



# BOY SCOUTS OF AMERICA<sup>®</sup>

## BRAND IDENTITY GUIDE



Prepared. For Life.<sup>™</sup>



BOY SCOUTS OF AMERICA®  
BRAND IDENTITY GUIDE

Purpose .....	1
Theme.....	2
Brand Promise, Unique Selling Proposition, Vision, and Mission .....	3
Brand Personality .....	4
Prepared. For Life.™ Identity Components.....	5
Boy Scouts Brand Platform.....	6
Boy Scouts of America Identity Components .....	7
Boy Scouts of America Corporate Signature Usage.....	8
Boy Scouting Program Identity Components .....	9
Cub Scouts Brand Platform .....	10
Cub Scouting Program Identity Components .....	11
Venturing Brand Platform .....	12
Venturing Program Identity Components .....	13
Council, Group, Department, and Team Designation Guidelines.....	14
Font Guidelines .....	15
Corporate Visual Identity Components .....	16
Stationery and Signature Guidelines .....	17
Signage Guidelines .....	18
Web Guidelines .....	19
Internet and Social Media Guidelines .....	20
Photography Guidelines .....	21
Multimedia Guidelines.....	22
Presentation Guidelines .....	23
Patch Creation Guidelines.....	24
Branded Products	
Trademark and Logo Protection.....	25
Scouting Uniforms.....	26
Scouting Architecture.....	27





## Purpose

### Consider it 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 over 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. Your *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 new 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.

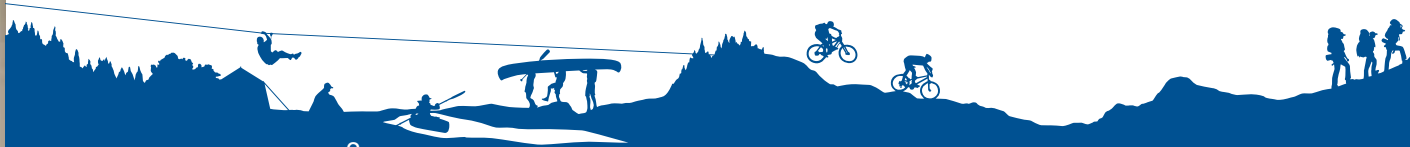


## Theme



# Prepared. For Life.™

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 the past 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.**



## Brand Promise, Unique Selling Proposition, Vision, and Mission



**Prepared. For Life.™**

### More than a theme. It's a promise.

The best brand messages are also the simplest. Common purpose. Clear objectives. In just three words, our new 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 Personality/Communication Elements



**Prepared. For Life.™**

### 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 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

##### 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.

##### Education

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 community 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.

##### Adventure

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.

Walk the Talk.  
94% of Boy Scouts  
believe Scouting  
delivers on its Oath.



Source: The Family Room,  
Attitudes and Awareness Study, 2010

# Prepared. For Life.™ Identity Components

The Prepared. For Life.™ tagline is to be used in conjunction with the signature, **but does not replace the signature**. The space between the elements should not be modified, and a ™ trademark 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:



**Prepared. For Life.™**

**One Color:**  
Black or any dark color may be used.



**Prepared. For Life.™**

**Two Color:**  
PMS 294  
PMS 186



**Prepared. For Life.™**

**Four Color**



**Prepared. For Life.™**

**Reversed**



**Prepared. For Life.™**

**One Color:**  
Black or any dark color may be used.



**Prepared. For Life.™**

**Two Color:**  
PMS 294  
PMS 186



**Prepared. For Life.™**

**Four Color**



**Prepared. For Life.™**

**Reversed**

**Prepared. For Life.™**

**One Color:**  
Black or any dark color may be used.

**Prepared. For Life.™**

**Two Color:**  
PMS 294  
PMS 186

**Prepared. For Life.™**

**Four Color**

**Prepared. For Life.™**

**Reversed**

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



**Prepared. For Life.™**

Do not reproduce in a tint or screen.



