



Scouting America Brand Guidelines



Table of Contents

Brand

Scouting Architecture	5
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Primary Brand

The Scouting America Promise	7
Mission & Vision	8
Brand Positioning	9
Trademark & Identity	10
Signature	11
Primary Colors	14
Secondary Colors	15
Fonts	16
Email Signature	17
Prepared. For Life.® Tagline	18
Preparados para el futuro.®	19

Program Sub-Brands

Cub Scouting	21
Trademark, Brand Positioning & Identity	22
Colors	23
Scouts BSA	24
Trademark, Brand Positioning & Identity	25
Colors	26
Venturing	27
Trademark, Brand Positioning & Identity	28
Colors	29
Sea Scouting	30
Trademark, Brand Positioning & Identity	31
Colors	32

Trademark and Logo Protection

Licensing	34
Logo Protection	35

Introduction

Brand guidelines play a crucial role in shaping an organization's identity and ensuring consistency across all communications channels. They help Scouting communicate with one strong voice as we deliver this amazing program to families across the country.

Specifically, these guidelines will help us:

Maintain Consistency: Brand guidelines provide a clear framework for using logos, colors, fonts, and other visual elements consistently. For Scouting America, this means that whether it's a local troop flyer or a national campaign, the branding remains uniform.

Define Brand Values: Guidelines help us articulate the core values and mission of the organization. For Scouting America, this means emphasizing principles like leadership, community service, and outdoor adventure.

Guide Communication: Brand guidelines help us communicate effectively. For Scouting America, this means guiding us to use friendly, encouraging language, avoid jargon, and promote the concepts of leadership, impact and purpose.

Ensure Authenticity: By defining the brand's visual and verbal identity, guidelines help the organization speak with an authentic voice. For Scouting America, this ensures that the brand remains authentic and aligned with our historical legacy, yet pointed firmly toward the future.

Build Trust: Consistent branding builds trust with stakeholders. When people encounter consistent Scouting America branding, they recognize it as reliable and trustworthy.

In summary, brand guidelines empower Scouting America to present a cohesive, recognizable image while staying true to the organization's mission and values.



Brand Architecture



Scouting America Brand Architecture

The Scouting family of brands contains three brand groups. They work together in support of the organization and help us communicate the values, purpose and mission of the movement.

Primary Brand	Program Sub-Brands	Brand Extensions
<p>Think of Scouting America as the umbrella brand representing the entire movement. It's the overarching primary brand to all of Scouting's sub-brands and brand extensions.</p>	<p>The program brands represent each of Scouting's unique programmatic offerings geared to specific age-appropriate experiences. From age 5 to 20, there's a Scouting home for everyone, with room for advancement throughout the organization.</p>	<p>The brand extensions represent strategic business units and are extensions of the Scouting America primary brand. They represent experiences and opportunities related to specific program initiatives and special events. They include things such as:</p>
<div><p>The Scouting America primary brand is used for those projects and properties which concern Scouting as a whole, or multiple sub-brands. Some elements of the primary brand are inherited by the four main Scouting America sub-brands shown here.</p></div>	<div><div><p>Cub Scouts is for boys and girls, from kindergarten to fifth grade.</p></div><div><p>Scouts BSA is for young men and women aged 11 to 17 years old.</p></div><div><p>Venturing is for young men and women aged 14 to 20 years old.</p></div><div><p>Sea Scouts is for young men and women aged 14 to 20 years old.</p></div></div>	<div><p>High-Adventure Bases</p><div></div></div> <div><p>National Scouting Museum</p><div></div></div> <div><p>National Jamboree</p><div></div></div> <div><p>Order of the Arrow</p><div></div></div>

Primary Brand



The Scouting America Promise

You wonder how they're going to find their way. How to get them ready for the times you won't be there to help. How to help them to be strong enough, brave enough, mentally sharp, moral.

They need confidence without arrogance. Skills without screens, for the world beyond school and sports. Ready for emergencies, for challenges, for whatever the world throws their way.

Prepared with what they have in their heads and hearts. What they can do with their own two hands. What they can do working with others and by putting others first.

They need social without the media. A way to experience the real world in real safety. A place to be challenged without being overwhelmed. A safe place to explore the world. And imagine what's possible for them in it.

