

University of Tennessee, Knoxville Guidelines

The following guidelines for contingent patches and memorabilia have been developed in conjunction with the University of Tennessee, Knoxville for National Order of the Arrow Conference event-specific merchandise. Custom patch orders must be placed through an official BSA licensee at www.licensingbsa.org.

GUIDELINES FOR USE

- A third party letter of permission is not required from the University of Tennessee if the words "UT" or "THE UNIVERSITY OF TENNESSEE" are used only to identify the location of the NOAC event.
- Any other use of the University of Tennessee trademarks, including but not limited to the University of Tennessee Campus logo, The Power T or any athletic branding is not permitted.
- The words "UT" or "THE UNIVERSITY OF TENNESSEE" should appear in all capital letters.
- No years or numbers may be attached to the words "UT" or "THE UNIVERSITY OF TENNESSEE".
- If a year is to be included to identify the NOAC event, it should clearly be associated with NOAC and separated from the words "UT" or "THE UNIVERSITY OF TENNESSEE".
- Lodge insignia must fit the exact size and shape of right pocket flap per the BSA Guide to Awards and Insignia.
- Any other third party trademark used on a patch design must be accompanied by a letter of permission from that intellectual property owner granting such use.

PATCH DESIGN EXAMPLE



EXAMPLE

**2022 National Order of the Arrow
Conference
or
NOAC 2022**



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

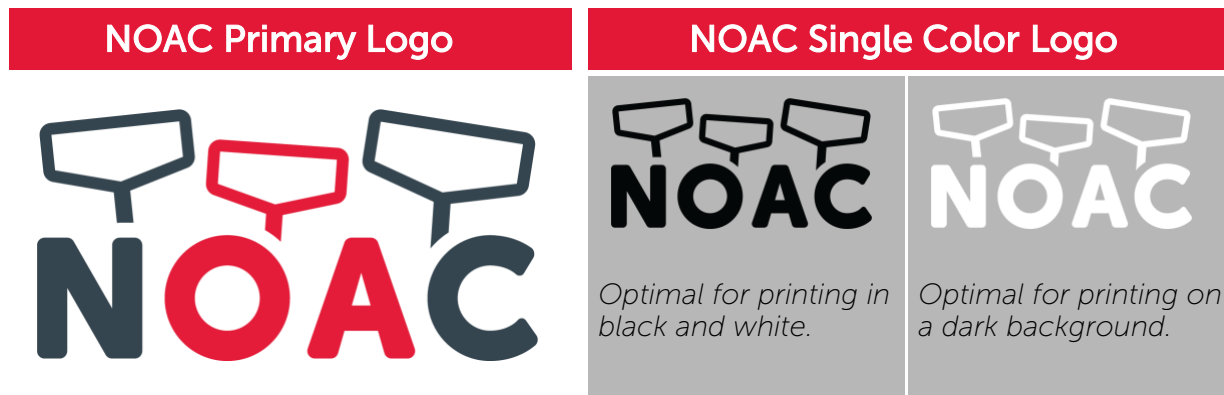
**UT Campus Logo
use not permitted**



**Power T
use not permitted**

NOAC Logo Guidelines

The following guidelines for contingent patches and memorabilia have been developed to support lodges intending to utilize the "generic" NOAC logo. All chapters, lodges, sections and regions are free to use this NOAC logo for use for promotion and merchandise. **Lodges will not be permitted to use the NOAC 2022-specific branding and logo, which will be released closer to the conference.**



Color Palette:

OA Red

CMYK: 0 100 81 4

HEX: #E31837

RGB: 227 24 55

OA Grey

CMYK: 78 62 51 39

HEX: #36454F

RGB: 54 69 79

- The NOAC logo should always appear with the OA Red and OA Grey colors. Use of the logo in a single color is permitted when printing in one color, such as black ink on white paper.
 - Refrain from altering the logo. The "NOAC" text should not be changed to a different typeface, the letters should not be inverted or cropped, and the lodge flaps should not be moved.
 - The logo may appear on colored backgrounds, illustrations or photographs, as long as the legibility and integrity of the logo are not diminished.
 - The NOAC logo does not require the use of a TM symbol.
 - The minimum size for printing the NOAC logo is 1in. x 0.5in. It is recommended that the logo be at least 1.5in. x 0.75in. for embroidery.
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DO NOT ADD EFFECTS SUCH AS BEVELS OR SHADOWS



DO NOT CONVERT TO GRAYSCALE



DO NOT DELETE OR ALTER ELEMENTS OF THE LOGO



DO NOT CHANGE THE SIZE OF LOGO ELEMENTS



DO NOT CHANGE THE LOGO PROPORTIONS



DO NOT SCREEN OR TINT THE LOGO



DO NOT WARP OR TRANSFORM THE LOGO



DO NOT CHANGE THE LOGO COLORS (except the approved single color versions)

Questions?

Ask before you act! Feel free to direct any NOAC branding questions to noac2022@oa-bsa.org if you have questions about printing the NOAC logo.