

# Boy Scouts of America Brand Guidelines

*Last revised July 2019*



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# Introduction

Consider this your compass to the Boy Scouts of America 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 and girls 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 me in! 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 Scouts of America brand. Timeless, classic ... and uniform.

From Dallas to Des Moines, 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:

Corporate Brand	Scouting Sub-Brands	BSA Extensions
<p>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.</p>	<p>Little kids to young adults. Boys and girls. Shy or adventurous. From age 5 to 21, there's a Scouting home for everyone, with room for advancement throughout the organization.</p>	<p>These strategic business units are extensions of the Boy Scouts of America brand that play a role in specific program initiatives and special events.</p>
<div data-bbox="534 1214 885 1612" data-label="Image"> </div> <p data-bbox="287 1646 1126 1731">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 here.</p>	<div data-bbox="1221 1208 1385 1383" data-label="Image"> </div> <p data-bbox="1214 1421 1401 1538">Cub Scouting is for boys and girls, from kindergarten age to fifth grade.</p> <div data-bbox="1458 1200 1585 1393" data-label="Image"> </div> <p data-bbox="1433 1421 1600 1538">Scouts BSA is for boys and girls aged 11 to 17 years old.</p> <div data-bbox="1670 1200 1797 1383" data-label="Image"> </div> <p data-bbox="1648 1421 1857 1598">Sea Scouting is for young men and women aged 14 to 20 years old interested in experiencing the adventure of sailing.</p> <div data-bbox="1885 1220 2012 1343" data-label="Image"> </div> <p data-bbox="1892 1421 2047 1568">Venturing is for young men and women aged 14 to 21 years old.</p>	<div data-bbox="2154 1204 2480 1242" data-label="Text"> <p>High-Adventure Bases</p> </div> <div data-bbox="2512 1170 3059 1280" data-label="Image"> </div> <div data-bbox="2154 1369 2543 1407" data-label="Text"> <p>National Scouting Museum</p> </div> <div data-bbox="2955 1349 3059 1449" data-label="Image"> </div> <div data-bbox="2154 1534 2512 1572" data-label="Text"> <p>National Scout Jamboree</p> </div> <div data-bbox="2955 1508 3059 1608" data-label="Image"> </div> <div data-bbox="2154 1699 2433 1737" data-label="Text"> <p>Order of the Arrow</p> </div> <div data-bbox="2955 1671 3059 1771" data-label="Image"> </div>



BOY SCOUTS OF AMERICA®

# 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.**



**Prepared. For Life.®**



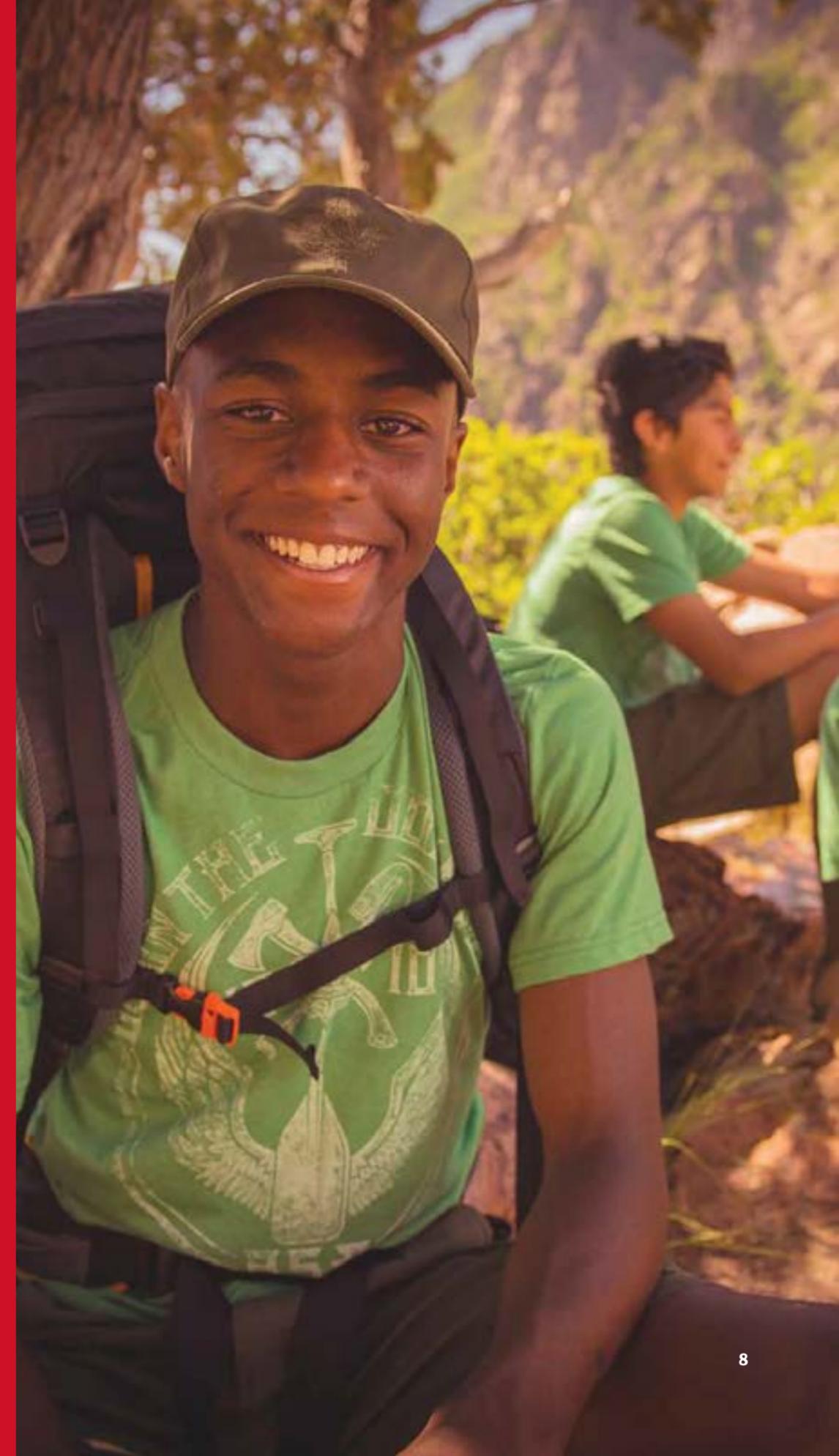


# Vision and Mission

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 Scouts of America 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 Scouts of America Brand Vision:** Making our country better
- **Boy Scouts of America 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

**Adventure:** It's a big world. Pack a map. Scouting is many youths' 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.



## Unacceptable Usage

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.

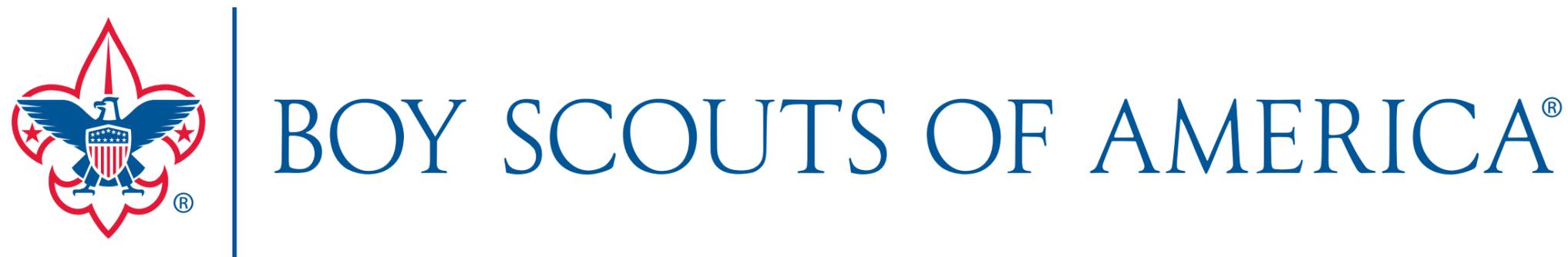


The gold fleur-de-lis has been retired and should not be used.

One Color	Two Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 100, 58, 0, 21	<b>Red:</b> #CE1126 <b>Blue:</b> #003F87	White must be used.

# Corporate 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 Boy Scouts of America corporate signature:

One Color	Two Color	Four Color (CMYK)	Screen Usage	Reversed
				
Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 100, 58, 0, 21	<b>Red:</b> #CE1126 <b>Blue:</b> #003F87	White must be used.

## Unacceptable Usage

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



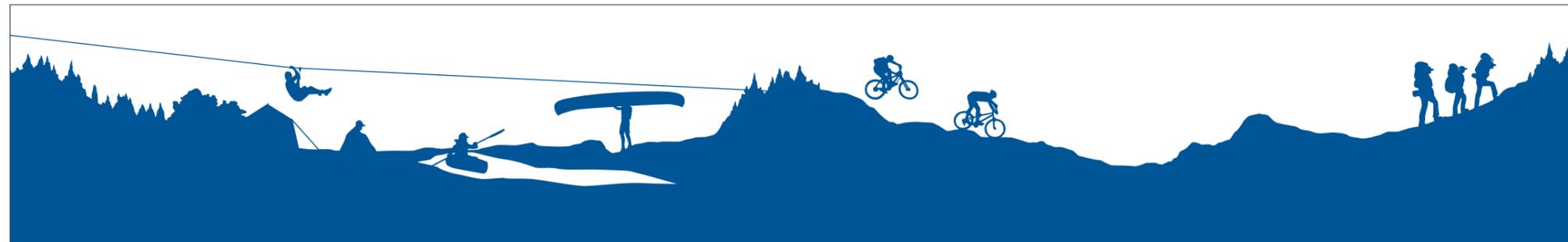


# The Activity Graphic

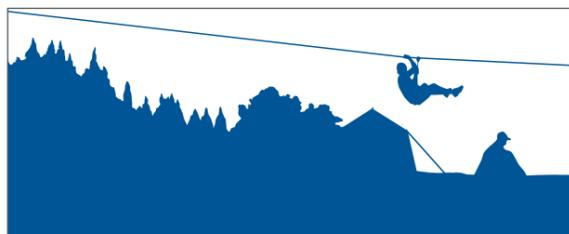
The basic idea of a corporate identity is instant recognition through certain colors, images, and words used to harmonize the relationship of the organization and its councils.

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.

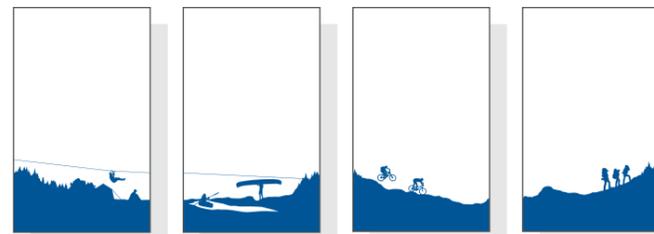
The activity graphic should always be anchored at the bottom of the page when used on letterhead, general stationery items, and business cards.



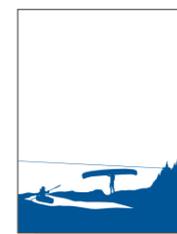
## Acceptable Usage



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 Scouts of America 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:

	One Color	Two Color	Four Color (CMYK)	Reversed
Stacked Lockup	 Prepared. For Life.®	 Prepared. For Life.®	 Prepared. For Life.®	 Prepared. For Life.®
Horizontal Lockup	 Prepared. For Life.®	 Prepared. For Life.®	 Prepared. For Life.®	 Prepared. For Life.®
Text Only	Prepared. For Life.®	Prepared. For Life.®	Prepared. For Life.®	Prepared. For Life.®
	Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 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 add effects, including a drop shadow, bevel, or glow.



