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BSA Brand Guidelines
Consider this your compass to the Boy Scout brand.

Let’s set a course for success. Together we’ll find the best path to maintaining the Boy Scouts of America brand. For more than 100 years, Scouting has been a symbol of adventure, excitement, and achievement. Providing once-in-a-lifetime experiences that prepare the next generation of boys for a lifetime of opportunity is serious business that couldn’t be more fun.

Rappelling a cliff. Shooting the rapids. Creating a one-sided, two-color recruitment flier. All can be a white-knuckle ride if you aren’t outfitted with the proper gear. Have no fear. The Brand Identity Guide contains all the tools you need to craft messages that kids will want to hang on their bedroom walls. If trademarks, fonts, and usage standards are your camp kit, then our national theme is the square knot securely holding the brand in place. So, Scout up. Because together we’re blazing a trail into the future.
Purpose of This Document

The Scouting uniform is one of the most recognizable elements of the Boy Scouting brand. Timeless, classic ... and uniform.

From Dallas to Des Moines, Boy Scouts across America wear the same tan twill shirt, the same badges of rank, and the same style of neckerchief. Their troop and council badges may differ, but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

In that same spirit, we present to the world a unified look and feel in our brand “uniform.”

If we follow these guidelines, parents whose Scouts pick up a flier or visit one of our websites will know they can trust it when they see its distinctive color palette. Scouts will know exactly which button to press when they want to share a photo with a fellow Scout. Donors will see their money spent efficiently, and without waste.
Corporate Brand
### Scouting Architecture

Among the many leadership qualities each Scout learns is organization. Leading by example, the Scouting family contains three brand groups:

<table>
<thead>
<tr>
<th>Corporate Brand</th>
<th>Scouting Sub-Brands</th>
<th>BSA Extensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think of the Boy Scouts of America as the big brother of Scouting. It’s the overarching brand of all other Scouting sub-brands and brand extensions.</td>
<td>Little kids to young adults. Boys and girls. Shy or adventurous. From age 7 to 21, there’s a Scouting home for everyone, with room for advancement throughout the organization.</td>
<td>These strategic business units are extensions of the Boy Scouts of America brand that play a role in specific program initiatives and special events.</td>
</tr>
</tbody>
</table>

- **Corporate Brand:**
  - The Boy Scouts of America Corporate Brand is used for those projects and properties which concern Scouting as a whole, or multiple sub-brands. Some elements of the corporate brand are inherited by the four main BSA sub-brands shown below.

- **Scouting Sub-Brands:**
  - **Cub Scouting** is for boys aged 7 to 10 years old.
  - **Boy Scouting** is for boys aged 11 to 18 years old.
  - **Sea Scouting** is for young men and women aged 14 to 20 years old interested in experiencing the adventure of sailing.
  - **Venturing** is for young men and women aged 14 to 21 years old.

- **BSA Extensions:**
  - **High-Adventure Bases**
  - **National Scouting Museum**
  - **National Scout Jamboree**
  - **Order of the Arrow**
More than a theme. It’s our promise.

It was there when man first walked on the moon. And when a president struck a blow to an iron curtain with a single speech. It was there when Scouts across the country rallied to provide relief in the wake of Hurricane Katrina.

For more than 100 years, it has been in the heart of every Scout who ever overcame one of life’s challenges. It is the value of being prepared — the core of Scouting and a statement that inspires a lifetime of character and service.

As we look to a new century of Scouting achievements, we light a new fire in the next generation of Scouts. We shall instill in them the honor and integrity that comes with being a Scout. We will build their character and ensure they are prepared for something more.

We will prepare them for life.
Vision and Mission

The best brand messages are also the simplest. Common purpose. Clear objectives. In just three words, the Boy Scouts of America theme communicates the integrity, commitment, and enthusiasm of Scouting’s time-honored ideals.

• **Boy Scout Brand Promise:** For people who care about what is happening to kids, Scouting is the fun, exciting program that builds better young people.

• **Unique Selling Proposition:** Scouting’s programs and outdoor adventures prepare young people for a lifetime of character and leadership.

• **Boy Scout Brand Vision:** Making our country better

• **Boy Scout Brand Mission:** To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

**Prepared. For Life.** is the culmination of the effort that goes into delivering on the brand promise, vision, and mission. It embodies the fun experiences and life lessons that only Scouting provides. Most important, it conveys the confidence, dedication, and passion each Scout discovers to lead a successful life.
Brand Position, Personality, and Communication Elements

Built on strong character and values.

Like looking through a pair of binoculars. Prepared. For Life.® brings the goal of Scouting into focus. The beauty of the theme is its simplicity and directness. But it’s only as strong as the brand personality and communication elements at its foundation. Crafting messaging on these enduring values will maintain consistency and clarity of the Scouting brand.

**Brand Position**
- Single-minded
- Enduring
- Timeless
- A unifying element that leads to strong ideas that can be executed across the marketing mix
- Differentiation
- Staking out a unique territory among competitors in which to operate

**Brand Personality**
- Trustworthy
- Adventurous
- Patriotic
- Faithful

If a Scout walked up to you on the street, these are the words you would use to describe his appearance and attitude. Not to mention the fact that he’d offer to help you across the intersection and show you the path of least resistance to your destination. These are the human qualities that will forever make Scouting truly unique among all youth organizations.

**Communication Elements**

**Adventures:** It’s a big world. Pack a map. Scouting is many boys’ introduction to the great outdoors and, most important, a lesson on their place in it. Now, let the adventure of a lifetime begin.

**Leadership:** Scouting builds leaders. Former Scouts sit on the boards of global corporations, walk the halls of the White House, and have been known to occasionally go hiking on the moon. The life lessons they learn in Scouting help them make good decisions throughout life.

**Learning:** Many Scouts achieve more before the age of 18 than some people do in a lifetime. Best of all, they do it to not only improve themselves, but also their communities and country.

**Service:** There are many paths to follow in life. With the invaluable guidance of adult leaders, Scouts are better prepared to enjoy their lifelong journey that leads them to personal success.
Corporate Trademark

Consisting of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, the Boy Scouts of America corporate trademark should be used to establish the organization’s identity in a product’s use or immediate area of distribution. The ® registration mark should appear at the lower right corner of the trademark.

### One Color
- Black or any dark color may be used.

### Two Color
- Red: PMS 186
- Blue: PMS 294

### Four Color (CMYK)
- Red: 0, 100, 81, 4
- Blue: 100, 58, 0, 21

### Screen Usage
- Red: #CE1126
- Blue: #003F87

### Reversed
White must be used.

### Unacceptable Usage
- Do not reproduce in a tint or screen.
- Do not reproduce in all red or colors such as pastels or neon.
- Do not reproduce in color on a dark background.
- Do not truncate.

The gold fleur-de-lis has been retired and should not be used.
Corporate Signature

The space between the elements should not be modified, and the ® registration mark should always appear.

BOY SCOUTS OF AMERICA®

The following are acceptable ways of reproducing the Boy Scouts of America corporate signature:

<table>
<thead>
<tr>
<th>One Color</th>
<th>Two Color</th>
<th>Four Color (CMYK)</th>
<th>Screen Usage</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Boy Scouts of America Logo" /></td>
<td><img src="image" alt="Boy Scouts of America Logo" /></td>
<td><img src="image" alt="Boy Scouts of America Logo" /></td>
<td><img src="image" alt="Boy Scouts of America Logo" /></td>
<td><img src="image" alt="Boy Scouts of America Logo" /></td>
</tr>
<tr>
<td>Black or any dark color may be used.</td>
<td>Red: PMS 186 Blue: PMS 294</td>
<td>Red: 0, 100, 81, 4 Blue: 100, 58, 0, 21</td>
<td>Red: #CE1126 Blue: #003F87</td>
<td>White must be used.</td>
</tr>
</tbody>
</table>

Unacceptable Usage

The following are unacceptable ways of reproducing the Boy Scouts of America corporate signature:

- Do not reproduce in all red or colors such as pastels or neon.
- Do not alter the signature in any way, including changing the typeface.
- Do not reproduce in color on a dark background.
- Do not reproduce in a tint or screen.
- Do not reproduce in red, orange, or pastels.
The Activity Graphic

The basic idea of a corporate identity is instant recognition through certain colors, images, and words used to harmonize the relationship of the organization and its councils.

