

# Branding And Style Guide



# Table of Contents

Brand Identity .....	1
Trademark and Logo Protection .....	1
Official Logo .....	2
Colors .....	4
Tagline.....	5
Alternate Logos .....	6
Illustrations .....	7
Style Guide.....	8
Common Terms.....	8
Positions of Responsibility.....	10
Awards and Recognition .....	11
Events and Programs.....	12
Publications .....	13
Uniforming and Insignia.....	14
OA Sash .....	14
Pocket Flap .....	15
Uniform Devices .....	15
References .....	16

# Brand Identity

## Trademark and Logo Protection

The trademarks and logos of the Order of the Arrow 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 the Boy Scouts of America the sole and exclusive right to use its “emblems, badges, descriptive and designating marks” in connection with carrying out its purposes.

These and all art or logotypes obtained from the national Order of the Arrow committee and the National Council, Boy Scouts of America, are the exclusive property of the Boy Scouts of 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 Boy Scouts of America. 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 that the artwork or logotype is the subject of a U.S. Trademark Registration Certificate, then 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).

Place a statement at the bottom of any advertisement, poster, or piece of literature that clearly identifies trademarks or design marks of the Boy Scouts of America. This might read as follows: “The Order of the Arrow logo is a registered trademark of the Boy Scouts of America.”

If you have any questions concerning correct trademark usage, please contact [branding@oa-bsa.org](mailto:branding@oa-bsa.org) for further guidance.

## Official Logo

The Order of the Arrow logo is the official identifying mark for the organization. It is the single most visible and recognizable element of our overall brand image. Correct and consistent usage will preserve this identity from a branding and legal standpoint.

The arrowhead and universal emblem symbols along with the “Order of the Arrow Boy Scouts of America” logotype together form the official Order of the Arrow logo which may appear in one of four approved color configurations, depending on its specific application. The logo is stringently proportioned. Under no circumstances can the size, relationship and positions of the logo’s elements be changed.



One Color



Two Color



Reversed



The following are examples of **unacceptable** logo applications.

Do not reproduce in any tint or screen.



Do not truncate the logo.



Do not alter the logo in any way, including changing the typeface.



Do not reproduce the logo on a dark background without reversing the type.



Do not add a drop shadow.



Do not add a bevel effect.



## Colors

In accordance with the Boy Scouts of America *Brand Identity Guide*, the following colors are the only acceptable reproductions for use in presenting the official organization logo:



### **Boy Scout Red**

Spot Color: Pantone 186

Four-Color Process: 0% Cyan, 100% Magenta, 70% Yellow, 0% Black



### **Boy Scout Blue**

Spot Color: Pantone 294

Four-Color Process: 100% Cyan, 50% Magenta, 0% Yellow, 20% Black

## Tagline

The Order of the Arrow tagline is the branding slogan that sums up the tone and premise of our organization. Like the official logo, it is a very visible and recognizable element of the OA's brand image. The tagline should be applied in a correct and consistent manner wherever it is used, in order to preserve the identity and integrity of our brand.

**“Scouting’s National Honor Society”**

## Alternate Logos



**Logo with Tagline and  
Universal Emblem**



**Logo with Tagline**



**Previous Logo**

These logos may be used in place of the official logo on internal marketing collateral and communications. In other words, these should only be used to represent the OA when the intended audience consists exclusively of Arrowmen.

*These logos are not registered trademarks and should not appear with the ® symbol.*

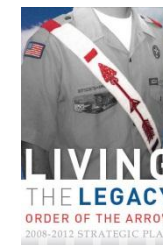
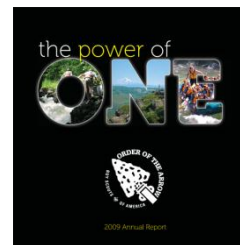
This logo may be used for historical purposes only. It should never be used as a replacement for the official Order of the Arrow logo.



