



BRAND IDENTITY GUIDE
BOY SCOUTS OF AMERICA

May 2009

Message from Chief Scout Executive Robert J. Mazzuca

The Boy Scouts of America's brand identity represents the essence of a movement that has been part of American culture for almost 100 years. It represents the commitment of more than 50 million alumni and countless volunteers who embody the numerous experiences we call American life. In short, our brand is an expression of all that we stand for.

A carefully managed and strategically implemented brand identity program is vital for any competitive organization. In this guide, you will find the graphic and style elements necessary to help you manage your communications projects. These guidelines are in place to ensure the correct and consistent use of the BSA brand.

By accurately implementing these guidelines, you will protect decades of brand equity and help position the BSA for the next 100 years of success.



Robert J. Mazzuca
Chief Scout Executive

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Managing the Brand

What is a brand?

A brand is a collection of experiences that people have with an organization. It's not just a logo, a tag line, or an advertisement.

A brand is a set of fundamental principles as understood by anyone who comes into contact with an organization. It is an organization's "reason for being;" it is how that reason is expressed through the various communications to its key audiences, including employees and volunteers.

Built over time, a brand is ultimately what people expect from an organization. A well-crafted brand gives the company or product personality and evokes emotional and subliminal characteristics that are not necessarily found in the product or organization.

All of our communications—from our printed materials and Web site, to how we answer the phone—should reflect our brand.

A brand is a promise. It is what people expect from an organization or product. A well-crafted brand can give a product or organization a personality. Nike, Disney, Volvo, and Apple are all brands with personalities built by consistent branding.

This means that our brand is never completely under our control. However, the physical expression of the brand is one element we can control in order to promote it. This guide was developed to help convey our brand consistently and recognizably across all printed and electronic communications. We all have a hand in building the brand. When we stray from our own brand guidelines, we weaken the brand. Everyone is encouraged to learn our BSA brand guidelines and follow them faithfully.



What are the Attributes of the Scouting Brand?

To be effective and useful, brand statements and ideas should be clear and simple. An in-depth look shows that the brand contains several things: a promise, a vision, and a personality.

Brand Promise

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

The Brand Promise is the position the BSA brand occupies in the minds of our target audience—youth and families. Use this to guide the overall development of your marketing materials.

Brand Vision

Making Our Country Better

The Brand Vision is our guiding insight into the world. It is an articulation of why the BSA exists. It is a directional and aspirational statement, not a tag line to be used in advertisements.

Brand Personality

Trustworthy

Adventurous

Patriotic

Faithful

The Brand Personality is the attribution of human traits to the BSA brand as a way to differentiate it from other youth-serving organizations. These traits are found throughout the brand—from its advertising and communications, to the way its employees represent the brand. These are traits to emphasize when looking to identify BSA's unique qualities.

Scouting's Brand Architecture

The Scouting family of brands is broad. It includes the corporate brand of the “Boy Scouts of America,” three core brands which include Cub Scouting, Boy Scouting, and Venturing, and sub brands which include the National Council’s High-Adventure bases, the National Scout Jamboree, and many others.

Definitions:

Corporate Brand: Boy Scouts of America is the overarching brand of the organization. All other Scouting branded entities exist under the corporate brand.

Core Brands: Cub Scouting, Boy Scouting, and Venturing make up the Scouting program. They serve distinct segments of our membership, defined by the age and

gender of our members. These interlocking programs should not stand alone, but exist in a continuum serving young people from 7 to 21 years in age.

Sub Brands: These entities include our high-adventure bases, National Scouting Museum, BSA Foundation, and the National Scout Jamboree. They are strategic business units of the BSA and benefit from a brand identity separately affiliated with the corporate or core brands. There are also sub brands that reflect specific program initiatives and events.



Uniforms

Scouting uniforms are among the most well defined and closely protected symbols within the Scouting brand. Uniforms help create a sense of belonging among our members and symbolize character development, citizenship training, and personal fitness. For detailed information on proper uniform wear and placement of badges and insignia, consult the *Insignia Guide* (ref.)



Five Elements of the Scouting Brand

Consistency in communication is as important as it is with logos and marks. There are five elements that encompass the foundation of the Scouting brand: Leadership, Achievement, Character, Service, and Outdoors. They serve as a communication platform from which you can talk about any aspect of Scouting. Focusing our messages on these elements will help provide consistency and clarity as you develop your communications and messaging.

Leadership

Scouting's purpose is to prepare young people for a lifetime of leadership. Our nation will never outgrow the need for thoughtful, responsible leadership. The values and lessons of Scouting will never go out of style.