The Boy Scouts of America corporate identity includes an activity graphic that depicts Scouting adventures. The silhouetted activity graphic is used primarily in blue on stationery and e-signatures, but can be used in other iterations as detailed in this section. Approved graphics and descriptions or other appropriate images are described here as well.

The activity graphic should always be anchored at the bottom of the page when used on letterhead, general stationery items, and business cards.

Acceptable Usage

Two-way graphic split: can be cropped to a piece of the folio graphic, but must run from side to side.

Four-way graphic split: can be cropped to a piece of the folio graphic, but must run from side to side.

Positive

Reversed

Unacceptable Usage

The following are unacceptable ways of reproducing the Boy Scouting program trademark:

Do not reproduce in a tint or screen.

Do not reproduce in all red or colors such as pastels or neons.

Do not reproduce in color on a dark background.
Prepared. For Life.® Trademark

Prepared. For Life.®
The Prepared. For Life.® tagline is to be used in conjunction with the corporate trademark, but does not replace the corporate trademark. The space between the elements should not be modified, and a ® trademark symbol should always appear.

Prepared. For Life.® Usage
The Prepared. For Life.® tagline is available in three versions: stacked, horizontal, and text only. It should be placed on all BSA communications, literature, and products.

The following are acceptable ways of reproducing the Prepared. For Life.® tagline:

<table>
<thead>
<tr>
<th></th>
<th>One Color</th>
<th>Two Color</th>
<th>Four Color (CMYK)</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stacked Lockup</strong></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
</tr>
<tr>
<td><strong>Horizontal Lockup</strong></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
</tr>
<tr>
<td><strong>Text Only</strong></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
<td><img src="image" alt="Prepared. For Life.®" /></td>
</tr>
</tbody>
</table>

Black or any dark color may be used.

Red: PMS 186
Blue: PMS 294
Red: 0, 100, 81, 4
Blue: 100, 58, 0, 21

White must be used.

Unacceptable Usage
The following are unacceptable ways of reproducing the Prepared. For Life.® tagline:

- Do not reproduce in a tint or screen.
- Do not alter the signature in any way, including changing the typeface or colors.
- Do not reproduce in color on a dark background.
- Do not add effects, including a drop shadow, bevel, or glow.
Preparados para el futuro.®

Preparados para el futuro.*

The Preparados para el futuro.* tagline is to be used in conjunction on Spanish-language collateral only. The tagline should be used with the corporate trademark, but does not replace the corporate trademark. The space between the elements should not be modified, and a * trademark symbol should always appear.

Preparados para el futuro.* Usage

Preparados para el futuro.* tagline is available in three versions: stacked, horizontal, and text only. It should be placed on all Spanish-language BSA communications, literature, and products.

The following are acceptable ways of reproducing the Prepared. For Life.* tagline:

<table>
<thead>
<tr>
<th></th>
<th>One Color</th>
<th>Two Color</th>
<th>Four Color (CMYK)</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stacked Lockup</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horizontal Lockup</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Black or any dark color may be used.

Red: PMS 186
Blue: PMS 294
Red: 0, 100, 81, 4
Blue: 100, 58, 0, 21

White must be used.

Unacceptable Usage

The following are unacceptable ways of reproducing the Prepared. For Life.* tagline:

Do not reproduce in a tint or screen.

Do not alter the signature in any way, including changing the typeface or colors.

Do not reproduce in color on a dark background.

Do not add effects, including a drop shadow, bevel, or glow.
Trademark and Logo Protection

The trademarks and logos of the Boy Scouts of America are protected by a 1916 act of Congress (36 U.S.C. 27) as well as by a variety of registrations with the U.S. Patent and Trademark Office. The 1916 act specifically gives the Boy Scouts of America the sole and exclusive right to use emblems, badges, descriptive or designating marks, and words or phrases the corporation adopts.

These and all art or logotypes obtained from the Boy Scouts of America National Council are the exclusive property of the Boy Scouts of America and must be used and displayed as shown in this manual or official artwork unless otherwise stated in writing from an authorized officer of the Boy Scouts of America National Council. In other words, they must appear with any ownership symbols exactly as received, and no additional symbols are to appear in connection with them. If the manual or official artwork indicates the artwork or logotype is the subject of a U.S. trademark registration certificate, it should appear with the ® symbol. It is customary that the ® symbol is used once in the headline of an advertisement (if it is used in an ad or a poster) and then the first time it is used in the text. The ® symbol is placed on the upper right of the last letter of the trademark (if it is a word mark) or on the lower right of the symbol (if it is a design mark) and in a size that is approximately one-third the size of the largest letter or element in the trademark (but never so small that it can’t be read).

An attribution statement must be placed at the bottom of any advertisement or poster that clearly identifies trademarks or design marks of the Boy Scouts of America. This might read as follows: “BE PREPARED is a registered trademark of the Boy Scouts of America.” For additional guidance, visit www.scouting.org/licensing.

If you have any questions concerning correct trademark usage, please contact Brand Management at the National Council for further guidance.

While councils and others in the Scouting community promote the brand, care should be exercised to ensure that the proper statutory symbol (®, ™, or ©) is properly affixed to trademarks used in communications. The Boy Scouts of America maintains its right to regulate use of trademarks and constrain it whenever it, in its sole discretion, deems it necessary to do so.
The Language of Scouting

This reference is the Boy Scouts of America’s definitive resource on terms and style specific to Scouting and this organization. The Language of Scouting encompasses style, usage, grammar, and spelling norms observed by the Boy Scouts of America and used by the Marketing Group and Communication Services Department at the national office.

These standards have been developed so that the BSA can disseminate resources and other information in the most professional, consistent, coherent, and uniform manner for all forms of communication—printed, electronic, and so forth.

Scouting terms are based in part on the Charter and Bylaws and Rules and Regulations of the Boy Scouts of America. Grammar, spelling, style, and usage decisions are based on the latest editions of the following references, in order of preference: Merriam Webster’s Collegiate Dictionary, The Associated Press Stylebook, and The Chicago Manual of Style. Turn to these references (in the given order) for further reference. However, the Language of Scouting always takes precedence.

View the Language of Scouting website for more information.
BSA Corporate Fonts

When it comes to fonts, you'll find cleaner is better by using these approved and widely available typefaces. For guidance specific to digital media, read the Digital Guidelines which follow.

- **Times New Roman**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **Helvetica Narrow Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **Arial**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **LTG RECORD TITLE**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

  LTG Record Title is a licensed BSA font that is used in the BSA’s corporate collateral. An approved alternative font that can be found in MS Word is Tahoma.

Examples:
- Prepared. For Life.
Photography
Photography

Scouts have great stories — how could they not? They visit some of Mother Nature’s greatest creations, go on great adventures, and form lasting friendships. Fortunately for us, cameras are there to capture some of these experiences as they occur, and the resulting adventure-inspired images are able to visually draw viewers into the world of Scouting.

Acceptable photos fall into two categories:

- **LIVING**: Photos that capture a candid, memorable moment.
- **DOING**: Photos of active Scouts, physically engaging with the world.
Living Imagery

These photos capture the quiet moment before or after an activity. The images have a story to tell, one that may be obvious, but even better – they leave a little to the imagination, drawing the viewer into the story with questions about the subject and the setting.
Doing Imagery

Scouting is active, and it can be rare to catch a Scout standing still. These images freeze time, capturing a Scout in motion at just the right moment.
Best Practices

All photos and videos should have proper, signed releases (official BSA Talent Release form). When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in BSA promotions and publications. Honor the request of anyone who asks not to be photographed or recorded.

DO Use candid, authentic imagery.

DO Showcase Scouting’s diversity in age, gender, and race.

DO Use imagery that makes Scouting look fun and interesting.

DO Use interesting camera angles and cropping for effect.
Image Pitfalls

AVOID Staged photos and forced smiles.

AVOID Dated or historical scouting imagery.

AVOID Photos without a clear focal point.

AVOID Clichéd stock photography.
Resources

Finding appropriate imagery isn’t always easy, but the search will pay off in a great-looking finished project. Below are a few resources you may find helpful.

BSA Photo Bank
The BSA Photo Bank is a vast repository of current and historical BSA-owned imagery. This is a password-protected site. For access, contact the BSA Marketing Department at 972-580-2534.

