



# BOY SCOUTS OF AMERICA®

## BRAND IDENTITY GUIDE



Prepared. For Life.™



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## Purpose

### **Consider it your compass to the Boy Scout brand.**

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

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

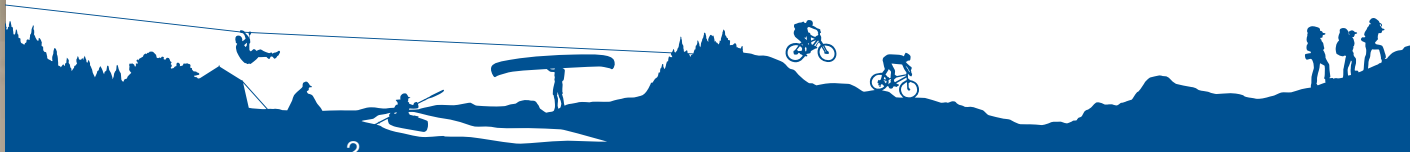


## Theme



## Prepared. For Life.™

It was there when man first walked on the moon. And when a president struck a blow to an iron curtain with a single speech. It was there when Scouts across the country rallied to provide relief in the wake of Hurricane Katrina. For the past 100 years, it has been in the heart of every Scout who ever overcame one of life's challenges. It is the value of being prepared. The core of Scouting and a statement that inspires a lifetime of character and service. As we look to a new century of Scouting achievements, we light a new fire in the next generation of Scouts. We shall instill in them the honor and integrity that comes with being a Scout. We will build their character and ensure they are prepared for something more. **We will prepare them for life.**



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



**Prepared. For Life.™**

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

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

### Boy Scout Brand Promise

For people who care about what is happening to kids, Scouting is the fun, exciting program that builds better young people.

### Unique Selling Proposition

Scouting's programs and outdoor adventures prepare young people for a lifetime of character and leadership.

### Boy Scout Brand Vision

Making our country better

### Boy Scout Brand Mission

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

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

# Theme Components

## 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:



**Prepared. For Life.™**

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



**Prepared. For Life.™**

**Two Color:**  
PMS 294 Blue  
PMS 186 Red



**Prepared. For Life.™**

**Four Color:**  
c:100 m:58 y:0 k:21  
c:0 m:100 y:81 k:4



**Prepared. For Life.™**

**Reversed**



**Prepared. For Life.™**

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



**Prepared. For Life.™**

**Two Color:**  
PMS 294 Blue  
PMS 186 Red



**Prepared. For Life.™**

**Four Color:**  
c:100 m:58 y:0 k:21  
c:0 m:100 y:81 k:4



**Prepared. For Life.™**

**Reversed**

**Prepared. For Life.™**

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

**Prepared. For Life.™**

**Two Color:**  
PMS 294 Blue  
PMS 186 Red

**Prepared. For Life.™**

**Four Color:**  
c:100 m:58 y:0 k:21  
c:0 m:100 y:81 k:4

**Prepared. For Life.™**

**Reversed**

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



**Prepared. For Life.™**

Do not reproduce in a tint or screen.



**Prepared. For Life.™**

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



**Prepared. For Life.™**

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



**Prepared. For Life.™**

Do not reproduce in color on a dark background.



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

# Brand Position, Personality, and Communication Elements



**Prepared. For Life.™**

## Built on strong character and values.

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

### Brand 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 boys' introduction to the great outdoors and, most important, a lesson on their place in it.

Now, let the adventure of a lifetime begin.

#### Leadership

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

#### Learning

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

#### Service

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

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



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

## 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.



**Scouting Red**  
Spot Color: Pantone 186  
Four-color Process:  
c:0 m:100 y:81 k:4  
Web page: #CE1126



**Scouting Blue**  
Spot Color: Pantone 294  
Four-color Process:  
c:100 m:58 y:0 k:21  
Web page: #003F87

### Corporate Trademark Usage

The following are examples of **acceptable** ways of reproducing the Boy Scouts of America corporate trademark:



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



**Two Color:**  
PMS 294 Blue  
PMS 186 Red



**Four Color:**  
c:100 m:58 y:0 k:21  
c:0 m:100 y:81 k:4



**Reversed**

The following are examples of **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.



