

# Brand Guidelines

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January 2016



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW



# OA Brand Guidelines

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*Cover Photo by Flickr user CHATCHAI-ROMBIX via Creative Commons.*

# Introduction

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## The Value of a Brand - An Analogy

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### **Why do we need brand guidelines?**

Think of designs and brand elements as investments. If you spend \$5 on each design, supply item, or patch you create, you buy \$5 worth of brand recognition in the mind of our audience. Each time you create different designs, you buy a separate \$5 of brand recognition that doesn't add up with the last.

Now, imagine an alternative in which you invest \$100 up front in the creation of a brand and guidelines for its use. Now, each time you invest \$5 in a new design, supply item, or patch that follows these brand guidelines, you add to the consistent brand recognition in the mind of our audience, increasing our investment to \$105, \$110, and so on. Eventually, these investments add up until our audience has a valuable and consistent relationship with our organization's visual materials.

### **Don't these rules reduce creative opportunities?**

Thinking of brand elements and guidelines is similar to thinking of construction. You could give 5 architects the same 4 building materials and identical constraints on height of building and number of rooms, but end up with 5 totally different interpretations.

In the same way, we give our members a set of logos and guidelines, but the opportunities for what we can create are endless.

# Introduction

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## Brand Guidelines

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### **OA Brand Guidelines Effective January 1, 2016**

The OA Brand Guidelines in this document are effective January 1, 2016 with a one-year grace period (ending January 1, 2017) for chapters, lodges, sections, and regions to phase out existing materials that utilize previous branding standards (e.g., printed letterhead or business cards). Implementation of these new brand guidelines should be as soon as possible after the effective date.

**For support and questions about the OA Brand Guidelines and how they apply to you, please contact:**

[branding@oa-bsa.org](mailto:branding@oa-bsa.org)

# Introduction

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## Order of the Arrow Mission & Purpose

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### **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.

### **Purpose:**

As Scouting's National Honor Society, our purpose is to:

- Recognize those who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition.
- Promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp.
- Develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation.
- Crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others.

# Brand Elements

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## The Signature

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As the Order's identity evolves, the signature should be used in a consistent manner to help unify the organization's voice and to better communicate the Order's role within Scouting.

The signature is meant to be used in a professional context as the most commonly used logo to represent the Order and its subordinate brands. Subordinate versions of the signature are meant to represent lodges, sections, regions, and committees. Other acceptable variations (i.e. color changes) are shown here.



**Standard Signature**  
minimum size: 0.5in x 3.5in



**Alternate Signature**  
minimum size: 0.5in x 3.5in



**Reversed Signature**  
minimum size: 0.5in x 3.5in

# Brand Elements

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## The Signature

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BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW

**Vertical Standard Signature**  
minimum size: 1.4in x 3.5in



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW

**Vertical Alternate Signature**  
minimum size: 1.4in x 3.5in



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW

**Vertical Reversed Signature**  
minimum size: 1.4in x 3.5in

# Brand Elements

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## The Signature

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The Order of the Arrow's subordinate groups (lodges, sections, regions, and committees) represent our brand on the front lines.

As the Order's brand evolves, subordinate brands will reflect the brand position of the national identity. Subordinate groups are encouraged to use the uniform signature to help the Order communicate with a singular, unified voice.



WOAPALANNE LODGE

ORDER OF THE ARROW



NATIONAL COMMITTEE

ORDER OF THE ARROW



SOUTHERN REGION

ORDER OF THE ARROW



# Brand Elements

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## The Signature

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WOAPALANNE LODGE  
ORDER OF THE ARROW



NATIONAL COMMITTEE  
ORDER OF THE ARROW



SOUTHERN REGION  
ORDER OF THE ARROW

# Brand Elements

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## The Trademark

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The trademark is a streamlined version of the OA seal; the departure of the Arrow as a standalone element is meant to simply communicate the brand identity of the Order of the Arrow. Please use the trademark in red, black or reversed white whenever possible. Other solid color variations of the trademark are acceptable, but refrain from using gradients or other non-solid color patterns.