BSA Flickr
Images are posted to this social media site regularly, and this is a great source of candid, realistic images of Scouts in action. Before using images for marketing purposes, please contact the BSA Marketing Department at 972-580-2534.
Real-World Examples
Stationery and Signature

As with the Boy Scouting uniform, consistency in our corporate communications is important to our professional look and feel. These templates are our standard — it’s your duty to follow it.
Signage

**Exhibit and Signage Display**

When it comes to standing out in a crowd, sometimes less truly is more. Keep signage simple by using approved brand identity elements, fonts, and photography. The Prepared. For Life.™ trademark and Boy Scouts of America signature should be used appropriately to strengthen the message and brand.

**Architectural Signage**

Location and building signs should use approved fonts and colors, and the Boy Scouts of America corporate signature. Signs may be matte-finished in approved colors or rendered in metal or stone. The sign should include the name of the building or facility and the Boy Scouts of America corporate trademark, separated by a vertical line or stacked.

**Office Signage**

Office signage follows the guidelines set forth in the [Brand Identity Guide for Building Signage](#).
Patches and Branded Products

**Patches**

Council patches. Patrol emblems. Merit badges. While Scouting insignia seems countless, there is only one method for approved manufacturing. The Boy Scouts of America requires that all patches be manufactured by the Supply Group or an official Boy Scouts of America licensee.

The Boy Scouts of America reviews each request for embroidered use of all brand trademarks as submitted by its licensees. Licensees will facilitate all authorizations with the Boy Scouts of America. Any trademark that is used on a patch not created by the Supply Group or an official Boy Scouts of America licensee is considered an unauthorized use of the BSA’s trademarks. For more information, visit www.scouting.org/licensing.

**Branded Products**

Any use of the Boy Scouts of America’s trademarks by any third party on any product, including patches, pins, and T-shirts, requires that the manufacturer of these products be licensed by the Boy Scouts of America National Council. For more information, visit www.scouting.org/licensing.

**Minimum Fleur-de-Lis Size**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Uniforms

The Statue of Liberty. Mount Rushmore. The Stars and Stripes. Like the great symbols of our country, Scouting uniforms are among the most recognized icons in our culture.

In addition to creating a sense of pride and belonging, the uniforms exemplify the character, citizenship, and strength each Scout strives to embody.

For detailed information on proper uniform wear and placement of badges and insignia, consult the Guide to Awards and Insignia. Also, visit the official BSA uniform website for an interactive source for uniform essentials.

The Boy Scouts of America uniforms and insignia are considered proprietary by the organization and unauthorized use is prohibited.
Presentations

By its nature, Scouting is fun, bold, thrilling, daring, and adventurous. PowerPoint is not. That’s why it’s important to make every effort to capture the exciting brand personality in your public presentations. Follow these guidelines when creating dynamic presentations:

- The Boy Scouts of America corporate signature and Prepared. For Life.® tagline should appear on each screen of the presentation.
- Both elements should be no less than 10 percent of the screen height and may appear either over white or reversed on a black or a dark background.
- The signature and tagline should appear in approved colors and not be screened back or distorted.
- To avoid confusion, other logos or brand elements should not be mixed with the signature or tagline.
- Large-screen, high-definition (16x9) templates, shown at right, are available in addition to standard format.
Scouting Sub-Brands
Boy Scouting

Most boys avoid obstacles. Boy Scouts seek them. They live for any opportunity to display their abilities while learning new skills. Camping is fun. Surviving a downpour in the middle of the night is an adventure.

Cooking over a campfire is fun. Learning which wild berries are edible is survival. Spending a weekend in the woods is fun. Breaking camp without leaving a trace is admirable.

These are invaluable experiences that can be had in Scouting. These are life lessons that transform today’s Boy Scouts into tomorrow’s leaders.

Brand Platform

Position and Identity

**Position (or Selling Points)**
- Through Boy Scouting, you can go places, test yourself, and have one-of-a-kind adventures you can't get anywhere else.

**Identity**

The Boy Scouts of America Universal Emblem is generally used to indicate the Boy Scouting program and may be licensed for use on products or services for boys ages 11–18. It consists of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, and is presented in a three-dimensional format. The ® registration mark should appear at the lower right corner of the trademark.

The following are acceptable ways of reproducing the Boy Scouting program trademark:

<table>
<thead>
<tr>
<th>One Color</th>
<th>Spot Color</th>
<th>Four Color (CMYK)</th>
<th>Screen Usage</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Emblem" /></td>
<td><img src="image2" alt="Emblem" /></td>
<td><img src="image3" alt="Emblem" /></td>
<td><img src="image4" alt="Emblem" /></td>
<td><img src="image5" alt="Emblem" /></td>
</tr>
</tbody>
</table>

- **Black or any dark color may be used.**
- **Yellow**: PMS 116
  - Brown: PMS 463
  - Blue: PMS 294
- **Red**: PMS 186
- **Brown**: PMS 463
  - Yellow: 0, 20, 100, 0
- **Blue**: 100, 58, 0, 21
  - Red: 0, 100, 81, 4
- **Red**: CE1126
  - Yellow: #FFCC00
  - Brown: #996633
  - Blue: #003F87

Unacceptable Usage

The following are **unacceptable** ways of reproducing the Boy Scouting program trademark:

- Do not reproduce in a tint or screen.
- Do not truncate.
Cub Scouting

The best way to find out what you do best is to do it. Swing a bat. Pitch a tent. Build a Pinewood Derby® car. Cub Scouts are at that magical age where everything is new and possible and, most important, fun.

They live in a world of "firsts" — first home run, first campfire, first checkered flag — where their game plan is their imagination. Their most valuable reward is the friends they make for life and a parent’s proud smile. These are invaluable experiences that can be had in Scouting. These are life lessons that transform today’s Cub Scouts into tomorrow’s Boy Scouts.

**Brand Platform**

Cub Scouts®. Do Your Best. Have Fun Doing It.
Position and Identity

Position (or Selling Points)
- Emphasis on families/youth 7–11
- Through Cub Scouting, you and your friends can see and learn fun, new things you can’t get anywhere else.

Identity
Consisting of the Wolf, the words “Cub Scouts,” and a fleur-de-lis, the emblem represents the Cub Scout helping the pack go and the pack helping the Cub Scout grow.

The following are acceptable ways of reproducing the Cub Scouting program trademark:

<table>
<thead>
<tr>
<th>One Color</th>
<th>Spot Color</th>
<th>Four Color (CMYK)</th>
<th>Screen Usage</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="One Color" /></td>
<td><img src="image2" alt="Spot Color" /></td>
<td><img src="image3" alt="Four Color" /></td>
<td><img src="image4" alt="Screen Usage" /></td>
<td><img src="image5" alt="Reversed" /></td>
</tr>
</tbody>
</table>

- Black or any dark color may be used.
- Blue: PMS 294
  - Yellow: PMS 116
- Blue: 100, 48, 0, 44
  - Yellow: 0, 10, 100, 0
- Blue: #0037F7
  - Yellow: #FCD116
- White must be used.

Unacceptable Usage

The following are unacceptable ways of reproducing the Cub Scouting program trademark:

- Do not reproduce in a tint or screen.
- Do not alter the signature in any way, including changing the typeface or colors.
- Do not add effects, including a drop shadow, bevel, or glow.
- Do not use the Wolf element outside of the approved trademark.
Venturing

Life is a series of tests. Shooting the rapids. Rappelling a cliff. Writing a resume. Each one can be a setback, or a chance to shine.

Working as a team, the young adults in every Venturing crew welcome the opportunity to pass these trials. A series of successes that build one upon another.

Every person playing their role. No one more important than their partners. No challenge achievable without cooperation. These are invaluable experiences that can be had in Scouting. These are life lessons that transform today’s Venturers into tomorrow’s responsible adults.

Brand Platform

Position and Identity

Position (or Selling Points)

• (Emphasis on teens, coed 14–16)
• Through Venturing, you and your friends can see the world and experience the adventure of Scouting.

Identity

• Trademark: Consisting of a snow-capped mountain, crossbar, and “V” on a field of green, the emblem represents the challenges and achievements experienced in Venturing. The ® registration mark should appear at the lower right corner of the trademark.
• Signature: The space between the elements should not be modified, and the ® registration mark should always appear.

