# TABLE OF CONTENTS

## Introduction
- Who is the CR.......................... 3
- The Value of a Brand................... 4
- Brand Guidelines........................ 5
- Mission & Purpose..................... 6

## Brand Elements
- The Logo................................ 7
- The Wordmark.......................... 8
- The Hashtag Lockup.................... 10

## Incorrect Usage
- What to Avoid.......................... 11

## Color Components
- Primary Colors........................ 14
- Secondary Colors...................... 14

## Typography
- Primary Typefaces...................... 15
- Alternate Typefaces.................... 16
- Typeface Styles........................ 17
- Typeface Considerations............. 17

## Brand Collateral
- Product Examples...................... 18

## Brand Merchandise
- Brand Usage............................ 19
# INTRODUCTION

<table>
<thead>
<tr>
<th>We Are</th>
<th>We Are Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic</td>
<td>Arrogant</td>
</tr>
<tr>
<td>Professional</td>
<td>Cold</td>
</tr>
<tr>
<td>Innovative</td>
<td>Risky</td>
</tr>
<tr>
<td>Comforting</td>
<td>Patronizing</td>
</tr>
<tr>
<td>Educational</td>
<td>Overbearing</td>
</tr>
<tr>
<td>A Trusted Ally</td>
<td>Dictatorial</td>
</tr>
<tr>
<td>Compassionate</td>
<td>Impersonal</td>
</tr>
</tbody>
</table>

#WeAreCR
The Central Region has a long-stored legacy of selfless service in the Order of the Arrow. The Central Region is made up of thousands of Arrowmen who range from chapter members to national committee members, each serving a purpose that is bettering the region.

The Central Region is optimistic, humble, hard-working and progressive while honoring the history that came before it. While maintaining a sophisticated attitude, the Central region is simplistic.

Don’t these rules reduce creative opportunities?
Thinking of brand elements and guidelines is similar to thinking of construction. You could give 5 architects the same 4 building materials and identical constraints on the height of building and number of rooms but end up with 5 totally different interpretations.

In the same way, we give our members a set of logos and guidelines, but the opportunities for what we can create are endless.
Central Region Brand Guidelines Effective April 29, 2020

The Central Region Brand Guidelines in this document are effective April 29, 2020, with a one-year grace period (ending April 29, 2021) for chapters, lodges and sections to phase out existing materials that utilize previous branding standards (e.g., printed letterhead or business cards). These new brand guidelines should be implemented as soon as possible after the effective date.

For support and questions about the Central Region Brand Guidelines and how they apply to you, please contact:

branding@central.oa-bsa.org
Mission & Purpose

Mission:
The mission of the Order of the Arrow is to fulfill its purpose as an integral part of the Boy Scouts of America through positive youth leadership under the guidance of selected capable adults.

Purpose:
As Scouting’s National Honor Society, our purpose is to:
• Recognize those who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition.
• Promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout’s experience, in the unit, year-round, and in summer camp.
• Develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation.
• Crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others.
BRAND ELEMENTS

The Logo

Color Logo

Alternate Logo

Reversed Logo
BRAND ELEMENTS

Vertical Wordmark

Color Vertical Wordmark
Alternate Vertical Wordmark
Reversed Vertical Wordmark
Horizontal Wordmark

ORDER OF THE ARROW®
CENTRAL REGION

Color Horizontal Wordmark

ORDER OF THE ARROW®
CENTRAL REGION

Alternate Horizontal Wordmark

ORDER OF THE ARROW®
CENTRAL REGION

Reversed Horizontal Wordmark
Hashtag Lockup

The hashtag lockup is a secondary brand element to be used in conjunction with primary brand elements but never as a replacement. Color treatments should act the same as primary brand elements.

Color Lockup

Alternate Lockup

Reverse Lockup
INCORRECT USAGE

Avoid the Following

Avoid overlapping any brand element with another object.

Avoid altering any brand element in any way, including changes in typeface or color.

Avoid adding effects to any brand elements, including drop shadow, bevel, glow, etc.

Avoid reproducing any brand element in color on a dark background. Instead, you may use a reversed logo image on a dark background.
INcorrect Usage

Avoid the Following

Avoid rotating or skewing any brand element.

Avoid truncating any brand element.

Avoid displaying a brand element in a way that touches the very edge of a piece. Give space for the logo element to stand away from the edge.

