



Brand Style Guide



Brand Style Guide

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Additional Brand information can be found on the Last Frontier Council website at
www.scoutingrocks.tv/brandguide

Purpose

The purpose of this guide is to provide instructions on how to communicate Scouting each time new marketing materials are created.

Brand Style Guidelines are the set of rules that define the overall look and feel of your brand. They help you build a brand identity that your audience can recognize across all platforms.

A comprehensive Brand Style Guide outlines everything from your typography and color palette to the use of logo and brand requirements.

For example, The Scouting uniform is one of the most recognizable elements of the Scouting America brand. Timeless, classic ... and uniform.

From Dallas to Des Moines, Scouts across America wear the same tan twill shirt, the same badges of rank, and the same style of neckerchief. Their troop and council badges may differ, but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

In that same spirit, we present to the world a unified look and feel in our brand “uniform.”

If we follow these guidelines, parents whose Scouts pick up a flier or visit our website will know they can trust it when they see its distinctive color palette.

Guiding Principals

The Scout Oath and Scout Law are foundations for everything we do.

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

A Scout is Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.

Vision and Mission

Scouting America Mission Statement

The mission of the Scouting 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.

Last Frontier Council Mission Statement

To get kids in Scouting and keep them in Scouting.

The vision of the Last Frontier Council and its communications is that each piece of communication helps us accomplish our mission while following the values of the Scout Oath and Law.

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

Unique Selling Proposition: Scouting's programs and outdoor adventures prepare young people for a lifetime of character and leadership.

Scouting America Brand Vision: Making our country better

Scouting America Brand Mission: 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.

Logo Guidelines

In order to carry out brand consistency, the use of our council logo is required on all marketing materials including flyers, brochures, letterhead, and other collateral.

Approved Logos examples

Four Color:



One Color:



Reversed:



The following are examples of **unacceptable** ways of reproducing the logo:



Do not
reproduce in a
tint or screen



Do not
change any
colors



Do not
reproduce in
color on a
dark
background

Do not alter the logo in any way:



Camp Logo Guidelines

Camp logo usage has guidelines separate from this document. Please contact the Scout Office to ensure you are meeting all Camp Brand Guidelines.

Approved Camp Logos are:



Camp George Thomas



Kerr Scout Ranch at Slippery Falls



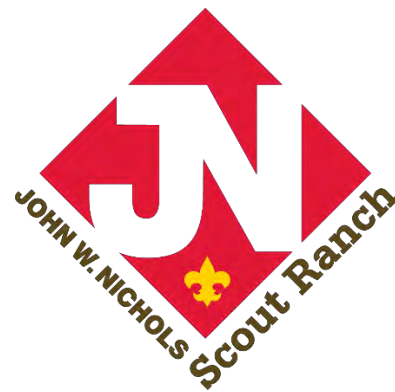
Camp Sasakwa



Diamond H Scout Ranch



Dripping Springs Camp



John W. Nichols Scout Ranch

Font Guidelines

When it comes to choosing the right font, you will find that the clearer is better. Below are the **approved** and widely available fonts for use on BSA marketing materials.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface Guidelines

A typeface is the underlying visual design that can exist in many different typesetting technologies, and a font is one of these implementations. In other words, a typeface is what you see and a font is what you use. Typefaces listed are reserved for BSA marketing materials.

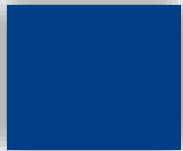
	Preferred Typefaces	Better Typefaces	Acceptable Typefaces
Primary Use wherever type size is greater than or equal to 16 pt.	Adelle Family	Roboto Slab Family	Trebuchet MS
Secondary Use sparingly in headings or wherever special attention is required. A little goes a long way.	Alternate Gothic Family	Roboto Condensed Family	Arial Black
Tertiary Use for long blocks of copy smaller than 12 pt.	Helvetica Condensed Family	Roboto Condensed Family	Arial Regular

Primary Scouting America Colors

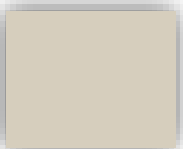
The Scouting America corporate palette is inspired by the iconic Scouts BSA uniform. It includes an American Flag red and blue, paired with a uniform beige and warm button gray.



