



Circle Ten Council Style Guide



Circle Ten Council Style Guide

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The purpose of this guide is to assist in the promotion of consistency throughout our council. Consistency helps our audience know who we are and how to identify us. We want all of our resources and information to be disseminated in the most professional, consistent, coherent, and uniform manner across all forms of communication – printed, electronic, and so forth. This guide helps us make the organization more efficient and productive.



SCOUTING WORKS. SCOUTING MATTERS.
SCOUTING LASTS ... A LIFETIME



Circle Ten Council Style Guide

CORPORATE BRAND



BOY SCOUTS OF AMERICA®

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

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Web page: #003F87

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 (show only a portion).

CORPORATE THEME - PREPARED. FOR LIFE



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Scouting Blue

Spot Color: Pantone 294

Four-color Process: c:100 m:58 y:0 k:21

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SCOUTING PROGRAMS

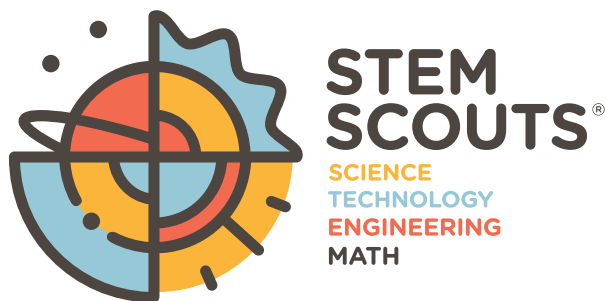


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CIRCLE TEN COUNCIL THEME

SCOUTING WORKS. SCOUTING MATTERS. SCOUTING LASTS ... A LIFETIME.

While there are countless positive characteristics and benefits of Scouting for youth and volunteers alike, we believe many of the stories we desire to tell and messages we desire to communicate boil down to the facts that: Scouting works. Scouting matters. Scouting lasts ... a lifetime.

SCOUTING WORKS.

For more than 100 years, Scouting programs have proven to positively influence the lives of the youth involved, developing our nation's young people into tomorrow's leaders.

SCOUTING MATTERS.

The values and skills learned through Scouting programs are unlike any other program available and are needed now more than ever. They impact the youth as individuals and have a ripple effect to their families and their local communities.

SCOUTING LASTS ... A LIFETIME.

These same values and skills are not quickly forgotten by Scouts. The influence of adult leaders, the skills learned while earning badges and the confidence of knowing how to be a leader have a long-lasting and profound effect on the lives of all Scouts.



**SCOUTING WORKS. SCOUTING MATTERS.
SCOUTING LASTS ... A LIFETIME**



CIRCLE TEN COUNCIL NAME AND USAGE

The council name should always be spelled out, as in Circle Ten Council. When needed to be shortened, first reference should be spelled out and further references should be C10.

Use of Circle10 or CTC or (10) should be avoided. The exception is patches and clothing.



CIRCLE TEN COUNCIL
BOY SCOUTS OF AMERICA®

CIRCLE TEN COUNCIL PROPERTIES

Our council offices are referred to as Scouting Centers. Abbreviations should only be used in internal references (used when speaking to our Scouting members). Any outward facing references should include the complete facility name.

JOHN D. MURCHISON SCOUTING CENTER
8605 Harry Hines Blvd.
Dallas, TX 75235

Abbreviation: Murchison

BOBBY LYLE - BILLY GAMBLE SCOUTING CENTER
5700 U.S. Highway 75 South
Fairview, TX 75069

Abbreviation: BLBG

The hyphen should be used when referencing this location.



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CIRCLE TEN COUNCIL CAMP FACILITIES

Clements Scout Ranch or Trevor Rees-Jones Scout Camp
Trevor Rees-Jones Scout Camp at Clements Scout Ranch
Camp Meisenbach at Clements Scout Ranch

Internal Abbreviation: TRJ



TREVOR REES-JONES SCOUT CAMP | 
AT CLEMENTS SCOUT RANCH

CAMP MEISENBACH | 
AT CLEMENTS SCOUT RANCH

Camp Constantin or Jack D. Furst Aquatics Base at Camp Constantin

Internal Abbreviation: JDF



CAMP CONSTANTIN | 
JACK D. FURST AQUATICS BASE

Camp Wisdom or
Billy Sowell Scout Camp at Camp Wisdom
Shirley Sowell Cub World at Camp Wisdom