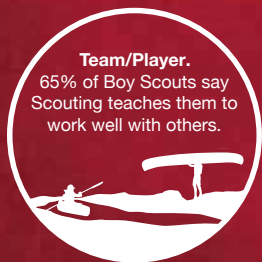
Do not reproduce  
in color on a dark  
background.



Do not truncate.



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



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





## Corporate Signature

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

**Scouting Red**  
 Spot Color: Pantone 186  
 Four-color Process:  
 c:0 m:100 y:81 k:4  
 Web page: #CE1126

**Scouting Blue**  
 Spot Color: Pantone 294  
 Four-color Process:  
 c:100 m:58 y:0 k:21  
 Web page: #003F87

### Corporate Signature Usage

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



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



**Four Color:**  
 c:0 m:100 y:81 k:4  
 c:100 m:58 y:0 k:21



**Two Color:** PMS 294 (Blue) and PMS 186 (Red)



**Reversed**

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



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



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



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.



## Boy Scouting



### Brand Platform

#### Boy Scouts. Be Prepared—for anything.

Most boys avoid obstacles. Boy Scouts seek them. They live for any opportunity to display their abilities while learning new skills. Camping is fun. Surviving a downpour in the middle of the night is an adventure. Cooking over a campfire is fun. Learning which wild berries are edible is survival. Spending a weekend in the woods is fun. Breaking camp without leaving a trace is admirable. These are invaluable experiences that can be had in Scouting. These are life lessons that transform today's Boy Scouts into tomorrow's leaders.



## Position and Identity

### Position (or Selling Points)

#### Boy Scouting Value

(Emphasis on families/youth 11–13)

Through Boy Scouting, you can go places, test yourself, and have one-of-a-kind adventures you can't get anywhere else.

#### Identity

##### The Universal Emblem Trademark

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



**Yellow**  
Spot Color: Pantone 116  
Four-color Process:  
c:0 m:20 y:100 k:0  
Web page: #FFCC00



**Brown**  
Spot Color: Pantone 463  
Four-color Process:  
c:50 m:80 y:100 k:30  
Web page: #996633



**Scouting Blue**  
Spot Color: Pantone 294  
Four-color Process:  
c:100 m:58 y:0 k:21  
Web page: #003F87



**Scouting Red**  
Spot Color: Pantone 186  
Four-color Process:  
c:0 m:100 y:81 k:4  
Web page: #CE1126

#### Universal Emblem Trademark Usage

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



**Four Color:**  
Brown - c:50 m:80 y:100 k:30  
Blue - c:100 m:58 y:0 k:21  
Yellow - c:0 m:20 y:100 k:0  
Red - c:0 m:100 y:81 k:4



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



**Reversed**

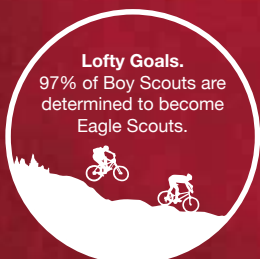
The following are **unacceptable** ways of reproducing the Boy Scouting program trademark:



Do not reproduce in a tint or screen.



Do not truncate.



**Lofty Goals.**  
97% of Boy Scouts are determined to become Eagle Scouts.

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



## Cub Scouting



### Brand Platform

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

The best way to find out what you do best is to do it. Swing a bat. Pitch a tent. Build a pinewood derby® car. Cub Scouts are at that magical age where everything is new and possible and, most important, fun. They live in a world of “firsts”—first home run, first campfire, first checkered flag—where their game plan is their imagination.

Their most valuable reward is the friends they make for life and a parent’s proud smile.

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



## Position and Identity

### Position (or Selling Points)

#### Cub Scouting Value

(Emphasis on families/youth 7–11)

Through Cub Scouting, you and your friends can see and learn fun, new things you can't get anywhere else.