Scouting Red
Hex: #CE1126
RGB: 206, 17, 38



Scouting Blue
Hex: #003F87
RGB: 0, 63, 135



Scouting Tan
Hex: #D6CEBD
RGB: 214, 206, 189



Scouting Warm Gray
Hex: #515354
RGB: 81, 83, 84



White
Hex: #FFFFFF
RGB: 255, 255, 255

Secondary Scouting America Colors

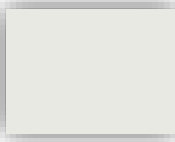
Related colors, derived from the primary palette, are also available and can be used with their parent colors to create layered effects in layout.



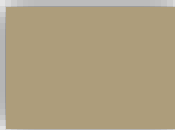
Scouting Pale Blue
Hex: #9AB3D5
RGB: 154, 179, 213



Scouting Dark Blue
Hex: #0003366
RGB: 0, 51, 102



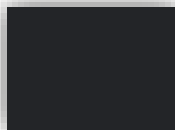
Scouting Light Tan
Hex: #E9E9E4
RGB: 233, 233, 228



Scouting Dark Tan
Hex: #AD9D7B
RGB: 173, 157, 123



Scouting Pale Gray
Hex: #858787
RGB: 133, 135, 135



Scouting Dark Gray
Hex: #232528
RGB: 35, 37, 40

Program Colors

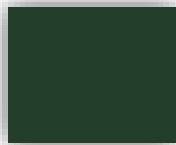
Each program of Scouting America has primary colors as well.

Cub Scouts: In addition to Scouting Blue



Cub Scout Yellow
Hex: #FDC116
RGB: 252, 209, 22

Scouts BSA: In addition to Scouting Red and Scouting Tan



Scouts BSA Olive
Hex: #243E2C
RGB: 36, 62, 44

Venturing



Venturing Green
Hex: #006B3F
RGB: 0, 107, 63

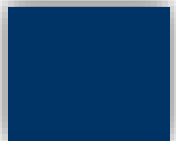


Venturing Yellow
Hex: #FCD116
RGB: 252, 209, 22

Sea Scouts



Sea Scout Yellow
Hex: #FFCC00
RGB: 206, 17, 38



Sea Scout Dark Blue
Hex: #003366
RGB: 0, 51, 102



Sea Scout Light Blue
Hex: #9AB3D5
RGB: 154, 179, 213

Content

Guiding Principles

Scout Law

A Scout is:	Digital Implication
Trustworthy	<i>Privacy, personal safety, and data security matter.</i>
Loyal	<i>Scouts support each other. Be sensitive to those whose abilities differ.</i>
Helpful	<i>Create projects that are useful.</i>
Friendly	<i>Use open, everyday language and imagery to communicate.</i>
Courteous	<i>Respect others' time with simple, intuitive processes.</i>
Kind	<i>Remember the Golden Rule: treat others as you would like to be treated.</i>
Obedient	<i>Follow guidelines set by the BSA. They exist for the benefit of all.</i>
Cheerful	<i>Stay positive. Be constructive, patient, and pleasant.</i>
Thrifty	<i>Don't reinvent the wheel — use design and software that exist.</i>
Brave	<i>Do the right thing, even when it's hard.</i>
Clean	<i>Keep it simple. Avoid clutter in language, design, and features.</i>
Reverent	<i>Acknowledge and respect the viewpoints of others.</i>

Tone and Voice

“A Scout is trustworthy....” With this phrase, millions of Scouts over the decades have begun their oath. “Friendly, courteous ...”

These are powerful words that govern the way we speak when we speak for Scouting—and whether we like it or not, when we speak, we do speak for all Scouting, especially in today's internet-enabled world.