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



Do not reproduce in color on a dark background.



# 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:

	One Color	Two Color	Four Color (CMYK)	Reversed
Stacked Lockup				
Horizontal Lockup				
Text Only				
	Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 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 add effects, including a drop shadow, bevel, or glow.



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



Do not reproduce in color on a dark background.



# 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 that use whenever the BSA, in its sole discretion, deems it necessary to do so.



# 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

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### LTC RECORD TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

LTC 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:  
TRAJAN

Example: **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.





BOY SCOUTS OF AMERICA®

## 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



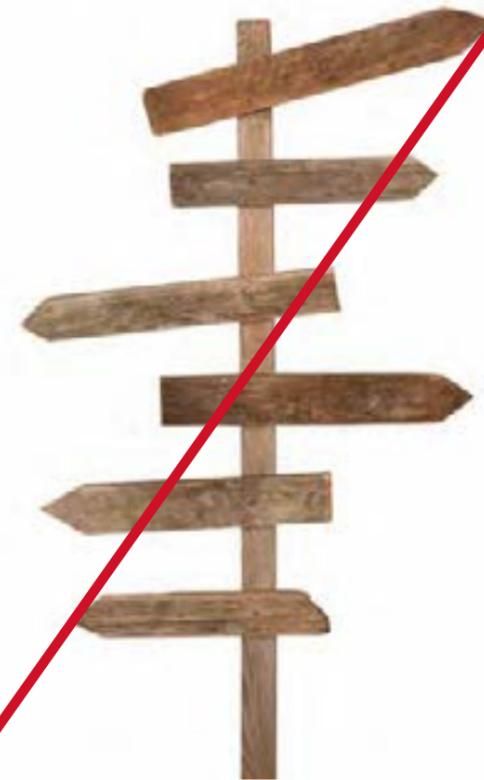
**AVOID** | Staged photos and forced smiles.



**AVOID** | Dated or historical scouting imagery.



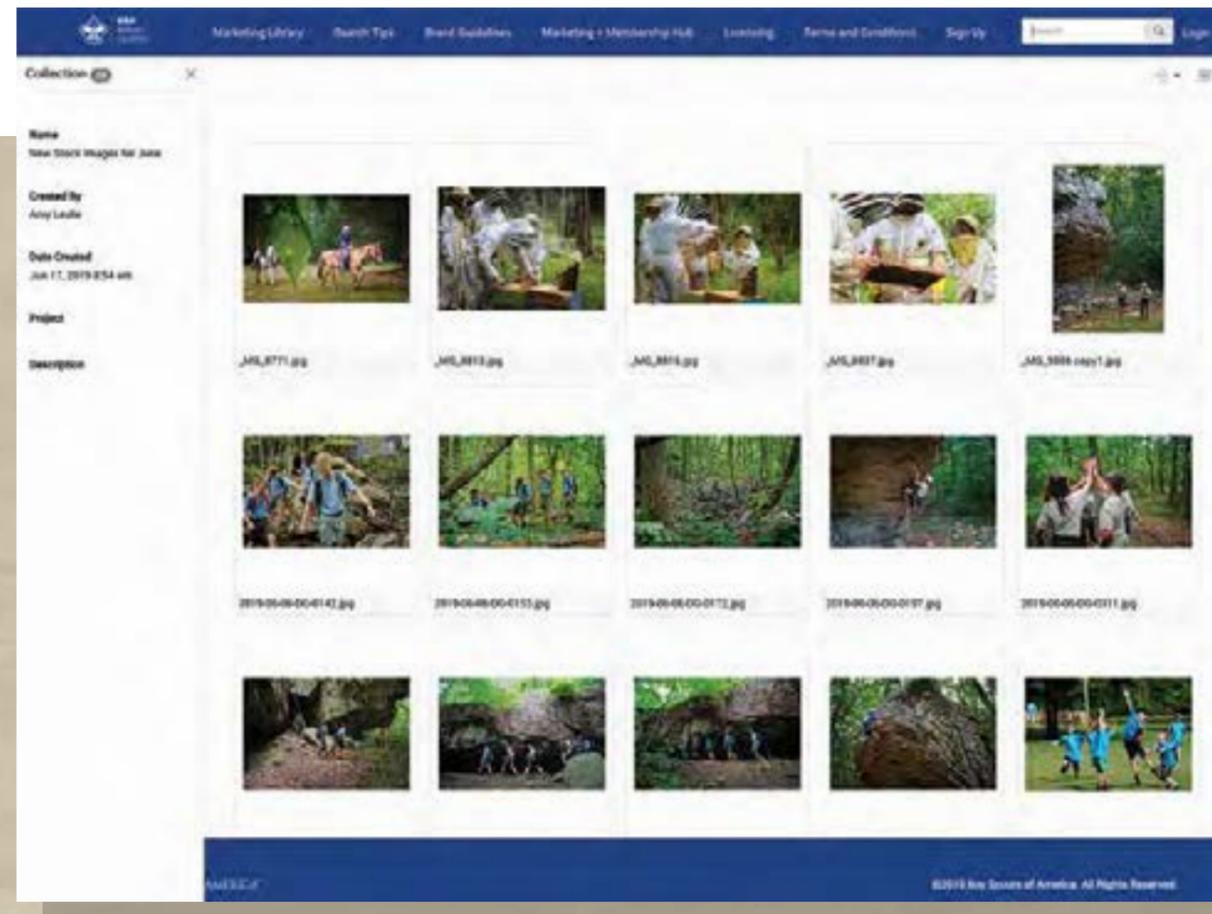
**AVOID** | Photos without a clear focal point.



**AVOID** | Clichéd stock photography.

# Resources

Finding appropriate imagery isn't always easy, but the search will pay off in a great-looking finished project. You can locate official photography through the BSA Brand Center, found on the ScoutingWire.org website.



# Real-World Examples



# Stationery and Signature

As with the Boy Scouts of America uniforms, consistency in our corporate communications is important to our professional look and feel. These templates are our standard — it's your duty to follow them.

Letterhead



Business Cards



Envelope



National Council Executive Stationery



E-Signature

First Last | Corporate Title

**BOY SCOUTS OF AMERICA**  
**Your Council Name Here**

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





# 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](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).





BOY SCOUTS OF AMERICA®

# 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.



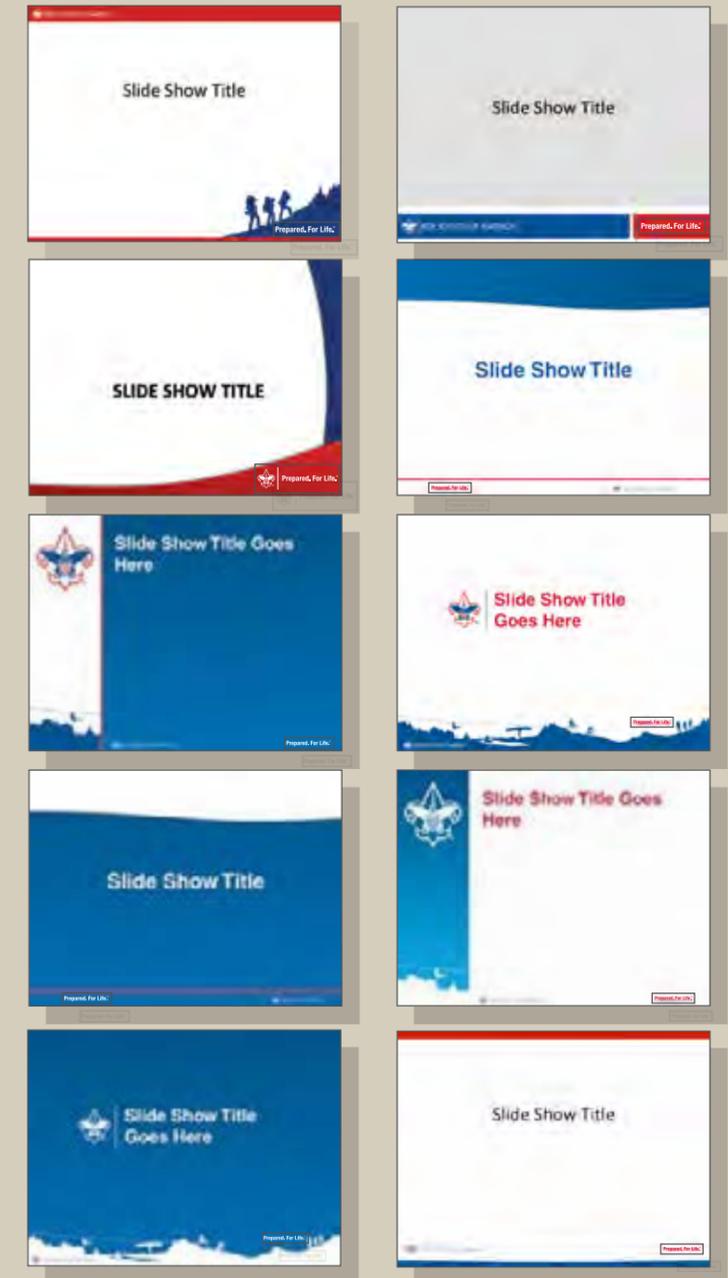


# Presentations

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.

## Standard format



## Large-screen format



# Scouting Sub-Brands



BOY SCOUTS OF AMERICA®

## Scouts BSA

Most boys and girls avoid obstacles. 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 youth into tomorrow's leaders.

### **Brand Platform**

Scouts BSA. Be Prepared — for anything.





# Position and Identity

## Position (or Selling Points)

- Emphasis on families/youth 11–17.
- 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 Scouts BSA program and may be licensed for use on products or services for boys and girls ages 11–17. 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 Universal Emblem Trademark

The following are acceptable ways of reproducing the Scouts BSA program trademark:

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	<b>Yellow:</b> PMS 116 <b>Brown:</b> PMS 463 <b>Blue:</b> PMS 294 <b>Red:</b> PMS 186	<b>Yellow:</b> 0, 20, 100, 0 <b>Brown:</b> 50, 80, 100, 30 <b>Blue:</b> 100, 58, 0, 21 <b>Red:</b> 0, 100, 81, 4	<b>Yellow:</b> #FFCC00 <b>Brown:</b> #996633 <b>Blue:</b> #003F87 <b>Red:</b> #CE1126	White must be used.