*Prepared. For Life.™*

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



**Prepared. For Life.™**

Do not add effects, including a drop shadow, bevel or glow.



**Prepared. For Life.™**

Do not reproduce in color on a dark background.



Source: The Family Room, Attitudes and Awareness Study, 2010



## Boy Scouts Brand Platform



### Boy Scouts. Be Prepared. For Anything.

Most boys avoid obstacles. Boy Scouts seek them. They live for any opportunity to display their abilities while learning new skills. Camping is fun. But surviving a downpour in the middle of the night, that's 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.





# Boy Scouts of America Identity Components



## 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.



**Boy Scout Red**  
Spot Color: Pantone 186  
Four-Color Process  
c:0 m:100 y:70 k:0



**Boy Scout Blue**  
Spot Color: Pantone 294  
Four-Color Process  
c:100 m:50 y:0 k:20

## Boy Scouts of America Corporate Trademark Usage

The following are **acceptable** ways of reproducing the Boy Scouts of America Corporate Trademark:



**One Color:**  
Black or any dark  
color may be used.



**Two Color:**  
PMS 186 and  
PMS 294



**Four Color**



**Reversed**

The following are **unacceptable** ways of reproducing the Boy Scouts of America Corporate Trademark:



Do not reproduce in  
a tint or screen.



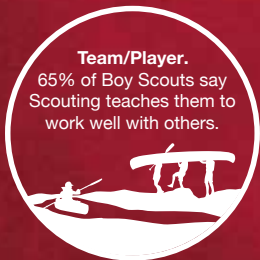
Do not reproduce in  
all red or colors such  
as pastels or neons.



Do not reproduce  
in color on a dark  
background.



Do not truncate.



### Team/Player.

65% of Boy Scouts say  
Scouting teaches them to  
work well with others.

Source: The Family Room,  
Attitudes and Awareness Study, 2010



## Boy Scouts of America Corporate Signature Usage

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

The following are **acceptable** ways of reproducing the Boy Scouts of America Corporate Signature:



**One Color:** Black or any dark color may be used.



**Four Color**



**Two Color:** PMS 186 and PMS 294



**Reversed**

The following are **unacceptable** ways of reproducing the Boy Scouts of America Signature:



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



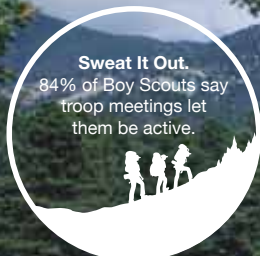
Do not alter the signature in any way, including changing the typeface.



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.



Source: The Family Room,  
Attitudes and Awareness Study, 2010

# Boy Scouting Program Identity Components



## The “Universal Emblem” Trademark:

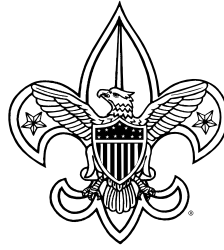
The Boy Scouts of America Universal Emblem is generally used to indicate the Boy Scouting program and may be licensed for use on products or services for boys ages 11–18. It consists of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, and is presented in a three-dimensional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

## Boy Scouts of America Universal Emblem Trademark Usage

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



Four Color



One Color

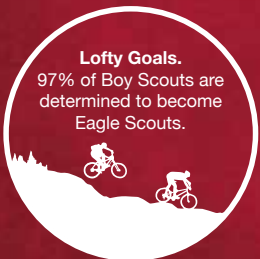
The following are **unacceptable** ways of reproducing the Boy Scouting program trademark:



Do not reproduce in a tint or screen.



Do not truncate.



Source: The Family Room, Attitudes and Awareness Study, 2010



## Cub Scout Brand Platform



### **Cub Scouts®. Do Your Best. Have Fun Doing It.**

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, 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.



# Cub Scouting Program Identity Components



## Trademark

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.

