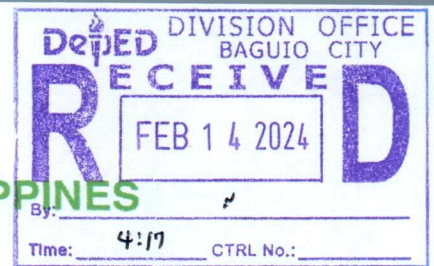




GIRL SCOUTS OF THE PHILIPPINES
Northern Luzon Region
Baguio Girl Scout Council

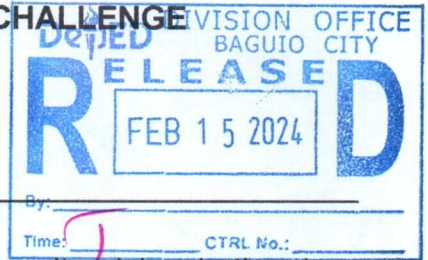


CHQ CIRCULAR NO. 7
Series 2024

TO : DISTRICT SUPERVISORS, PRINCIPALS, HEAD TEACHERS, GSP DISTRICT
FIELD ADVISERS, GSP SCHOOL COORDINATORS AND TROOP LEADERS

RE : JULIETTE LOW SEMINAR (JLS) 2024 LOGO CHALLENGE

DATE: 13 FEBRUARY 2024



Since 1932, the Juliette Low Seminar (JLS) has provided an inter-cultural, inspirational and international experience, fostering friendships across borders and encouraging young women to step outside their comfort zones.

The JLS is known for bringing young women from Girl Guiding and Girl Scouting together for an inspirational and life changing leadership programme. This programme is dedicated to empowering participants with the leadership practice and mindsets essential for success.

This year, JLS is looking for a new, fun, creative and meaningful logo that represents leadership, international friendship and women empowerment. The logo should elicit diversity, sense of unity and the transformative power of leadership development.

The following are the ideas of possible key elements to include:

1. Interconnected World
 - Illustrate the global nature of the event by incorporating elements that symbolize international connections and unity
2. Leadership Symbolism
 - Integrate symbols that represent leadership, growth and female empowerment
3. Diversity and Inclusion
 - Reflect the diverse backgrounds and cultures of the participants, promoting a sense of inclusivity
4. Peace Theme
 - Incorporate elements that symbolize peace and the role of gender equality in achieving global harmony

For the color palette and style preference, please refer to this link:

[WAGGS StyleGuide Version1.pdf](#)

The designs should be adaptable to various assets:

1. Front cover for documents (vertical and horizontal: Canva, InDesign)
2. Banners for social media (Facebook, Twiter, Instagram: Canva, PNG)
3. Template for social media with editable text (Canva)
4. Badge (Illustrator, PNG)
5. T-Shirt (Illustrator, PNG)
6. PowerPoint Template (Canva)

Also, please note of the following theme of JLS:

- ✚ **JLS 2024 – PEACE**
- ✚ JLS 2022 – #LeadForImpact
- ✚ JLS 2019 – #LeadOutLoud

Kindly submit your design in a high-resolution format with a brief explanation of the design concept and symbolism to gspinternationalaffairs@gmail.com. The deadline of submission is March 1, 2024.

Should you have further queries, you may contact GSP Baguio Council with contact nos' landline. (074) 442-2096, Globe No. 09278234795, Facebook: GSP Baguio Council Email Address: gsp_2096@yahoo.com.ph. From Monday-Friday, 8:00 AM - 5:00 PM.

Transmitted by


JENNIFER T. BUGTONG
Council Executive

Public Elementary and Secondary School Heads
Private Elementary and Secondary Schools Heads/Administrators
GSP District Field Advisers
GSP School Coordinators and Troop Leaders

For information and guidance.


SORAYA T. FACULO, PhD, CESO VI

Assistant Schools Division Superintendent
Officers-In-Charge
GSP Council Commissioner On Admin