Achievement

The Scouting experience includes learning valuable skills and achieving meaningful goals. The Boy Scouts of America promotes action—taking initiative to do things that better individuals, strengthen relationships, and support communities.

Character

Through its methods and program, Scouting helps shape and build in youth the many qualities that guide good decision-making in life. Scouting's lessons last a lifetime.

Service

The commitment by adults helps build a straight road for our youth to follow into the future. Scouting helps youth of America find—in themselves and in the world around them—more than they thought possible.

Outdoors

Learning to appreciate our world and our place in it remains essential to the Scouting experience. Youth today face many distractions. Scouting promotes active involvement in the enduring nature of the Scouting experience.



Five Elements of the Scouting Brand



BSA Mission

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.

BSA Vision

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

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

Scout Law

Trustworthy
Loyal
Helpful
Friendly
Courteous
Kind
Obedient
Cheerful
Thrifty
Brave
Clean
Reverent



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 its “emblems, badges, descriptive and designating marks” in connection with carrying out its purposes.

These and all art or logotypes obtained from the National Council, Boy Scouts of America, 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. 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 that the artwork or logotype is the subject of a U.S. Trademark Registration Certificate, then 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.

While councils and others in the Scouting community promote the brand, care should be exercised when the ® symbol is affixed to communications. The Boy Scouts of America reserves the right to regulate use of trademarks and constrain it when necessary.

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).

Place a statement 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.”

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

Boy Scouts of America Identity Components

For the purposes of this manual, the Boy Scouts of America identity components are defined as follows:

Trademark—The universal emblem consisting of the fleur-de-lis with eagle, shield, and two five-pointed stars. This treatment uses only the trademark of the Boy Scouts of America and should be used when the organization's identity is established in the product's use or immediate area of distribution. It is primarily a graphic device and should be used accordingly. The registration mark should appear at the lower right of the emblem.



Boy Scouting Trademark Usage

The following are acceptable ways of reproducing the trademark.

One Color:



Black or any dark color may be used.

Two Color:



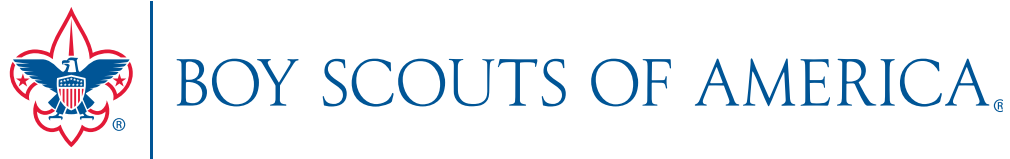
Four Color:



Reversed:



Signature—The combination of the trademark and the specially configured expression “Boy Scouts of America” in configurations described in *Boy Scouts of America Signature Usage*.



Colors—The following colors are the only color reproductions for use in presenting the organization trademark and standard:



Boy Scout Red

Spot Color: Pantone 186

Four-Color Process: 0% Cyan, 100% Magenta, 70% Yellow, 0% Black



Boy Scout/Cub Scout Blue

Spot Color: Pantone 294

Four-Color Process: 100% Cyan, 50% Magenta, 0% Yellow, 20% Black

Boy Scouts of America Trademark and Signature Usage

The signature incorporates both the trademark and specially letter-spaced expression “Boy Scouts of America.” Note that the trademark and type are used as a unit. The spatial relationship between the two elements is to be maintained and not modified in any way. When applicable, the registration mark should appear in the lower right-hand quadrant of the logo.

The following are the various ways of reproducing the signature:

One Color:



Black or any dark color may be used.

Four Color:



Two Color:



Reversed:

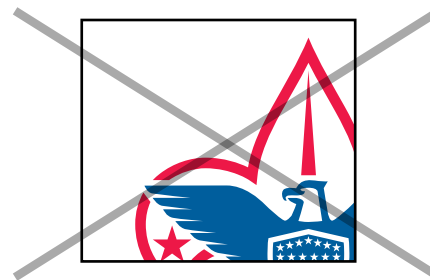


The following are **unacceptable** applications of the trademark.

Do not reproduce the trademark in any tint or screen.



Do not truncate the trademark.



The following are examples of **unacceptable** applications of the signature.

reproduce the signature in all red on two-color or four color pieces.



alter the signature in any way, including changing the typeface.



reproduce the signature in any tint or screen.



reproduce the signature in color on a dark background without reversing the type.