#### Identity

##### Trademark

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



##### Cub Scout Blue

Spot Color: Pantone 294  
Four-color Process:  
c:100 m:48 y:0 k:44  
Web page: #003F87



##### Cub Scout Yellow

Spot Color: Pantone 116  
Four-color Process:  
c:0 m:10 y:100 k:0  
Web page: #FCD116

#### Trademark Usage

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



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



**Two Color:**  
PMS 294 Blue  
PMS 116 Yellow



**Four Color:**  
c:100 m:48 y:0 k:44  
c:0 m:10 y:100 k:0



**Reversed**

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



Do not reproduce in a tint or screen.



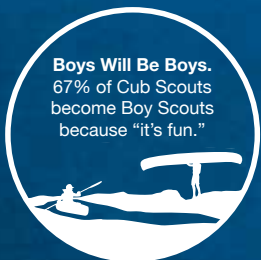
Do not alter the signature in any way, including changing the typeface or colors.



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



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



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



# Venturing



V E N T U R I N G · B S A

## Brand Platform

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

Life is a series of tests. Shooting the rapids. Rappelling a cliff. Writing a resume. Each one can be a setback, or a chance to shine. Working as a team, the young adults in every Venturing crew welcome the opportunity to pass these trials. A series of successes that build one upon another. Every person playing their role. No one more important than their partners. No challenge achievable without cooperation. These are invaluable experiences that can be had in Scouting. These are life lessons that transform today's Venturers into tomorrow's responsible adults.



## Position and Identity

### Position (or Selling Points)

#### Venturing Value

(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.

VENTURING® · BSA



#### Venturing Green

Spot Color: Pantone 349  
Four-color Process:  
c:100 m:0 y:90 k:40  
Web page: #006B3F



#### Venturing Yellow

Spot Color: Pantone 116  
Four-color Process:  
c:0 m:10 y:100 k:0  
Web page: #FCD116

#### Trademark and Signature Usage

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



VENTURING · BSA

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



VENTURING · BSA

**Two Color:**  
PMS 349 Green  
PMS 116 Yellow



VENTURING · BSA

**Four Color:**  
c:100 m:0 y:90 k:40  
c:0 m:10 y:100 k:0



Reversed

The following are examples of **unacceptable** ways of reproducing the Venturing program trademark and signature:



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.



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



## Sea Scouting



### Brand Platform

**Sea Scouting. Live the Adventure. Navigate the World.**

It's about sailing a tall ship. Snorkeling. Swimming. And row, row, rowing a boat into one adventure after another. It's the call of the sea—where Sea Scouting replaces ancient mariners with savvy crews of young sailors seeking thrills around every turn. Sea Scouts learn a myriad of maritime skills while forging lifelong friendships. Every adventure is powered by tactical and technical know-how learned while experiencing the real thing. All hands on deck involves rolling up sleeves and running a tight ship. Charting a course for success in any waters. Sea Scouting is an opportunity to sail into the future and beyond.





## Position and Identity

### Position (or Selling Points)

#### Sea Scouting Value

(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

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

**Sea Scout Black**  
Four-color Process:  
c:0 m:0 y:0 k:100  
Web page: #000000

**Sea Scout Dark Gold**  
Four-color Process:  
c:0 m:33 y:98 k:36  
Web page: #996600

**Sea Scout Light Blue**  
Four-color Process:  
c:34 m:17 y:0 k:7  
Web page: #9AB3D5

**Sea Scout Dark Blue**  
Four-color Process:  
c:100 m:72 y:27 k:33  
Web page: #003366

**Sea Scout Light Yellow**  
Four-color Process:  
c:0 m:14 y:75 k:3  
Web page: #FFCC66

**Sea Scout Dark Yellow**  
Four-color Process:  
c:0 m:25 y:100 k:0  
Web page: #FFCC00

**Sea Scout Dark Brown**  
Four-color Process:  
c:0 m:61 y:100 k:3  
Web page: #330000

**Sea Scout Light Brown**  
Four-color Process:  
c:0 m:21 y:38 k:34  
Web page: #B39475

**Sea Scout Red**  
Four-color Process:  
c:0 m:100 y:100 k:50  
Web page: #990000

**Sea Scout Gold**  
Four-color Process:  
c:0 m:26 y:98 k:16  
Web page: #CC9900

#### Trademark Usage

The following are **acceptable** ways of reproducing the Sea Scouting trademark.