Where all kids are welcome, and everyone has a path forward. To new skills, advancement, leadership. Where their individual effort can create something invaluable. Something they will carry with them the rest of their lives.

It's Scouting America.



Prepared. For Life.®



Mission & Vision

Scouting America invites every youth to a safe, fun place to learn, explore, and grow.

The Scouting America organization is chartered by Congress to serve our nation's youth by instilling the values of the Scout Oath and Law. Scouting America aims to prepare young people for lives of impact and purpose. We welcome, at every level of our movement, youth and families who wish to live such a life of impact and purpose, guided by the Scout Oath and Law.

Scouting America is committed to creating a welcoming, safe environment where Scouts can freely express themselves, share their experiences, and become the best version of themselves by learning from and respecting each other.

Scouting America is non-partisan. The National organization, local Scout communities (councils), and units will ensure that their decisions, public statements, relationships with third parties, activities, and events are consistent with our non-partisan nature and maintain the welcoming and supportive nature of Scouting.

Prepared. For Life.® is the culmination of the effort that goes into delivering on Scouting America's 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 purpose-driven and impactful life.



Brand Positioning

Built on strong character and values.

Prepared. For Life.® brings the goal of Scouting America into focus. The beauty of the tagline is its simplicity and directness. It is built upon the strong foundation of Scouting America's brand positioning, personality and communication elements. Crafting messages using these enduring values will help maintain consistency and clarity of the Scouting America brand.

Brand Positioning

Through outdoor experiences and unique opportunities, Scouting America invites every youth to a safe, fun place to learn, explore, and grow. We prepare young people for lives of impact and purpose.

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 their appearance and attitude. These are the human qualities that will forever make the Scouting America brand truly unique among all youth-serving organizations.

Communication Elements

Adventure: Scouting is the first introduction for many youth to the fun and excitement of the great outdoors ... but Adventure takes many forms. Whether it's on a mountaintop or in a STEM lab, Scouting provides unique experiences to help kids learn and grow.

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 kids learn in Scouting help them become better leaders, parents, neighbors and citizens.






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

Service: There are many paths to follow in life. Scouts chose a path to serve others before themselves. They exemplify our core tenet of "helping other people at all times."

Trademark & Identity

Consisting of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, the Scouting America primary trademark should be used to establish the organization’s identity. The ® registration mark should appear at the lower right corner of the trademark.



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

Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis.

Unacceptable Usage

The following are **unacceptable** ways of reproducing the Scouting 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.






Signature

As an alternate to the Trademark, the Scouting America signature may be used to establish the organization's identity. Either variation may be used.



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

The following are acceptable ways of reproducing the Scouting America corporate signature:

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

Clear Space

The amount of clear space around the signature on all sides should be equal to or greater than the height of the fleur-de-lis.

Unacceptable Usage

The following are **unacceptable** ways of reproducing the Scouting 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.

Council Signature

In order to build a consistent brand across the country, one that families, volunteers and donors recognize, local councils must use the Scouting America Council Signature to establish their local identity. Either of these variations may be used. Councils may not establish local logos and branding separate and apart from this Council Signature or the Scouting America Trademark.



The council signature elements may not be modified, amended, or added to in any way. The ® registration mark should always appear. Follow the color, spacing and usage guidelines noted in the Scouting America “Signature” section above.





NSC Office, Department and Team Signature

For offices, departments and teams within the National Service Center, identity should be established using the following construct. Business units may not establish team logos and branding separate and apart this Signature or the Scouting America Trademark.



These elements may not be modified, amended, or added to in any way. The ® registration mark should always appear. Follow the color, spacing and usage guidelines noted in the Scouting America “Signature” section above.



Primary Colors

The Scouting America palette is inspired by a blend of our iconic uniform colors along with outdoors-inspired beige and warm gray.

White is an important component of the color palette, serving as a fifth “color.”

These five colors may be used by any of the sub-brands, as well, especially the outdoors-inspired colors that could serve to unify the portfolio of brands.



