Section & Conclave Brand Usage Guidelines

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Created and maintained by the SR-7A Promotions Team under the leadership of the Section Secretary.

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Introduction

This document is intended to serve as a section-level supplement to the current versions of the Boy Scouts of America *Brand Identity Guide* and the Order of the Arrow *Branding and Style Guide*. For use of logos and branding on a national level, please refer to those documents. No material in the SR-7A *Brand Usage Guidelines* is intended to conflict with these national documents, and we encourage SR-7A Arrowmen to seek guidance in those resources for proper usage of Order of the Arrow and Boy Scouts of America logos, typefaces, and color schemes.

SR-7A Logo & Brand

Used for over three decades, the SR-7A Fire has become an icon in the Order of the Arrow. These guidelines have been developed to help maintain the integrity of the section's image nationwide, and to aid designers who are developing memorabilia and communications representing the section. While the image of a campfire can be construed as being "woodsy," "campy," and "old school," the proper and consistent usage of the color palette and typefaces described in this document will help maintain SR-7A's image as a section that honors its past while reaching new levels of leadership and service in the 21st century.

History of the SR-7A Fire

The origin of the stylized fire used by SR-7A traces its roots to the early 1970s, when the newly-formed Section SE-1 began utilizing a logo featuring the bust of an Indian chief rising from a campfire. Ten years later, a regional realignment assigned the designation of Section SE-8 to the seven Virginia-based lodges that had formerly been part of the larger SE-1. By 1984, the new section's logo, which consisted of a two-color fire containing the characters "SE 8" atop a base of seven logs, was in use at Conclave shows and in publications. Each log contained the number of a lodge within the section. The logo's first known patch debut was in 1986, when it formed the centerpiece of that year's conclave participation award patch. Two years later, in 1988, the logo made its first appearance on a conclave delegate patch, although the image was so small that it appeared misshapen once embroidered.

Figure 1- SE-1 Logo

An altered version of the logo was used as the centerpiece of the section's patch commemorating the 1992 NOAC, and the symbol was used for the final time on a number of pieces issued in conjunction with the final SE-8 Conclave in 1993. Following this event, another regional realignment split the former SE-8 lodges between two new sections (three lodges went south to join SR-7, and three lodges went west to join SR-6 then SR-6B), and the decade-old fire logo was mothballed.

In 1998, many sections in the Southern Region were reorganized, and the six Virginia-based lodges again banded together as SR-7A. The theme of the conclave that year was "Rekindle the Flame," which evoked memories of the SE-8 fire, and the patch contained a version of the fire as a frame for the service lodge's totem. The old SE-8 fire was slightly altered and placed back into service as the logo for the new SR-7A.

Figure 2- 1988 SE-8 Conclave delegate patch

Figure 3- Chenille issued for the 1993 SE-8 Conclave

Official Logo of Section SR-7A

The official and complete logo of SR-7A is shown to the right. In order to maintain the section's brand image, it is critical that the colors and proportions of the logo be maintained (except as described below).

The SR-7A logo has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. The correct proportions are shown here. The logo can be imagined as existing within a vertical rectangle that is 1.5 times taller than its width. (x=y in the diagram). Consistent use of the logo helps maintain the integrity of the section's brand and ensures greater brand recognition.

There are instances when an artistic interpretation of the logo may be used in conjunction with other graphics to represent the section or a section activity, but the official logo is not appropriate or desirable to use from a design point of view. In this case, the logo may be altered or stylized and used as a component of a larger design. For examples of this, see "Illustrations" below.

Logo Variations

Various design situations may call for the use of the SR-7A Fire in a format that varies slightly from the "official logo" presented above. In all cases, care must be taken to ensure that the SR-7A Fire remains identifiable and representative of the branding objectives outlined in this document. Three acceptable variations to the SR-7A Fire are presented below. They are considered variations because they alter either the design or color palette of the official logo as presented above.

No Lodge Numbers
Used when the size of the logo, the material upon which it is being rendered, or other design considerations cause the lodge numbers to be unreadable or to appear cluttered.

