

# Get Prepared!

THE 2011 BSA IDENTITY PIECES ARE HERE!

The BSA-approved stationery displays the new national theme, Prepared. For Life.™ Materials are available for customizing on Brand on Demand. They are also featured on the Marketing Toolbox at [www.scouting.org/marketing/identity](http://www.scouting.org/marketing/identity).

## PRINTING SPECIFICATIONS ▼

▶ **LETTERHEAD**  
8 1/2 inches x 11 inches  
Prints one-sided using PMS 186 red and PMS 294 blue on 60-pound, opaque text stock, a white sheet with 96 brightness level.

▶ **BUCKSLIPS**  
4 1/4 inches x 5 1/2 inches  
Prints one-sided using PMS 186 red and PMS 294 blue on 50-pound white opaque text, padded in quantities of 50, and backed with chipboard.



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▶ **ENVELOPES**  
Use No. 10 size, printed on 24-pound white wove stock.

▶ **BUSINESS CARDS**  
2 inches x 3 1/2 inches  
Prints two-sided using PMS 186 red and PMS 294 blue on 80-pound cover stock, a white sheet with 96 brightness level.



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