The following are acceptable ways of reproducing the Venturing program trademark:

<table>
<thead>
<tr>
<th>One Color</th>
<th>Spot Color</th>
<th>Four Color (CMYK)</th>
<th>Screen Usage</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Venturing Logo" /></td>
<td><img src="image" alt="Venturing Logo" /></td>
<td><img src="image" alt="Venturing Logo" /></td>
<td><img src="image" alt="Venturing Logo" /></td>
<td><img src="image" alt="Venturing Logo" /></td>
</tr>
<tr>
<td>Black or any dark color may be used.</td>
<td>Green: PMS 349 Yellow: PMS 116</td>
<td>Green: 100, 0, 90, 40 Yellow: 0, 10, 100, 0</td>
<td>Green: #006B3F Yellow: #FCD116</td>
<td>White must be used.</td>
</tr>
</tbody>
</table>

BSA Brand Guidelines

Unacceptable Usage

The following are unacceptable ways of reproducing the Venturing program trademark:

- Do not reproduce in a tint or screen.
- Do not alter the signature in any way, including changing the typeface or colors.
- Do not add effects, including a drop shadow, bevel, or glow.
- Do not reproduce in color on a dark background.
Sea Scouting

It’s about sailing a tall ship. Snorkeling. Swimming. And row, row, rowing a boat into one adventure after another. It’s the call of the sea—where Sea Scouting replaces ancient mariners with savvy crews of young sailors seeking thrills around every turn.

Sea Scouts learn a myriad of maritime skills while forging lifelong friendships. Every adventure is powered by tactical and technical know-how learned while experiencing the real thing. All hands on deck involves rolling up sleeves and running a tight ship. Charting a course for success in any waters. Sea Scouting is an opportunity to sail into the future and beyond.

**Brand Platform**

Position and Identity

Position (or Selling Points)
- Emphasis on teens, co-ed 13-20
- Through Sea Scouting, you and your friends can experience the adventures and challenges of sailing and make lifelong memories.

Identity
This trademark is used to represent Sea Scouting, a part of the Venturing program. The trademark consists of a blue anchor, a gold fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars. It is represented in a three-dimensional format. The registration mark should appear at the lower right corner of the trademark. The following are acceptable ways of reproducing the Sea Scouting trademark:

<table>
<thead>
<tr>
<th>One Color</th>
<th>Spot Color</th>
<th>Four Color (CMYK)</th>
<th>Screen Usage</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="One Color" /></td>
<td><img src="image2.png" alt="Spot Color" /></td>
<td><img src="image3.png" alt="Four Color (CMYK)" /></td>
<td><img src="image4.png" alt="Screen Usage" /></td>
<td><img src="image5.png" alt="Reversed" /></td>
</tr>
</tbody>
</table>

Black or any dark color may be used.

Blue: PMS 294
Red: PMS 186

<table>
<thead>
<tr>
<th>Black:</th>
<th>Dark Brown:</th>
<th>Light Brown:</th>
<th>Dark Blue:</th>
<th>Light Blue:</th>
<th>Gold:</th>
<th>Dark Yellow:</th>
<th>Light Yellow:</th>
<th>Red:</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 0, 0</td>
<td>0, 61, 100, 3</td>
<td>0, 21, 38, 14</td>
<td>0, 100, 27, 33</td>
<td>0, 17, 0, 7</td>
<td>0, 26, 98, 16</td>
<td>0, 25, 100, 100</td>
<td>0, 14, 75, 3</td>
<td>0, 100, 100, 50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black:</th>
<th>Dark Brown:</th>
<th>Light Brown:</th>
<th>Dark Blue:</th>
<th>Light Blue:</th>
<th>Gold:</th>
<th>Dark Yellow:</th>
<th>Light Yellow:</th>
<th>Red:</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 0, 0</td>
<td>0, 61, 100, 3</td>
<td>0, 21, 38, 14</td>
<td>0, 100, 27, 33</td>
<td>0, 17, 0, 7</td>
<td>0, 26, 98, 16</td>
<td>0, 25, 100, 100</td>
<td>0, 14, 75, 3</td>
<td>0, 100, 100, 50</td>
</tr>
</tbody>
</table>

White must be used.

Unacceptable Usage
The following are unacceptable ways of reproducing the Sea Scouting trademark:

- Do not reproduce in a tint or screen.
- Do not alter the signature in any way, including changing the typeface or colors.
- Do not add effects, including a drop shadow, bevel, or glow.
- Do not reproduce in color on a dark background.
BSA Extensions Brand Positioning

## National Scouting Museum

**Value Proposition**
The National Scouting Museum is committed to preserving the rich, 100-plus-year history of the Scouting movement by collecting, organizing, preserving, and displaying some of Scouting’s greatest treasures.

**Mission**
To preserve the legacy of Scouting and promote the movement to future generations.

**Brand Vision**
Making our country better

**Brand Personality**
Legacy, historical, whimsical, fun

## Order of the Arrow

**Value Proposition**
Scouting’s national honor society recognizes Scouts and Scouters who exemplify the Scout Oath and Law in their daily lives and provide encouragement for others to live these ideals as well.

**Mission**
The mission of the Order of the Arrow is to fulfill its purpose as an integral part of the Boy Scouts of America through positive youth leadership under the guidance of selected capable adults.

**Brand Vision**
Develop leaders with the willingness, character, spirit, and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation.

**Brand Personality**
Honorable, cheerful service, environmental stewardship, camping spirit
Council, Group, Department and Team Designation

Just as the pack is there for the Cub Scout, the National Council supports the local councils, groups, departments, and teams. Consistency builds a better message and a stronger brand. Either of these variations should be used on all communications.
Digital Guidelines
for Websites, Apps, Email, and Social Media
Guiding Principles

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The work we create should follow the spirit of these values.

<table>
<thead>
<tr>
<th>Scout Law</th>
<th>Digital Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustworthy</td>
<td>Privacy, personal safety and data security matter.</td>
</tr>
<tr>
<td>Loyal</td>
<td>Scouts support each other. Be sensitive to those whose abilities differ.</td>
</tr>
<tr>
<td>Helpful</td>
<td>Create projects that are useful.</td>
</tr>
<tr>
<td>Friendly</td>
<td>Use open, everyday language and imagery to communicate.</td>
</tr>
<tr>
<td>Courteous</td>
<td>Respect others’ time with simple, intuitive processes.</td>
</tr>
<tr>
<td>Kind</td>
<td>Remember the Golden Rule: treat others as you would like to be treated.</td>
</tr>
<tr>
<td>Obedient</td>
<td>Follow guidelines set by the BSA. They exist for the benefit of all.</td>
</tr>
<tr>
<td>Cheerful</td>
<td>Stay positive. Be constructive, patient and pleasant.</td>
</tr>
<tr>
<td>Thrifty</td>
<td>Don’t reinvent the wheel – use design and software that exist.</td>
</tr>
<tr>
<td>Brave</td>
<td>Do the right thing, even when it’s hard.</td>
</tr>
<tr>
<td>Clean</td>
<td>Keep it simple. Avoid clutter in language, design, and features.</td>
</tr>
<tr>
<td>Reverent</td>
<td>Acknowledge and respect the viewpoints of others.</td>
</tr>
</tbody>
</table>

The Scout Oath

On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.

“While taking this oath the scout will stand, holding his right hand raised level with his shoulder, palm to the front, thumb resting on the nail of the digitus minimus (little finger) and the other three fingers upright, pointing upwards; This is the scout’s salute.”

— From the original 1908 Scouting for Boys by Robert Baden-Powell.
Web Policies

Maintaining the Boy Scouts of America brand image online goes beyond clean design and simple navigation. While these guidelines apply to council sites, unit sites can also benefit from these guidelines.

**To better ensure security and privacy, all councils should follow these guidelines:**

- Council websites must be hosted off-site at a hosting facility and may not be connected in any way to the local council’s network.
- The council must have direct control over the content of its website.
- The content of the council site must be appropriate for Scouting.
- The council site cannot contain links to any sites that may contain material deemed inappropriate for Scouting.
- The council site cannot contain any advertisements or commercial endorsements.
- The council site cannot engage in the electronic sale of BSA Supply Group merchandise or competing products.
- The council site cannot replicate any BSA publication currently for sale through the Supply Group.
- Council sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.
- Council sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.

**Honesty** is one of the BSAs trademarks. Do not plagiarize or use copyrighted material.

**Safety** is paramount within Scouting. When identifying youth members on your website, use first name and last initial only. Don’t provide too much identifiable information.