Monochrome
Any of the darker colors in the SR-7A color palette (see "Color Specifications") may be used to achieve a monochrome effect

Negative/True Reverse
Note difference from "monochrome logo with same color background" under "Incorrect Usage"
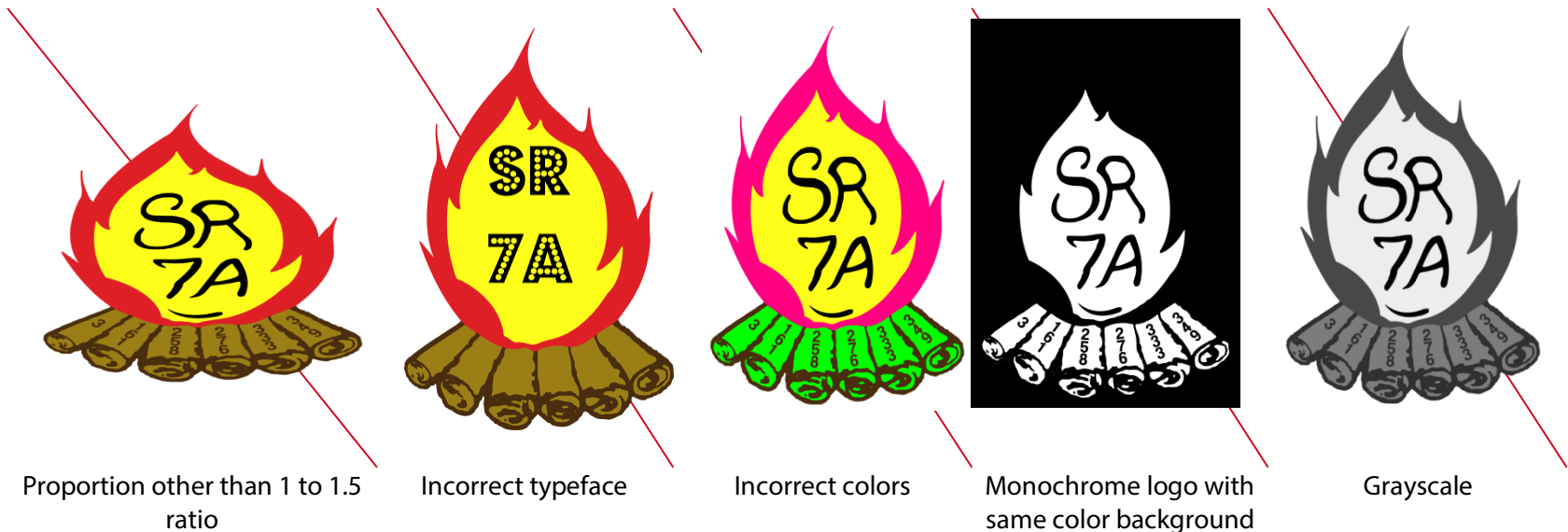
Logo Usage

The SR-7A Fire is the official graphical representation of the section, and shall only be used on section memorabilia, merchandise, and communications. Lodges within the section may use the logo in promotions of section events, commemorations and anniversaries, and when identifying the lodge as a member of the section. Individuals may only use the SR-7A Fire (on business cards, letterhead, etc.) when conducting official section business as an elected or appointed officer, chairman, team member, or adviser of the section. In no case may the logo be used by a private party for profit.

SR-7A Leadership Identity Items

SR-7A strictly reserves the production and use of certain clothing items as a form of recognition for section officers and advisers. These items include, but are not necessarily limited to, jackets and polo shirts that are dark green in color containing the SR-7A Fire along with the name and/or section of the individual in yellow lettering. Items similar to this shall not be produced by individuals, section/Conclave committees and teams, or lodges unless permission has been given by the section.

Incorrect Usage

These are some examples of improper ways of presenting the SR-7A brand.

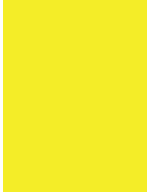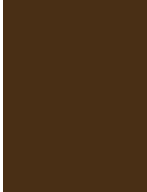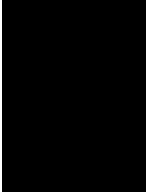| Proportion other than 1 to 1.5 ratio | Incorrect typeface | Incorrect colors | Monochrome logo with same color background | Grayscale |

Illustrations

From time to time, SR-7A creates illustrations, logos, and/or clipart for various programs, events, publications, merchandise, and recognition items. These illustrations should never be altered in any way. The following are examples of official SR-7A illustrations.