**Standard**  
Trademark



**Alternate**  
Trademark



**Reversed**  
Trademark

# Brand Elements

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## The Seal

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Formerly the standard logo of the Order of the Arrow, the seal is now transitioning to a lesser-used, special purpose logo. Examples of use are specified on the next page. Going forward, the most commonly used logo to represent the Order of the Arrow will be the signature. Color variations of the seal other than the ones below should be avoided.



**Standard Seal**  
minimum size: 1in x 1in



**Alternate Seal**  
minimum size: 1in x 1in



**Reversed Seal**  
minimum size: 1in x 1in

# Brand Elements

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## The Seal

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### **Special Usage:**

As the Order's brand evolves, we encourage an increased use of the signature and trademark logo elements on communication and supply items, and a reduced use of the seal. Examples of special purpose uses for the seal include but are not limited to:

- Appropriate national communication items
- Recognition items (e.g., certificates)
- National Council, BSA communication

### **Guidelines for Use:**

- The seal is to remain consistent in all forms and uses. The seal may not be altered for any purpose.
- The standard seal should be used whenever possible. Use of the alternate and reversed seal is appropriate when printing in a single color or when placed on dark background colors.
- The holes within the arrow should always be transparent to let a background show through, when applicable.
- The seal may appear on colored backgrounds, illustrations or photographs, as long as the legibility and integrity of the logo are not diminished.



# Brand Elements

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## The Tagline

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As the Order's identity evolves, the tagline should be used in a consistent manner to help unify the organization's voice and to better communicate the Order's role within Scouting.

There are four versions of the tagline, two vertical and two horizontal. The tagline images may not be altered in any way.

We encourage the use of the tagline in full color whenever possible.

For all versions, keep clear space around the tagline at a minimum of 0.5in.

**SCOUTING'S  
NATIONAL  
HONOR  
SOCIETY**

***Standard Vertical Tagline***  
minimum size: 0.8in x 1in



***Alternate Vertical Tagline***  
minimum size: 0.8in x 1in

# Brand Elements

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## The Tagline

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**SCOUTING'S NATIONAL HONOR SOCIETY**

*Standard Horizontal Tagline*  
minimum size: 3in x 0.24in

**SCOUTING'S NATIONAL HONOR SOCIETY**

*Alternate Horizontal Tagline*  
minimum size: 3in x 0.375in

# Which Image Should I Use?

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## The Signature

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The signature may be used as the official logo of the OA, and it acts as a traditional corporate signature.

### Guidelines for use:

- The signature may be used on documents, websites, designs and National Supply items on all levels of the organization.
- Lodges, sections, and regions may use their appropriate subordinate signature.
- The signature may not be co-branded with the Boy Scouts of America logo, nor any other logos or marks.
- Do not embroider the signature.

# Which Image Should I Use?

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## The Trademark

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The trademark may be used as a standalone brand element for OA communication within Scouting.

### Guidelines for use:

- You may use the trademark for branded materials on all levels of the organization, including patches, merchandise, creative materials, etc. Please refer to “Merchandise Guidelines” on page 31 of this guide.
- Embroidery designs that feature the trademark in dimensions smaller than 1in. x 1in. should use the simplified trademark. Please refer to “Embroidery Trademark Guidelines” on page 32 of this guide.
- You may not overlay graphics or shapes on top of the trademark in designs and graphic materials.
- For representation of the OA outside of Scouting, use the signature image (see previous page).





# Which Image Should I Use?

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## The Seal

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As we transition to using the signature and trademark as our primary logos, we suggest reserving the seal for special uses.

### Guidelines for use:

- The seal may be used on national communication items.
- The seal may be used on recognition items (e.g., certificates).
- The seal may be used on National Council, BSA communication.
- For standard lodge, section, or region communication materials, use the signature or trademark images.
- See the special usage specifications on page 10 for additional clarification.



# Which Image Should I Use?

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## The Tagline

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**SCOUTING'S NATIONAL HONOR SOCIETY**

**SCOUTING'S NATIONAL HONOR SOCIETY**

The tagline may be used in conjunction with either the trademark or signature.

### Guidelines for use:

- The tagline may be used on promotional material as well as OA documents and literature.
- The tagline does not replace the signature image.
- The tagline may not be embroidered.

# Incorrect Image Use

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## Incorrect Usage Specifications

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Avoid overlapping any brand element with a another object.