- **Be direct.** Readers tend to be task-oriented—they are looking for specific information, and they want it quickly. Use active, not passive, voice.
- **Be succinct.** Attention spans are shorter online. Use short paragraphs of no more than three–five sentences. Keep word counts to 250 words per page or less.
- **K.I.S.S.** Acronyms and technical terms may be second-nature to you, but a new Scout or prospective parent won't necessarily understand insider language. Keep it simple, Scout.
- **Write for “scanners.”** People tend to scan digital screens, rather than pore over every word. Use bulleted lists, short headlines, and relevant imagery to provide quick entry points to content.

Sample Designs:

The following pages show marketing collateral that follows brand guidelines.

Sample Meeting Agenda

Meeting Name
Meeting Date and Time

1. Invocation, Pledge, Oath and Law
2. Topic 1
3. Topic 2
4. Topic 3
5. Topic 4
6. Closing

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

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.



United
Way



WHAT DID THE SOAP SAY TO THE HANDS AS THEY WERE BEING WASHED?



I THINK WE'RE IN SINK.

No dirty jokes around here, only clean ones because a Scout is clean. Help us kick off a summer of good, clean fun by making your annual gift. Give here today:



BOY SCOUTS
OF AMERICA®

LAST FRONTIER COUNCIL



scoutingrocks.tv/donate

WELCOME TO



FRIDAY, DECEMBER 2



BOY SCOUTS OF AMERICA®
LAST FRONTIER COUNCIL

ORDER OF PROGRAM

FRIDAY, DECEMBER 2, 2022



MASTERS OF CEREMONIES

Ben Power, Eagle Scout
Nicholas Sasseen, Eagle Scout

INVOCATION

Rev. Josh Attaway, St. Luke's United Methodist Church

PRESENTATION OF COLORS

MaNu Lodge, Order of the Arrow

OPENING COMMENTS

Jerry Winchester, President

COUNCIL ADDRESS

Jeff Woolsey, Scout Executive/CEO

EAGLE SCOUT PROJECTS OF THE YEAR

Paul Bicket, NESA Outstanding Eagle Scout
Nicholas Sasseen, 2021 Eagle Scout Project of the Year

MEDAL OF MERIT

Catherine & John Armitage, Gathering of Eagles Co-Chairs

NESA OUTSTANDING EAGLE SCOUT AWARDS

David Reid, NESA Outstanding Eagle Scout
Hal Yocum, NESA Outstanding Eagle Scout

SILVER BEAVER AWARDS

Colleen Bicket, Silver Beaver
Kelley Sheik, Silver Beaver

PRESENTATION OF 2022 EAGLE SCOUTS

Bob Spinks, NESA Outstanding Eagle Scout
Bill Ford, NESA Outstanding Eagle Scout

SEND OFF

Bill Ford, NESA Outstanding Eagle Scout



BOY SCOUTS
OF AMERICA®
LAST FRONTIER COUNCIL



3031 NW 64th Street | Oklahoma City, OK 73116 | (405) 840-1114
620 NW Cache Road | Lawton, OK 73507 | (580) 357-3633

EXECUTIVE BOARD:

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Alan Aneshansley
Brian Aneshansley
Rory Barneche
Colleen Bicket
Dan Boren
Gen. Bill Bowden
James Buchanan, III
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Mark Burson
Larry Campbell
David Carpenter
James David
Scott Davis
Andrea Dennis
Jeff Ewing
Mohammad Farzaneh
Ellen Fleming
Glenn Floresca
William Ford
Richard Forshee
Hon. Stephen Friot
Gerald Gamble
Clay Gaspar
Chas Gilmore
Shad Glass
Drew Graham
Mark Hanstein
CW Harrison
Steve Hart
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Reginald Johnson
Gary Jones
E. Carey Joullian IV
Farooq Karim
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Joe Kozlowski
Brian Lageman
Cody Law
Edmund Martin
Travis Mason
Steve Mason
Glen McCall
John McNamara