**YouTube videos** provide a great way to increase the interest on your site. When embedding videos, do not show related content after the video. The related videos are determined by a YouTube algorithm that takes control out of council hands.

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**Selling Advertising on Council Websites**

Guilt by association may not be fair, but it is reality. While the Boy Scouts of America understands that many “free” web services often include advertising, the questionable nature of these advertisers or fundraisers may reflect negatively on the brand.

According to the Boy Scouts of America bylaws, any independent sales, solicitation, or collection of donations is prohibited. Web services that include such objectionable content must be avoided.
Typography
# Typefaces for Digital Projects

Every project will have its own requirements and limitations. Use selections from one of the columns below for your project. *Typefaces listed in this table are reserved for BSA digital projects.*

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>ACCEPTABLE TYPEFACES</th>
<th>BETTER TYPEFACES</th>
<th>PREFERRED TYPEFACES</th>
</tr>
</thead>
</table>
| Use wherever type size is greater than or equal to 16 px. | Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Roboto Slab Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Adelle Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 |
| SECONDARY | Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Roboto Condensed Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Alternate Gothic Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 |
| TERTIARY | Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Roboto Condensed Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | Helvetica Condensed Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 |

Every project will have its own requirements and limitations. Use selections from one of the columns below for your project. *Typefaces listed in this table are reserved for BSA digital projects.*

**Acceptable Typefaces**

The selections in this column are most appropriate for email marketing, email signatures, editable documents (.doc, .xls, .ppt), and some web pages. These fonts come pre-installed on most computers.

**Better Typefaces**

The selections in this column are most appropriate for web pages, PDF documents, and mobile apps. These fonts can be downloaded free of charge from [Google Fonts](https://fonts.google.com).

**Preferred Typefaces**

The selections in this column are most appropriate for web pages, PDF documents, and mobile apps, but require a paid license whose cost varies on usage. Use of these typefaces is encouraged for high-profile projects.
Hierarchy

Good typographic structure helps readers know where to enter and exit your text when reading and scrolling, especially in long-form text such as web pages or email newsletters.

Main Sections

Use the primary font at large sizes (36—48px) for main sections of the page (H1, H2). Use all caps for further emphasis, if necessary. Keep the text as short as possible — just a few words should be enough.

Secondary Items

Use the primary or secondary font at medium sizes (24—32px) for items within a section (H3). Titles can be a word or two longer, and should be descriptive. Avoid all-caps treatments. When relevant, use imperatives such as “Sign Up for Xxxx” or “Camp at Xxxx This Summer.”

Body Text

Use the tertiary font at small sizes (9—12px) for body copy (p). Remember to use plain, everyday language, short paragraphs, and lots of bulleted lists to make the text scannable and easy to read.
Best Practices

Done well, type on its own can be a compelling and distinctive visual element, sometimes reducing the need for a photo or illustration.

**DO**
- Mix typefaces to create interest.
- Use font size and weight to emphasize important messages.
- Use capitalization to emphasize important words.
- Pair type with icons for greater impact.

**TROOP 50**
- Alternate Gothic No. 3
- Adelle Regular
- Alternate Gothic No. 1

**SUMMER CAMP**
- IT’S TIME for
- AUGUST 1–31, 2017 • BOONE, IOWA
- Adelle Regular / Adelle Italic, 12 pt.
- Adelle Bold, 38 pt.
- Alternate Gothic No. 2, 100-em

**MASTER the CANOE**
- BOY SCOUTS OF AMERICA®
Typography Pitfalls

**SUMMER CAMP**

Avoid drop shadows.

**SUMMER CAMP**

Avoid gradients.

**SUMMER CAMP**

Avoid dimensional effects such as bevels or embossing.

**SUMMER CAMP**

Avoid grunge and distressed effects.

**DON’T** Add unnecessary effects to type unless it aids in legibility.

**SUMMER CAMP**

Do not compress type in either direction.

**SUMMER CAMP**

Do not shear type.

**SUMMER CAMP**

Do not stretch type in either direction.

**SUMMER CAMP**

Do not create faux 3D effects with type.

**DON’T** Use unapproved fonts.

**DON’T** Stretch, warp, or otherwise distort type.
Digital Color Palettes
Primary BSA Colors

The BSA corporate palette is inspired by the iconic Boy Scout uniform. It includes an American Flag red and blue, paired with a uniform beige and white. The BSA corporate palette is inspired by the Boy Scouts of America flag, red and blue colors. These colors may be used by any of the sub-brands, especially the red and blue colors which are integral to the Boy Scouts of America's visual identity. All BSA digital designs should incorporate a good amount of white, which is an important component of the color palette. A string of 3 BSA colors that align with the Scout values of cleanliness and open space.
Secondary BSA Colors

Related colors, derived from the primary palette, are also available and can be used with their parent colors to create layered effects in layout.
Cub Scouting

Cub Scouts wear a blue cotton uniform accented with distinctive gold stitching.

On the web, projects specific to Cub Scouting should use Cub Scouting Gold as an accent color, as well as plenty of standard Scouting Blue and white.

Scouting Red should be downplayed so it does not detract from primary Cub Scout colors, but may be used in minor instances (e.g., a website’s footer).
Boy Scouting

The Boy Scouting uniform is a warm tan color, with most of the color interest sourced from applied patches and stitching. On the web, projects specific to Boy Scouting should use a similarly neutral palette composed mainly of tan, grey, and olive hues, with color coming in with the use of imagery and illustrations.

Scouting Red should be used as an accent or action color.
Venturing

On Venturing projects, use a color palette that consists primarily of Venturing Green and Venturing Yellow.

The green color is derived from the Venturing uniform, with a slightly brighter hue. Use Venturing Yellow as an accent.

The BSA Corporate Palette may be used in a limited way, with blue, yellow, and tan reserved for BSA required elements such as footers.

The BSA corporate grey hues pair well with Venturing Green and Yellow; white is an important part of all BSA palettes.
Sea Scouting

With its emphasis on water recreation and adventure, Sea Scouting unsurprisingly uses a marine-inspired palette composed largely of blues and greys, with yellow used as an accent color.

The tan and red of the BSA Corporate palette should be used only in a limited fashion.

### Scouting Yellow
- HEX: #FFCC00
- RGB: 255, 204, 0

### Scouting Dark Blue
- HEX: #FFCC00
- RGB: 0, 51, 102

### Scouting Light Blue
- HEX: #9AB3D5
- RGB: 154, 179, 213

### BSA Corporate Colors

- Use sparingly.
Choosing the Correct Color Palette

With five brands working together, choosing the correct color palette for your project can be somewhat confusing. Use the chart below to make your decision.

START

What are you making?

Yes.

Something intended to represent more than one type of Scout?

Yes.

Is the project for Boy Scouts ONLY?

No.

Use the BSA Corporate Color Palette.

LINK

Yes.

Use the Sea Scouting Color Palette.

LINK

Yes.

Use the Cub Scouting Color Palette.

LINK

Yes.

Use the Venturing Color Palette.

LINK

No.

Is the project for Cub Scouting?

No.

Is the project for Sea Scouting?

No.

Is the project for Venturing?

No.

Consult the Master Brand Guidelines.

LINK

Yes.

Is the project for Boy Scouts?

No.

Something for a digital screen.

LINK

Something to be printed or painted.

LINK
Imagery
Texture

Textural images can be used to tell a deeper, more multisensory story — the deeply textured end of a log you can almost touch. The smell of freshly oiled leather or fresh rain on a field of hay can be recalled by a deceptively simple image.
Icons

Scouting is rich in iconography. Every badge has its own visual meaning: council badges, rank badges, and merit badges are all linked to the look of Scouting, especially Boy Scouting.

It can be tempting to create new icons for digital projects, but with few exceptions, these distract and sometimes create conflict with existing BSA-approved icons.

As a rule, avoid creating original icons. Instead, use approved BSA icons (e.g., the Fleur-de-Lis as an app icon).

You may use universally-recognized third-party social media icons (make sure you comply with the license holder’s terms of service).

You may use icons in the development of mobile apps, but try to leverage icons already created for app developers by software manufacturers, rather than sourcing or creating your own. Reference the mobile apps section in this document for more information.
Content
Tone and Voice

“A Scout is trustworthy....” With this phrase, millions of Scouts over the decades have begun their oath. “Friendly, courteous ...”

