color treatment for the Girl Scout service mark is Girl Scout green (Pantone 334). This color should be matched as closely as possible on screen. Reproduction in black is a good

alternate to Girl Scout green, particularly when many other colors fill the page.

Figure 4: The Girl Scout service mark may be used in either positive or negative (also called 'reverse') configurations depending on the existing level of contrast separating it from its background. While a lighter background may provide sufficient contrast for the positive version, a dark field would require using the reverse version of the mark. Figure 4a: Never place either version of the service mark against complex photographs, designs, or patterns. The mark must always stand out clearly from its background.

With other logos

Figure 5: When using the Girl Scout service mark in conjunction with logos from other organizations, it should precede them on a horizontal plane (left to right; not one above the other). Logos must be separated by a minimum of 1/3 the width of the Girl Scout trefoil symbol. If this creates a crowding condition, reduce the size of the service mark appropriately (refer to the next section for a more detailed description). Use either the horizontal or stacked version, depending on which most closely relates to the other logos. All of the logos should appear in the same relative size relationship.

Figure 3



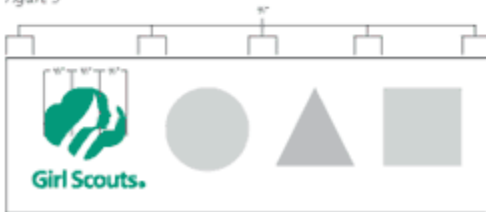
Figure 4



Figure 4a



Figure 5



GENERAL WEB DESIGN PROCEDURES

Your Web site should be attractive, informative, and kept current. The following tips will help you to create a site that people will want to visit often:

- Keep diverting or unnecessary graphics to a minimum — the appearance of your Web pages should serve to enhance the delivery of information; not distract from it.
- Large files (pictures and graphics) take longer to load; the wait time often distracts from the flow of your message. The optimum page size should not exceed 30k.

- Navigating your site should be kept easy and consistent for users.
- Too many links can be confusing — and potentially harmful (see legal guidelines).

LEGAL GUIDELINES FOR WEB SITES

The following guidelines ensure compliance with legal directives as they apply to the ownership of Girl Scout trademarks, the liability of councils, and the safety of troop members:

- All of the symbols owned by GSUSA are protected by trademarks and must be identified as such. Because the use of a Girl Scout symbol implies endorsement, you must get permission for its use before you publish it.
- The following copyright line should appear at the bottom of main menu pages, home pages, and utility pages: (service mark, copyright symbol, year) Girl Scouts of the USA. All rights reserved.
- Check to see whether drawings, photographs, or other graphics are copyrighted; you must obtain written permission from the copyright owners before incorporating these images in your Web site. There are, however, many available sources for copyright-free graphics on the Web including GSUSA's site. Books and software of 'clip-art' are also widely available.
- You must have a legal photo release of troop members and/or other people appearing in photographs on your Web site. An online permission slip has been posted on the GSUSA Web site for your convenience.
- When submitting photographs to GSUSA for our use, each photo must be accompanied by a release form or we will not be able to use it. If the submission is sent via the Web, a permission form should be addressed to GSUSA Photo Librarian and faxed to 212-852-8122.
- No name identity of girls or leaders should be posted on the site.
- Links to other sites should be checked and monitored very carefully for material and/or advertising that may be unsafe or inappropriate for troop members.
- Your site should not request names, addresses, e-mail addresses or other information from people visiting it, nor should it automatically post messages that have not been carefully screened by a responsible adult.

TRADEMARKS, COPYRIGHTS AND OTHER INTELLECTUAL PROPERTY

The **Girl Scout** name and mark, the **Trefoil** mark and all other trademarks, service marks, logotypes, designs and copyrights associated with or related to the Girl Scouts ("GSUSA's

Intellectual Property”) are the sole and exclusive property of GSUSA and are protected under the laws of the United States of America and international treaties. Each Web site must display all necessary and appropriate trademark, copyright and other proprietary notices in the name of GSUSA on the home page or in an equally prominent location and no Council may display, reproduce, distribute, modify, transmit, or otherwise use or authorize the use of GSUSA’s Intellectual Property in any way for any public or commercial purposes, without GSUSA’s prior written permission.