**Four Color:**  
See color swatches  
above for complete  
breakdown.



**Two Color:**  
PMS 294 Blue  
PMS 186 Red



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



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

The following are examples of **unacceptable** ways of reproducing the Sea Scouting program trademark and signature:



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.



# Scouting Architecture

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

## Corporate Brand:

Boy Scouts of America



Think of the Boy Scouts of America as the big brother of Scouting. It's the overarching brand of all other Scouting sub-brands and brand extensions.

## Scouting Sub-Brands:

Cub Scouting



Boy Scouting



Venturing



Little kids to young adults. Boys and girls. Shy or adventurous. From age 7 to 21, there's a Scouting home for everyone, with room for advancement throughout the organization.

## BSA Extensions

- High-adventure bases



- National Scouting Museum



- National Scout jamboree



- Order of the Arrow



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



# 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.



NATIONAL  
SCOUTING  
MUSEUM

### Mission

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

### Brand Vision

Making our country better

### Brand Personality

Legacy, historical, whimsical, fun

## Order of the Arrow

### Value Proposition

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



### Mission

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

### Brand Vision

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

### Brand Personality

Honorable, cheerful service, environmental stewardship, camping spirit



# BSA Identity Guidelines

## 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



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

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

## Fonts

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

**Printed Material:** Times New Roman/**Bold/Italic**   **Online Messages:** Arial/**Bold/Italic**

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Helvetica Narrow Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Example: **Prepared. For Life.™**

### Arial

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



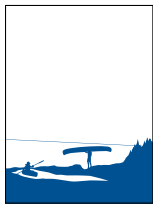
## Corporate Identity

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.

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

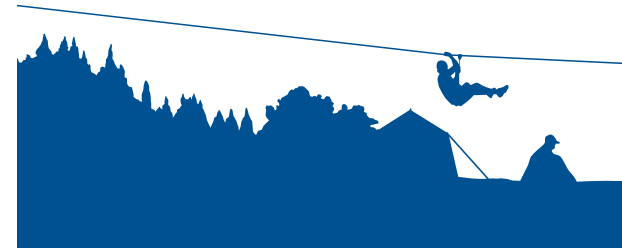


**One Color:**  
Blue or any dark color may be used.

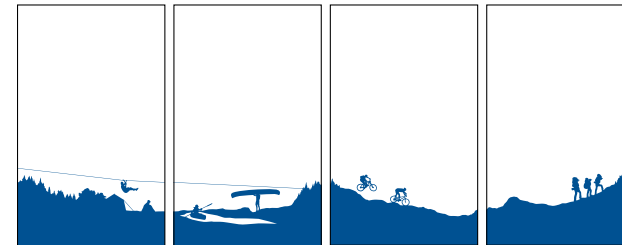


**Reversed**

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



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



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

The following are examples of **unacceptable** ways of reproducing the corporate identity:



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.