Boy Scouting Identity Components

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.

The BSA universal emblem consists of the fleur-de-lis with a stylized eagle, shield, and two five-point stars below the eagle's wings, and is presented in a three-dimensional format.

This emblem is printed in four-color process and can also be rendered in one color as line art.



The following are **unacceptable** applications of the universal emblem.

Individual components of the universal emblem should never be broken apart and used separately.

Do not reproduce the universal emblem with any tint or screen.



Do not truncate the universal emblem.



Cub Scouting Identity Components

For the purposes of this manual, the Cub Scouting identity components are defined as follows:

Trademark—The emblem consisting of a wolf, the words “Cub Scouts,” and a fleur-de-lis. It is primarily a graphic device and should be used accordingly.



Colors—The following colors are the only color reproductions for use in presenting the Cub Scout trademark:



Cub Scout/Boy Scout Blue

Spot Color: Pantone 294

Four-Color Process: 100% Cyan, 50% Magenta, 0% Yellow, 20% Black



Cub Scout/Venturing Yellow

Spot Color: Pantone 116

Four-Color Process: 0% Cyan, 10% Magenta, 100% Yellow, 0% Black

Cub Scouting Trademark Usage

The trademark incorporates the wolf, the specially letter-spaced expression “Cub Scouts,” and a fleur-de-lis. Note that all elements are used as a unit. The spatial relationship between the elements is to be maintained and not modified in any way. When applicable, the registration mark should appear at the lower right of the trademark.

The following are the various ways of reproducing the trademark:

One Color:



Black or any dark color may be used.

Two Color:



Four Color:



Reversed:



The following are examples of **unacceptable** applications.

Do not reproduce the signature in any tint or screen.



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



Do not add a drop shadow.



Do not add a glow effect.



Do not add a bevel effect.



Venturing Identity Components

For the purposes of this manual, the Venturing identity components are defined as follows:

Trademark—The universal emblem consisting of the diamond with the mountain, crossbar, and “V”.
When applicable, the registration mark should appear at the lower right of the trademark.



Signature—The combination of the trademark and the specially letter-spaced expression “Venturing BSA” in configuration.



V E N T U R I N G ® · B S A

Colors—The following colors are the only color reproductions for use in presenting the program trademark and signature:



Venturing Green

Spot Color: Pantone 349

Four-Color Process: 100% Cyan, 0% Magenta, 90% Yellow, 40% Black



Cub Scout/Venturing Yellow

Spot Color: Pantone 116

Four-Color Process: 0% Cyan, 10% Magenta, 100% Yellow, 0% Black

Venturing Signature Usage

The signature incorporates both the trademark and specially letter-spaced expression “Venturing BSA.” Note that the trademark and type are used as a unit. The spatial relationship between the two elements is to be maintained and not modified in any way. When applicable, the registration mark should appear at the upper right-hand shoulder of the last letter.

The following are the various ways of reproducing the signature:

One Color



Two Color/Four Color



Reversed



Black or any dark color may be used.

The following are examples of **unacceptable** applications.

Do not reproduce the logo in a gradient.



Do not reproduce the logo in any tint or screen.



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



Do not reproduce the logo in color on a dark background without reversing the type.



Do not add a drop shadow.



Do not add a glow effect.



Do not add a bevel effect.



Group/Department/Team Designation

The following graphic treatment may be used to identify individual workgroups within the National Council. This treatment must be used on internal and external communication when individual identification is necessary, i.e., department workspace signage, print materials for public distribution, etc.



OUTDOOR ADVENTURES
BOY SCOUTS OF AMERICA



COMMUNITY
BOY SCOUTS OF AMERICA
ALLIANCES



Other Uses of Signage

Exhibit and Signage Display

Displays and signage should reflect a coherent message and a controlled use of fonts, colors, and images. Simple is almost always better.

The elements of the BSA signature (see page 12) should not be mixed or compromised in any way (see page 16).

Architectural Signage

Location and building signs should use the font and colors of the BSA signature. Signs may be matte-finished in approved colors or rendered in metal or stone.

Principal locations (name of building or facility) should include the corporate logo, separated by a vertical rule or stacked (see page 28). For more information, contact Brand Management at 972-580-2442.



100th Anniversary Graphic Elements

These are some of the approved elements for use in conjunction with the 100th Anniversary event. These elements can be used alone or with the Boy Scouts of America corporate logo or signature.

For other examples of BSA-approved 100th Anniversary elements, go to www.scouting.org/100years.