These are powerful words that govern the way we speak when we speak for Scouting – and whether we like it or not, when we speak, we do speak for all Scouting, especially in today’s Internet-enabled world.

While much guidance on tone and voice can be found in the BSA “Language of Scouting,” the digital medium has some special qualities to keep in mind as you author web-friendly content:

- **Be direct.** Web readers tend to be task-oriented - they are looking for specific information, and they want it quickly. Use active, not passive, voice.
- **Be succinct.** Attention spans are shorter online. Use short paragraphs of no more than three — five sentences. Keep word counts to 250 words per page or less.
- **K.I.S.S.** Acronyms and technical terms may be second-nature to you, but a new Scout or prospective parent won’t necessarily understand insider language. Keep it simple, Scout.
- **Write for Scanners.** People tend to scan digital screens, rather than pore over every word. Use bulleted lists, short headlines, and relevant imagery to provide quick entry points to content.

---

How We Speak: Before and After

**BEFORE**

The National Sea Scout Support Committee is pleased to introduce the New Century Universal Sea Scout Uniform (“NCUSSU”). The NCUSSU is an alternate uniform to the current adult and youth dress and work uniforms. It is intended to make it easy for members of newly formed Sea Scout Ships to outfit themselves in a Sea Scout uniform and may be chosen by any unit, new or existing. When chosen by the unit, this universal uniform is worn by all youth and adult Ship members and may serve as both a dress uniform and a work uniform. The New Century Universal Sea Scout Uniform will be included in the next edition of the Sea Scout Manual, No. 33239.

**AFTER**

New Sea Scout Uniform Available Now

The uniform combines dress and work uniforms in one, making it easier for members of newly formed Sea Scout Ships to get started in sailing.

Dubbed the “New Century Universal Sea Scout Uniform,” or “New Century Uniform,” the new uniform is:

- Designed for youth and adult ship members
- Both a dress and work uniform
- An alternate to the current uniform
- Suitable for all units, new or existing

The new uniform was produced by the National Sea Scout Support Committee. For more information, consult the newest edition of the Sea Scout Manual (No. 33239).
## Tables and Charts

Some information is difficult to convey with just words. Breaking up large blocks of text with tables and charts also has a side benefit of making the reading experience more engaging, providing diversity in format. Some examples are shown.

### Troop 50 Popcorn Sales by Patrol

<table>
<thead>
<tr>
<th>Patrol</th>
<th>Sales ($)</th>
<th>Buckets</th>
<th>OZ.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panther</td>
<td>$1532</td>
<td>32</td>
<td>720</td>
</tr>
<tr>
<td>Jaguar</td>
<td>$1269</td>
<td>28</td>
<td>560</td>
</tr>
<tr>
<td>Lion</td>
<td>$1013</td>
<td>20</td>
<td>480</td>
</tr>
<tr>
<td>Dragon</td>
<td>$845</td>
<td>12</td>
<td>144</td>
</tr>
<tr>
<td>Wolf</td>
<td>$324</td>
<td>8</td>
<td>96</td>
</tr>
</tbody>
</table>

### BSA Popcorn Sales by Flavor

Source: 2015 Sales Data

- **50% Cheese**
- **30% Butter**
- **15% Caramel**
- **5% Other**

### BSA Popcorn Sales by Package Type

Source: 2015 Sales Data

- **100 units**
- **60 units**
- **30 units**
- **15 units**

For bar and line graphs, be sure to label both axes and be explicit about individual values wherever possible.
Resources

Many excellent books exist on the topic of writing for interactive media. For BSA-specific information, you’ll find the following websites of value.

Language of Scouting
Review style, usage, spelling, grammar, and other conventions for the written word at the Language of Scouting website.

BSA Trademark Listing
A 1916 Act of Congress (36 U.S.C. 27) gives the Boy Scouts exclusive rights to certain terms and phrases, listed here beside other registered trademarks and copyrights.
Layout and Design
The Basic Recipe

The iconic BSA look and feel is created with distinctive type, inspired color, and great imagery. Some general guidelines:

1. **Start with a grid.** This will create a clean, orderly look and feel for your project. Use the same grid on all pages. A six-column grid is shown at right.

2. **Write great content.** Set your content using only BSA-approved typefaces. Refrain from using too many text sizes (three or four should be sufficient). In general, the larger the typeface is, the more important that content is.

3. **Use great imagery.** The theme can be set with an inspirational “hero” image, most likely from the “Living” guidelines so as not to distract from the content, and treated with the standard or Diagonal Overlay (see next page). Support the mood with related textures that follow the “Being” guidelines. Use active “Doing” images within the page content.

4. **Use plenty of whitespace.** Give your content and images some breathing room — there’s a reason art galleries have white walls.

5. **Use color to enhance the content.** Choose the appropriate color palette (Cub Scouting palette is being used in the example). Use the accent color with restraint so it retains its power of attraction.

Quick Example: A Cub Scouting Web Page

Accent colors should be used sparingly. In this example, Cub Scouting Gold is being used.

“Doing” images support specific content. They should be related to the content at hand.

“Being” images add whitespace and support the overall theme. In this page about a Pinewood Derby, a wood grain texture is used. Sandpaper or sawdust might also work.

The Overlay is part of the BSA look, and works especially well for web page and email headers where type must overlay an image.
The Overlay Effect

Type, color, and photography come together within our signature Overlay treatment, used wherever type and images need to be joined, as in website or email headers.

The Overlay Color is determined by the brand color palette being used. In this case, a BSA Pale Blue is being used for a BSA-branded project. It can cover the entire image or just a portion of the image.

The Accent Stripe (used when a portion of the image is overlaid) is also determined by the brand color palette being used. In this case, a BSA Red is being used for a BSA-branded project.

The Base Image can be black and white or color.

BEFORE: The image at left was taken in direct sunlight with a relatively shallow depth of field, in color. The image at right has a longer depth of field, a mix of indirect lighting, and is black and white. To use these images in the same layout, utilize the BSA Color Overlay.

AFTER 1: The image at left was converted to black and white, and both images received a "multiply" effect, allowing the blue background of the image container to show through. These images now have a consistent look. While somewhat less legible, they are ideal for setting a mood as a background image in layout.

AFTER 2: A variant treatment leaves the left image in color, while the right image is black and white, but they now appear related thanks to a common BSA Pale Blue color overlay effect used to de-emphasize the right side of both images, along with a highlight multiply stripe of BSA Red. In this treatment, the right halves of both images could be overlaid with text or other content.
The Diagonal

Inspired by the distinctive angled pockets on the front of BSA uniforms, the Diagonal Overlay offers a more dynamic, active take on the Overlay treatment. Color of the overlay is inherited from the brand being worked with. In these examples, the BSA Corporate palette is in use.
Websites
Information Architecture

Organizing a document containing hundreds of pages is no easy task – in another medium, that document might be called a “book,” and an editor would help organize and maintain its contents.

When planning your website, spend time organizing the site’s content – it will pay dividends as you write, design, and build.

Begin by creating an inventory of the content your site will need to house. Then, try to sort it into a few named “drawers.” Show it to someone who hasn’t been involved, and see if the drawer labels make sense. These will become your site’s main sections, appearing in navigation throughout the site.
Responsive Design

Consumers today have many choices when it comes to devices they use to consume web content.

For website designers, it can be a challenge to design websites that adjust to fit the unique dimensions and aspect ratios of each screen.

Several good layout frameworks are available to help you create “responsive” web pages that respond well to any screen size, adjusting the design for many different devices’ unique capabilities, and expanding the audience who can easily view and interact with your web pages.

All new BSA web pages should be designed using responsive design principles.

ScoutingWorks.org works well on any screen, as it was designed and built on a responsive grid layout.
Forms are what bring people together online.

A new Scout joins the troop. A volunteer provides her contact information. A former Scout makes a donation. A parent completes a permission slip.

Clean, well-designed and clearly labeled forms make all those tasks easier, and websites more effective.
Required Elements

The needs of every website will be different, depending on audience, location, brands served, and many other factors. But a few universals do apply.

Do your very best to include them in your web project.

A link to Scouting.org somewhere on every page. The relevant Brand Logo should appear prominently on every page in your website, usually in the upper left of every page. It should link to your website’s home page.

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The relevant Brand Logo should appear prominently on every page in your website.

A copyright notice is best placed in the footer of all pages.