## 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.



BOY SCOUTS OF AMERICA®

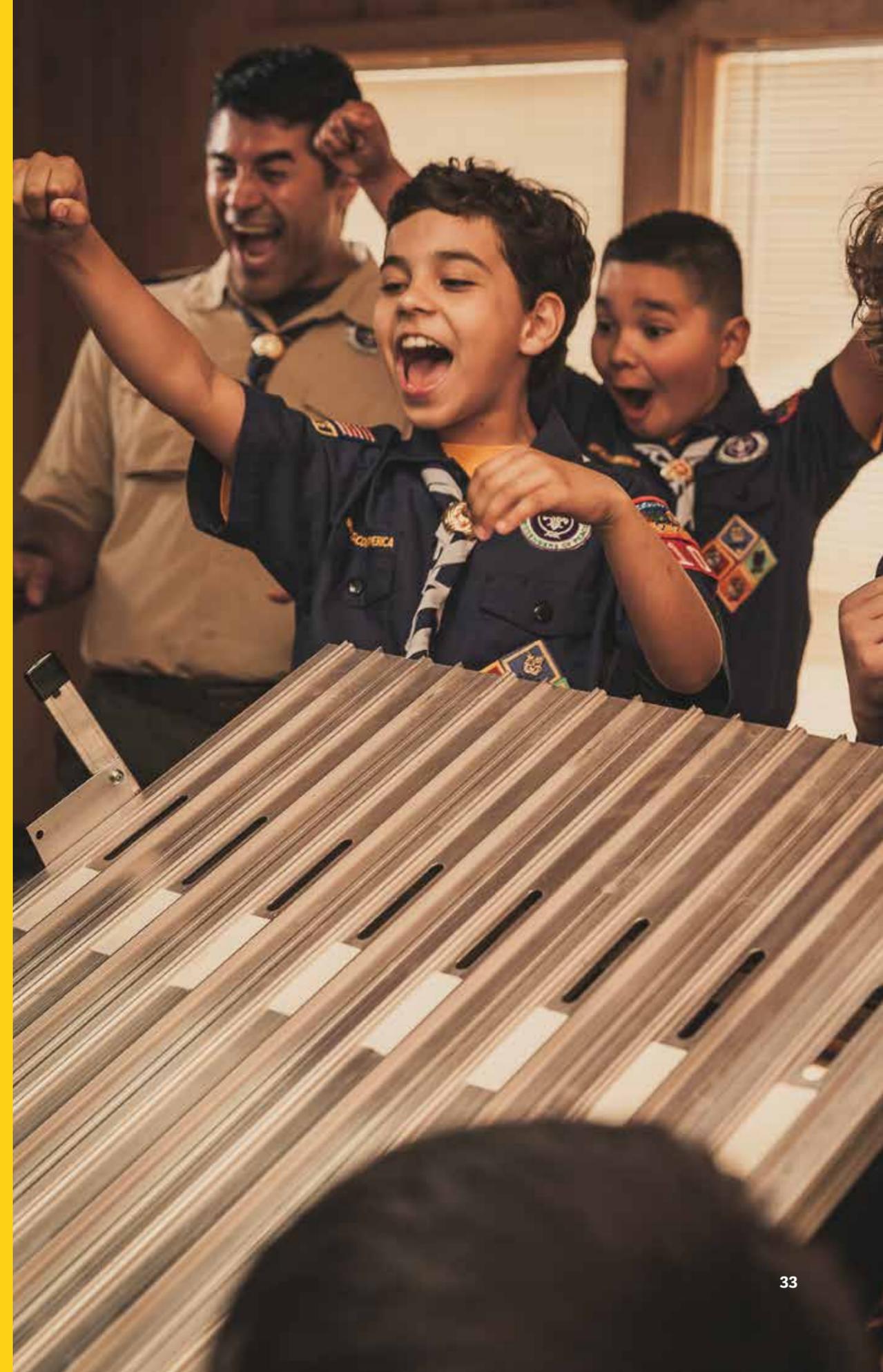
# Cub Scouting

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 the 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 eventually transform boys and girls in Cub Scouting, through advancement, into members of Scouts BSA.

## Brand Platform

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





# Position and Identity

## Position (or Selling Points)

- Emphasis on families/youth of kindergarten age through fifth grade
- 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:



## 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.

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	<b>Blue:</b> PMS 294 <b>Yellow:</b> PMS 116	<b>Blue:</b> 100, 48, 0, 44 <b>Yellow:</b> 0, 10, 100, 0	<b>Blue:</b> #003F87 <b>Yellow:</b> #FCD116	White must be used.



BOY SCOUTS OF AMERICA®

# 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

Venturing®. Challenge Yourself. Challenge Your World.



VENTURING® · BSA





# 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:

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	<b>Green:</b> PMS 349 <b>Yellow:</b> PMS 116	<b>Green:</b> 100, 0, 90, 40 <b>Yellow:</b> 0, 10, 100, 0	<b>Green:</b> #006B3F <b>Yellow:</b> #FCD116	White must be used.

## 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" means 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**

Sea Scouting. Live the Adventure. Navigate the World.





# 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. 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:



## 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.

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	<b>Blue:</b> PMS 294 <b>Red:</b> PMS 186	<b>Black:</b> 0, 0, 0, 100 <b>Dark Brown:</b> 0, 61, 100, 3 <b>Light Brown:</b> 0, 21, 38, 34 <b>Dark Blue:</b> 100, 72, 27, 33 <b>Light Blue:</b> 34, 17, 0, 7 <b>Dark Gold:</b> 0, 33, 98, 36 <b>Gold:</b> 0, 26, 98, 16 <b>Dark Yellow:</b> 0, 25, 100, 100 <b>Light Yellow:</b> 0, 14, 75, 3 <b>Red:</b> 0, 100, 100, 50	<b>Black:</b> 0, 0, 0 <b>Dark Brown:</b> 51, 0, 0 <b>Light Brown:</b> 179, 148, 117 <b>Dark Blue:</b> 0, 51, 102 <b>Light Blue:</b> 154, 179, 213 <b>Dark Gold:</b> 153, 102, 0 <b>Gold:</b> 204, 153, 0 <b>Dark Yellow:</b> 255, 204, 0 <b>Light Yellow:</b> 255, 204, 102 <b>Red:</b> 154, 0, 0	White must be used.

# BSA Extensions





# 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



NATIONAL  
SCOUTING  
MUSEUM



## 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





BOY SCOUTS OF AMERICA®

# 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.



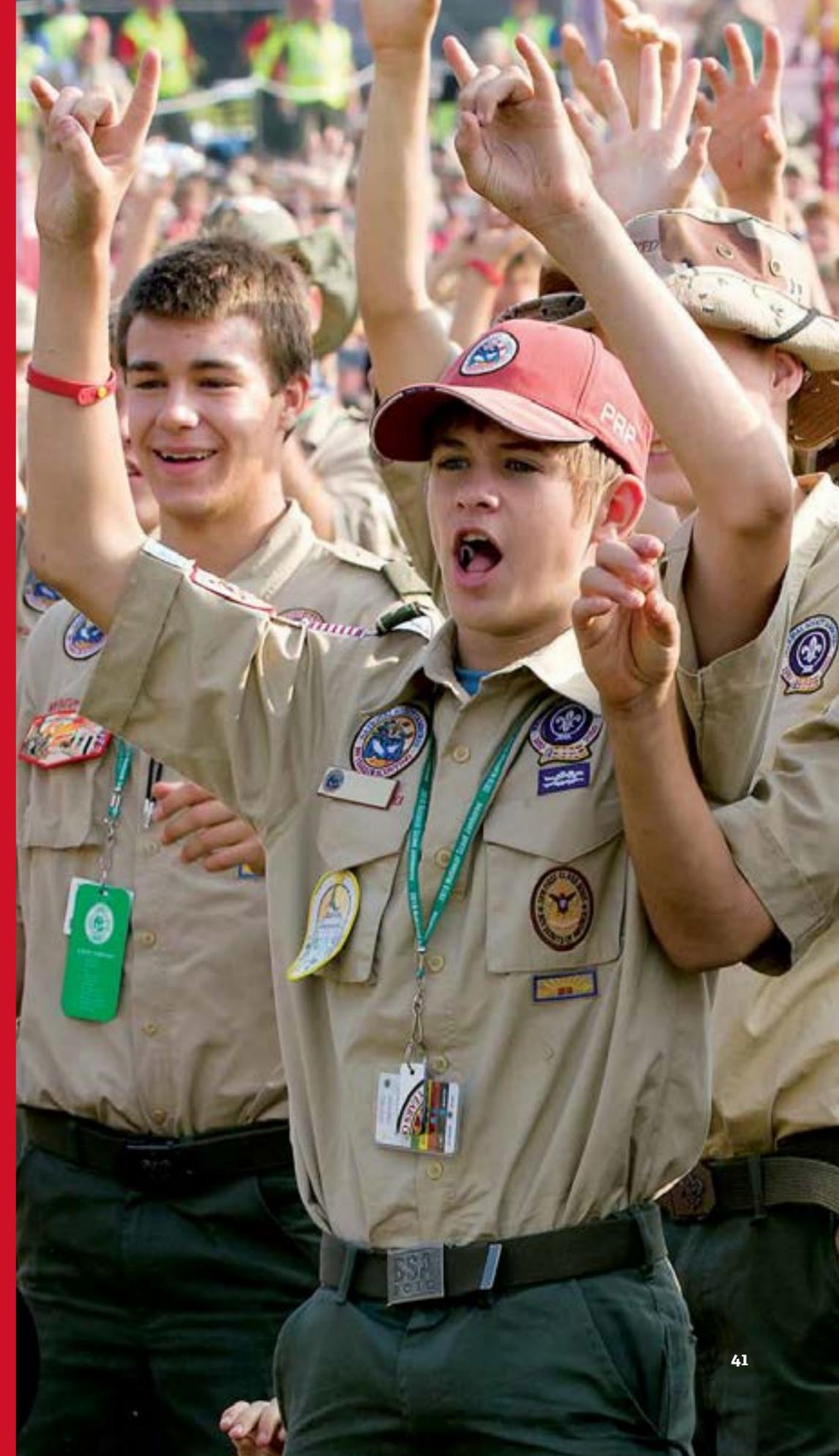
BOY SCOUTS  
OF AMERICA®

YOUR COUNCIL NAME HERE



BOY SCOUTS OF AMERICA®

YOUR COUNCIL NAME HERE



# Digital Guidelines

for Websites, Apps, Email, and Social Media



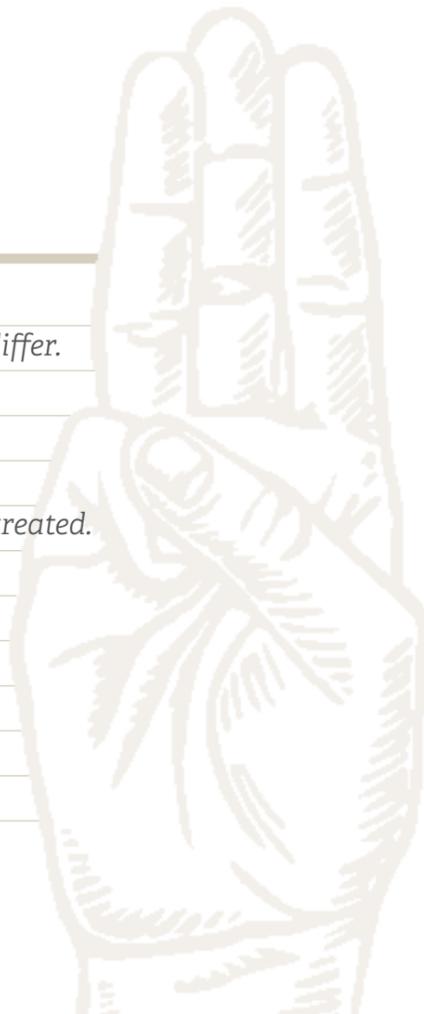
# Guiding Principles

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.**

## Scout Law

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



## 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 BSA's 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.

## **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.*

	Acceptable Typefaces	Better Typefaces	Preferred Typefaces
<p><b>PRIMARY</b></p> <p>Use wherever type size is greater than or equal to 16 px.</p>	<p>The selections in this column are most appropriate for email marketing, email signatures, editable documents (.doc, xls, .ppt), and some webpages. These fonts come pre-installed on most computers.</p> <p><b>Trebuchet MS</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p>The selections in this column are most appropriate for webpages, PDF documents, and mobile apps. These fonts can be downloaded free of charge from <a href="#">Google Fonts</a>.</p> <p><b>Roboto Slab Family</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p>The selections in this column are most appropriate for webpages, PDF documents, and mobile apps, but require a paid license whose cost varies on usage.  <b>Use of these typefaces is encouraged for high-profile projects.</b></p> <p><b>Adelle Family</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>
<p><b>SECONDARY</b></p> <p>Use sparingly in headings or wherever special attention is required. A little goes a long way.</p>	<p><b>Arial Black</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p><b>Roboto Condensed Family</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p><b>Alternate Gothic Family</b></p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>
<p><b>TERTIARY</b></p> <p>Use for long blocks of copy smaller than 12 px.</p>	<p>Arial Regular</p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p>Roboto Condensed Family</p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>	<p>Helvetica Condensed Family</p> <p>ABCDEFGHIJKLMN<strong>OP</strong>QRSTUVWXYZ            abcdefghijklmnopqrstuv<strong>wxyz</strong>            1234567890</p>