Color Palette Specifications

It is important that Section SR-7A maintain a consistent appearance of the logo and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate the section's programs. The SR-7A color palette is comprised of colors used in the SR-7A Fire. In addition, a dark green is included as an accent color for added flexibility and one-color scenarios.

	Logo- Fire	Logo- Fire	Logo- Log Border, Lodge Numbers	Logo- Log Interior	Logo- Text	Accent
Name/ Description	Scouting Red	SR-7A Yellow	Dark Brown	Dark Khaki	Black	SR-7A Green
Hex	ce1126	f4ed28	492f15	9f7c2e	000000	1e3f1d
RGB	206, 17, 38	244, 237, 40	73, 47, 21	159, 124, 46	0, 0, 0	30, 63, 29
CMYK	0, 92, 82, 19	0, 3, 84, 4	0, 36, 71, 71	0, 22, 71, 38	0, 0, 0, 100	52, 0, 54, 75

Note: Computer monitors, mobile device screens, and printers each render colors differently. To maintain a consistent appearance, always refer to the color numbers (Hex, RGB, or CMYK) above, rather than attempting to match the color swatches by eye.

Typography

All typography on SR-7A literature should use a combination of **Boris Black Bloxx** (created by Manfred Klein) and **Myriad Pro** (Adobe). The following are examples of proper usage of the typefaces.

Primary Heading

Primary Headings should be in Boris Black Bloxx and be twice the point size of the body copy. For example, if the body copy is 11 pt, the heading should be 22 pt. Do not apply "bold" treatment to Boris Black Bloxx.

Body Text

Body text should be in Myriad Pro Regular at no larger than 12 pt and should have approximately 20 pt line spacing when possible to make the text more readable.

Accent Text/Minor Headings

Myriad Pro Black may be used in situations where a distinction from the body text is needed, but Boris Black Bloxx would be too heavy to be aesthetically pleasing. Do not apply "bold" treatment to Myriad Pro Black.

Typeface Samples

Boris Black Bloxx

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
0123456789
.,:;""!?@#$%&*{(/|\)}

Myriad Pro

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÕØ
abcdefghijklmnopqrst
uvwxyzàåéî&1234567
8901234567890($£€.,!?)

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Myriad Pro Black

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÕØ
abcdefghijklmnopqrs
tuvwxyzàå&12345678
901234567890($£€.,!?)

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Conclave Branding

The annual Conclave is Section SR-7A's best opportunity to help strengthen its lodges by inspiring and training Arrowmen to return to their home lodges and continue on their path of servant leadership. Each year, Conclave is attended by returning Arrowmen as well as those who have never been to a Conclave or other event outside of their lodge. It is critical that the section and its lodges deliver a strong and unified image during pre-Conclave promotions as well as at the event itself. This helps drive registration, enthusiasm, and retention of the key messages presented at the event.

So that an effective Conclave branding campaign can be initiated, planning must begin approximately 14 months ahead of the event.

Figure 4- Conclave promotional campaigns are nothing new in Virginia. This button was created in advance of the 1993 SE-8 Conclave.

Conclave Theme

At each February Council of Chiefs meeting, the Section Chief will lead the lodge chiefs in an exercise to develop the theme of the following year's Conclave (in other words, at the February Council of Chiefs in 2049, they will select the theme for the 2050 Conclave).

From "The Conclave Experience," a report by the 2007 Conclave Best Practices Task Force:

> Most sections use a written theme for their conclave, but few actually integrate it into their overall weekend program. Inspirational themes are the most common, utilizing phrases from the pre-Ordeal ceremony, or introspective questions such as "Where Is Your Journey Taking you", or "What Is Your Legacy?"