Internal Abbreviation: Wisdom



SHIRLEY SOWELL CUB WORLD
AT CAMP WISDOM

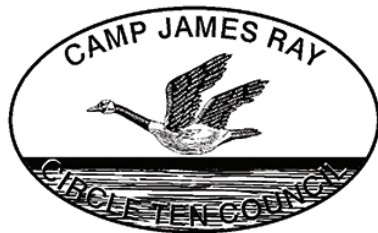


BILLY SOWELL SCOUT CAMP
AT CAMP WISDOM



Camp James Ray

Internal Abbreviation: JR



CAMP JAMES RAY



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SCOUTING LASTS ... A LIFETIME



CIRCLE TEN COUNCIL DISTRICTS

The council is comprised of districts. Each district is a sub-set of the council, therefore, they are considered sub-brands. Each district may have their own logo, which should include a fleur-de-lis.

District logos should be used on documents shared with existing Scouts and Scouters.

When reaching out to potential members, the council should be the predominant logo and reference.

LANGUAGE OF SCOUTING

The Language of Scouting is the Boy Scouts of America's definitive resource on terms and style specific to Scouting. The *Language of Scouting* encompasses style, usage, grammar, and spelling norms observed by the Boy Scouts of America.

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

Key terms to review for usage, style, and capitalization have been included in this guide. A more complete list is included in the Appendix of the electronic version of this document.

The complete *Language of Scouting* may be found at www.scouting.org/resources/los/

adventure - a grouping of themed activities acting as a unit of measure for Cub Scout and Webelos Scout advancement. Some adventures are required to earn a rank, and others are elective. Capitalize the name but not the word "adventure." Example: "Complete the Tigers in the Wild adventure." Exceptions: Adventures in Coins (Wolf adventure), Adventures in Science (Webelos/Arrow of Light adventure), and Scouting Adventure (Arrow of Light adventure).

Advisor – when used in describing the top adult leader of a Venturing crew it is capitalized, otherwise it is lowercase.

ampersand (&) should only be used in a company's formal name, otherwise use "and"

annual – An event cannot be described as "annual" until it has been held in at least two successive years. Do not use the term "first annual." Instead, note that sponsors plan to hold an event annually. Examples: "First Venturing Jam," "Second Annual Venturing Jam."

at-risk – an ill-defined term should be avoided

Boy Scouts of America, "the BSA"

Boys' Life – should no longer be referenced, it has been replaced by *Scout Life*

chartered organization – do not use the term "chartered partner" or the term "sponsoring unit"

council – capitalize only when referring to a specific local council.

Cub Scout – a registered youth member of a Cub Scout pack. Always capitalized.

Cub Scouter – a registered member of a Cub Scout pack, 18 or older.

Cub Scouting – the BSA program for youth who are in Kindergarten through fifth grade.



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rank - the seven Cub Scout ranks are Lion, Bobcat, Tiger, Wolf, Bear, Webelos, and Arrow of Light. There are seven ranks for Scouts: Scout, Tenderfoot, Second Class, First Class, Star, Life, and Eagle Scout. The Sea Scouting ranks are Apprentice, Ordinary, Able, and Quartermaster. Examples: "First Class rank," "Star Scout."

Recharter – AVOID the use of this term – use "to renew a charter"

roundtable - an event conducted by a roundtable commissioner and roundtable staff to help the unit leadership of a district plan and carry out their own unit programs.

Scout – capitalize "Scout" and all words beginning with "Scout" (such as Scouting and Scouter) unless the meaning is not related to the Scouting movement

Scout executive – capitalize only when the title precedes the name (Scout Executive Sam Thompson vs Sam Thompson is the Scout executive.

Scout Life – should be italics (preferred) or underlined

ScoutReach (Trevor Rees-Jones ScoutReach Program) - an emphasis to reach out to urban and rural communities. ScoutReach represents the council's commitment to making sure that all young people have an opportunity to join Scouting, regardless of their circumstances, neighborhood, or ethnic background.

Scouting Center - refers to the council offices.

Scouts BSA - the BSA program for youth who are in sixth through 12th grade. Participants in this program are referred to as Scouts. IF you must designate gender, it should reference male or female, NEVER girl Scout.

times – use numbers except for noon and midnight. Use lowercase and periods for a.m. and p.m. (9:00 a.m.)

Venturer – youth member of a Venturing crew. Always capitalized. Use Venturing when a modifier is needed (One Venturer built a kayak. Vs One member of a Venturing crew built a kayak."