BOY SCOUTS OF AMERICA
100 YEARS OF SCOUTING



100 YEARS OF SCOUTING
Celebrating the Adventure ★ Continuing the Journey



100 YEARS
Celebrating the Adventure ★ Continuing the Journey
OF SCOUTING



The following are examples of **unacceptable** applications.

Do not truncate the 100th anniversary graphic elements.

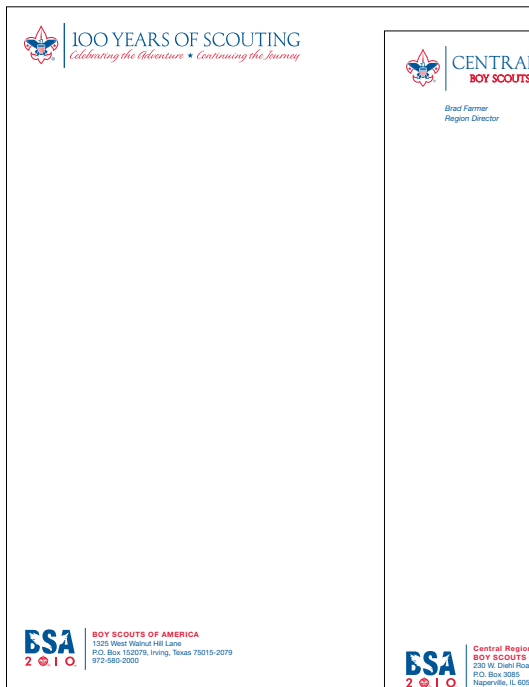


Do not reproduce the 100th Anniversary graphic elements with any tint or screen.



BSA-approved Stationery/Signature

Letterhead



Envelope

Buckslip



Business card



E-mail Signature

John Doe
Title

BOY SCOUTS OF AMERICA
1325 West Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079
972.580.2000 • Office
972.580.2001 • Fax



BSA-approved Fonts

The BSA has approved the following typefaces for body text.

- Times New Roman/**Bold**/*Italic* (*preferred for printed text*)
- Arial/ **Bold**/*Italic* (*preferred for screen/online text*).

These typefaces are widely available without a license.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog

Web Standards

Branding is just as important a consideration for Web-based communications as for print. As digital communication continues to expand, the BSA will apply the same standards for disciplined use of brand marks as it has for print.

The Web further requires its own standards for look and feel, navigation, and organization of content. As BSA Web communications evolve, style guides and templates will be created for all Scouting-branded sites.



Good Web design applies logos and marks consistently.

Web Guidelines

The BSA has developed specific guidelines that go beyond appearance and function to operational matters. These apply to sites operated on behalf of National Council, Supply, regions, camps and bases as well as local councils:

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

These guidelines regulate advertising, e-commerce, personal information, out-linking; the BSA also pays close attention to how Web publications use personal information that may affect the privacy of members and employees.

Video/Audiovisual

COPYRIGHT 2009
BOY SCOUTS OF AMERICA

Video/screen signature, credits, copyright specification

The BSA signature may be animated or constructed out of its elements in any appropriate manner as long as it is intact when the action stops or resolves.

The video signature shall be used as a header and shall be on screen no fewer than two seconds in its resolved state. <http://dev2.scouting.org/brand.html>

A copyright card shall appear as a program footer in white letters, reversed over a black background on its own screen for no fewer than two seconds. The copyright line shall be no less than X pixels tall on two lines and read “Copyright XXXX, /Boy Scouts of America.” Arial typeface is permitted if Helvetica Neue is not available.



Onscreen Graphic

A digital onscreen graphic can be used in lieu of the video signature program header or BSA copyright footer in Web or multimedia applications. The image should be placed within the image-safe area on the upper right of the screen at a pixel size of (25X25p) for Standard Definition and (50X50p) for High Definition.

