

MINI MODULE TRAINING

CONNECT WITH CORRECT

Facilitator Instructions:

1. You will be facilitating a session that will help connect your members with the correct use of the images and words trademarked to Girl Scouts of the USA. This includes using them in print, on items such as patches and T-shirts, and on the Internet.
2. Divide your group into teams.
3. Ask someone to keep score or you can do it yourself.
4. You must begin with question #1. After that, you can read them in any order.
5. Read a statement and then the choice of answers. The first person on the team gets to choose an answer. If it is correct, give the team 2 points. If incorrect, move to the next team. If correct, give them 1 point. The correct answer is in **bold type**.
6. Some of the answers have additional information in parentheses. Share these facts with the group.

THANKS FOR YOUR SUPPORT

Please fill out the evaluation form below and return it to the council service center within one week of facilitating this mini-module.

Girl Scouts – Foothills Council, Inc., 33 Jewett Place, Utica, NY 13501

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Service Unit: _____ Date of Training: _____

Number of Participants: _____ Facilitator: _____

How do you think the mini-module was received?

(circle one) **INTERESTED** **OK** **DISINTERESTED**

Please explain your answer.

How could this mini-module be improved?

Suggested topics for future mini-modules:

1. The Girl Scout service mark is composed of
 - a. The symbol (trefoil shape with three profiles) and the words "Girl Scouts. Where Girls Grow Strong"
 - b. The symbol (trefoil shape with eagle) and the words "Girl Scouts"
 - c. **The symbol (trefoil shape with three profiles) and the words "Girl Scouts" along with the circle R registration mark ® aligned at the base of the text.**
2. The Girl Scout tag line is
 - a. For Every Girl, Everywhere
 - b. **Girl Scouts. Where Girls Grow Strong.**
 - c. Be Prepared

(These words can not be altered or substituted with another phrase. The words all begin in capital letters.)
3. True or false? If your troop wants to use the Girl Scout service mark on their Web page, you must get permission from GSUSA. **TRUE**
4. True or false? The Girl Scout symbol can be used without the logotype " Girl Scouts". **FALSE**
(The words "Girl Scouts" with the circle R ® registration mark aligned with the base of the text must be used below the symbol or to the right side only.)
5. True or false? The traditional logo (trefoil with eagle) can be used on pins, flags, some items of recognition and products for sale. **TRUE**
6. If a troop wants to design something like a patch or T-shirt, using the Girl Scout service mark, they
 - a. can have a contest to see who can draw it the best then use the winning design for the shirt
 - b. can redraw the service mark to include things the girls choose like daisy flowers around the edge
 - c. **must use the service mark exactly as presented by GSUSA.**

(Nothing can be added to the service mark either within the profiles or around the edges. Hand drawn renditions are not to be used.)
7. If any group designs a shirt, tote bag, mug, patch or anything else they plan to sell using the Girl Scout service mark, they
 - a. **must submit their design and get approval from GSUSA first**
 - b. must get a written release from the person who created the design
 - c. must have the girls in the service unit vote on which design to use.
8. True or false? You must include the following notice on any Web page created that includes the Girl Scout service mark: "Girl Scouts and other GIRL SCOUT Trademarks are registered trademarks of Girl Scouts of the USA and are used herein pursuant to license." **TRUE**
9. The Girl Scout service mark can be colored
 - a. any color you want
 - b. **preferably in solid Girl Scout green, blue, or black; if those colors are not available, use the darkest possible color available**
 - c. in shaded, screened or gradated colors.
10. When using the Girl Scout service mark, the preferred coloring is
 - a. **the symbol and logotype "Girl Scouts" should be the same color**
 - b. the symbol should be Girl Scout green and the logotype "Girl Scouts" should be Girl Scout blue
 - c. the symbol should be Girl Scout blue and the logotype "Girl Scouts" should be Girl Scout green.
11. True or false? The Girl Scout service mark can be used as part of an overall design pattern with daisy flowers, brownie elves, and other Girl Scout specific symbols. **FALSE** (The service mark must stand alone. It must have sufficient white space around it so it stands apart from anything else in the design. If used in a design with the logo of another organization, the logos must be of the similar size and stand side by side. It can not be used as wallpaper on a Web site.)
12. When used on a Web site, the Girl Scout service mark
 - a. can blink, change color, and flash
 - b. can be used as an icon or button
 - c. **must be used as a static symbol following all the size and color guidelines as directed by GSUSA.**