A copyright notice is best placed in the footer of all pages. This is especially important for images that contain text.

Clear contact information should appear somewhere on every page in your website. A phone number and/or email address are preferred.

A phone number and/or email address are preferred.

The BSA logo should appear somewhere on every page in your website.

The BSA logo should appear somewhere on every page in your website.

Descriptive ALT tags should be present on every image. This is especially important for images that contain text.
Real-World Examples

The following websites provide some examples of how these guidelines have been applied to real-world projects.

**CubScouts.org**
Like a cherished scrapbook, the Cub Scouts website is full of interesting things to see and do.

**Longhorn Council**
An image-rich site for this Texas Council uses color, texture, and type to create a great BSA brand experience.

**Scouting Newsroom**
While this site contains a lot of written content, great images and a clean grid-based layout make it user-friendly.

**Venturing**
Show, don’t tell. What better way to recruit new Venture Scouts than to show what a good time membership can be? This super-simple and memorable photo-based site has just a few pages and few words, but leaves a lasting impression.
Interface Design

Think of your standard pocketknife. It’s got its primary tool – a blade – and a whole lot of accessories (leather awl, saw, can opener, etc.). But at the end of the day, it’s a tool. Its functions aren’t improved with a lot of embellishments or decorations.

So too with a mobile app. Good apps are but one tool out of many on a user’s device. Intuitive design and simple, singular functionality are best, especially when the app’s use is occasional or infrequent.

Keep your interface design as close as possible to design conventions the user will already be familiar with by nature of using other apps that follow the same conventions (which are typically established by the device’s manufacturer).

Use BSA-approved typefaces and imagery, and the appropriate color palette, to visually differentiate your project.

Menu icons should be used in lieu of bottom navigation.

Icons should add meaning, not decorate. Where possible, use the icons specific to the operating system the app is being developed for.

Buttons should be of uniform color and use clear language. Choose one action color and use it throughout the app.

Use accent colors to draw attention to important interactive areas. Use these colors sparingly. This Cub Scouting app uses Cub Scouting Gold and BSA Blue as its primary colors.

Use design patterns from the device you are using — no need to reinvent the wheel. This is a standard iOS table view, enhanced with a custom music icon.
Using Icons in Apps

As stated earlier in this document, you should generally avoid creating original icons in mobile apps, since there is a high degree of likelihood that your “original” icon may conflict with one of the hundreds of official BSA icons in use in merit badges, rank badges, etc.

Instead, try to leverage icons already created for app developers by software manufacturers, rather than sourcing your own. Both Google’s Android and Apple’s iOS Developer toolkits include common icons in their developer resources. Here are the icons provided by Apple for use in iOS apps:

A Near Miss

If the designer of this application had chosen to create his own “back arrow,” instead of using the standard iOS version, it’s not hard to imagine his custom icon looking an awful lot like the official Archery Merit Badge, causing potential confusion for the user.
Mobile Best Practices

**DO**

- Survey your prospective users about their device ownership before deciding on the development framework you will choose.
- Follow BSA standards for color, imagery, and typography to differentiate the design of your app.
- Leverage design work that’s already been done by the device manufacturer – follow the design guidelines closely.
- Leverage development work that’s already been done by the device manufacturer – use existing toolkits for mapping, interface, and other common tasks, rather than developing your own versions.
- Check in with app users after launch to examine new feature requests or ideas for improvement.

**DON’T**

- Develop apps on a whim. A good app can take months of effort to build, and years to support.
- Forget to plan your adoption strategy in the excitement of design and development. How will you promote your new app and train users to install and use it?
- Recreate the wheel in development. Many off-the-shelf components and controls come pre-built with existing frameworks, and there’s no need to recreate them.
- Forget to test your app on many devices in different operating conditions. Not every user will have the latest hardware or fastest Internet connection.
- Leave abandoned apps in public app stores. If development and support have ceased, make it very clear that it’s provided as-is. If the app is no longer functional, take it down.

Follow BSA standards for color, imagery, and typography to differentiate the design of your app.
Resources

The major providers of mobile operating systems provide app developers with detailed guidance on how to meet their human-machine-interaction (HMI) and experience standards. Before beginning work on your app, make sure you read and understand the provider’s guidelines and requirements. Adhering to design conventions is good for the user, and speeds development.

In the case of Apple, failing to follow iOS design guidelines could cause your app to be rejected during the App Store submission process.

What about Hybrid Apps?

Some applications are developed using cross-platform development frameworks that allow the same code to be deployed to many kinds of devices. These are often referred to as “Hybrid” or “HTML5” apps. If you choose this development route, you should rely more heavily on the web design guidelines presented earlier in this document, and avoid leveraging the look and feel of any one particular operating system.
Real-World Example: BSA Camp Registration App

This prototype Camp Registration app is built with native iOS UI elements, using color and type to brand it as a BSA app. Users of the app will have a head start in using it, since much of the interface will already be familiar to them.

In this example, a custom map was needed given the lack of detail in iOS-standard maps assets for individual campgrounds. Where possible, your app should use standard OS functionality — such as MapKit in iOS.

Scouting Red is used as an accent color that indicates interactivity or areas of high importance. Be judicious in your use of color in an app. Choose one or two colors to indicate interactivity. Follow brand-specific color guidelines.

Use of various weights of the Adelle typeface throughout the app keeps the experience unified visually, and meets BSA type standards.

A drop-down list might have worked on this selection screen, but given the small number of choices, presenting them as a table view is a better choice.
Rich email can be one of the most cost-effective tools in a digital marketer's belt, but it can be complicated by issues with deliverability, a wide range of recipient devices, and constantly changing technology. The tips at right will help you avoid many common pitfalls.

The appropriate brand logo should appear in the top left corner of all Scouting emails. It should link to the sender's home page—in this example, it would link to the troop's website.

All images should have ALT text that clearly communicates what the image represents, especially when that image contains text. In email, ALT text may be all the reader sees if images are turned off in his or her email client, as many do by default.

Use clear call-to-action buttons and links. Color should be determined by the brand's accent color.

To comply with CAN-SPAM regulations, all emails must include the physical address of the sender and a clear “unsubscribe” function.

Clearly identify the sender in the header of the email. In this example, the sender is Troop 50. The sender should be very clear in the reply-to and in the subject line. Avoid using the names of people. Instead, use the organization as the sender’s name.

When sending HTML email, be sure to include a link to a web-hosted version of the newsletter for those recipients who may have trouble viewing the message on an older device.

As much as possible, set text in HTML rather than images. Images are turned off by default in many email clients and your content may get lost.

As with designing web pages, attractive, relevant images help draw readers in to content that interests them.

Not all email clients support background images; be sure your default cell background color provides enough contrast to make text legible.

Share buttons can extend the reach of your mailing list.
Email Signatures

When sending everyday correspondence, a professional-looking email signature reinforces the Scouting brand but also serves a more utilitarian purpose, providing useful means with which the recipient can reach the sender. A clean, organized signature is critical to communicating this information successfully.

John Doe
Brand Manager, Department Name

Phone: (972) 123-4567
Fax: (972) 123-4568
Email: john.doe@scouting.org
Web: www.scouting.org
Facebook: facebook.com/BoyScoutofAmerica
Twitter: @boyscouts

Mailing Address:
Boy Scouts of America
ATTN: John Doe
Department Name
1234 Mailing Street
Irving, Texas 75016-2070

Get Directions

Title and Department (optional) set in Trebuchet Italic, Scouting Grey, 18 px.

Name set in Scouting Blue, Trebuchet Bold, 24 px. Email signatures use the recipient’s installed fonts, so the universal fonts are required.

Optional mailing address set in Arial, Scouting Grey, 12 px.

Optional “directions” link set in Arial, Scouting Blue, 12 px. Underlying HTML link should connect to Google Maps or similar.

Use appropriate brand logo and colors. In this example a BSA corporate palette and logo are used.
Email Best Practices

**DO**
- Comply with relevant laws and regulations surrounding email, especially the CAN-SPAM act.
- Follow permission-based marketing best practices. Make sure the recipient has actively opted in to your mailing list.
- Test your HTML emails on multiple devices (computers, tablets, and phones) before sending to a large group.
- Test your emails with images turned off. Make sure all images have clear and meaningful ALT tags included.
- Send mail regularly. Regularly sent mail keeps your organization familiar to the recipient and helps keep your list up to date.
- Personalize your email if possible. Make sure the content is relevant to the recipient.