Audio Signature

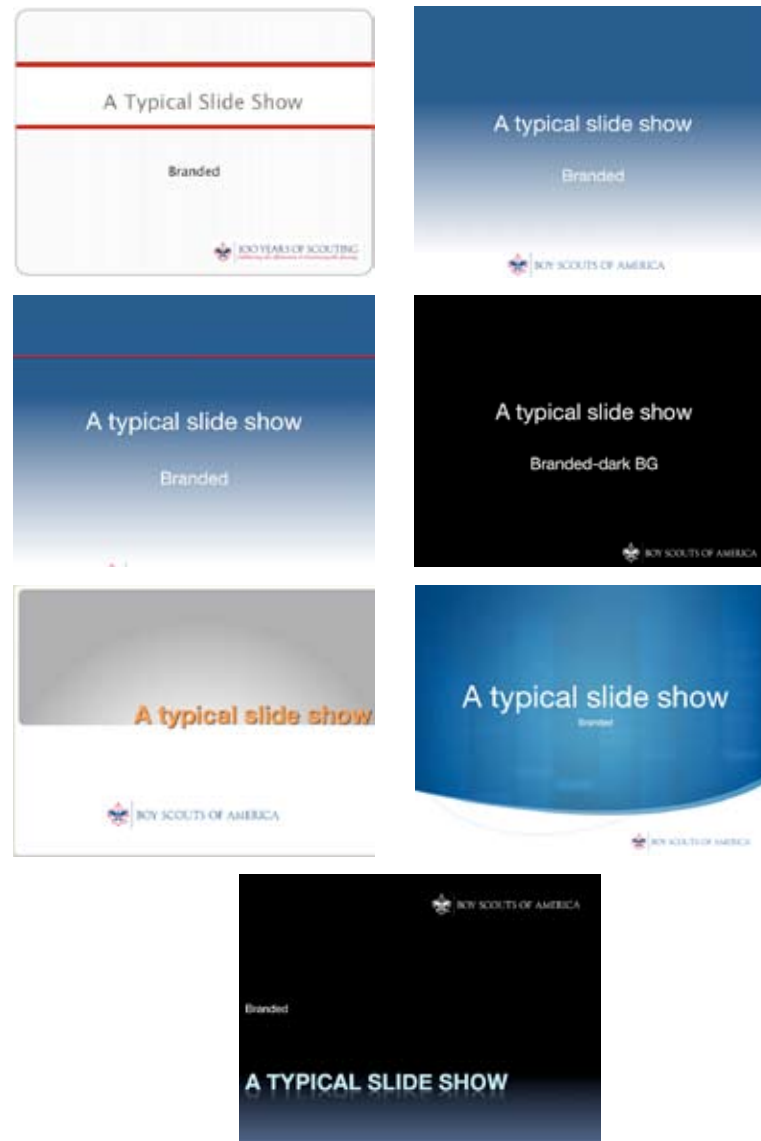
The audio signature should be the same used in the video with these spoken words over a musical cue: “This is a production of the Boy Scouts of America.”



Screen Presentations

Screen presentations are powerful branding opportunities and deserve the same respect as print media in terms of the brand. Because the software for making screen presentations (MS PowerPoint, Apple Keynote, Adobe Flash, CorelDraw, etc.) is so widely distributed, several examples of compliant ppt. files are available at www.scouting.org/marketing/resources/powerpoint. When developing ppt. presentations, please include the following:

- Use only the approved BSA signature for corporate branding purposes.
- The signature should be no less than 10% of the screen height (safe area) and used only over white or in its reversed form over black or dark colors.
- The signature should not be screened back, distorted or colored in a non-standard manner.
- Other logos or brand elements should not be mixed or confused with the BSA signature.



Using Photography

Images convey, far more powerfully than words, the essence of the brand. Care should be taken in the choice of photography in all BSA communications. Pictures should be technically sound, of sufficient resolution for the final display medium (print on paper calls for higher resolution than online or screen display) and properly exposed. Check out the subject matter. Do the subjects (people depicted) reflect well on the brand? Are uniforms in order? Are the depicted activities conveying the brand essence and personality?

A world-class photographer is not needed to produce great photos. Here are four key factors to keep in mind when choosing images for a Scouting communication:

Appropriate: Are the activities depicted a legitimate part of the program? Do they reflect well on the program and portray good examples?



Required safety gear does not need to interfere with getting a great shot.

Diversity: Does communication overall reflect the fact that Scouts come in all sizes, colors, and backgrounds?



The totality of photos in a publication should reflect the BSA's commitment to being a diverse organization.

Natural setting: Do images make use of the outdoor dimension of Scouting whenever possible? Natural light and outdoor settings are almost always preferable to indoor settings.



Portraits don't need to be posed to convey positive feelings about what the subjects are doing.



When Scout spirit is captured in a photo, it helps build the brand.

Real versus contrived: Do photos appear to be spontaneous, or do they look posed? Action shots reveal true feelings and convey them to the viewer. Avoid staging an activity or a feeling. Try to capture reality when possible with images that show youth and adults deeply involved in what they are doing.



Reality works. There's a difference between a spontaneous smile and a posed one.



Real emotions speak for themselves.