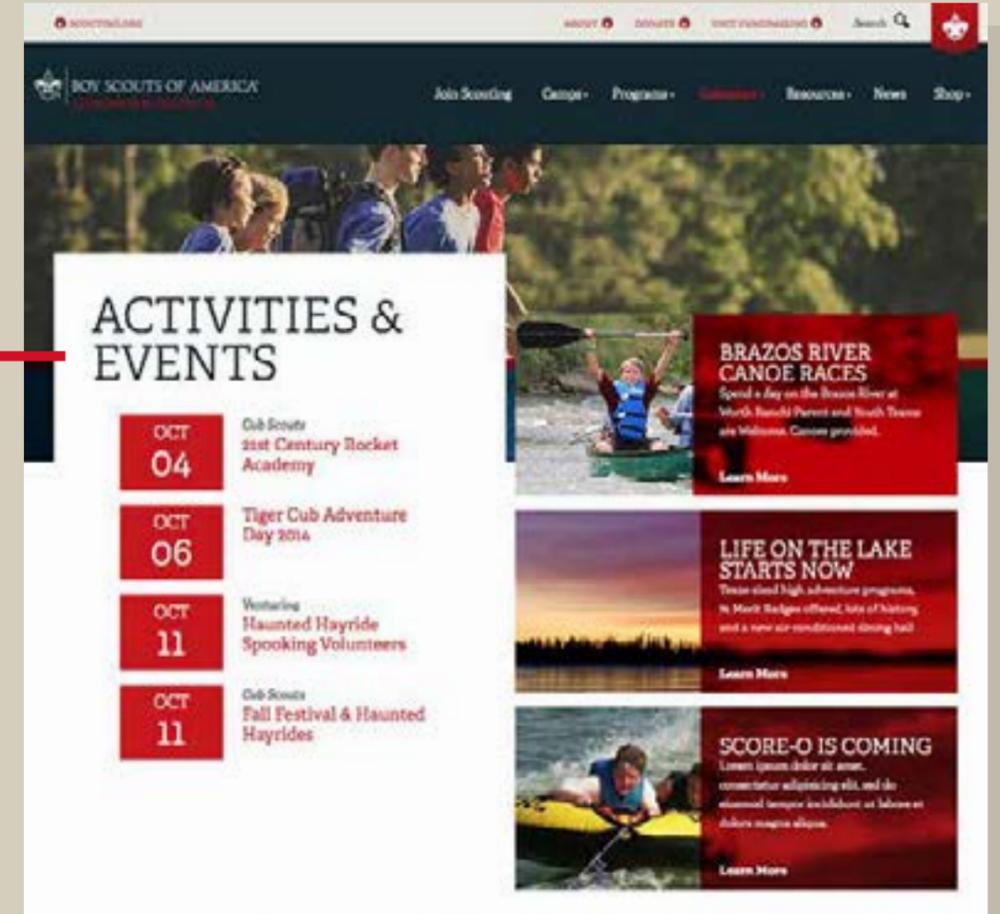


# Hierarchy

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



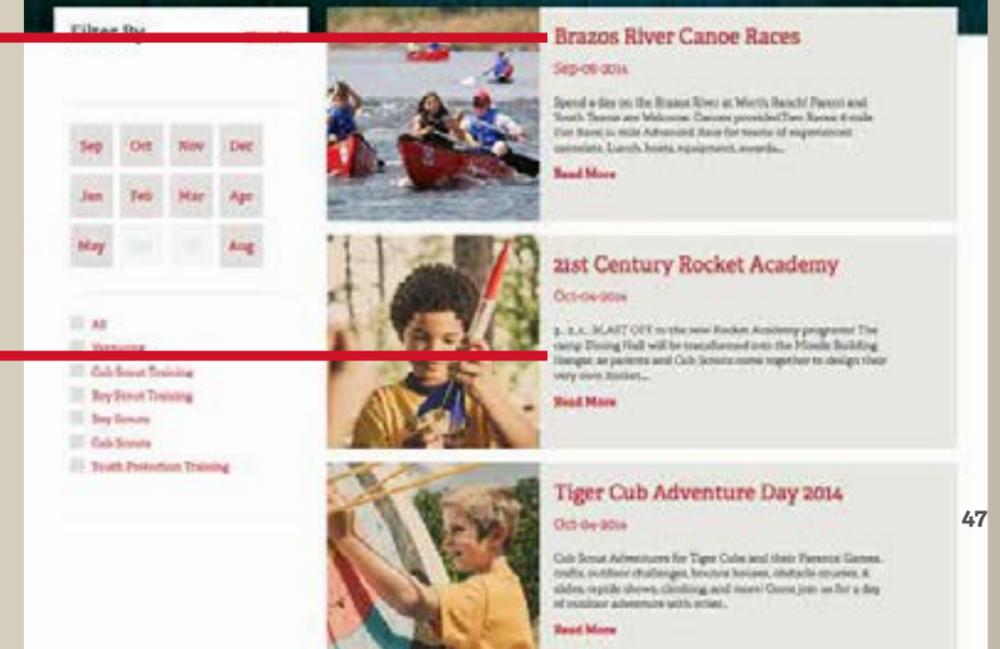
## Secondary Items

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.

**TROOP** Alternate Gothic No. 3  
**50** Adelle Regular  
**EST. 1919** Adelle Regular  
 Alternate Gothic No. 1

**DO** | Mix typefaces to create interest.

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

**DO** | Use font size and weight to emphasize important messages.

**MASTER** the  
**CANOE**



**DO** | Use capitalization to emphasize important words. Pair type with icons for greater impact.



# 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~~

~~Summer Camp~~

~~Summer Camp~~

~~SUMMER CAMP~~

**DON'T**

Use unapproved fonts.

~~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**

Stretch, warp, or otherwise distort type.

# Digital Color Palettes





# Primary Boy Scouts of America Colors

The Boy Scouts of America corporate palette is inspired by the iconic Boy Scout uniform. It includes an American Flag red and blue, paired with a uniform beige and warm button gray.

White is an important component of the color palette, serving as a fifth “color.” All BSA digital designs should incorporate a good amount of literal whitespace, representing the Scout value of cleanliness, as well as a Scout’s love of open spaces.

These five colors may be used by any of the sub-brands, especially the red and blue colors, whose use throughout will serve to unify disparate brands.



