

# GUIDELINES FOR CUSTOM PATCHES AND EMBLEMS

The following shall serve as guidelines for review and approval of custom patch and emblem designs incorporating Scouting America's trademark words, phrases, symbols, or mottoes. Local councils and units can work directly through the National Supply Group or through official licensees who are authorized to produce custom patches and emblems, which can be found at [www.licensingbsa.org](http://www.licensingbsa.org).

Please note Scouting America recently amended its policies regarding commercial marks to accommodate sponsorship opportunities for local councils. All requirements for third party mark permission provisions apply and are subject to approval by the National Council through the Licensing Team.

For custom patches and emblems commissioned by a council, unit, or other Scouting organization, a licensee must not produce:

- Council shoulder patches currently stocked by the Scouting America Supply Group
- Any patch in any one of the defined shapes of a council shoulder patch, which is not a local council shoulder patch
- Generic or “stock” standard patches or emblems stocked and sold by the Supply Group
- Rank insignia, or patches/emblems substantially similar to rank insignia
- Patrol emblems and badges of office currently stocked and sold by the Supply Group
- Merit badges or merit badge “knockoffs”
- Parody patches or emblems that Scouting America, at its sole discretion, would deem as reflecting poorly on Scouting America or its programs
- Patches or emblems that contain the confederate flag, except where such a design is incorporated into an existing and currently

used flag of any state within the United States of America

- Patches depicting the World Scouting Crest
- Patches that contain the Olympic rings, or the word “Olympics” or derivatives thereof
- Patches that contain the Exploring and Learning for Life (LFL) logos and wording (Exploring and Learning for Life are separate organizations from Scouting America and products bearing these marks will not be authorized if used in context with other Scouting America trademarks. The Exploring and Learning for Life trademarks can be used separately when working with a Scouting America licensee.)

Custom patches are also subject to the following restrictions:

- All temporary patches and emblems must contain a Scouting America corporate identifier: “Scouting America” or the Scouting America fleur-de-lis
- All patches and emblems must be for a Scouting event or activity
- No third party trademarks (including GSUSA) will be authorized without prior written authorization expressed from the trademark owner (on company letter), and written approval from the Licensing Team
- No text or designs over the Scouting America universal emblem, when used
- No text or designs superimposed over the American flag, nor attached to it any mark, insignia, letter, word, figure, picture, or drawing of any nature (A stationary American flag may not be used as a patch backing; however, a “waving” American flag may be used.)
- No obscene gestures or foul language
- No words or designs that Scouting America

would consider, at its sole discretion, to reflect poorly on the values of Scouting America or that it would deem offensive to Scouting America and/or its members

- Patrol emblems must be 2 inches round with a tan border/background, no letters or numbers, and a maximum of three thread colors
- Unit, district, and council emblems must be for a specific event or activity such as a camporee or summer camp
- There should not be any direct political reference made on patches
- Patches and emblems do not require statutory markings (i.e., ®, ™, ©), except in cases where the emblem or patch is of sufficient size that these marks can be produced legibly. Typically this is a patch that is 3½ inches in diameter or larger for a round patch, or any patch that is at least 4 inches wide or tall
- All custom CSPs must comply with the section on council shoulder patches in this guide
- Any use of American Indian imagery must adhere to Scouting America American Indian guidelines

## National Jamboree Patches and Emblems

- All jamboree council shoulder patches (JCSP's) should use either the words, "National Jamboree" or "National Scout Jamboree."
- Any National Scout jamboree patches currently stocked by the Scouting America Supply Group should not be reproduced.
- All JCSP's must not exceed 3 inches x 5 inches in size in their entirety. Any JCSP that does not conform to this guideline may not be authorized. Troop or crew numerals cannot be embedded in the design.
- All JCSP's and pocket flap sets must carry a QR code produced by a Scouting America licensee through the Scouting America patch scan system ([www.patchscan.com](http://www.patchscan.com)).

- No third party trademarks will be authorized without prior written authorization expressed from the trademark owner (on company letterhead) and written approval from the Licensing Team.
- Any JCSP containing a third party trademark which could be perceived as a direct or indirect endorsement of a product or service, or commercial marks to accommodate sponsorship opportunities for local councils, will be reviewed internally by the Licensing Team prior to authorization. Please allow for additional lead times in working with a licensee or the National Supply Group to present design concepts to the Licensing Team for review prior to launch.
- JCSP's cannot have the city and state on them as a means to identify the local council. Designs that identify an individual unit, community, district, or event/activity must be avoided. No council initials are accepted.
- All jamboree OA lodge flaps will be subject to guidelines as established for Order of the Arrow lodge patches and emblems in this guide.

## Order of the Arrow Lodge Patches and Emblems

- Order of the Arrow (OA) lodge flaps and pocket emblems with the letters "www" should not have periods between the w's.
- OA lodge pocket flap emblems must fit the exact size and shape of the uniform pocket flap.
- OA lodge flaps and pocket emblems must carry a QR code produced by a Scouting America licensee through the Scouting America patch scan system ([www.patchscan.com](http://www.patchscan.com)).
- Any use of American Indian imagery must adhere to Scouting America American Indian guidelines.
- Any use of the OA arrowhead and related marks must comply with the OA brand guidelines.

## Modified Trademark Use

Scouting America understands that in some cases, reproduction of certain elements of trademarks and logos in the embroidery process may be substandard due to the size and the reproduction capabilities of these elements on custom patches and emblems. If modifications are made to Scouting America trademarks, they require permission from the Scouting America Licensing Team and are subject to design approval on a case-by-case basis. No third party can lay claim to any designs incorporating any elements of Scouting America trademarks.

## Custom Patch and Emblem Backing

All third party suppliers of custom embroidered patches and emblems are required to be licensed with Scouting America. All officially licensed custom patches and emblems will have an “officially licensed” backing or a holographic sticker affixed to it.