



CENTENNIAL ANNIVERSARY
BRAND GUIDELINES

One hundred years ago,
a spark ignited.

An idea took shape.
A movement assembled
and fanned the flame.

One hundred years later,
although the circle has widened
and the scenery has changed,
the fire still burns cheerfully.

Stronger and brighter, it beckons us
to celebrate its legacy,
to rekindle the flame in our own spirits,
and most of all,
to ignite the spark in the spirits of others.

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ABOUT THIS GUIDE

The Order of the Arrow's centennial anniversary brand assets should be employed by lodges, sections, regions, and the national organization when producing any materials or memorabilia related to the centennial anniversary.

The centennial anniversary guidelines, as described in the following pages, apply to all of the aforementioned identity materials such as letterhead, envelopes, and websites. For commemorative products and other memorabilia, please contact the National Supply Group or an official licensee of the Boy Scouts of America at scouting.org/licensing.

The centennial anniversary brand elements may not be altered in any way. These elements are not authorized for use in projects and materials unrelated to the centennial anniversary. Additionally, these elements may not be combined with brand elements of organizations outside of the Order of the Arrow or the Boy Scouts of America without explicit permission from the Order of the Arrow's Brand & Identity Team.

This document is faithful to the guidelines outlined within it and may be used as a reference point for creating centennial anniversary materials.

Centennial brand assets may be downloaded at oa-bsa.org/branding.

Questions about the centennial anniversary identity may be directed to the Order of the Arrow's Brand & Identity Team at branding@oa-bsa.org.

CENTENNIAL IDENTITY & THEME

Our centennial anniversary identity consists of three elements: the centennial totem, the centennial logo, and the centennial theme.



CENTENNIAL TOTEM



CENTENNIAL LOGO

CENTURIES
OF
SERVICE™

CENTENNIAL THEME

CENTENNIAL TOTEM NON-EMBROIDERY GUIDELINES

The centennial totem is the cornerstone of our centennial anniversary identity. The three connected segments represent the three principles of the Order: brotherhood, cheerfulness and service. The focal point of the totem is the familiar arrowhead trademark. Memorabilia commemorating the centennial or produced in 2015 should include the totem.



FULL COLOR TOTEM



ONE COLOR TOTEM



REVERSED FULL
COLOR TOTEM



REVERSED ONE
COLOR TOTEM

GUIDELINES FOR USE

Special guidelines for use in embroidered designs are included on page 7

- The totem should only be used for the following purposes:
 - centennial memorabilia designs
 - branding creative materials for centennial programs and activities
- The totem must include all of the following components:
 - the arrowhead trademark
 - the triangular centerpiece
 - the stylized spokes
 - the white enclosing circle if displayed in reverse
- The totem may appear in full color or one color and may appear on a reversed background.
- The full color totem and one color totem should appear on a white or other light color background.
- The reversed full color totem and reversed one color totem should appear on a black background only.
- The totem may not be altered in any way.
- The totem may not be scaled to less than 1" x 1" unless authorized by the BSA.

CENTENNIAL TOTEM EMBROIDERY GUIDELINES

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



SIMPLIFIED FULL COLOR TOTEM
for dimensions smaller than 2" x 2"



FULL COLOR TOTEM
for dimensions at least 2" x 2"

GUIDELINES FOR USE

- Designs that feature the totem in dimensions smaller than 2" x 2" should use the simplified full color totem.
- Designs that feature the totem in dimensions of at least 2" x 2" should use the full color totem (which includes details within the arrowhead trademark).
- The totem must include all of the following components:
 - the white arrowhead
 - the red triangular centerpiece
 - the black stylized spokes
 - the white enclosing circle if displayed on a background color other than white
- The white enclosing circle acts as a buffer zone for the totem. Patch design elements and other objects may not penetrate the enclosing circle.
- The totem may not be altered in any way.
- The totem may not be scaled to less than .75" x .75" unless authorized by the BSA.

Note: The simplified full color totem may not be used on creative materials (flyers, posters, digital media, etc.)

CENTENNIAL LOGO FAMILY

The centennial logo family ties together the centennial totem and carefully crafted word marks to recognize our legacy of service. The family includes three logo sets. The appropriate set depends on your audience. Each full color logo and its corresponding audience are included below. The following three pages outline specific usage guidelines for each set.



STANDARD SET
for audiences of both Arrowmen and Scouts



BSA SET
for external audiences outside of Scouting



THEME SET
for internal audiences of exclusively Arrowmen

CENTENNIAL LOGO FAMILY – STANDARD SET

The standard logo set features the year of the Order’s founding as well as the year of its centennial.



GUIDELINES FOR USE

- The standard logo set should be included on any centennial anniversary creative materials whose audiences includes both Scouts and Arrowmen.
- The logo should not be co-branded with the Order of the Arrow logo, the Boy Scouts of America logo, nor any other logos or marks.
- The logo may not be altered in any way.
- The logo may appear in full color or one color and may appear on a reversed background.
- The full color logo and one color logo should appear on a white or other light color background.
- The reversed one color logo should appear on a black background only.
- The logo may not be scaled to less than 1" vertical height and must be scaled proportionally.
- The logo may be used on products as authorized by the BSA.

CENTENNIAL LOGO FAMILY – BSA SET

The BSA logo set features a Boy Scouts of America word mark.