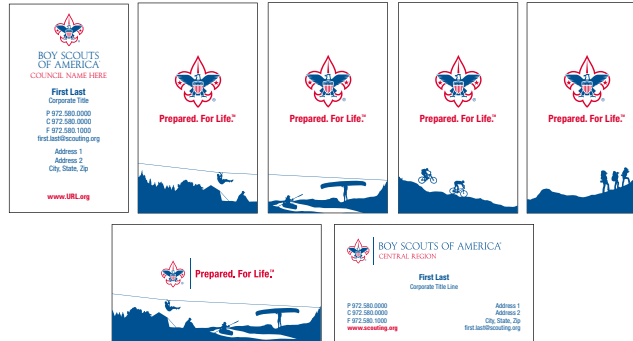
# Stationery and Signature

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

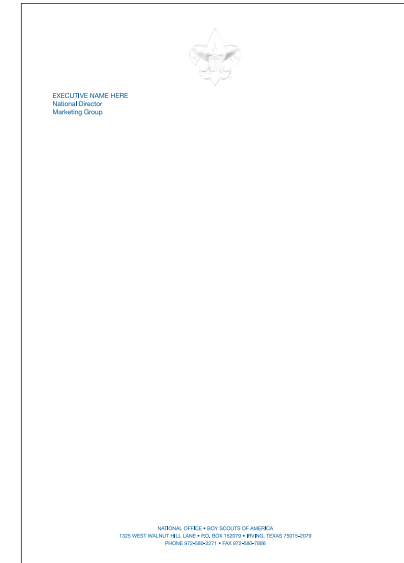
## Letterhead



## Business Card



## National Council Executive Stationery



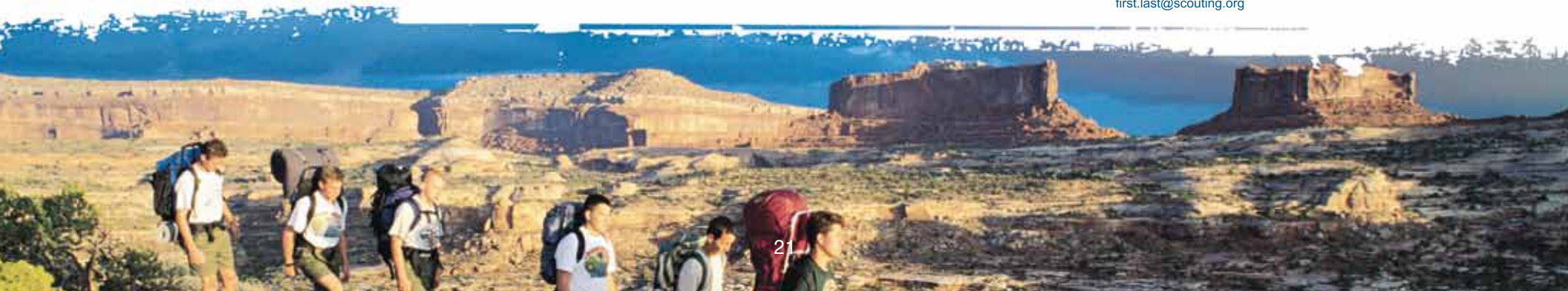
## E-Signature

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

## Envelope



## Signage

### Exhibit and Signage Display

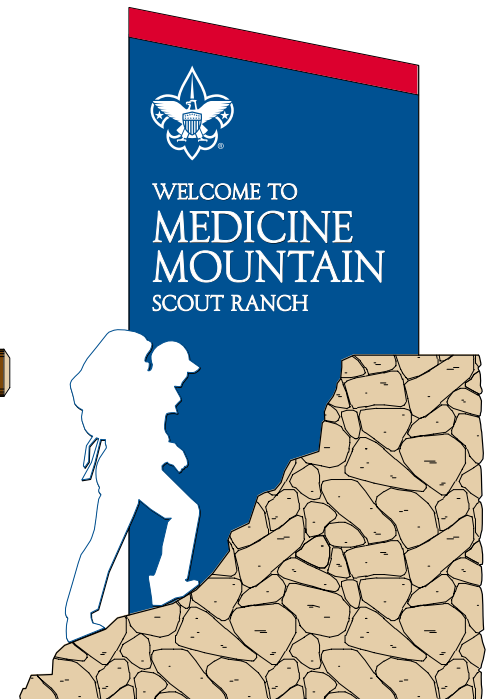
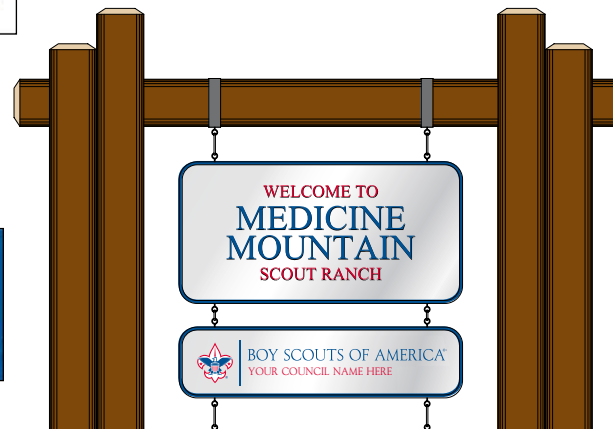
When it comes to standing out in a crowd, sometimes less truly is more. Keep signage simple by using approved brand identity elements, fonts, and photography. The Prepared. For Life.™ trademark and Boy Scouts of America signature should be used appropriately to strengthen the message and brand.