Scouting America Red

HEX: #CE1126

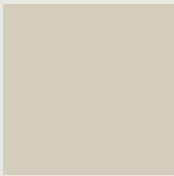
RGB: 206, 17, 38



Scouting America Blue

HEX: #003F87

RGB: 0, 63, 135



Scouting America Tan

HEX: #D6CEBD

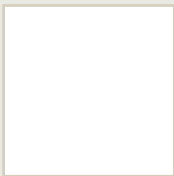
RGB: 214, 206, 189



Scouting America Gray

HEX: #515354

RGB: 81, 83, 84



Scouting America White

HEX: #FFFFFF

RGB: 255, 255, 255



Secondary 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.

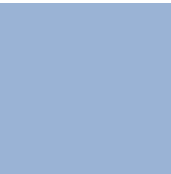


Scouting America Red

Do not create shades or tints of Scouting America Red.



Scouting America Blue



Scouting America Pale Blue

HEX: #9AB3D5
RGB: 154, 179, 213

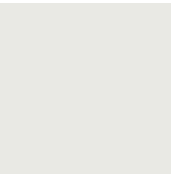


Scouting America Dark Blue

HEX: #003366
RGB: 0, 51, 102



Scouting America Tan



Scouting America Light Tan

HEX: #E9E9E4
RGB: 233, 233, 228



Scouting America Dark Tan

HEX: #AD9D7B
RGB: 173, 157, 123



Scouting America Gray



Scouting America Pale Gray

HEX: #858787
RGB: 133, 135, 135



Scouting America Dark Gray

HEX: #232528
RGB: 35, 37, 40

Fonts

The fonts below are approved for use by Scouting America. They are widely available typefaces. *For consistency across the organization, please use this suite of fonts as your foundation for any branded communication. Although additional fonts may be used as design elements, the foundation of any piece must be rooted in the fonts below.*

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 77 Bould Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Example: **Prepared. For Life.®**

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Proxima Nova type family is a licensed font family available with an Adobe Creative Cloud subscription or through other vendors. An approved alternate from Google fonts is Montserrat.



Email Signature

When sending everyday correspondence, a professional-looking email signature reinforces the Scouting America brand but also serves a more utilitarian purpose, providing useful means with which the recipient can reach the sender. A consistent signature, used across the organization, represents the brand well.

.....
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 Scouting America 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

.....
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.








Prepared. For Life.® Tagline

Prepared. For Life.®

The Prepared. For Life.® tagline should always be used in conjunction with the Scouting America trademark or signature. It should never appear by itself without the trademark or signature also appearing, although they can be in separate locations. The period after “Prepared” and a ® trademark symbol must always be used in conjunction with the tagline.

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	Prepared. For Life.®	Prepared. For Life.®	Prepared. For Life.®	Prepared. For Life.®
	Black or any dark color may be used.	Red: PMS 186 Blue: PMS 294	Red: 0, 100, 81, 4 Blue: 100, 58, 0, 21	White must be used.

Clear Space

The amount of clear space around the tagline on all sides should be equal to or greater than the height of the fleur-de-lis, if used, or double the height of the text if the “words only” version is used.

Unacceptable Usage

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



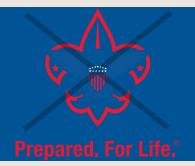
Do not reproduce in a tint or screen.



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.® Tagline

Preparados para el futuro.®

The Preparados para el futuro.® tagline should always be used in conjunction with the Scouting America trademark or signature. It should never appear by itself without the trademark or signature also appearing, although they can be in separate locations. The ® trademark symbol must always be used in conjunction with the tagline.

The Preparados para el futuro.® tagline is to be used in conjunction on Spanish-language collateral only. It should be placed on all Spanish-language Scouting America 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	 Preparados para el futuro.®	 Preparados para el futuro.®	 Preparados para el futuro.®	 Preparados para el futuro.®
Horizontal Lockup	 Preparados para el futuro.®	 Preparados para el futuro.®	 Preparados para el futuro.®	 Preparados para el futuro.®
Text Only	Preparados para el futuro.®	Preparados para el futuro.®	Preparados para el futuro.®	Preparados para el futuro.®
	Black or any dark color may be used.	Red: PMS 186 Blue: PMS 294	Red: 0, 100, 81, 4 Blue: 100, 58, 0, 21	White must be used.

