Girl Scouts of Southeastern Michigan

Brand Protection Statement

Girl Scouts is one of the most iconic and trusted brands in the world.

Our eternal Girl Scout values mean that we avoid using images, text, and terminology which may be hurtful to others—no matter their religion, culture, ethnicity, gender, or political affiliation.

All Girl Scout-branded items (including products in the Fall Product and Cookie Programs) help represent the Girl Scout brand. When designing troop apparel, cookie costumes, banners, flyers, or other promotional materials—in short, anything that represents Girl Scouts or Girl Scout merchandise—it's important that all GSSEM staff, volunteers, and girls remember to live up to our Girl Scout values and comply with Girl Scout brand standards.