### 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*, located online at [http://www.scouting.org/filestore/marketing/pdf/Brand\\_Identity\\_Guide\\_for\\_Building\\_Signage.pdf](http://www.scouting.org/filestore/marketing/pdf/Brand_Identity_Guide_for_Building_Signage.pdf).







## 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).

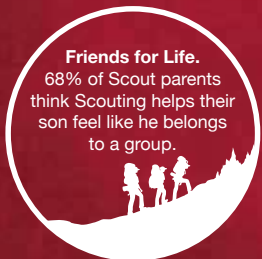


## Uniforms

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 at [www.bsauniform.org](http://www.bsauniform.org) for an interactive source for uniform essentials.

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



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

## Trademark and Logo Protection

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

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

An attribution statement must be placed at the bottom of any advertisement or poster that clearly identifies trademarks or

design marks of the Boy Scouts of America. This might read as follows: "BE PREPARED is a registered trademark of the Boy Scouts of America." For additional guidance, visit [www.scouting.org/licensing](http://www.scouting.org/licensing).

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

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



# Multimedia Guidelines

## Web Design

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

There are five important elements to building an effective website:

- **Know your audience.** Websites should be structured so the visitor can find the information. Don't create the categories based upon organizational structure.
- **Clean design.** Websites should be treated no differently than any other marketing materials. Use the approved brand identity elements, colors, and online font—Arial.
- **Simple navigation.** A menu bar that contains all available pages and a link back to the homepage invites visitors to explore your website.
- **Interactive opportunities.** Digital content has an enormous advantage over printed material—interaction. Encourage visitors to share thoughts by creating interactive elements such as polls, a monitored forum board, or a blog.
- **Plan for timely and appropriate content.** Develop an editorial calendar to ensure that you are continually updating your site. This creates a “sticky” site that brings visitors back. Even short updates about past events, upcoming outings, or a regular blog entry can increase site traffic. See Web Content Guidelines on page 27 for more information.



## Web Content

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.

## Key Considerations for Social Media

Social media can be a powerful tool for sharing the joys and triumphs of Scouting, but it should be managed properly to help ensure that it remains beneficial. Below are some basic considerations for using social media in a Scouting capacity. See the complete Boy Scouts of America Social Media Guidelines at <http://www.scouting.org/Marketing/Resources/SocialMedia.aspx> for full details.

- Use forethought, care, and responsibility when creating and maintaining social media channels where people share information and media about Scouting.
- Adhere to the terms of service and existing guidelines outlined by each individual social media channel such as Facebook, Twitter, and YouTube.
- Abide by the guidelines outlined in the Scout Oath and Scout Law, as well as BSA Youth Protection policies when participating in social media activities. That includes following recommended Scouting Safely guidelines (including the use of proper safety equipment) when displaying photos and/or videos of Scouts and leaders on a social media channel.
- Follow the spirit of two-deep leadership and keep social media channels and all communication on or through them public. Designate at least two administrators who have access to the login, password, and channel management/monitoring information.
- Use the guidelines set forth on the BSA National Council Facebook Info Tab in its digital contract at <https://www.facebook.com/BoyScoutsofAmerica>.
- Before creating a Facebook page, consider whether designated administrators will be able to monitor that page and post content consistently to help ensure that only appropriate content is posted.
- Do not give out Scouts' personal information (e.g., last name, phone number, home address) on social media channels.
- Never post questionable content or respond to someone else's content in a way that could reflect poorly on yourself or the BSA.
- Be timely in updating social media channels and responding to information requests on social media channels.
- Understand that the public may view your social media activities, and members of the public may engage in an online dialogue with you as a result.
- Do not do anything on a social media channel that reflects poorly on you, other individuals in your council or unit, the BSA, or anyone else.