**Cub Scout Blue**  
Spot Color: Pantone 294  
Four-Color Process  
c:100 m:50 y:0 k:20

**Cub Scout Yellow**  
Spot Color: Pantone 116  
Four-Color Process  
c:0 m:10 y:100 k:0

## Cub Scouting Program Trademark Usage

The following are **acceptable** ways of reproducing the Cub Scouting Program Trademark:



**One Color:**  
Black or any dark color may be used.



**Two Color:**  
PMS 294 and PMS 116



**Four Color**



**Reversed**

The following are **unacceptable** ways of reproducing the Cub Scouting Program Trademark:



Do not reproduce in a tint or screen.



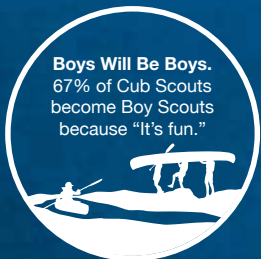
Do not alter the signature in any way, including changing the typeface or colors.



Do not add effects, including a drop shadow, bevel or glow.



Do not use the Wolf head element outside of the approved trademark.



Source: The Family Room, Attitudes and Awareness Study, 2010



## Venturing Brand Platform



V E N T U R I N G ® · B S A

### **Venturing®. Challenge Yourself. Challenge Your World.**

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.



# Venturing® Program Identity Components



**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 a ® registration mark should always appear.

V E N T U R I N G ® · B S A



**Venturing Green**  
Spot Color: Pantone 349  
Four-Color Process  
c:100 m:0 y:90 k:40



**Venturing Yellow**  
Spot Color: Pantone 116  
Four-Color Process  
c:0 m:10 y:100 k:0

## Venturing® Program Trademark and Signature Usage

The following are **acceptable** ways of reproducing the Venturing Program Trademark and Signature:



V E N T U R I N G · B S A

**One Color:**  
Black or any dark color may be used.



V E N T U R I N G ® · B S A

**Two Color:**  
PMS 349  
PMS 116



V E N T U R I N G ® · B S A

**Four Color**



V E N T U R I N G · B S A

**Reversed**

The following are **unacceptable** ways of reproducing the Venturing Program Trademark and Signature:



V E N T U R I N G · B S A

Do not reproduce in a tint or screen.



V E N T U R I N G · B S A

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



V E N T U R I N G · B S A

Do not add effects, including a drop shadow, bevel or glow.



V E N T U R I N G · B S A

Do not reproduce in color on a dark background.



Source: The Family Room, Attitudes and Awareness Study, 2010

## Council, Group, Department, and Team Designation Guidelines

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 internal and external communications:



BOY SCOUTS OF AMERICA®  
YOUR COUNCIL NAME HERE



BOY SCOUTS  
OF AMERICA®  
YOUR COUNCIL NAME HERE

Call of the Wild  
71% of Cub Scouts  
joined "to go camping."

Source: The Family Room,  
Attitudes and Awareness Study, 2010





## Font Guidelines

What would you think if a Scout *dressed like this*? When it comes to fonts, you'll find cleaner is better by using these approved and widely available typefaces:

**Printed Material:** Times New Roman/**Bold**/*Italic*

**Online Messages:** Arial/**Bold**/*Italic*

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



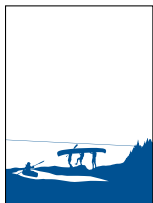
# Corporate Visual Identity Components

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

The following are **acceptable** ways of reproducing the Boy Scout corporate identity:

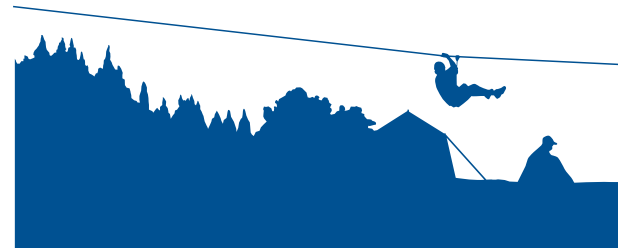


**One Color:**  
Black or any dark color may be used.

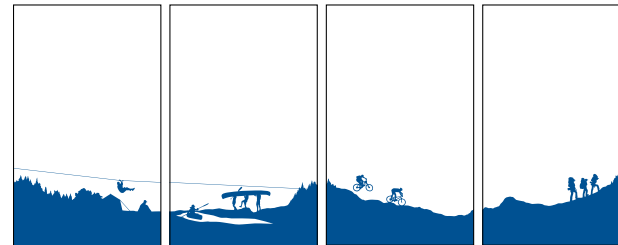


**Reversed**

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.



The following are **unacceptable** ways of reproducing the Corporate Visual Identity Components.



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.



Do not single out elements of the action image graphic.

A gallery of approved images from the identity components are available on the Marketing Toolbox at [www.scouting.org/marketing](http://www.scouting.org/marketing).

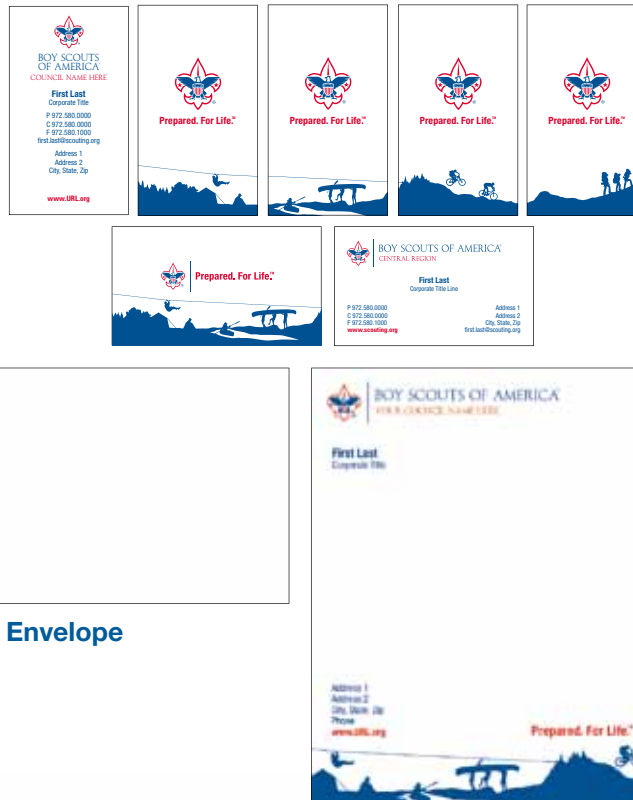
# Stationery and Signature Guidelines

Take one look at a Scout's uniform and you'll know how much appearance matters. Make a great first impression by using these approved stationery elements:

## Letterhead



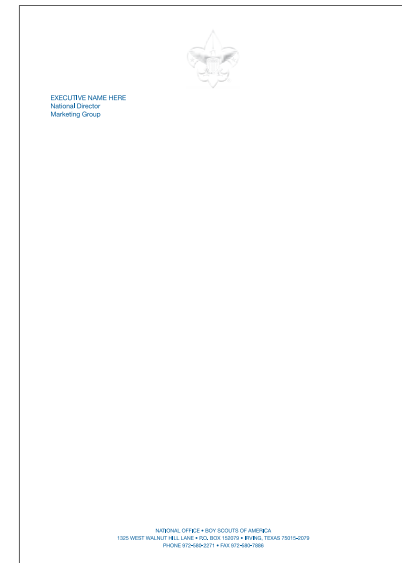
## Business Card



## Envelope



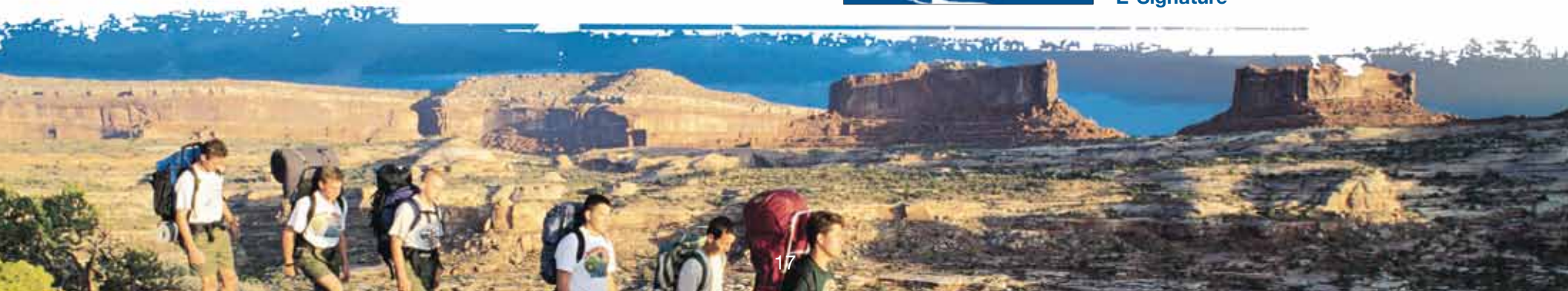
## National Council Executive Stationery



**First Last** | Corporate Title

**BOY SCOUTS OF AMERICA**  
 1325 West Walnut Hill Lane | P.O. Box 152079  
 Irving, Texas 75015-2079  
 P 972.580.0000 | F 972.580.0000  
 first.last@scouting.org

## E-Signature



# Signage Guidelines

## 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.



Source: The Family Room, Attitudes and Awareness Study, 2010

## Web Guidelines

Boys seeking information have put aside the compass and map for their search engine. Your first personal contact with Scouts and their parents more than likely won't be in person, but rather on the Web. Whether you're creating a new website or sending a tweet, every message must be appropriate and consistent with the Boy Scouts of America brand.

### Websites

There are five important elements to building and maintaining an effective website:

- **Clean Design:** Less truly is more. Bold images and light copy create a “sticky” site that grabs and holds visitors' interest.
- **Simple Navigation:** A menu bar that contains all available pages and a link back to the home page invites visitors to explore your website.
- **Brand Consistency:** Websites should be treated no differently than any other marketing materials. Use the approved brand identity elements and colors, and the online font Arial.
- **Interactive Opportunities:** Digital content has an enormous advantage over printed material: interaction. Encourage visitors to share their thoughts by creating interactive elements such as polls, a monitored forum board, or a blog.
- **Timely and Appropriate Content:** If you want to keep visitors coming back, you have to keep your website fresh. Even short updates about past events, upcoming outings, or a regular blog entry can increase site traffic.



### Social Media

Facebook, Twitter, YouTube, and the many other popular social media outlets can be an effective way to communicate with Scouts and their parents. Every message, photo, and link must be appropriate and consistent with the Boy Scouts of America brand.



## Internet and Social Media Guidelines

Maintaining the Boy Scouts of America brand image online goes beyond clean design and simple navigation. To better ensure security and privacy, all councils and work groups must 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 official website.
- The content of the council site must be appropriate to the Scouting organization.
- The council site cannot contain links to any sites that contain material that is not appropriate to the Scouting organization.
- 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.

These guidelines regulate advertising, e-commerce, personal information, and links to third-party websites. The Boy Scouts of America also pays close attention to how Web publications use personal information that may affect the privacy of members and employees. For specific social media guidelines related to youth protection, visit [www.scouting.org/Marketing](http://www.scouting.org/Marketing).