CAPITILIZATIONS

Activities

Do not capitalize “pow wow,” “camporee,” “lunchoree,” “jamboree,” or “show” unless the reference is to a specific event: Cimarron District Pow Wow, Circle Ten Council Camporee.

Groups

Do not capitalize “pack,” “den,” “troop,” “patrol,” “ship,” “crew,” “district,” “council,” “region,” or “area” unless the reference is specific: Pack 10, Den 5, Troop 6, Fox Patrol, Ship 2, Central District, Circle Ten Council, Southern Region, Area 2.

Titles of Office or Group Members

Always capitalize Tiger Cub, Wolf Cub Scout, Bear Cub Scout, Webelos Scout, Boy Scout, Venturer, Cubmaster, Scoutmaster, Advisor (Venturing Advisor only), Skipper, and Scouter. Capitalize other titles only when they precede the name: District Executive Thorpe is working with other district executives; he is the council’s Scout executive.

ABBREVIATIONS

Districts

One word district: use the first three letters, all capitalized
(Exploring District – EXP)

Two word district: use the first letter of each word, all capitalized
(West Park District – WP)

Positions: www.scouting.org/scoutsource/Media/LOS/abbreviations.aspx

- ACM - assistant Cubmaster
- AD - activities director
- ADL - assistant den leader
- APL - assistant patrol leader
- ASM - assistant Scoutmaster
- ASPL - assistant senior patrol leader
- BM - business manager
- BSA - Boy Scouts of America
- CD - camping director
- COPE - Project COPE (Challenging Outdoor Personal Experience)
- COR - chartered organization representative
- DCS - director of camping service
- DE - district executive
- DFS - director of field service
- DFiS - director of finance service
- DL - den leader
- DSS - director of support services
- FD - field director
- FOS - Friends of Scouting
- FiD - finance director
- JASM - junior assistant Scoutmaster



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- JOTA - Jamboree-on-the-Air
- LNT - Leave No Trace
- NCS - National Camping School
- NDC - National Distribution Center
- NESAs - National Eagle Scout Association
- NJLIC - National Junior Leader Instructor Camp
- NLATS - National Lodge Adviser Training Seminar
- NLTC - National Leadership Training Conference
- NOAC - National Order of the Arrow Conference
- NYILT - National Youth Instructor Leadership Training
- NYLT - National Youth Leadership Training
- OA - Order of the Arrow
- PD - program director
- PL - patrol leader
- PLC - patrol leaders' council
- PTC - Philmont Training Center
- SDE - senior district executive
- SE - Scout executive
- SPL - senior patrol leader
- TAY - total available youth
- TD - training director
- WDL - Webelos den leader
- WOSM - World Organization of the Scout Movement
- WSB - World Scout Bureau

CIRCLE TEN COUNCIL STATIONARY



CIRCLE TEN COUNCIL
BOY SCOUTS OF AMERICA

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*Impact future generations ... remember
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John D. Murchison Scouting Center
8605 Harry Hines Blvd. | Dallas, TX 75235 | 214-902-6700

www.CircleTen.org

Bobby Lyle • Billy Gamble Scouting Center
5600 US HWY 75 South | Fairview, TX 75069 | 214-509-2100



SCOUTING WORKS.

SCOUTING MATTERS.

SCOUTING LASTS ... A LIFETIME.

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CIRCLE TEN COUNCIL

STAFF EMAIL SIGNATURE BLOCK

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*Scouting works. Scouting matters.
Scouting lasts ... a lifetime.*



CIRCLE TEN COUNCIL

STAFF UNIFORM STANDARDS

A complete, correctly worn BSA uniform:

- Name tags should always be worn on the uniform – order from Scout Shop
- Officially approved BSA insignia only (including Southern Region, World Crest, District Executive or Council Executive staff, and Circle Ten Council strip)
- Silver tabs
- No unit or district insignia
- Insignia in correct position
- OA flap, Wood Badge beads, etc. should be worn
- BSA socks that can be seen over tops of shoes
- Approved BSA belt/buckle (official BSA web belt, leather belt, etc.)
- White undershirt beneath field uniform shirt – no sleeves hanging out
- No wrinkles
- Shoes must be neat and clean

Day Camp or Summer Camp:

- The current year's camp shirt may be worn in place of the field uniform shirt.

Other Notes:

- In general, the uniform should be worn only when a program function will take place, or when called for by staff leader.
- If Venturing shirt is worn, appropriate Venturing shorts/pants, and socks must be worn.



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