Avoid altering any brand element in any way, including changes in typeface or color.



Avoid adding effects to any brand elements, including drop shadow, bevel, glow, etc.



Avoid reproducing any brand element in color on a dark background. Instead, you may use a reversed logo image on a dark background.

# Incorrect Image Use

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## Incorrect Usage Specifications

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Avoid rotating or skewing any brand element.



Avoid truncating any brand element.



Avoid displaying a brand element in a way that touches the very edge of a piece. Give space for the logo element to stand away from the edge.



Avoid displaying any brand elements in a way that suggests a relationship with a non-partner third party.



# Incorrect Image Use

## Incorrect Usage Specifications - Trademark



Whenever possible, display the trademark image so that it points at a 45 degree angle up and to the left. The arrowhead may also point in the following directions:

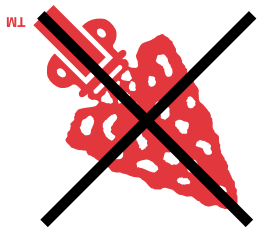


Vertically up



Horizontally left

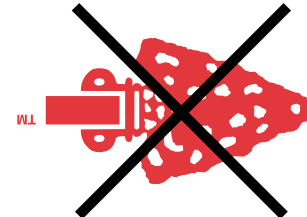
Do not point the arrowhead in the following directions:



45 degree  
angle down  
and to the right



Vertically down



Horizontally right

# Incorrect Image Use

## Incorrect Usage Specifications - Arrow

We encourage the use of the trademark arrowhead image rather than the full arrow including the shaft. However, the full arrow image, as seen below, may point it in the following directions. When designing with the full arrow, do not obstruct the arrowhead or fletching; the shaft itself may be obstructed.



45 degree angle  
up and to the left



Vertically up



Horizontally left

Do not point the arrow in the following directions, except in the Vigil triangle:



45 degree angle  
down and to the right



Vertically down



Horizontally right

# Color Components

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## Specifications

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The following primary colors may be used as a foundational color palette for OA communications materials. In addition to the three primary colors, the following secondary colors may be used as accent colors.

### Primary Colors



C: 0    M: 100   Y: 81    K: 4  
HEX #E31837



C: 78    M: 62    Y: 51    K: 39  
HEX #36454F



C: 0    M: 0    Y: 0    K: 0  
HEX #FFFFFF

### Secondary Colors



C: 33    M: 100   Y: 91    K: 52  
HEX #640813



C: 0    M: 0    Y: 0    K: 10  
HEX #E6E7E8



C: 40    M: 40    Y: 20    K: 100  
HEX #231F20



C: 100   M: 58    Y: 0    K: 21  
HEX #005596

# Typography

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## Typefaces

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We encourage the use of the following typefaces whenever possible in order to strengthen the identity of OA communication materials.

### Primary Typeface - Museo Slab 700

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**  
**=~!@#\$%^&\*()+[]\{}|:;:'"<>?,./**

More information about purchasing a license for the Museo font family for your lodge, section, or region can be found online at the OA branding page.

### Secondary Typeface - Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
=~!@#\$%^&\*()+[]\{}|:;:'"<>?,./



# Typography

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## Typefaces

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Because the Museo Slab and Museo Sans typeface families are not standard to common desktop publishing applications, you may also use these following typefaces to support the OA brand identity.

### **Alternative Primary Typeface - Rockwell Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
=~!@#\$%^&\*()+[]\{}|;:'"<>?.,/

More information about finding the Rockwell or Gill Sans fonts for your lodge, section, or region can be found online at the OA branding page.

### **Alternative Secondary Typeface - Gill Sans Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
=~!@#\$%^&\*()+[]\{}|;:'"<>?.,/

# Typography

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## Typefaces

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Use your best judgement to make a pleasing visual presentation when laying out documents and creating designs. You may use the following type hierarchy when creating documents and designs.