FULL COLOR LOGO WITH BSA MARK



ONE COLOR LOGO WITH BSA MARK



REVERSED ONE COLOR LOGO WITH BSA MARK

GUIDELINES FOR USE

- The BSA logo set should be used only for external communication purposes with audiences outside of Scouting
- The logo should not be co-branded with the Order of the Arrow logo, the Boy Scouts of America logo, nor any other logos or marks.
- The logo may not be altered in any way.
- The logo may appear in full color or one color and may appear on a reversed background.
- The full color logo and one color logo should appear on a white or other light color background.
- The reversed one color logo should appear on a black background only.
- The logo may not be scaled to less than 1" vertical height and must be scaled proportionally.
- The logo may be used on products as authorized by the BSA.

CENTENNIAL LOGO FAMILY – THEME SET

The theme logo set features a Centuries of Service word mark.



FULL COLOR LOGO WITH THEME MARK



ONE COLOR LOGO WITH THEME MARK



REVERSED ONE COLOR LOGO WITH THEME MARK

GUIDELINES FOR USE

- The theme logo set should be used only for internal communication purposes with audiences consisting of exclusively Arrowmen.
- The logo should not be co-branded with the Order of the Arrow logo, the Boy Scouts of America logo, nor any other logos or marks.
- The logo may not be altered in any way.
- The logo may appear in full color or one color and may appear on a reversed background.
- The full color logo and one color logo should appear on a white or other light color background.
- The reversed one color logo should appear on a black background only.
- The logo may not be scaled to less than 1" vertical height and must be scaled proportionally.
- The logo may be used on products as authorized by the BSA.

CENTENNIAL THEME

Our centennial theme is Centuries of Service.

It may be displayed in plain text, included in the theme logo, or in a stylized application as shown below.

CENTURIES OF SERVICE

STANDARD THEMATIC TEXT

CENTURIES OF SERVICE

REVERSED THEMATIC TEXT

CENTURIES
OF
SERVICE

ALTERNATE THEMATIC TEXT

CENTURIES
OF
SERVICE

ALTERNATE REVERSED THEMATIC TEXT

GUIDELINES FOR USE

- The thematic text should only be used when use of the logo with theme mark (page 10) is not appropriate.
- The standard thematic text layout should be used when possible. Use of the alternate thematic text is acceptable when use of the standard text is not practical.
- When appearing in the stylized applications above, the thematic text should be written in all caps.
- When appearing in plain text, the thematic text should be capitalized as follows: Centuries of Service
- The stylized thematic text may not be used in patches.
- The stylized thematic text may not be altered in any way.
- The standard and alternate thematic text should appear on a white or other light color background.
- The reversed and reversed alternate thematic text should appear on a black background only.

COMPONENTS

PRIMARY COLORS

The following primary colors may be used:



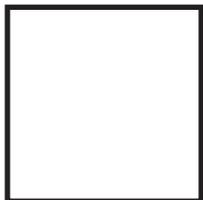
SCOUTING RED

C: 0 Y: 81
M: 100 K: 4
SPOT: PANTONE 186
WEB SAFE: #CE1126



BLACK

C: 100 Y: 100
M: 100 K: 100
SPOT: PANTONE 7C
WEB SAFE: #000000

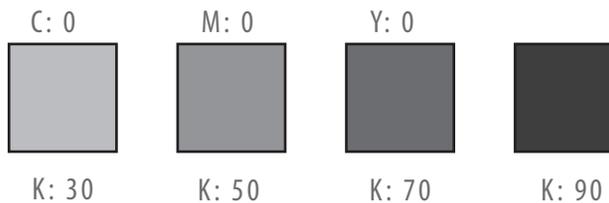
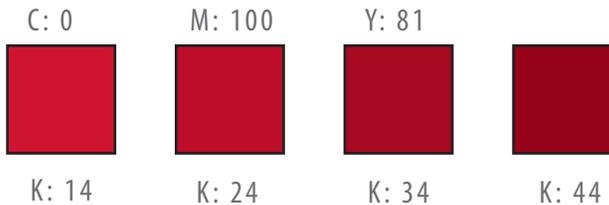


WHITE

C: 0 Y: 0
M: 0 K: 0
SPOT: PANTONE 11-0601
WEB SAFE: #FFFFFF

SECONDARY COLORS

In addition to the three primary colors, the following secondary colors may be used as accent colors:



BACKGROUND COLOR

If using a reversed version of any of the centennial brand elements, the following background color should be used:



BLACK

C: 100 Y: 100
M: 100 K: 100
SPOT: PANTONE 7C
WEB SAFE: #000000

FONT PALETTE

Use your best judgement to make a pleasing visual presentation when laying out documents and creating designs. Text should not be scaled smaller than 8 pt.

TITLE TEXT

FUTURA MEDIUM
TRACKING: 20 | ALL CAPS

HEADLINE TEXT

MYRIAD PRO BOLD CONDENSED
TRACKING: 100 | ALL CAPS

SPECIAL INDICATORS

MYRIAD PRO CONDENSED
TRACKING: 100 | ALL CAPS

body text

MYRIAD PRO
SENTENCE CASE



April 2014

Cover Photo - Boy Scouts of America

Brand & Identity Team
Communications & Technology Subcommittee

Thematics Team
National Events Subcommittee

100th Anniversary Task Force
National Events Subcommittee