Avoid displaying any brand elements in a way that suggests a relationship with a non-partner third party.
INCORRECT USAGE

Avoid the Following

Avoid white on cream.  Avoid cream on white.  Avoid gray on red.  Avoid red on gray.
The following primary colors may be used as a foundational color palette for CR communications materials. In addition to the three primary colors, the following secondary colors may be used as accent colors. It is preferred that primary colors be used on background colors when placing a bland element on top. Other appropriate colors for brand elements include black and white.

**PRIMARY COLORS**

- [Gray](#7C766D)  
  HEX: #7C766D  
  C: 51 M: 46 Y: 53 K: 14

- [Red](#E31837)  
  HEX: #E31837  
  C: 5 M: 100 Y: 83 K: 0

- [Light Yellow](#FFF3DF)  
  HEX: #FFF3DF  
  C: 0 M: 4 Y: 13 K: 0

**SECONDARY COLORS**

- [Orange](#F15925)  
  HEX: #F15925  
  C: 0 M: 81 Y: 98 K: 0

- [Orange](#F6881F)  
  HEX: #F6881F  
  C: 0 M: 57 Y: 100 K: 0

- [Light Orange](#F9AB4D)  
  HEX: #F9AB4D  
  C: 0 M: 38 Y: 79 K: 0
To strengthen the visual identity of the Order of the Arrow, the Central Region will follow the typography guidelines laid out in the national OA branding guidelines.

Typefaces
We encourage the use of the following typefaces whenever possible to strengthen the identity of CR communication materials.

Primary Typeface - Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]\}{:;"'<,./

Secondary Typeface - Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]\}{:;"'<,./

More information about purchasing a license for the Museo font family for your lodge or section can be found online at the OA branding page.
Because the Museo Slab and Museo Sans typeface families are not standard to common desktop publishing applications, you may also use these following typefaces to support the OA brand identity.

**Alternative Primary Typeface - Rockwell Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]{}|::’”<>?,./
```

**Alternative Secondary Typeface - Gill Sans Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]{}|::’”<>?,./
```

More information about finding the Rockwell or Gill Sans fonts for your lodge or section can be found online at the OA branding page.
TYPOGRAPHY

**Typefaces**

Use your best judgement to make a pleasing visual presentation when laying out documents and creating designs. You may use the following type hierarchy when creating documents and designs.

<table>
<thead>
<tr>
<th>Primary Headline Text</th>
<th>Secondary Headline Text</th>
<th>Tertiary Headline Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museo Slab 700</td>
<td>Museo Slab 300</td>
<td>Museo Sans 700</td>
</tr>
<tr>
<td>Tracking: 20</td>
<td>Tracking: 20</td>
<td>Tracking: 20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Indicator Text</th>
<th>Body Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museo Sans 300 Italic</td>
<td>Museo Sans 300</td>
</tr>
<tr>
<td>Tracking: 10</td>
<td>Tracking: 30</td>
</tr>
</tbody>
</table>

**Typography Considerations:**

- Tracking is a consideration for designers using professional software such as Adobe InDesign or Illustrator.
- You may use Museo Slab, Museo Sans, Rockwell Regular or Gill Sans as headline text.
- Avoid using Museo Slab or Rockwell Regular as body text. You may use Museo Sans or Gill Sans Light as body text.
- Avoid using text smaller than 8pt.
Branded Products

In all cases of branded products, the logo is to be considered as the primary brand element.
Brand Usage

The Central Region brand* is used and spread constantly through merchandise items created by chapters, lodges and sections. Please abide by these guidelines when using a Central Region brand element in a patch, T-Shirt, or other designed merchandise item to ensure that the Central Region brand is used consistently across all platforms.

The following is OK for usage:

- **Do use** the logo as the primary brand element on patches and other items.
- **Do consider** using the primary color palette as foundational colors in merchandise items.
- **Do follow** typography guidelines whenever possible (especially on printed materials) when using type in merchandise items.

*The Central Region brand elements are trademarks of the Order of the Arrow, Boy Scouts of America and Scouts BSA, and must only be reproduced on items produced by the National Supply Group or an official BSA licensee. Please abide by these guidelines and any other BSA policies when using any Central Region brand element in a patch, t-shirt, or other designed merchandise to ensure that the Central Region brand is used consistently. To view a full listing of BSA licensees authorized to help service your requests, please visit www.licensingbsa.org.
Not sure? Ask before you act.

branding@central.oa-bsa.org