### **Primary Headline Text**

Museo Slab 700  
Tracking: 20

### **Secondary Headline Text**

Museo Slab 300  
Tracking: 20

### **Tertiary Headline Text**

Museo Sans 700  
Tracking: 20

### *Special Indicator Text*

Museo Sans 300 Italic  
Tracking: 10

### **Body Text**

Museo Sans 300  
Tracking: 30

### **Typography Considerations:**

- Tracking is a consideration for designers using professional software such as Adobe InDesign or Illustrator.
- You may use Museo Slab, Museo Sans, Rockwell or Gill Sans as headline text.
- Avoid using Museo Slab or Rockwell as body text. You may use Museo Sans or Gill Sans Light as body text.
- Avoid using text smaller than 8pt.

# Print Materials

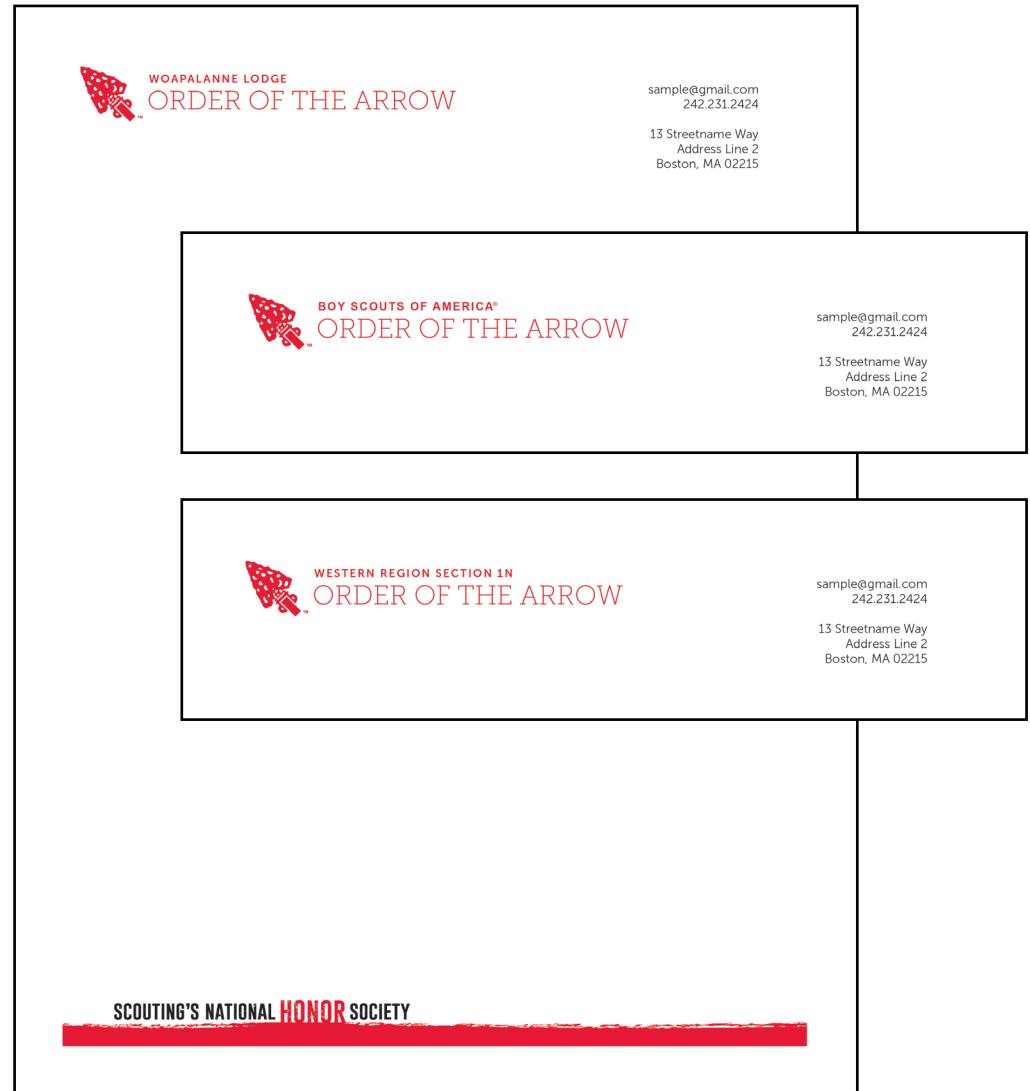
## Letterhead

The standard letterhead with the general OA signature may be used for any OA correspondence.