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Collins Peck
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Blake Raney
David Reid
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Art Schmidt
Lee Allan Smith
Jim Smith
Robert Spinks
Kathleen Stevenson
Tom Stevenson
Douglas Stussi
Dr. Ron Sutor
Brad Thomas
David Thompson
Mike Turpen
James Waldo
Thomas Ward
Noris Whitaker
Jeremy Whitlow
Alvin Williams
Jerry Winchester
Gary Woodrow
Gary Woods
Jeff Woolsey
Dr. Harold Yocum

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Jeff Brown
Lee Cooper
Robert Eades
Roger Nayar
John Robberson
Joel Rodriguez
Shad Satterthwaite
Don Vick



2023 FRIENDS OF SCOUTING
ANNUAL CAMPAIGN



@LastFrontierCouncil



@LFCScouting



480LastFrontierCouncil

www.Scoutingrocks.tv/donate

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.

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.

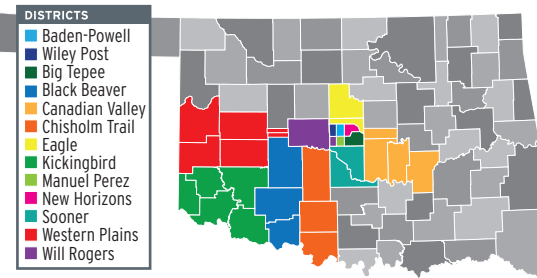
SCOUT LAW A Scout is...

TRUSTWORTHY | LOYAL | HELPFUL | FRIENDLY | COURTEOUS
KIND | OBEDIENT | CHEERFUL | THRIFTY | BRAVE | CLEAN | REVERENT

WHAT IS THE LAST FRONTIER COUNCIL?

Founded in 1914, thousands of youth, families, and volunteers rely on the Last Frontier Council. Our purpose is to expand and support Scouting programs throughout 24 counties in central, western, and southwestern Oklahoma.

It is our goal that every youth have the opportunity to hear about, join, and enjoy all of the lifelong benefits of Scouting.



WHAT IS FRIENDS OF SCOUTING?

Friends of Scouting is the annual giving campaign for the Last Frontier Council. We rely on donations from our local community and Scouting families for over 40% of our annual budget. While we generate revenue through other streams, Friends of Scouting and other direct contributions make up our largest source of funding.

No child shall be denied the promises of Scouting for financial reasons. Our council offers camperships, after school programs in at-risk areas, fundraisers, and other resources for Scouts who need financial assistance for our programs.

Scouting is a critical service to the community. Please help us to extend and support the Scouting program with your annual gift.

THE IMPACT OF SCOUTING

Research conducted by Harris Interactive and Tufts University shows:

TRUSTWORTHY: 75% of Scouts agree that Scouting has taught them to always be honest and to be a leader.

LOYAL: 88% of Scouts feel proud to live in the USA and 80% say spending time with family is important to them.

HELPFUL: 80% of Scouts believe that helping others should come before their own self-interest.

FRIENDLY: 80% of Scouts say that Scouting has taught them to treat others with respect and 78% to get along with others.

COURTEOUS: 87% of Scouts believe older people should be treated with respect.

KIND: 78% of Scouts say that Scouting has taught them to care for other people.

OBEDIENT: 84% of Scouts would inform a teacher or parent of a classmates potentially harmful actions.

CHEERFUL: Those who were Scouts as youth are generally more satisfied with their personal lives and their jobs.

THRIFTY: 82% of Scouts say that saving money for the future is a priority.

BRAVE: 80% of Scouts say that Scouting has increased their confidence, and 51% rate their self-confidence as excellent.

CLEAN: 95% of tenured Scouts say that Scouting developed a habit to take better care of the environment.

REVERENT: 83% of those who were Scouts for five or more years say attending religious services as a family is very important.

SCOUTING STANDARD

Keep Scouting Strong in Oklahoma
June 8-12



BOY SCOUTS OF AMERICA®
LAST FRONTIER COUNCIL

Scout Oath

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