## Illustrations

The Order of the Arrow creates illustrations, logos, and/or clipart for various programs, events, publications, merchandise, and recognition items. While these illustrations are not registered trademarks, they should never be altered in any way.

The following are examples of official OA illustrations.



# Style Guide

## Common Terms

### **Allowat Sakima**

Always use full name.

### **Arrowman**

Plural: Arrowmen

### **Boy Scouts of America (BSA)**

### **chapter**

Capitalize only when used as part of a proper noun, i.e., "Pelican Chapter"

### **Conclave**

### **elangomat**

Capitalize only when used as part of a title or heading, i.e., "Elangomat Clan System"

### **Kichkinet**

### **lodge**

Capitalize only when used as part of a proper noun, i.e., "Chilantakoba Lodge"

### **Meteu**

### **national office**

### **national Order of the Arrow committee**

### **Nutiket**

### **Ordeal**

Always capitalize

### **Order of the Arrow (OA)**

The abbreviation *OA* should only be used on marketing collateral and communications when the intended audience consists exclusively of Arrowmen. Otherwise, spell out full name.

## Common Terms (Cont.)

### **planbook**

Do not hyphenate

### **pre-Ordeal**

### **principal**

Allowat Sakima, Meteu, Kichkinet, and Nutiket in the ceremonies are referred to as principals; not principles

### **region**

Capitalize only when used as part of a proper noun, i.e., “Southern Region”

### **Scout**

Always capitalize

### **Scouting’s National Honor Society**

### **servant leadership**

An underlying philosophy of leadership defined by Robert K. Greenleaf in 1970

### **servant-leader**

One who practices the philosophy of servant leadership

### **Wimachtendienk**

Word in the Leni Lenape language for “Brotherhood”

### **Wingolauchsik**

Word in the Leni Lenape language for “Cheerfulness”

### **Witahemui**

Word in the Leni Lenape language for “Service”

## Positions of Responsibility

Capitalize as follows: Tiger Cub, Cub Scout, Boy Scout, Varsity Scout, Explorer, Cubmaster (assistant Cubmaster), Scoutmaster (assistant Scoutmaster), Coach (Varsity Scout Coach only; assistant Coach), Advisor (Explorer Advisor only; associate Advisor), Skipper, Scouter, Chief Scout Executive.

Capitalize other titles and positions of responsibility only when they precede a name, i.e., “Assistant Scout Executive Jack Gray,” “District Executive Cathy Green,” and “Vice Chief Mark Brown.”

Do not capitalize when following a name, i.e., “Jack Gray, assistant Scout executive of St. Louis, Mo.” and “Cathy Green, district executive of the Longhorn Council” and “Mark Brown, Order of the Arrow vice chief.”