The letterhead can also be customized to fit the needs of groups on the lodge, section, region, and national level by using the subordinate signature.

Lodge, section, region and national leadership may use the letterhead with their appropriate subordinate signature as they see fit.

The letterhead may be customized to include a patch image underneath the signature logo element, as long as the overall composition is still consistent with brand guidelines.



# Print Materials

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## Envelope

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The standard OA envelope with the general OA signature may be used to enclose any OA correspondence.

The envelope can also be customized to fit the needs of groups on the lodge, section, region, and national level by using the subordinate signature.

Lodge, section, region and national leadership may use the envelope with their appropriate subordinate signature as they see fit to enclose correspondence.



# Publications

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## Publication Ribbon

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The national publications of the OA will use this key design element to ensure a commitment to the OA's brand identity. Publications on the lodge, section, and region level may also use this design element if they choose.

### Official OA Publication Ribbon



The publication ribbon represents the honor and tradition of the OA and denotes official communication on behalf of the OA.

#### Guidelines for use:

- The publications ribbon may be used by any OA publication, including lodge, section, region, and national levels.
- The publications ribbon should be used in the header, flag, or masthead of a publication.
- Use of the publications ribbon should allow for the top to bleed off the edge of the layout, like a tag (see next page).
- The publication ribbon may be featured once in each publication. For instance, on a multi-page publication, the ribbon may appear on the cover.
- The publications ribbon may not be used on any non-publication design items (e.g., patches, shirts, etc).

# Publications

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## Publication Ribbon Usage Example

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The example below illustrates a correct usage of the OA publication ribbon as a tag that bleeds off the edge of the page.





# Social Media

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## Social Media Stamps

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As social media has become a vital part of communication at every level of the organization, communicating with a clear and consistent voice on these channels is important. The OA social media stamps are available for OA social media channels, according to the guidelines below.

### All-Purpose OA Social Media Stamp



#### Guidelines for use:

- The social media stamp may be used on any OA social media profile, including national, region, section, and lodge level pages.
- The social media stamp may be used as a “profile picture” or account image that represents an OA page on Facebook, Twitter, etc.

### Section OA Social Media Stamp



#### Guidelines for use:

- The section social media stamp, which will be customized for each section, may be used by any section level OA social media page.
- The section social media stamp may be used as a “profile picture” or account image that represents a Section page on Facebook, Twitter, etc.

# Brand Merchandise

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## Merchandise Guidelines

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The OA brand\* is used and spread constantly through merchandise items created by lodges, sections and regions. Please abide by these guidelines when using an OA brand element in a patch, T-Shirt, or other designed merchandise item to ensure that the OA brand is used consistently across all platforms.

### Do:

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- **Do use the trademark** as the primary brand element on patches and other items. (See embroidery guidelines).
- **Do use your subordinate signature** on printed materials.
- **Do consider using the primary color palette** as foundational colors in merchandise items.
- **Do follow typography guidelines** whenever possible (especially on printed materials) when using type in merchandise items.

### Do not:

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- **Do not embroider the signature** (including subordinate brands).
- **Do not embroider the tagline.**
- **Do not use the social media stamp on any kind of merchandise item.** The social media stamp is reserved for online use only.
- **Do not use brand elements on inappropriate items**, such as alcohol-related merchandise, that do not align with the OA organizational image.

\*The OA brand elements are trademarks of the Boy Scouts of America and must only be reproduced on items produced by the National Supply Group or an official BSA licensee. Please abide by these guidelines and any other BSA policies when using any OA brand element in a patch, t-shirt, or other designed merchandise to ensure that the OA brand is used consistently. To view a full listing of BSA licensees authorized to help service your requests, please visit [www.licensingbsa.org](http://www.licensingbsa.org).

# Brand Merchandise

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## Embroidery Trademark Guidelines

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Special guidelines have been established for embroidered designs to ensure the uniformity and the quality of the trademark's appearance. The simplified trademark omits detail from the arrowhead trademark to improve scalability.

### Guidelines for use:

- Embroidery designs that feature the trademark in dimensions smaller than 1in. x 1in. should use the simplified trademark.
- The simplified trademark may not be used on creative materials (flyers, posters, digital media, etc.)