## Scouting Red

HEX: #CE1126

RGB: 206, 17, 38



## Scouting Blue

HEX: #003F87

RGB: 0, 63, 135



## Scouting Tan

HEX: #D6CEBD

RGB: 214, 206, 189



## Scouting Warm Gray

HEX: #515354

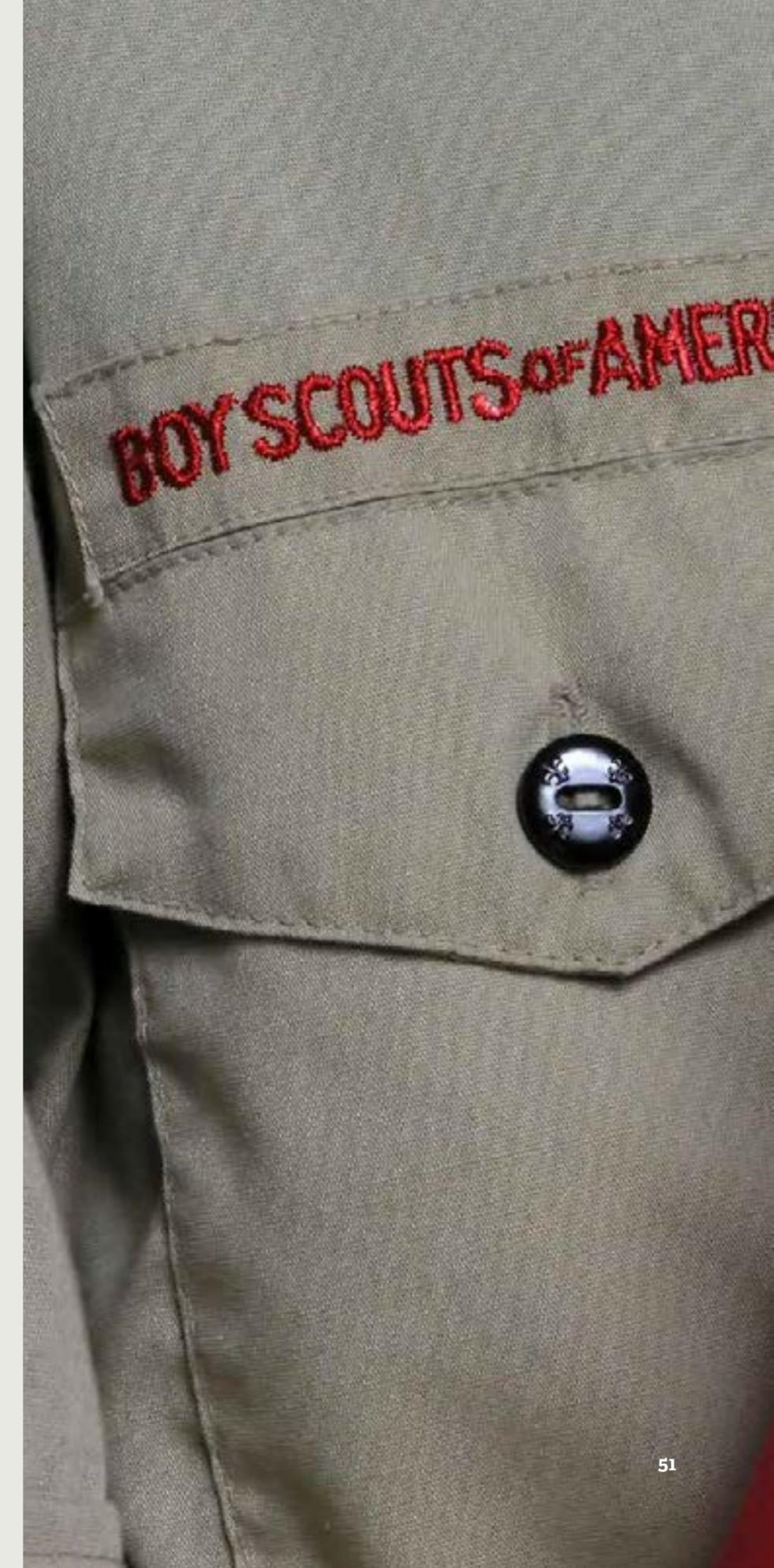
RGB: 81, 83, 84



## White

HEX: #FFFFFF

RGB: 255, 255, 255



# Secondary Boy Scouts of America 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.



Scouting Red

*Do not create shades or tints of Scouting Red.*



Scouting Blue



Scouting Pale Blue

HEX: #9AB3D5

RGB: 154, 179, 213



Scouting Dark Blue

HEX: #003366

RGB: 0, 51, 102



Scouting Tan



Scouting Light Tan

HEX: #E9E9E4

RGB: 233, 233, 228



Scouting Dark Tan

HEX: #AD9D7B

RGB: 173, 157, 123



Scouting Warm Gray



Scouting Pale Gray

HEX: #858787

RGB: 133, 135, 135



Scouting Dark Gray

HEX: #232528

RGB: 35, 37, 40

# 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).



## Cub Scouting Gold

HEX: #FDC116

RGB: 252, 209, 22



## Scouting Blue

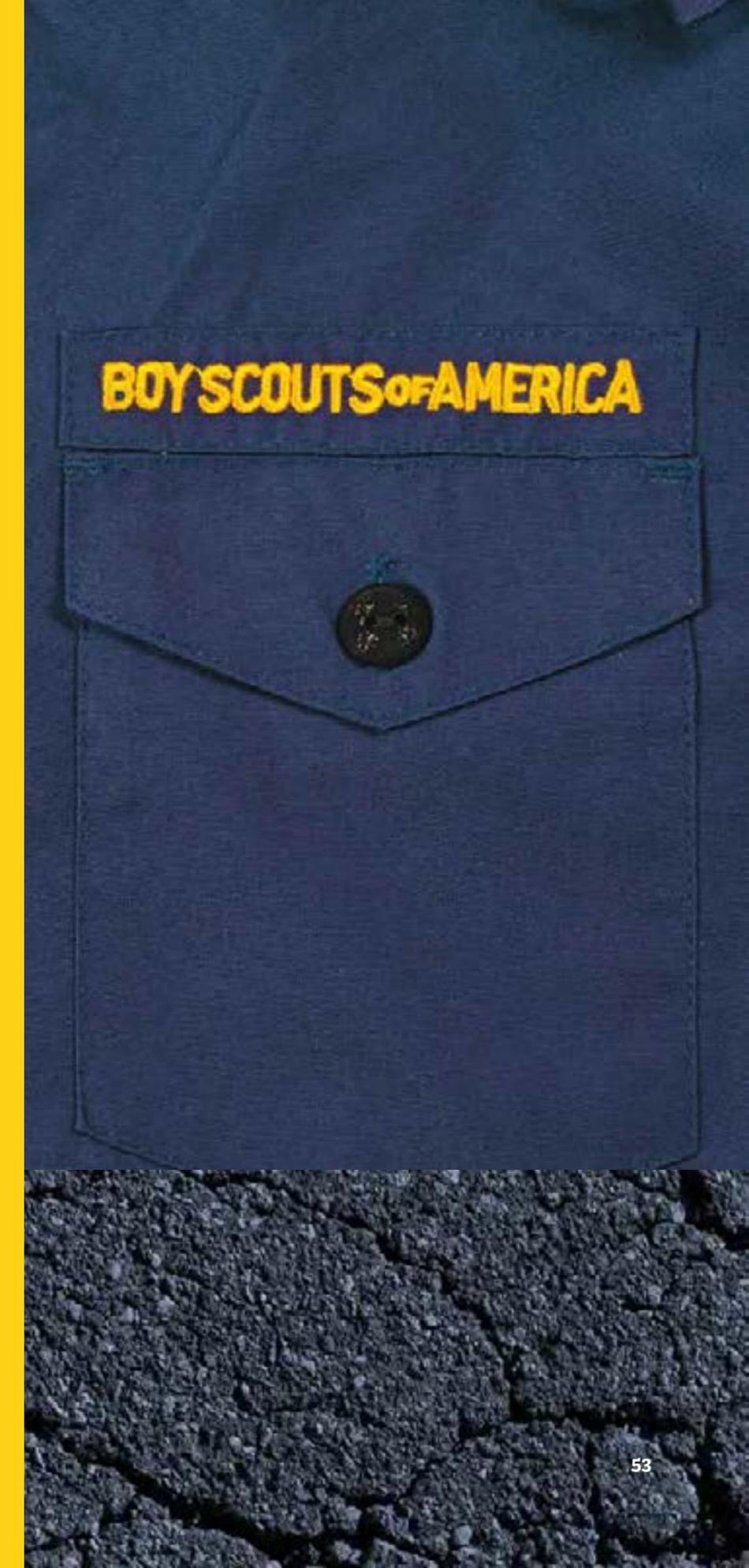
HEX: #003F87

RGB: 0, 63, 135

## BSA Corporate Colors



Use sparingly.

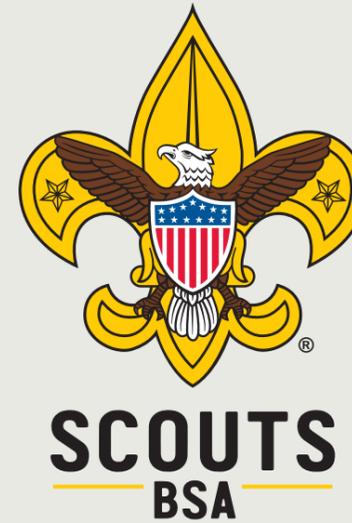


# Scouts BSA

The Scouts BSA uniform is a warm tan color, with most of the color interest sourced from applied patches and stitching.

On the web, projects specific to Scouts BSA should use a similarly neutral palette composed mainly of tan, gray, 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.



## Scouting Tan

HEX: #D6CEBD

RGB: 214, 206, 189



## Scouting Red

HEX: #CE1126

RGB: 206, 17, 38

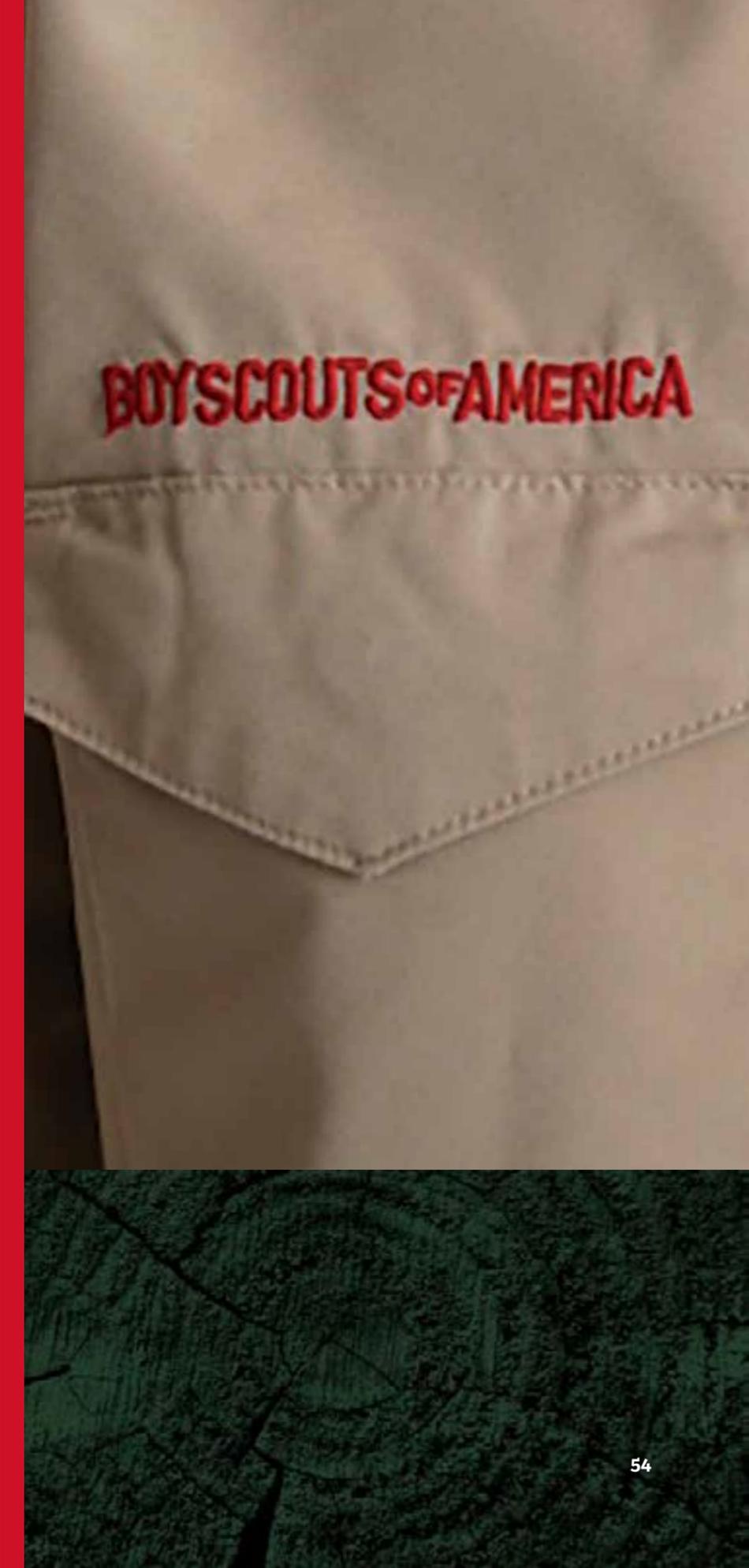


## Scouts BSA Olive

HEX: #243E2C

RGB: 36, 62, 44

## BSA Corporate Colors



# 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 gray hues pair well with Venturing Green and Yellow; white is an important part of all BSA palettes.



## Venturing Green

HEX: #006B3F

RGB: 0, 107, 63



## Venturing Yellow

HEX: #FCD116

RGB: 252, 209, 22

## BSA Corporate Colors



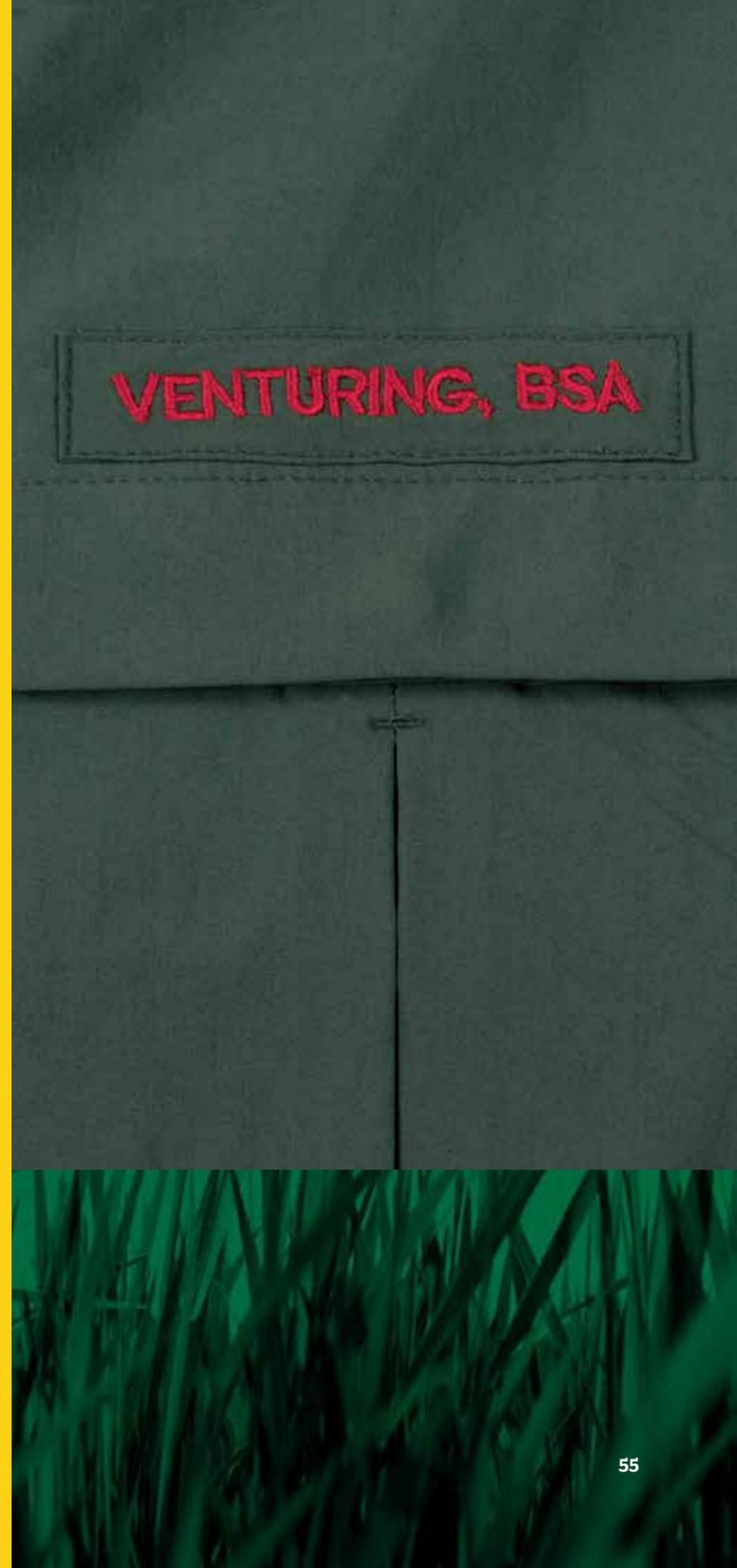
Use sparingly.