### 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.





## Photography Guidelines

It doesn't take a Photography merit badge to spot a good shot, but it sure doesn't hurt. The fact is an image of boys having fun is a powerful tool to grab attention. Use these five handy guidelines to picking the perfect picture:

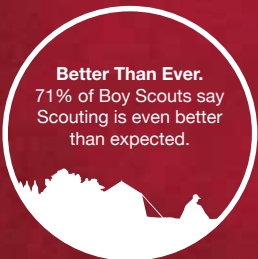
**Subject:** The subjects, or Scouts and Scouting leaders in the photo, should represent the best of our community.

**Appropriate:** Scouts in action having fun. Their uniforms looking sharp. In general, moments you never want to forget

**Diversity:** Bring us your tall, skinny, chunky, athletic, clumsy. Scouting welcomes all sizes, ethnicities, and faiths.

**Natural Setting:** Scouts are most at home when they're outdoors. Show them experiencing all that nature has to offer.

**Captured Moments vs. Contrived Poses:** Scouts know a phony smile when they see it. Real moments evoke real emotions.



## Multimedia Guidelines

The Internet has forever changed the way Scouts and their parents view the world. Facebook, YouTube, Flickr, and the many other social media outlets can be effective ways to share video of the Scouting experience simply by following these guidelines:

### Video

- The Boy Scouts of America signature may be animated in any appropriate manner as long as it is intact when action stops.
- The animated or static video signature should appear intact at the beginning of the video for no fewer than two seconds.

### Copyright Card

- The copyright card in white letters reversed over a black background should appear at the end of the video for no fewer than two seconds.
- The copyright line should appear no fewer than 20 pixels tall over two lines and read:

COPYRIGHT 2011  
**BOY SCOUTS OF AMERICA**

- The copyright should appear in the Arial font.

### Online Graphics

- For both Internet and multimedia usage, a digital graphic may be used in place of the signature or copyright card.
- The graphic should appear in the upper right corner of the screen.
- Digital graphics specs: 25 X 25 pixels for standard definition  
50 X 50 pixels for high definition



### Audio

The audio signature “This is a production of the Boy Scouts of America” and a musical cue should play in conjunction with the video signature.

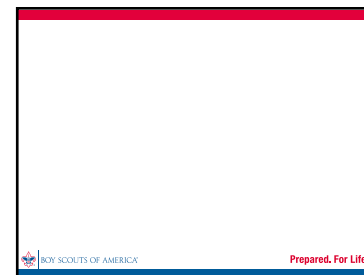
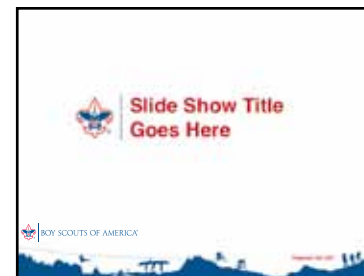




## Presentation Guidelines

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.
- View examples of compliant PowerPoint files at [www.scouting.org/scoutsorce/marketing/resources/powerpoint](http://www.scouting.org/scoutsorce/marketing/resources/powerpoint).





BOY SCOUTS OF AMERICA®  
BRAND IDENTITY GUIDE

## Patch Creation Guidelines

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](http://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](http://www.scouting.org/licensing).



## 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](http://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.**



## Scouting 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 *Insignia Guide*. Also, visit the official BSA uniform website at [www.bsauniform.org](http://www.bsauniform.org) 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.



Source: The Family Room, Attitudes and Awareness Study, 2010

# Scouting Architecture

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

**Corporate Brand:** Boy Scouts of America



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.

**Scouting Sub-Brands:** Cub Scouting  
Boy Scouting  
Venturing



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.

**Brand Extensions:** Boy Scouts of America Foundation  
Boy Scouts of America high-adventure bases  
National Scouting Museum  
National jamboree



These strategic business units are extensions of the Boy Scouts of America brand that play a role in specific program initiatives and special events.



Source: The Family Room, Attitudes and Awareness Study, 2010





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