> Other sections are utilizing a theme which allows them to build an entertaining program around, and involve lodges in the process. "The League of Extraordinary Arrowmen," "Back to the Future," "How Uncas Got His Groove Back," and "Seeking a Lofty Summit Above" (an acronym for SALSA, providing for a southwestern theme) are interesting examples of themes that can be used to challenge lodges to bring their own interpretation of the theme to the conclave.
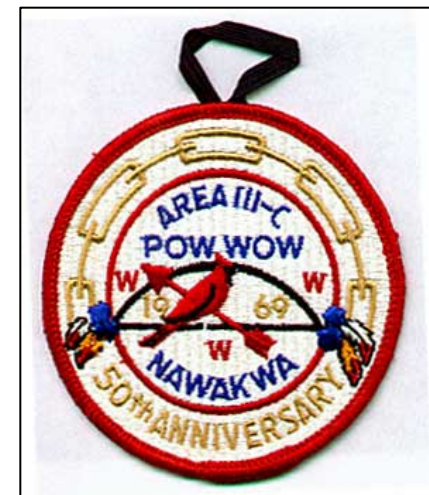

Figure 5- One of the first themed events in Virginia was the 1969 Area III-C Pow Wow. The theme, "Weld Tightly Every Link," was graphically incorporated into the patch design.

This can help with conclave promotion within lodges, giving them something to work on and rally around, and can make for interesting "spirit award" competition at conclave. Whichever type of theme is used, it is important to emphasize it in the program offerings as much as possible, not only in the shows, but also in conclave newsletters, awards presentations, and perhaps even at mealtimes.

Past Themes

The following is a listing of Conclave themes used by SR-7A in the past. This list is not an endorsement of any particular theme type by the current section officers, but is provided so that themes are not inadvertently re-used:

Rekindle the flame	**Let us find the arrow**	**Circle our council fire**
Past fires brighten our future	**Service above self**	**Weld tightly every link**
Out of the darkness	**Ponder that which is our purpose**	**Legacy of service**
Spirit of the past vision of the future	**Test the bow of brotherhood**	**Legacy of brotherhood**
From the fire's heart	**Hear the whisper, ignite the light**	**In the footsteps of our founders**
Seek to serve	**To observe and preserve the traditions**	**All fired up!**

Graphic Elements

Once the Council of Chiefs has selected a theme, the Section Promotions Team (led by the Section Secretary) will develop standard graphic elements, including a color palette, typeface, and logo(s) for the Conclave. This information will be incorporated into this document and made available to those involved in the design process for the Conclave patch.

2015 Conclave Graphic Elements

Conclave Participant Patch

Conclave Logo

TYPEFACES

Headings: **MYRIAD PRO CONDENSED** (bold and all caps)

Text: Myriad Pro (bold or regular, regular case)

COLORS (CMYK)

Red: C: 0 M: 100 Y: 81 K: 4

Orange: C: 0 M: 44 Y: 87 K: 3

Yellow: C: 0 M: 2 Y: 83 K: 5

Charcoal: C: 0 M: 0 Y: 0 K: 70

Silver: C: 0 M: 0 Y: 0 K: 1

Black: C: 100 M: 100 Y: 100 K: 100

Conclave Patch Design Contest

The Section Promotions Team will publicize a patch design contest for Conclave. Entries should utilize elements of the Conclave branding plan developed immediately following the February Council of Chiefs and adhere to other specifications provided by the section. The Section will select three of the submitted designs to present to the Council of Chiefs at that year's Conclave, and a winning design will be selected. The Section will then work with a patch manufacturer to develop a patch based on the winning design. The individual submitting the winning design will receive a selection of Conclave merchandise. The winning patch design concept will be selected in the summer preceding the Conclave (approximately 10 months in advance).

Usage

These SR-7A Conclave branding guidelines apply to any creative material that uses the theme or any associated logos or artwork. These guidelines must be followed in their entirety. Artwork associated with the Conclave brand may not be combined with those for individual committees or any other group. Committee logos may be used internally with staff, but should not be used to communicate with Conclave participants.

The style employed by the Conclave is a way to inform a participant that the information he has received is official and related to the Conclave. The styles and images in this guide should not be used unless as an official piece associated with your committee or the Conclave.

Variations of the theme language and typeface should not be created; the theme should be displayed either in the approved format or in plain text.

The guidelines maintain a unified look and feel to visual aids associated with each year's Conclave. Compliance with these guidelines ensures the brand is employed in a thoughtful, dignified, and moderated manner. These brand materials may be used only by Conclave committees in preparing print and visual (PowerPoint, video, digital, etc.) materials for distribution prior to or during Conclave.

These materials are not for use by lodges, chapters, and the general membership in patches, events, or documents. The only exception to this is that the materials may be used as a part of pre-Conclave promotions by lodges and chapters.