Use sparingly.



Use sparingly.





# Sea Scouting

With its emphasis on water recreation and adventure, Sea Scouting unsurprisingly uses a marine-inspired palette composed largely of blues and grays, 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: #003366  
RGB: 0, 51, 102



### Scouting Light Blue

HEX: #99B3D5  
RGB: 154, 179, 213

### BSA Corporate Colors



Use sparingly.



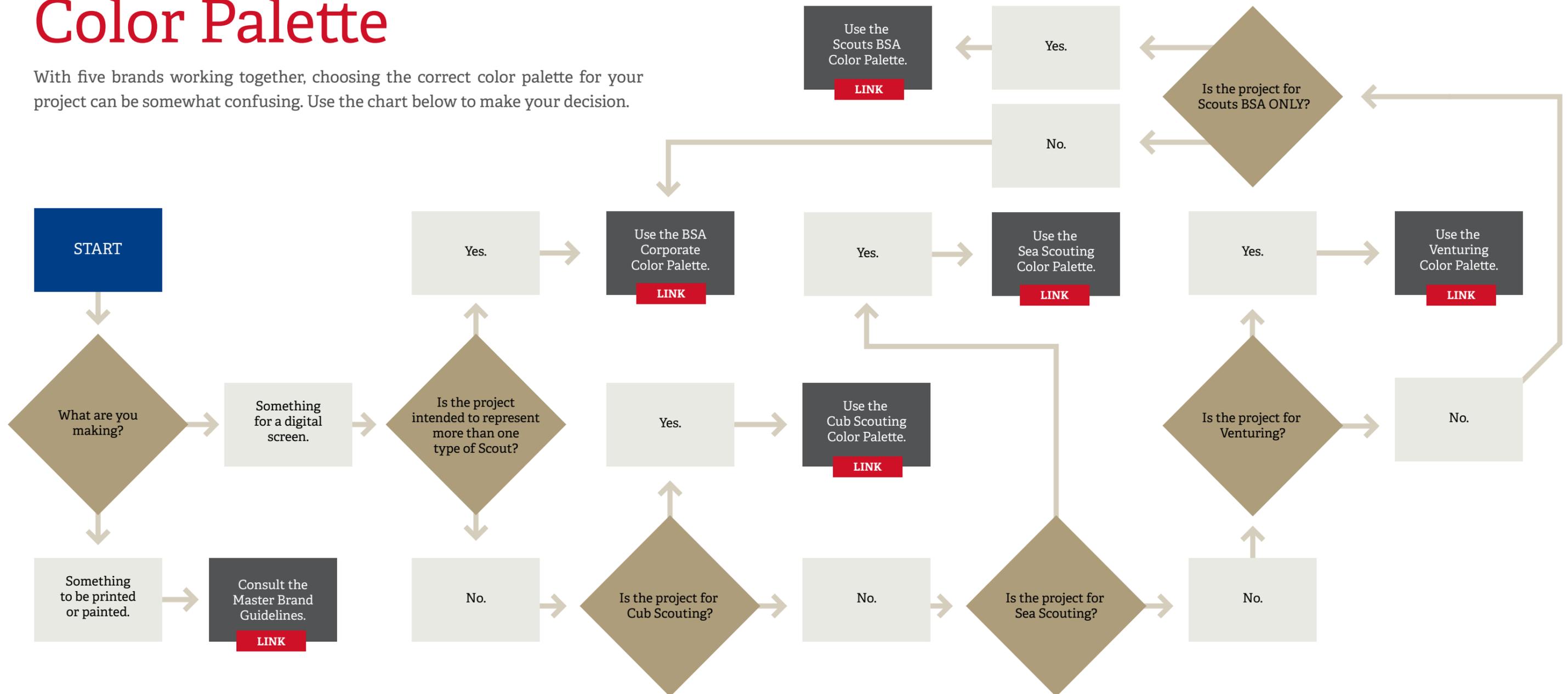
Use sparingly.





# 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.

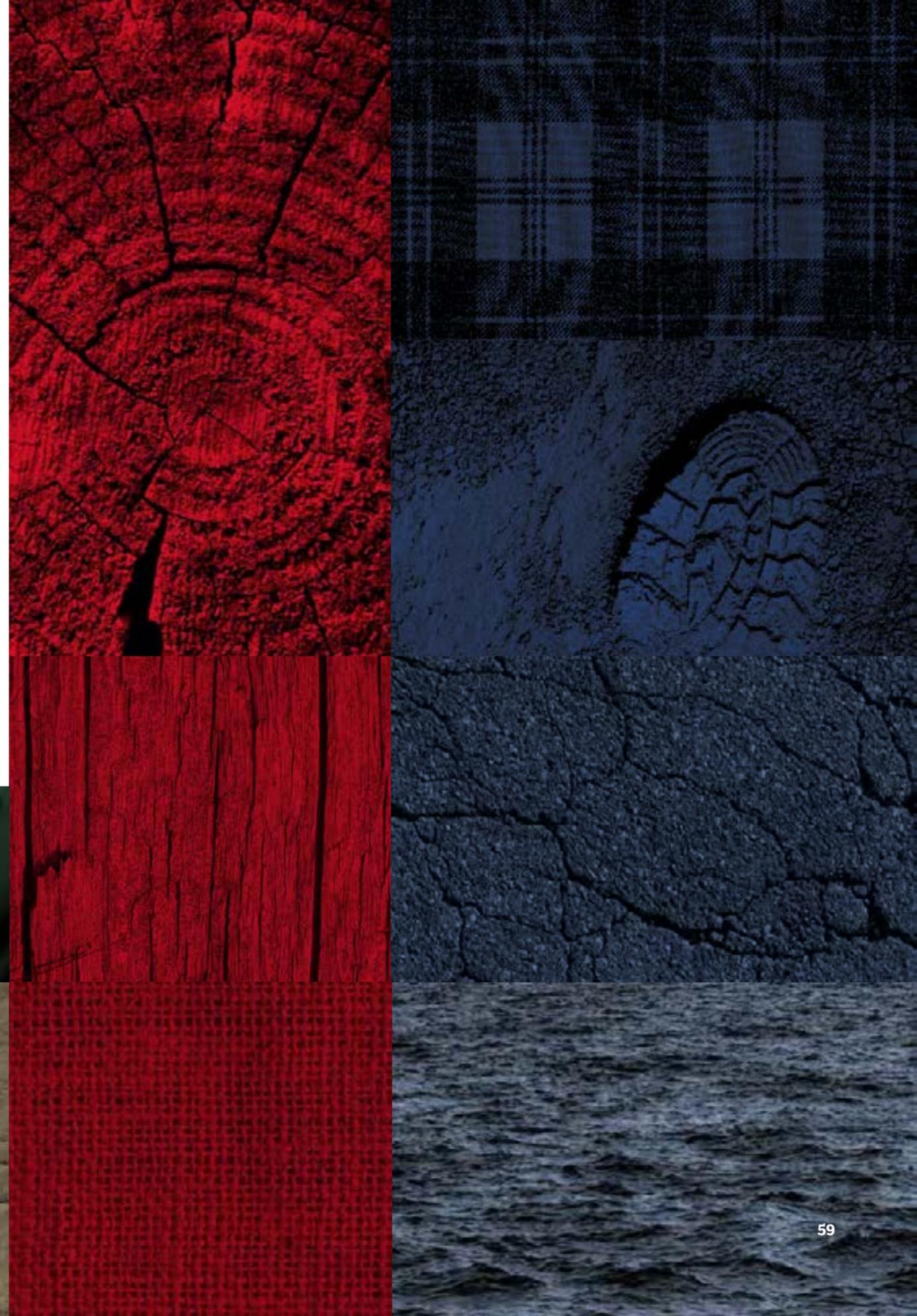


# Imagery



# 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 Scouts BSA.

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 Boy Scouts of America 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.

- **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

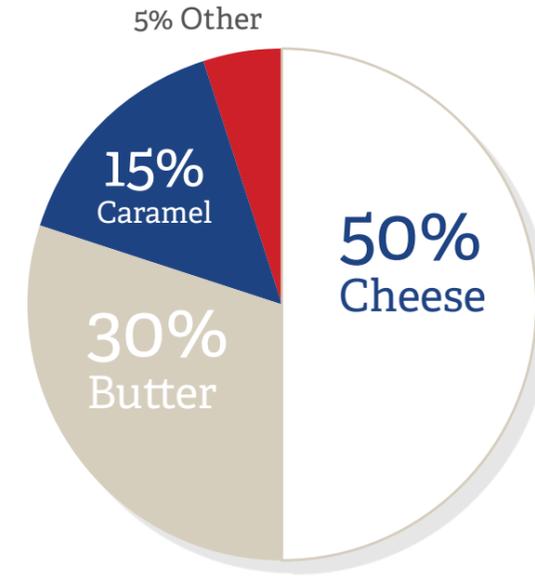
<b>Panther:</b>	\$1532	32 buckets
<b>Jaguar:</b>	\$1269	28 buckets
<b>Lion:</b>	\$1013	20 buckets
<b>Dragon:</b>	\$845	12 buckets
<b>Wolf:</b>	\$324	8 buckets

A simple table can do without a header row. Horizontal lines indicate the beginning and ending of rows.

Troop 50 Popcorn Sales by Patrol

PATROL	SALES (\$)	BUCKETS	OZ.
<b>Panther:</b>	\$1532	32	720
<b>Jaguar:</b>	\$1269	28	560
<b>Lion:</b>	\$1013	20	480
<b>Dragon:</b>	\$845	12	144
<b>Wolf:</b>	\$324	8	96

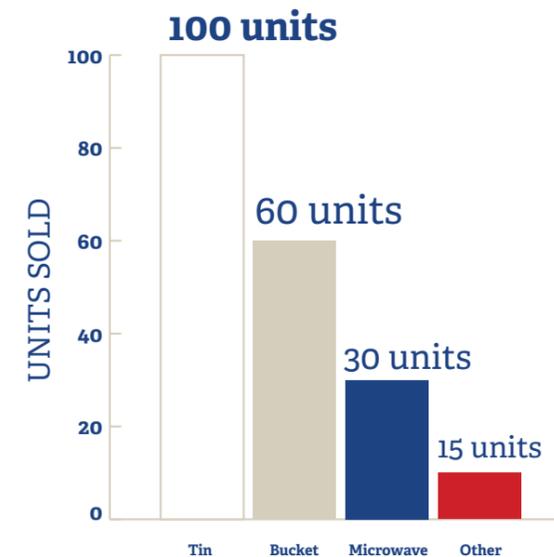
A more complex table may require a header row. Alternating colors can help readers follow data from row to row.