Clear Space

The amount of clear space around the tagline on all sides should be equal to or greater than the height of the fleur-de-lis, if used, or double the height of the text if the “words only” version is 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.

Program Sub-Brands

Cub Scouts

Cub Scouts is where
ADVENTURE meets FUN
and FRIENDS!

Imagine a world where curious minds explore the wilderness, build forts, and learn to be kind, respectful, and helpful—traits that shape boys and girls into the leaders of tomorrow.

In Cub Scouts, friendships are forged, memories are etched, and character blossoms like a wildflower. It's more than just an after-school activity; it's a journey of laughter, growth, and endless possibilities. Let the adventure begin!

Brand Platform

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



Trademark, Brand Positioning & Identity

Brand Positioning

- Emphasis on family, fun, and friends.
- Through Cub Scouts, you and your friends will learn and do fun, new things. You'll embark on adventures, explore the outdoors, and gain skills that will set a foundation for success in life.

Identity

The Cub Scouts trademark consists of the wolf, the words “Cub Scouts,” and a fleur-de-lis.

The following are acceptable ways of reproducing the Cub Scouts trademark:



Trademark

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

Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the diamond shape.

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.

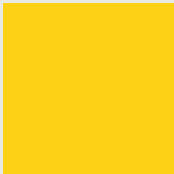


Do not use the Wolf element outside of the approved trademark.

Colors

Blue and Gold set the foundation for the Cub Scouts brand.

Carried over from the uniform, Blue and Gold set the stage for everything related to the Cub Scouts brand. They are iconic and should be used heavily on anything designed for the brand. Scouting America colors may be used as accent colors, as well as outdoor colors of greens, blues and browns.



Cub Scouts Gold

HEX: #FDC116

RGB: 252, 209, 22

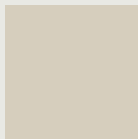


Cub Scouts Blue

HEX: #003F87

RGB: 0, 63, 135

Scouting America Primary Colors



Use sparingly.



Scouts BSA

Most boys and girls avoid obstacles, but Scouts seek them out. They enjoy testing their limits and overcoming adversity.

Scouting is truly a place where young men and women can challenge themselves, discover the great outdoors, and build lifelong friendships. They learn practical skills from camping and knot-tying to leadership and community service, all while having an absolute blast. The excitement of conquering a new trail, the thrill of the first campfire, and the pride in earning a new badge; these experiences ignite a joy and passion that can inspire a young Scout for a lifetime. It's not just about the fun activities; it's about growing up with a sense of purpose and confidence. That's the true spirit of Scouts BSA – fun, adventure, and character-building all rolled into one.

Brand Platform

Scouts BSA. Be Prepared — for anything.



Trademark, Brand Positioning & Identity

Brand Positioning

- Emphasis on testing your limits and gaining an edge in life.
- Through Scouts BSA, you can go places, test yourself, and have one-of-a-kind adventures you can't get anywhere else.

Identity

The Scouts BSA trademark is 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 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.	Yellow: PMS 116 Brown: PMS 463 Blue: PMS 294 Red: PMS 186	Yellow: 0, 20, 100, 0 Brown: 50, 80, 100, 30 Blue: 100, 58, 0, 21 Red: 0, 100, 81, 4	Yellow: #FFCC00 Brown: #996633 Blue: #003F87 Red: #CE1126	White must be used.



Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis.

Unacceptable Usage

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



Do not reproduce in a tint or screen.



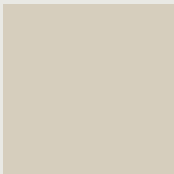
Do not truncate.

Colors

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

Projects specific to Scouts BSA should use a similarly neutral palette composed mainly of tan, gray, and olive hues, with color coming in from the use of imagery and illustrations.

Scouts BSA Red should be used as an accent or action color.



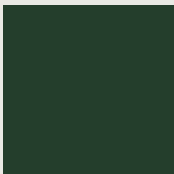
Scouts BSA Tan

HEX: #D6CEBD
RGB: 214, 206, 189



Scouts BSA Red

HEX: #CE1126
RGB: 206, 17, 38



Scouts BSA Olive

HEX: #243E2C
RGB: 36, 62, 44

Scouting America Primary Colors



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 life lessons that transform today's Venturers into tomorrow's leaders.

