

# LOGO DESIGNS

The **GSP LOGO** and the name “**GIRL SCOUTS OF THE PHILIPPINES**” shall be made available in six (6) designs, with specific applications:

## ▶ LOGO #1



### **Applications:**

*Letterhead, printed forms, backdrop, streamer, banner, signage for building premises, certificates and plaques, souvenir items, newsletter/magazine footer/strip, calendar, brochure, and other promotional materials*

## ▶ LOGO #2



### **Applications:**

*Backdrop, streamer, banner, certificates and plaques, souvenir items, signage for building premises, brochure, and other promotional materials*

## ▶ LOGO #3



### **Applications:**

*Certificates and plaques, souvenir items, signage for building premises, vehicle marking, and other promotional materials*

## ▶ LOGO #4



### **Applications:**

*This design shall be used solely in podiums and rostrums, badges, official logo T-shirts (for girls and adults), and souvenir items.*

## ▶ LOGO #5



### **Applications:**

*This design shall be for the sole use of the Regions and Councils for the following applications: letterhead, printed forms, backdrop, streamer, banner, card, and souvenir items.*

*This design shall be used as signage in building premises.*

## ▶ LOGO #6



### **Applications:**

*This design shall be for the sole use of the Regions and the Councils, exclusively for podiums/rostrums and their social media account profile picture.*

# TECHNICAL ASPECTS

The **GSP LOGO** and the name “**GIRL SCOUTS OF THE PHILIPPINES**” shall bear the following Technical Aspects:

## ➤ color :

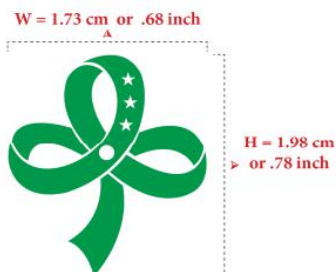


The GSP logo and name must be in **Pantone 347C**. Use this color at all times, or its equivalent:

\*RGB equivalent = Red: 0, Green: 153, Blue: 68  
\*CMYK equivalent = Cyan: 96.07, Magenta: 10.46, Yellow: 100, Black: 1.3

A one-color logo, which will use only **Black**, is acceptable for black-only media reproduction, or for non-print applications such as etching or embossing.

## ➤ font type and size :



The GSP Logo and the name “**GIRL SCOUTS OF THE PHILIPPINES**” must be in font Helvetica (boldface), size 16pt., UPPERCASE. The GSP Logo must be 0.68 inch (W) by 0.78 inch (H).

When used for other applications (backdrop, streamer, banner, signage for building premises, souvenir items, and other promotional materials), the size of the GSP Logo and name shall be proportionate to the size of the surface. Font type shall remain to be Helvetica (boldface), UPPERCASE.

## ➤ size of the GSP name against the Logo :



The size of the name “GIRL SCOUTS OF THE PHILIPPINES” must be exactly 1/4 of the size of the GSP Logo.

## ➤ staging the logo :



A minimum clearance of 1/4 of the logo height between the GSP Logo with name and other elements must be maintained.

## ➤ distance between the GSP logo and the name :



The distance between the GSP Logo and the name “GIRL SCOUTS OF THE PHILIPPINES” must be exactly 1/8 inch from the logo.

# GSP LOGO STANDARDS

# ✓ DOs

- ✓ Use the GSP Logo and name with no change including, but not limited to, changes in the color, proportion, or design, or removal of any word or artwork.



- ✓ Use the GSP Logo against light or white backgrounds. Surrounding the GSP Logo with adequate clear space ensures prominence and visual impact.



- ✓ Maintain a MINIMUM clearance of 1/4 between the GSP Logo and other elements.



- ✓ Avoid too many designs around the GSP Logo.



- ✓ Apply only one logo per visual surface.



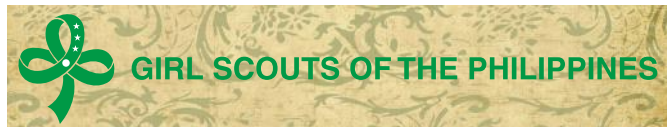
- ✓ The GSP Logo may be used alone, as long as the logo is surrounded by adequate and clear space and uncluttered background.



- ✓ The **GIRL SCOUTS OF THE PHILIPPINES** or GSP logo name may stand alone.

# ✗ DON'Ts

- ✗ **DO NOT** place the GSP Logo on or over photo background or images.



- ✗ **DO NOT** place the GSP Logo on backgrounds with INSUFFICIENT contrast.



- ✗ **DO NOT** change the color of the GSP Logo and name.



- ✗ **DO NOT** attach text of any kind to the GSP Logo.



- ✗ **DO NOT** use more than one logo per visual surface. A single, strategically-placed GSP Logo is more than enough.

### Exception:



GSP uniform materials:  
Official business uniform,  
Rina blouse, Senior/Cadet blouse, Twinkler, Star, and Star dress uniform, Bermuda shorts, and sash.

- ✗ **DO NOT** "lock-up" the GSP Logo by adding text or image close to the GSP Logo or logotype.



**DO NOT** use the logo with, or as part of, another logo or symbol that might create another logo-like graphic or a co-branded logo, or give rise to any misinterpretation.



**DO NOT** change the size relationship of the GSP Logo to the logotype.



**DO NOT** use the GSP Logo or name in animation; or rotate, morph, invert, angle, or pivot the GSP Logo and name that such actions will distort its perspective and appearance.



*GIRL SCOUTS OF THE PHILIPPINES*

**DO NOT** add anything to the GSP Logo or make a collage of photos in the image or shape of the GSP Logo.



**DO NOT** use a watermark GSP Logo as a design or background to any printed or visual presentation.



**DO NOT** use the GSP Logo and name to represent the "Girl Scouts of the Philippines" in text, headlines, sentences, product-name logotype, or body copy, as in a rebus.



**DO NOT** enclose the GSP Logo and name within any shape or border. Exception: GSP Logo used in rostrums and podiums (still no border).



**DO NOT** add a drop shadow, dimensions, gradient, or any effects to the GSP Logo.



**DO NOT** stretch or compress the GSP Logo / logo name.



GIRL SCOUTS OF THE PHILIPPINES

**DO NOT** incorporate or use the GSP Logo and name in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan or other trademarks.