BSA Popcorn Sales by Flavor

Source: 2015 Sales Data

A good chart always has a title, a dated source, and clear labels.



BSA Popcorn Sales by Package Type

Source: 2015 Sales Data

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 information specific to the Boy Scouts of America, you'll find the following websites of value.



## BSA Trademark Listing

A 1916 act of Congress (36 U.S.C. 27) gives the Boy Scouts of America 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 Council Webpage

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



“Living” images work well to set the mood for a page or project.

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

The overlay is part of the BSA look, and works especially well for webpage 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.

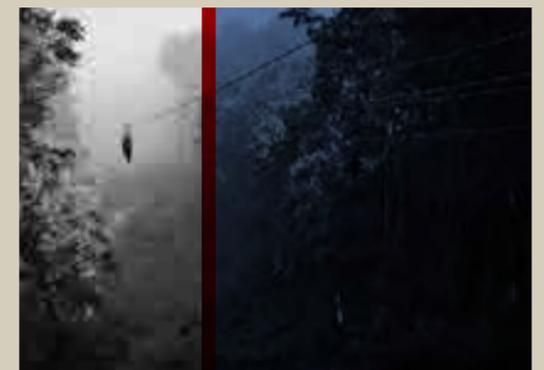
.....  
**The base image** can be black and white or color.



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.

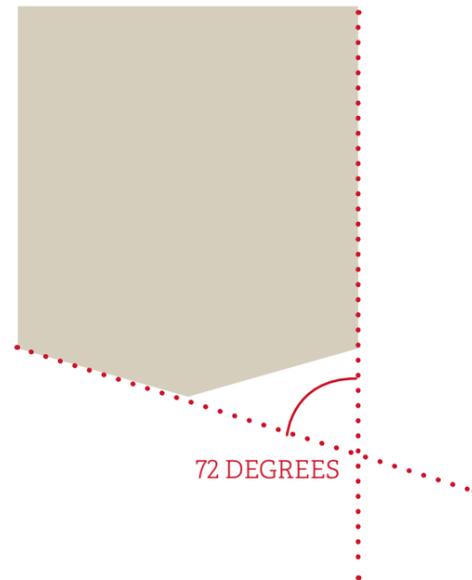


AFTER 2: A variant treatment leaves the left image in color, while the right image is black and white, but they now appear related thanks to a common BSA Pale Blue color overlay effect used to de-emphasize the right side of both images, along with a highlight multiply stripe of BSA Red. In this treatment,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

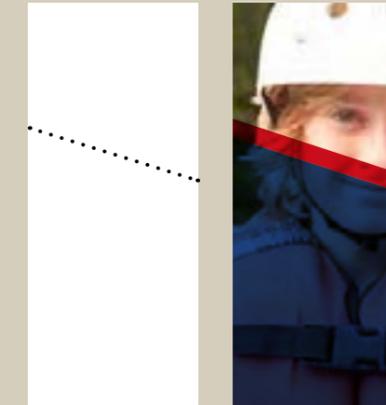


# The Diagonal

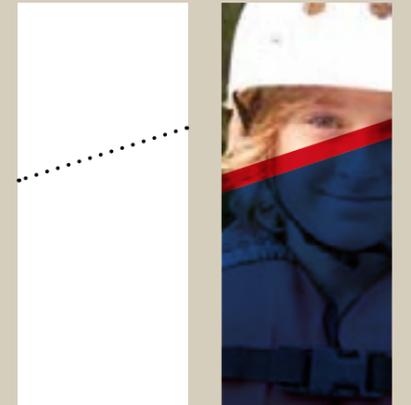
Inspired by the distinctive angled pockets on the front of BSA uniforms, the diagonal overlay offers a more dynamic, active take on the overlay treatment. Color of the overlay is inherited from the brand being worked with. In these examples, the BSA corporate palette is in use.



## VERTICAL APPLICATIONS



**VERTICAL DESCENDING:** This layout has the diagonal descending from left to right. This is best used on the left side of the page to draw the eye into the layout.



**VERTICAL ASCENDING:** This layout has the diagonal ascending from left to right. This is best used on full-width pages, as the eye naturally reads from left to right.

## HORIZONTAL APPLICATIONS



**OPEN RIGHT:** This layout has the overlay on the left side of the image, leaving the right side open. Text should be overlaid left. This is the preferred treatment for webpage and email headers.



**OPEN LEFT:** This layout has the overlay on the right side of the image, leaving the left side open. Text should be overlaid right.

# 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.

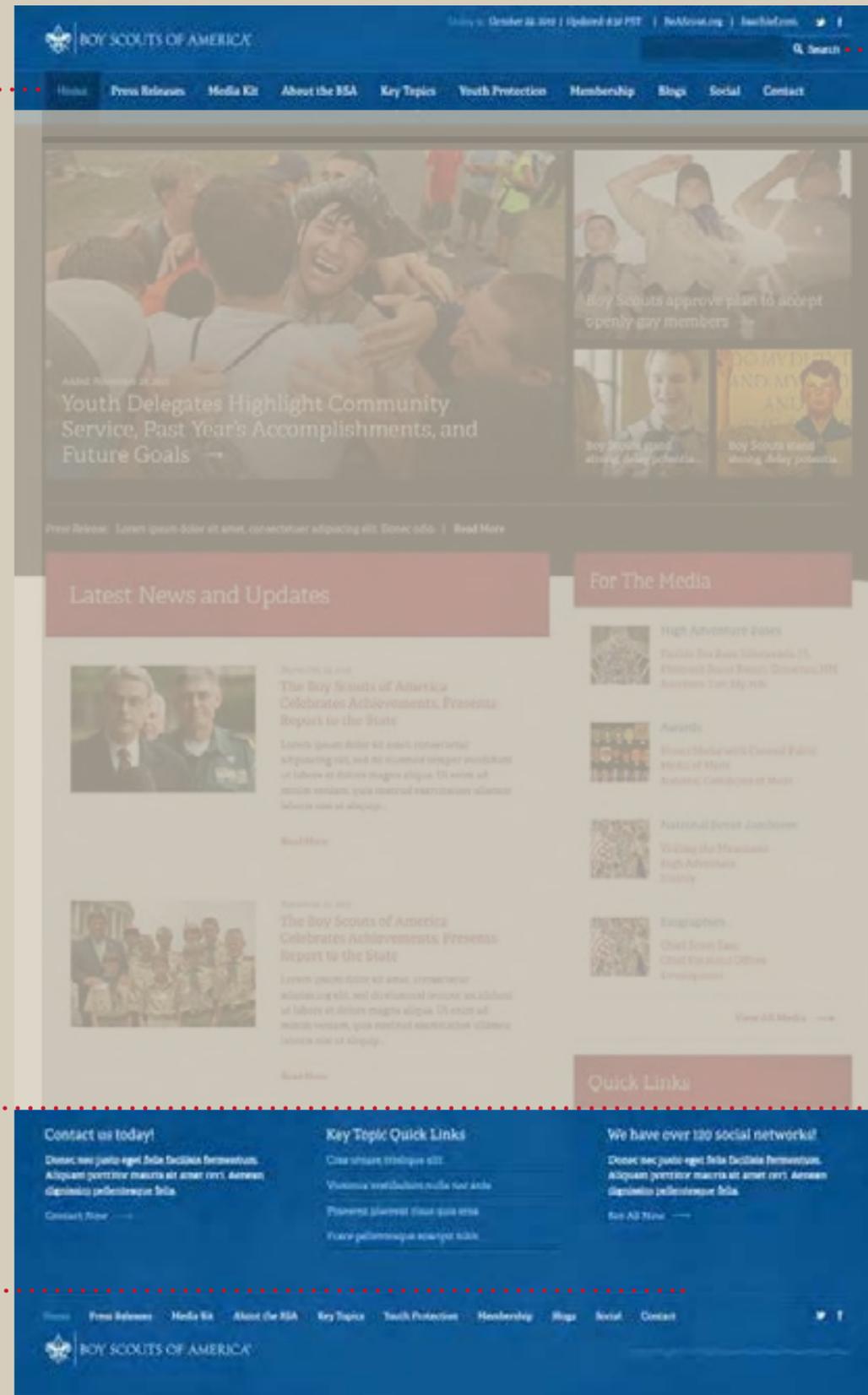
When planning your website, spend time organizing the site’s content — it will pay dividends as you write, design, and build.

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.

## Top Menu

**Top Navigation** should contain links to only the most important areas of the site, and describe those areas with simple language that the end user will understand.

Include as few items in your main navigation as possible — no more than seven or eight.



For large websites, a **search field** is recommended. It’s traditionally found in the top right of most webpages.

## Footer

**Important Documents** may be promoted in “touts” in the site’s footer, making them visible on every page.

**Footer links** are usually a replication of the main site menu, but can also include additional links (e.g., a link to a privacy policy, council website, etc.).



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# 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 webpages.

**All new BSA webpages 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

## 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.

For **Inputs**, use dark label text and an input with a light-colored background. A border and subtle drop shadow may help visually separate the input from its background. Do not put label text inside the text input. Use an asterisk label on fields that are required.

### DEFAULT STATE

**Text Input \***

**Select Input \***

Please select from the list below. ▼

**Select Input \***

Value 1  
Value 2  
Value 3  
Value 4  
Value 5

**Radio Inputs \***

Choice 1  
 Choice 2

**Checkbox Inputs \***

Choice 1  
 Choice 2

### ERROR STATE

**Text Input \***

This field is required.

**Select Input \***

Please make a selection (required). ▼

**Radio Inputs \***

Choice 1  
 Choice 2

**Checkbox Inputs \***

Choice 1  
 Choice 2

**Buttons** should have clear calls to action that are descriptive of their function ("Donate Now," or "Register for Camp"). Avoid generic labels like "Send" or "Submit." Use a consistent bold color for primary actions.

Clear Form

Give to Scouting



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# 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.

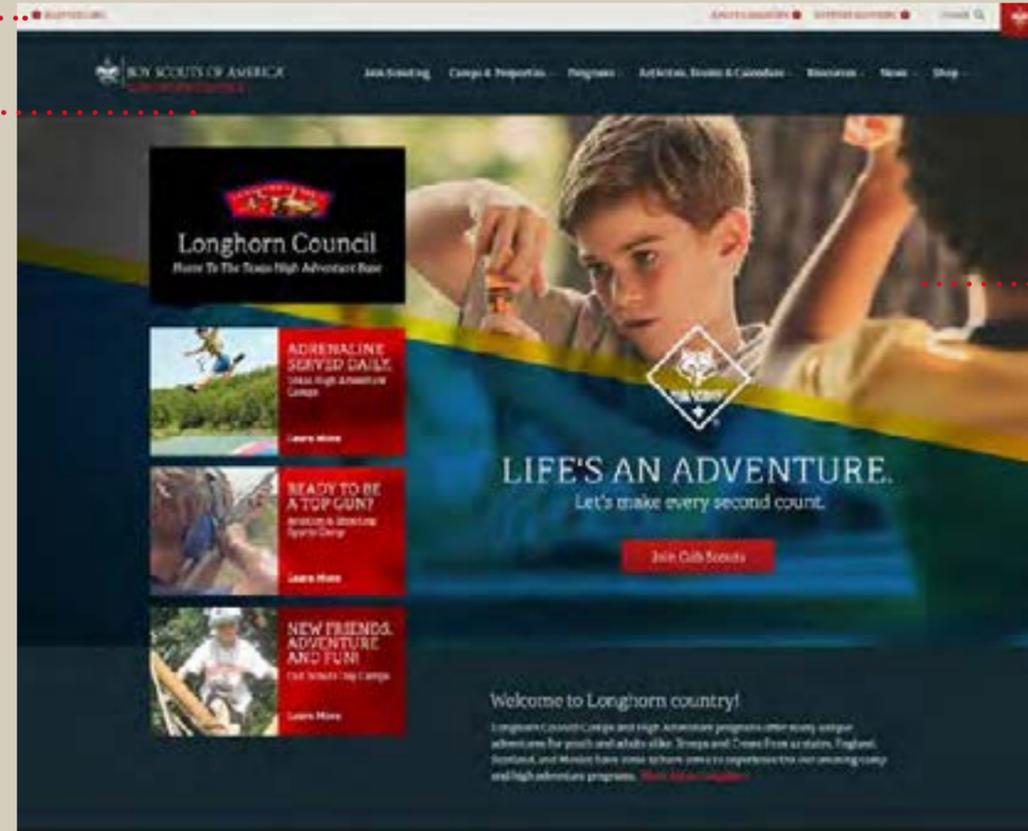
Do your very best to include them in your web project.