Brand Platform

Venturing®. Challenge Yourself. Challenge Your World.



Trademark, Brand Positioning & Identity

Brand Positioning

- Emphasis on teamwork and setting your course for adventure.
- Where adventure meets purpose. We empower young men and women aged 14 to 20 to explore, lead, and thrive. Through outdoor challenges, community service, and personal growth, Venturers build character, forge lifelong friendships, and prepare for a future filled with impact.

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.



Trademark

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.	Green: PMS 349 Yellow: PMS 116	Green: 100, 0, 90, 40 Yellow: 0, 10, 100, 0	Green: #006B3F Yellow: #FCD116	White must be used.

Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the diamond shape.

Unacceptable Usage

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



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.



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

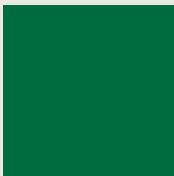
Colors

With Venturing, 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 Scouting America primary color palette may be used in a limited way,

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



Venturing Green

HEX: #006B3F

RGB: 0, 107, 63



Venturing Yellow

HEX: #FCD116

RGB: 252, 209, 22

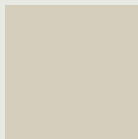
Scouting America Primary Colors



Use sparingly.



Use sparingly.



Use sparingly.



Sea Scouts

Sailing. Snorkeling. Swimming.
Rowing. For over a century, Sea
Scouts have learned to be great
sailors, and even better people!

Sea Scouts learn maritime skills while forging lifelong friendships. Every experience is powered by technical know-how learned from real-world adventure. “All hands on deck” means rolling up your 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 Scouts. Live the Adventure. Navigate the World.



Trademark, Brand Positioning & Identity

Brand Positioning

- Emphasis on improved boating skills and adventures that lead to life-long friendships.
- Through Sea Scouts, you and your friends can experience the adventures and challenges of sailing and making lifelong memories. You'll learn, grow, find adventure and navigate your way into the future.

Identity

This trademark is used to represent Sea Scouts. 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 Scouts trademark:

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



Trademark

Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis in the center of the anchor.

Unacceptable Usage

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



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.



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

Sea Scouts

With its emphasis on water recreation and adventure, Sea Scouts 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 Scouting America primary palette should be used only in a limited fashion.



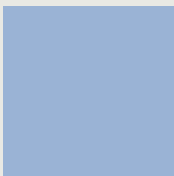
Sea Scouts Yellow

HEX: #FFCC00
RGB: 255, 204, 0



Sea Scouts Dark Blue

HEX: #003366
RGB: 0, 51, 102



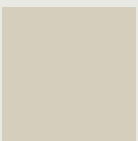
Sea Scouts Light Blue

HEX: #99CCFF
RGB: 153, 204, 255

Scouting America Primary Colors



Use sparingly.



Use sparingly.



Trademark & Logo Protection



Licensing

Patches

Scouting America requires that all patches be manufactured by the Supply Group or by an official Scouting America licensee.

Scouting America reviews each request for embroidered use of all brand trademarks as submitted by its licensees. Licensees will facilitate all authorizations with Scouting America. Any trademark that is used on a patch not created by the Supply Group or by an official Scouting America licensee is considered an unauthorized use of Scouting America's trademarks. For more information, visit www.scouting.org/licensing.

Branded Products

Any use of Scouting 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 Scouting America National Council. For more information, visit www.scouting.org/licensing.



Logo Protection

The trademarks and logos of Scouting 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 Scouting 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 Scouting America National Council are the exclusive property of Scouting 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 Scouting 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 Scouting America. This might read as follows: "BE PREPARED is a registered trademark of Scouting America." For additional guidance, visit www.scouting.org/licensing.

If you have any questions concerning correct trademark usage, please contact the Scouting America Marketing Group 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. Scouting America maintains its right to regulate use of trademarks and constrain that use whenever the national organization, in its sole discretion, deems it necessary to do so.

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:

Scouting America
Marketing Department
1325 W. Walnut Hill Lane
Irving, TX 75038