Should you have questions not covered here regarding any of the guidelines and/or recommendations or concerning the use of a specific social media channel, please contact the BSA National Council social media team at [social.media@scouting.org](mailto:social.media@scouting.org).



## Photography and Video

An image of Scouts having fun is a powerful tool to grab attention. Use these guidelines when picking the perfect subject for your project.

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

**Appropriate:** Scouts in action having fun, images of Scouts in their uniforms looking sharp. In general, choose those moments you never want to forget.

**Diversity:** Scouting welcomes all sizes, ethnicities, and faiths. Any photography or video should reflect that.

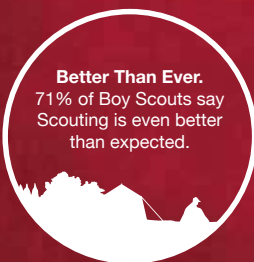
**Natural Setting:** Scouts are most at home when they're outdoors. Show them experiencing all that nature has to offer.

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

**Specifications:** Specifications can vary from project to project. Shoot images in the highest possible resolution. This is a good rule of thumb whether the asset is for print or digital use.

All photos and videos should have proper, signed releases. The official BSA Talent Release form is available for download from the Marketing Toolbox, [www.scouting.org/marketing](http://www.scouting.org/marketing).

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.



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

## PowerPoint 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 below, are available in addition to standard format.
- Download compliant PowerPoint files at [www.scouting.org/scoutsource/marketing/resources/powerpoint](http://www.scouting.org/scoutsource/marketing/resources/powerpoint).

### Large-screen format



### Standard format





**BOY SCOUTS OF AMERICA**

Home Media Donate Get Involved Shop Sponsors Youth Protection MyScouting

Marketing Cub Scouts Boy Scouts Venturing Commissioners Scouting Safely Outdoor Membership

INFORMATION CENTER | Boy Scouts of America » Information Center » Language of Scouting

**Language of Scouting**  
All Terms and Style Items  
Position Definitions  
Abbreviations and Acronyms  
State and Territory Abbreviations

**Insignia Guide**  
Publications  
Emergency Preparedness BSA  
Keys to Safe Driving

**Strategic Plan Progress Report: Summer 2012**  
Scouting Honors Distinctions  
Scouting Honors  
Scouting Ambassador Program

This reference is the Boy Scouts of America's definitive resource on terms and style specific to Scouting and this organization. The *Language of Scouting* encompasses style, usage, grammar, and spelling norms observed by the Boy Scouts of America and used by the Marketing Group and Communication Services Department at the national office. These standards have been developed so that the BSA can disseminate resources and other information in the most professional, consistent, coherent, and uniform manner for all forms of communication—printed, electronic, and so forth.

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

For questions about style, usage, grammar, and spelling, feel free to call the Grammar and Writing Style Hot Line at 877-580-2334.

**Resources**

- Alphabetical Listing of Terms and Style
- National and Local Council Professional (and Some Paraprofessional) Positions
- Abbreviations and Acronyms Commonly Used in Scouting
- State Abbreviations

**Terms and Style**  
Click here to view the complete Terms and Style Guide, for grammar, spelling, and style norms.

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## The Language of Scouting

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View the *Language of Scouting* at <http://www.scouting.org/scoutsource/Media/LOS/.aspx>.



**Prepared. For Life.™**

For marketing resources, see the Marketing Toolbox  
at [www.scouting.org/marketing](http://www.scouting.org/marketing).



BOY SCOUTS OF AMERICA  
1325 West Walnut Hill Lane  
P.O. Box 152079  
Irving, Texas 75015-2079  
[www.scouting.org](http://www.scouting.org)

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