



## T-Shirt Guidelines

Girl Scouts of the USA identifies and works with licensed vendors who sign an extensive contract that address concerns such as product safety, consumer product guidelines (e.g., lead and toxin-free ink/paint), labor law compliance (e.g., materials sourced only from companies free of child labor), testing requirements and regulations, product liability insurance, quality and workmanship, and product and graphic guidelines (e.g., trademarked logo, images consistent with Girl Scout safety standards, etc.).

Additionally, as with all trademarked logos, vendors who print items for resale or fee-based events must pay royalties to the organization – in this case, GSUSA.

**The bottom line is:** If a troop wants to make a T-shirt, but won't be selling it, they can! The name "Girl Scouts", "GSUSA" and/or any service marks (like the Trefoil) *can be used* on merchandise, like t-shirts.

## We just want troop t-shirts for everyone to wear. Great!

When designing service unit/troop t-shirts or other products for your troop or an event for which no fee is being charged, the following guideline applies:

- The item is not being sold to anyone for profit (including parents and/or volunteers).
  - *Example:* If the shirts cost \$5.50 to produce each shirt, then you can collect \$5.50 per shirt. You cannot make a profit, or raise money from these items.
- The item will not be sold at an event where a participant fee is charged
- Create your own branded design to be approved by the council marketing and communications department before printing
- The item must include "Girl Scout Troop/Service Area XXXXX" or "Girl Scouts Heart of the South Troop/Service Area XXXXX"
- T-shirt designs must be approved by council's marketing and communication department prior to printing
  - Email your design to [info@girlscoutshs.org](mailto:info@girlscoutshs.org) for approval.
  - Include information about how the shirt will be used, if you need any logos or service marks for your printer and printer contact information

- Download the [Vendor Checklist](#) and ask the vendor to sign and verify that it is in compliance with all that is listed. Scan and email to [info@girlscoutshs.org](mailto:info@girlscoutshs.org) with a copy of your design

In all cases, it is NOT acceptable to:

- Create a design and send it or take it to a non-licensed vendor for printing without approval from the Girl Scouts Heart of the South.
- Allow a non-licensed vendor to create a design and print product without approval from Girl Scouts Heart of the South.

## **What if I want to charge for the shirts, or the event?**

When designing service unit/troop t-shirts or other products (e.g., tote bags, bandanas, water bottles, etc.) for an event for which a fee is being charged, or a fee is charged for the item, a licensed vendor must be used. You can work directly with an [approved GSUSA licensed vendor](#) who will assist you in getting your design approved by GSUSA.