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It wasn't until 1978 when the Girl Scouts have released a logo variation beginning a chapter for its history. Saul Bass designed the logo, people said his work was always ahead of his time. The creativity and professionalism of the design were something to appreciate especially for its period of time. The design was a lucky four-leaf clover which is a heraldic symbol, it consisted of three beautiful girls with side views. They pointed towards their futures, as a girl scout, it was certainly bright. Although the girls have differences they had one thing in common, they are ready to help another. The smiles on their face bring the box packaging for these cookies a sense of reassurance and inspiration.

Girl scouts are worldwide youth development, the logo attached to its name is an ensuring vector piece of the company. The leaf clover emblem is very rooted in its history and the scouts cherish the symbol. Its eldest logo was a heraldic lily framed by a green shamrock." The appearance of the emblem was suggested by a Pole Star" said the founder of the organization Robert Baden-Powell. Back then the Shamrock symbol was a compass needle pointing towards the North Pole and the Pole star. The scouts thought of shamrock as a guide, it shows the way towards friendship and wealth. A reliable compass. The symbol was changed thoroughly throughout its years as it should fit with the newer audience and modern art.

Since the beginning, the logo itself was slightly altered. The lower leaf was redesigned to employ a shield. The inscription was switched positions and turned black. In addition, the letter T was a camouflage element to match its new composition. Despite the logo's alternation, the font Avenir Black was never changed. The reason behind a new design development was a brighter

and more inviting aura for the consumers' eyes. They wanted to target the new generation of American young women. They wanted the new logo to drift from their camping and crafts image from the past.

The modern look modified the logo's classic trefoil shape along with shifts of the girl's faces, bangs were added, their noses were rounded, their lips were made fuller and the neck was straightened. They partnered with the Original Champions of Design to create updated stationery and packaging designs which helped them encourage their rebranding.

The logo design specifically seems like a direct approach to reflect their beliefs as a union. The color is even known as "girl scout green", not many brands can be identified by just the color but that's how much this logo shifted design history. Behind the design of the brand, there is a process, every detail that Girl scouts releases like logo and fonts must be approved by The Girl Scouts Of USA brand guidelines. It's important all designs get approved by the Marketing and Communications team, anyone can email them via news@girlscoutshs.org for any ideas they may have.

The color palette is black, white, and green (#00AE58 or R0 G174 B88 or PMS 355). Girls scouts green go together to ensure the color is coming to mind when you think of girl scouts. Their website also follows the color palette, you can tell how uniform they like to keep their things. Also to solidify the identity, green should be embraced. Green is the color of nature which the Girl Scout movement has always celebrated. Having such an easily recognized logo is

one of the highest accomplishments for a business and its designer. Bass really influenced logo and design culture that there are no thoughts on fully changing it even in the future.

In conclusion, The Girls Scout community provides strength, confidence, and courage towards each other as well as their community. The original emblem for the company served a purpose to convey a sense of unity and togetherness. The modern logo, the aligned silhouetted woman served the purpose of representing female friendship. As a piece of marketing, it was a big hit for the company. The logo perfectly exemplifies everything they stand for. The logo wields a kind of power that fundamentally changed marketing as well. Finally, the spirit the logo captures had really influenced art, design, etc forever.



Citations:

<https://pixellogo.com/blogs/pixellogo-blog/girl-scouts-of-the-usa-launches-a-new-logo-and-visual-identity#:~:text=The%20Girl%20Scouts%20new%20logo,fuller%20and%20their%20necks%20straightened.>

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