A link to [Scouting.org](https://www.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.

The **Boy Scouts of America 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.



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

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





# 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.

A Picture Is Worth 1,000 Words



### Venturing

Show, don't tell. What better way to recruit new Venturers 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.

# Mobile



# 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.

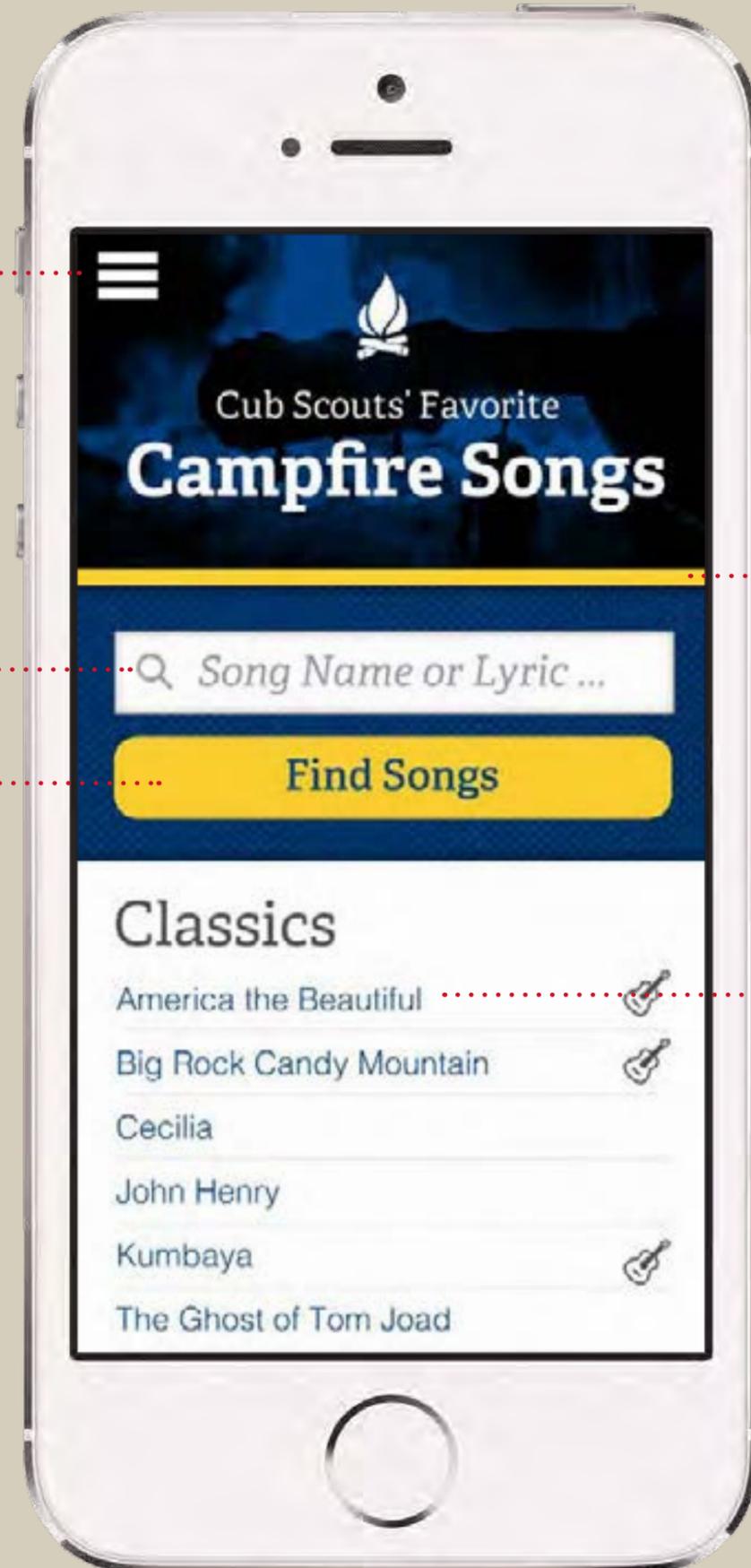
**Menu icons** should be used in lieu of bottom navigation.

**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 Scouting Blue as its primary colors.

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

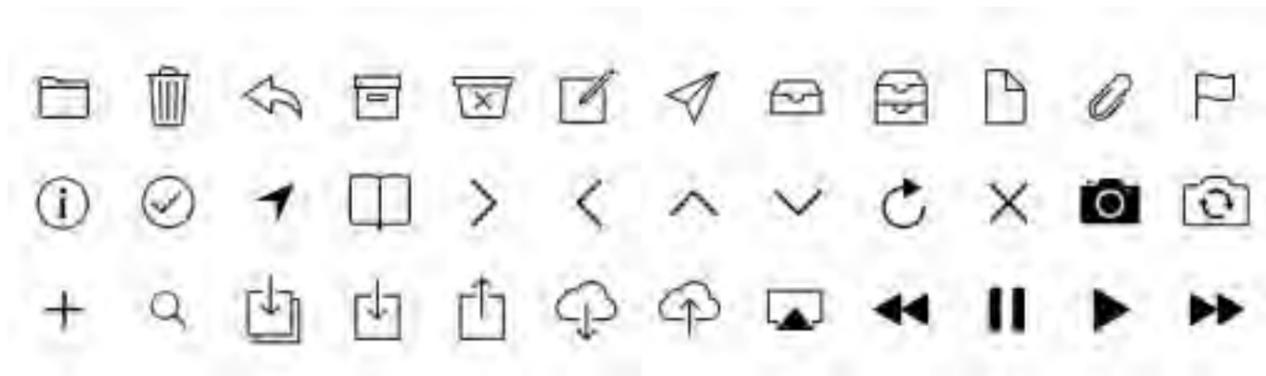




# Using Icons in Apps

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 the custom icon looking an awful lot like the official Archery merit badge, causing potential confusion for the user.

This is a standard **iOS Navigation Arrow**. Its design is derived from an arrowhead.

This is the **Archery merit badge**. Its chief design element is a graphic arrow.





# 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.

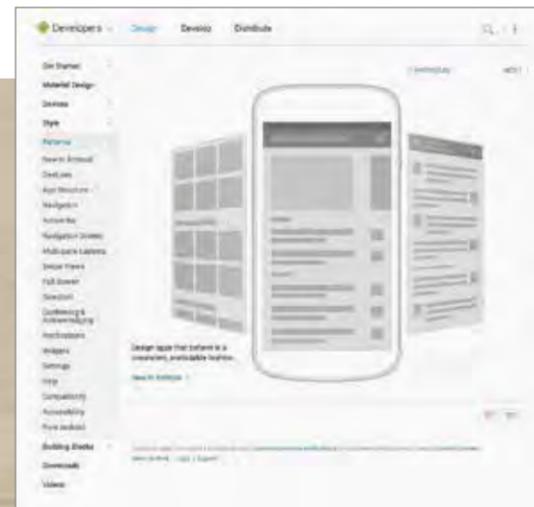
# Resources

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.*



[iOS \(Apple\) Human Interface Guidelines](#)



[Android Design Patterns](#)



[Design for Windows Runtime Apps](#)

## 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.

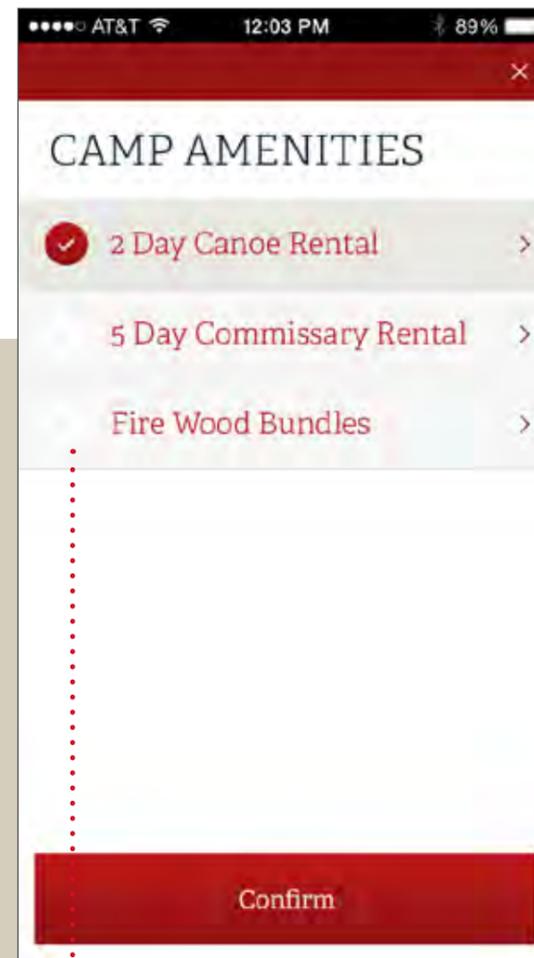


# Real-World Example: BSA Camp Registration App

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 Boy Scouts of America 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.

# Email



# HTML Email

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.

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.

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.



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 webpages, **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.

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

Channel labels in Arial Bold, Scouting Gray, 12 px.

Channel links in Arial, Scouting Blue, 12 px. Omit leading "www" and "http://" in human-readable link text. Use these prefixes in the underlying HTML link.

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

**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/BoyScoutsofAmerica

**Twitter:** @boyscouts

**Mailing Address:**

Boy Scouts of America  
ATTN: John Doe  
Department Name  
1234 Mailing Street  
Irving, Texas 75015-2079

[Get Directions](#)



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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 Gray, 12 px.

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



# 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 Boy Scouts of America.

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.

• **Color** should be determined by the brand you are working with. This is a BSA corporate ad that uses Scouting Blue and Scouting Red within the diagonal.

• **The appropriate brand logo** should appear on the ad in a highly visible place.

• **Use clear messaging with a call to action.**



• 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



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.

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.



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



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.

# 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.



## Official BSA Social Media Guidelines



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.





# 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.

## CREATING IMAGES DESIGNED FOR SHARING

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.

# 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, unposed 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 an arrow fly. It’s 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 URL discreetly 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.

[Click to play “Build an Adventure”](#)

A driving drumbeat and energetic acoustic guitar make this song feel energetic and inspired. A light banjo adds a traditional flair.

[Click to play “We Are Venturers”](#)

A talented acoustic guitarist/singer leads the song, with percussion provided by an unseen group of polyrhythmic hand-clappers, giving this vibrant song a modern folk feel.

# 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.



**Scouts BSA, “Rocketman”**

Slow motion and a myriad of interesting camera angles create a cinematic and dramatic snapshot of a day in the life of a 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:**

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