**DON’T**
- Send one big image. Email is a text-based medium, and your readers don’t want to download large images. Respect their time.
- Use “spammy” words like “Free” or “Offer” too frequently. This can result in your message being sent straight to a spam folder.
- Use an invalid “reply-to” address. Make sure the email you use to send from can receive email. And check that mailbox frequently.
- Write too much. Keep your content short and to the point. Link to a website with more details if necessary.
- Send mail too frequently. If you have a lot of content to get out, consider a regular “digest” format sent on a regular schedule.
- Use off-brand email templates. Always keep the typography, color, and imagery guidelines close at hand.
Online Advertising
A Better Banner

A good BSA online ad should work on several levels.

Many users may see your ad, but never click. For those who don’t or won’t click, follow the maxim “first, do no harm.” Design ads that follow BSA brand standards and use wholesome images that enhance perception of the BSA.

For more qualified prospects, the ad should entice them to click by clearly stating a good offer, not by gimmicks or tricks. Use animation to enhance your message.

Use of simple, easily scanned images of Scouts attracts eyes and enhances the image of Scouting. Avoid complicated compositions with too much activity or clutter.
Online Advertising Best Practices

Online advertising can be a great way to get your message out to people who may not be aware of you. It can also be an intrusion, a distraction, and even annoying – three things the BSA is not. With that in mind, here are some tips to being a good advertiser:

**DO**

- Use interesting imagery that meets BSA photography guidelines. Simple, easy-to-read images are best.
- Keep your message short and sweet, with straightforward copy that gets to the point quickly. Online ads are not a good venue for “clever.”
- Design your ad using BSA-approved colors and design conventions. Online advertising is great for awareness and visibility and we want to present a uniform look and feel across our ads for maximum impact.
- Use animation to complement your message. Simple text swaps and frame wipes work best for both file size and clarity.

**DON’T**

- Use complex or intricate imagery that takes more than a moment to read. Avoid cliché stock imagery – it recedes and is off-brand.
- Use commercial phrases like “Free Shipping” or “Act Now” too frequently. It is OK to be direct and clear, but not intrusive.
- Deviate from approved brand standards. Use BSA-approved typefaces, color palettes, and design conventions.
- Try to attract attention with too much animation. A strong image, clean design, and simple, compelling language should be enough.
Real-World Examples

Despite its small size, this leaderboard attracts the eye with an interesting image. Simple, clear words and high contrast get the message across.

The web is cluttered with content, and "whitespace" – or in this case bluespace – attracts attention. The high-contrast type and simple color palette attract the eye, and the design is enhanced by a thought-provoking photo.

With a larger leaderboard, it would be tempting to add more words, but this example uses the additional size for a nice type lockup and plenty of breathing room for a great image.

The vertical banner at right uses a very vertical image to great effect. The line of the rocket’s path points to the Boy Scout Fleur-de-Lis, drawing attention to the logo. High-contrast copy grounds the layout, with a call to action and URL.
Social
Social Considerations & Standards

The BSA maintains an active presence in many social media channels, including Facebook, Instagram, and Twitter, and considers these sites important to connecting with today’s Scouts.

The BSA has prepared a "Social Media Playbook" you may find helpful in considering your own social media strategy.

Like you, the BSA takes privacy and youth protection very seriously. To help guide your work related to social media and Scouts, review the official guidelines.
Branding Social Sites

Scouts live their lives out of doors, in the real world, in the moment, and tend to come back to social media to share these experiences with their friends and family.

While most social networks impose a template or framework upon content creators, we can still create a branded presence by using the BSA color, type, image, and design aesthetics creatively – *coloring within the lines*.

Many sites provide the ability to use a supplied header image. This is a good place to use a photograph that follows the BSA photography guidelines. This example uses the diagonal, further branding the image.

In your profile description or bio, be explicit about who you are speaking for. This example is the BSA corporate Facebook page; your profile might represent a particular pack or troop. Make that clear.

Shared images are a great way to introduce brand elements such as Overlay treatments, logos, type and color. See the following page for more tips on creating shared images.

A profile image created using the appropriate BSA logo will let users know your presence is an official one.

A profile link should point to your specific website. If your project doesn’t have one, ladder up to the most relevant “neighbor.” For example, a troop or pack without a website could link to the Council site instead.

BSA Brand Guidelines
Share Images

Between adventures, social media is also a good place to continue the conversation, plan the next adventure, or gather inspiration from others. It’s our job to create content that facilitates and furthers that goal, and a few examples of good social “share” images are shown at right.

Adding a branded watermark helps maintain the source of the image and connects users who may be seeing it out of context (on another’s feed or timeline) back to its original source.

Including a hashtag in your posts, images, and videos will help people discover your content, and create a place for conversation around it. Keep the hashtags short and easy to spell.

In social media, authenticity is everything. Use natural-looking images of real people, places, and events, or don’t use an image. Especially avoid posed or staged photography.

Social media loves inspiration in the form of a compelling image or quote from a famous former Scout.

“Look deep into nature and then you will understand everything better.”
—Albert Einstein
Video
Cinematography

As with still photography, moving images of active Scouts having fun are the most interesting to look at. Where possible, use natural light and candid, un-posed shots that feel real and unscripted.

These Scouts are having a great time, and the composition is dynamic and interesting, with nice depth of field. The leftmost Scout, slightly out of focus, draws your eye from bottom left to the middle Scout, who is in focus. A pan right would further reinforce this natural motion.

Vary the camera angle — not all the action is at eye level in the real world. A lower- or higher-than-usual angle creates visual interest. Get creative — the camera can be handheld at a low vantage point for a casual look, or use a Steadicam to add a degree of polish. A drone can get a nice high-angle shot, but a ladder, hill, or tree works just as well.

Create a more interesting video by cutting in “B-Roll,” detail footage that can add visual interest. An arrow going into a target is a nice way to follow a scene where we see a Scout letting his arrow fly, and much more interesting than seeing the same arrow hit the target from far away, over the Scout’s shoulder.
Title Cards

Though ideas in video are mainly conveyed by imagery and sound, it is sometimes necessary to insert text or graphics on screen to emphasize an idea or provide a tie to a larger campaign or brand idea. As with any BSA production, approved conventions for typography, color, and logo usage apply to video.

Running high-contrast type against a relatively still background ensures that the type is legible while the story told by the imagery remains in progress. In this example, the picture moves subtly (the man reeling in his line), while the type remains in place.

Very large type on a very blurred background is another way to preserve legibility. Alternately, consider a contrast-reducing color treatment on the image (e.g. adjusting hue, contrast, or saturation). Do not add drop shadows to text.

A long hold on a more complex design element—in this case, the BSA logo—allows the viewer to comprehend it without sacrificing image quality. Note the discreet URL set on an area of low interest (the boy’s solid-color shirt) in the image, bottom right.

The most reliable way to include legible type in your video is by setting it on a solid-color background. Black or white work well as a way to close out a video. This treatment is especially effective for complex logos or longer text.
Music

When you think of “Scouting music,” your first inspiration might be campfire songs, and that’s not entirely off-base. Traditional instruments like guitar, harmonica, and piano work well with Scouting’s wholesome feeling, but beware of sounding old-fashioned or folk-y.

Today’s Scouting sounds like an energetic, adventuresome, and progressive interpretation of traditional American blues, folk, and rock.
Real-World Examples
The following videos show how these guidelines have been applied to real-world projects.

Cub Scouting, “Do Your Best. Have Fun Doing It.”
Energetic, big type and quick cuts combine in an interesting and engaging overview of Cub Scouting.

Venturing, “Build an Adventure”
Widely varied camera angles, focal settings, and film speeds make a visually interesting story that captures the experience of Venturing on screen.

Boy Scouting, “Rocketman”
Slow motion and a myriad of interesting camera angles create a cinematic and dramatic snapshot of a day in the life of a Boy Scout, and where that path eventually may lead.
Happy Trails

Thank you for your time and effort in reading these guidelines. We hope your project will be the better for it, but this is a journey no one takes alone. Please reach out if you need assistance or have ideas for improvement. Millions of young people thank you in advance.

With questions, contact:
Boy Scouts of America
Marketing Department
1325 W. Walnut Hill Lane
Irving, TX 75038
Karen.Thompson@scouting.org

Happy Trails