***Simplified***  
*Trademark*



***Standard***  
*Trademark*

# Brand Merchandise

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## Merchandise Examples

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It's much easier to visualize merchandise guidelines by seeing them in use. Below are some examples of what to do, and what not to do, when creating OA merchandise.

### Do:

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Good use of OA trademark.



Good use of OA trademark on a lodge flap patch.



Good use of signature on a non-embroidered merchandise item (frisbee).



# Brand Merchandise

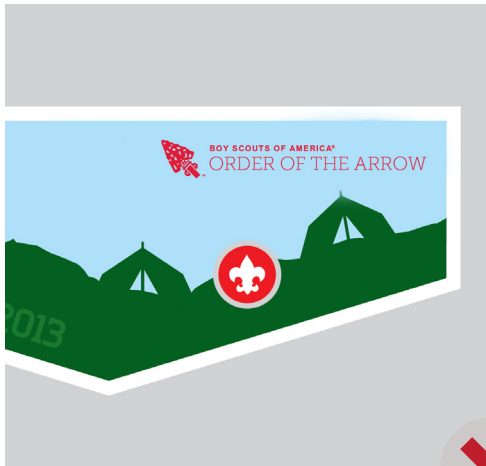
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## Merchandise Examples

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### Do not:

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Prohibited use of signature in an embroidered lodge flap patch.



Prohibited use of social media stamp on a merchandise item (water bottle).



Prohibited use of the tagline in an embroidered lodge patch.

# Brand Merchandise

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## American Indian References on Licensed and Custom Products

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The skills and traditions of the American Indians have long informed the Scouting program. The BSA's respect for and appreciation of American Indian culture should be apparent in all aspects of Scouting, including the manufacture, marketing and distribution of officially licensed products, as well as custom products manufactured by the BSA. Therefore, the following guidelines, created in partnership with the Order of the Arrow, will serve as the basis for evaluating the use of American Indian imagery on patches, T-shirts and other products.

The Boy Scouts of America, in its sole discretion, may refuse to approve any design or style that it deems offensive or in bad taste. Designs and styles depicting references to American Indians (including images and words) are reviewed, when necessary by a three-person panel within BSA Licensing (which includes a member of the Order of the Arrow), to determine whether the design is scandalous or disparaging of American Indians.

For your reference, the following standards guide the panel's decision-making process. Please note that this list of factors is not exhaustive. When appropriate, BSA will consider supporting documentation provided by licensee or vendor indicating that the design at issue has been reviewed by an expert in American Indian culture.

- For our purposes, "scandalous" means "giving offense to the conscience...." Source: Webster's Unabridged Revised Dictionary. MICRA, Inc.
- For our purposes, "disparage" means to "speak of in a slighting or disrespectful way; belittle..." or "to reduce in esteem or rank." Source: The American Heritage® Dictionary of the English Language, Fourth Edition. Houghton Mifflin Company, 2004.
- We do not tolerate use of terms such as "Injun", "Redskin", "Squaw", "Buck" and other epithets that could reasonably be viewed as disparaging or scandalous. The submission of any design that includes any such derogatory language could jeopardize your license.

# Brand Merchandise

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## American Indian References on Licensed and Custom Products

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- We carefully consider the relationship between the American Indian references specifically (including words and images) and any other element that makes up the product design in its entirety. For example, associating a spear, a hatchet, or a bow and arrow (even the word “arrow”) with American Indian imagery will likely not be acceptable.
- We carefully consider the connotations raised by the manner in which the American Indian references (including images and words) are used. For example, uses of American Indian references which are cartoonish or tend to characterize American Indians as war-like, bellicose, foolish, or uncivilized are not acceptable.
- The American Indian reference must be historically accurate and serve a descriptive—rather than evocative—purpose. For example, an American Indian image would be appropriate on an embroidered emblem commemorating an event that showcases American Indian culture (assuming the image met the standards set forth above). In contrast, an American Indian image would not be appropriate for a T-shirt commemorating an archery workshop or a Camporee devoid of any authentic American Indian elements.



**branding@oa-bsa.org**

UNSURE? ASK BEFORE YOU ACT.



COMMUNICATIONS & TECHNOLOGY

ORDER OF THE ARROW