### **Adviser**

Use when referring to any adviser in the OA

### **Advisor**

Use only in reference to an Exploring or Venturing Advisor

### **Chief**

### **OA specialist**

### **OA team leader**

### **Order of the Arrow team representative**

### **Order of the Arrow troop representative**

### **Vice Chief**

## **Awards and Recognition**

**Arrowhead of Service Award**

**Arrowman Service Award**

Awarded 2001-2003; no longer available

**Brotherhood Membership**

**Distinguished Service Award (DSA)**

**E. Urner Goodman Camping Award**

**E. Urner Goodman Scholarship Fund**

Suspended; no longer available

**Founder's Award**

**Josh Sain Memorial Scholarship**

**Leadership in Service Award**

Awarded 2005-2007; no longer available

**Legacy of Servant Leadership Lifetime  
Achievement Award**

**Maury Clancy Indian Campership Fund**

**National Service Award**

**National Quality Lodge (NQL)**

**OA High Adventure Triple Crown**

**OA Service Grant**

**Ordeal Membership**

**Red Arrow Award**

**Vigil Honor**

## Events and Programs

**ArrowCorps<sup>5</sup>**

**Conclave Training Initiative (CTI)**

**Indian Summer**

**Lodge Leadership Development (LLD)**

**National Conservation and Leadership Summit (NCLS)**

**National Leadership Seminar (NLS)**

**National Leadership Summit**

**National Lodge Adviser Training Seminar (NLATS)**

**National Order of the Arrow Conference<sup>®</sup> (NOAC)**

**National Scout Jamboree**

Program Areas: OA Service Corps, Indian Village, TOAP, PACEsetters, *The Odyssey of the Law* (1997), *Scoutopia* (2001), *Twelve Cubed* (2005), *The Mysterium Compass* (2010)

**Order of the Arrow High Adventure (OAHA)**

Programs: OA Trail Crew, OA Wilderness Voyage, OA Ocean Adventure, OA Canadian Odyssey

**Order of the Arrow Troop/Team Representative Program**

**The Outdoor Adventure Place (TOAP)**

**SummitCorps**

## **Publications**

***Ceremony for the Ordeal***

***Ceremony for the Brotherhood***

***Ceremony for the Vigil Honor***

***Conclave Best Practices***

***Field Operations Guide***

***Guide for Officers and Advisers***

***Guide to Inductions***

***Legacy of Servant Leadership, A***

2003-2007 OA strategic plan

***Living the Legacy***

2008-2012 OA strategic plan

***Lodge Community Service Guide***

***Lodge Finance Manual***

***Lodge Leadership Development Planning  
Guide***

***Lodge Orientation Guide***

***Manual for Producing a “Where to Go  
Camping Guide”***

***National Bulletin***

***Order of the Arrow Handbook***

# Uniforming and Insignia

The Boy Scouts of America has been a uniformed organization since its inception. Uniforms help to foster a sense of belonging, identification, and commitment between our members.

The following excerpts are taken from Boy Scouts of America *Insignia Guide*, item number 33066.

## OA Sash

Sashes are to be worn over the right shoulder and under the epaulet of the official scout shirt. “Legend strips” or “sash backs” are not official and may not be worn on the sash or with the uniform. The OA sash is not worn with the merit badge sash.

**Ordeal Sash**



**Brotherhood Sash**



**Vigil Sash**





## Pocket Flap



**Lodge insignia (flap)** may be worn on the right pocket flap of the official scout shirt. Each lodge is authorized to have its own embroidered design. The lodge insignia must fit the exact size and shape of the uniform pocket flap.

## Uniform Devices



**Order of the Arrow membership emblem** consists of a ribbon and pendant. Scouts or Scouters are eligible to wear this device by hanging it from the right pocket flap of the official scout shirt. This emblem signifies national membership.



**Founder's Award** consists of a gold arrow suspended from a red ribbon. Scouts or Scouters who have been awarded the Founder's Award are eligible to wear this device by hanging it from the right pocket flap of the official scout shirt.



**Vigil Honor Pin** should be worn on Order of the Arrow membership emblem.

# References

## **Boy Scouts of America**

Website: <http://www.scouting.org>

## ***BSA Brand Identity Guide***

Online: [http://www.marketing.scouting.org/filestore/marketing/pdf/Brand\\_Identity.pdf](http://www.marketing.scouting.org/filestore/marketing/pdf/Brand_Identity.pdf)

## ***BSA Insignia Guide***

In Print: BSA National Supply Group Item No. 33066

Online: <http://www.scouting.org/scoutsource/Media/InsigniaGuide.aspx>

## **Order of the Arrow**

Website: <http://www.oa-bsa.org>

Fact Sheet: <http://www.scouting.org/scoutsource/BoyScouts/OrderoftheArrow.aspx>

## ***Order of the Arrow Handbook***

In Print: BSA National Supply Group Item No. 34996

## **Remember to ask before you act!**

Please contact [branding@oa-bsa.org](mailto:branding@oa-bsa.org) with any questions about the topics presented in this guide.

