



Last Modified: August 11, 2015

GUIDELINES FOR CUSTOM PATCHES AND EMBLEMS

The following shall serve as guidelines for review and approval of designs incorporating the Boy Scouts of America's trademark words, phrases, symbols or mottoes.

Please note the BSA recently amended its policies regarding commercial marks to accommodate sponsorship opportunities for local councils. All requirements for third party mark permission provisions apply and subject to approval by the National Council through the BSA Licensing team.

For custom patches and emblems commissioned by a council, unit or other Scouting organization, a Licensee must not produce:

- Council Shoulder Patches currently stocked by the Boy Scouts of America (BSA) Supply Group;
- Any patch in any one of the defined shapes of a Council Shoulder Patch, which is **not** a Local Council Shoulder Patch;
- Generic or “stock” standard patches or emblems stocked and sold by the BSA Supply Group;
- Rank insignia, or patches/emblems substantially similar to rank insignia;
- Patrol emblems currently stocked and sold by the BSA Supply Group;
- Unit numerals;
- Merit Badges or Merit Badge “knock-offs”;
- Parody patches or emblems that the BSA, at its sole discretion, would deem as reflecting poorly on the BSA or its programs, and;
- Patches or emblems that contain the confederate flag, except where such a design is incorporated into an existing and currently used flag of any state within the United States of America;
- Patches depicting the World Scouting Crest;
- Patches that contain the Olympic rings, or the word “Olympics”;
- Patches that contain the Explorer E and LFL (Learning for Life) logos and wording. The Explorer E and Learning for Life are a separate organization from the Boy Scouts of America and product bearing these marks will not be authorized if used in context with other BSA trademarks; The use of the Explorer E and Learning for Life trademarks can be used separately when working with a BSA licensee.

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Custom patches are also subject to the following restrictions:

- All patches and emblems must contain a Boy Scouts of America corporate identifier: either, “BSA” without any periods, “Boy Scouts of America” or the BSA fleur-de-lis; as instructed in the BSA Insignia Guide;
- All patches and emblems must be for a Scouting event or activity;
- No third party trademarks (including GSUSA) will be authorized without prior written authorization expressed from the trademark owner (on company letter), and written approval from the BSA Licensing team;
- No text or designs over the BSA Universal Emblem, when used;
- No text or designs superimposed over the American flag, nor attached to it any mark, insignia, letter, word, figure, picture, or drawing of any nature (a stationary American flag may not be used as a patch backing; however, a “waving” American flag may be used);
- No obscene gestures or foul language;
- No words or designs that the BSA would consider, at its sole discretion, to reflect poorly on the values of the BSA or that it would deem offensive to the BSA and/or its members;
- Patrol Emblems must be 2’ round with a tan border / background, no letters or numbers and a maximum of three colors;
- Unit, District and Council Emblems must be for a specific event such as a Camporee or Summer Camp;
- There should not be any political reference made on patches;
- BSA patches and emblems do not require statutory markings (i.e. ®, ™, ©), except in cases where the emblem or patch is of sufficient size that these marks can be produced legibly. Typically this is a patch that is 3 ½” in diameter or larger for a round patch, or any patch that is at least 4” wide or tall;
- Council Should Patches (CSPs) cannot have the city and state on them. The name of the Local Council must appear on all CSP’s. Only the council name is allowed as far as identification of the unit is concerned. No council initials are accepted.

For custom patches bearing third-party trademarks or imagery such as Norman Rockwell / Joseph Csatsari illustrations:

- If a Normal Rockwell/Csatsari image is being used, terms and conditions for use of specific design applies. Please reference the illustration list. Rockwell and Csatsari images require artist signatures on the design.

For 2017 National Jamboree Patches & Emblems:

- All Jamboree Council Shoulder Patches (JCSP's) should use either the words, "National Jamboree" or "National Scout Jamboree";
- Any 2017 National Jamboree patches currently stocked by the Boy Scouts of America (BSA) Supply Group should not be reproduced;
- Use of the words "SBR" or "Summit Bechtel Reserve" will be authorized but only in conjunction with the words "2017 National Scout Jamboree" or "2017 National Jamboree";
- All JCSP's must not exceed 3" x 5" in size in its entirety. Any JCSP that does not conform to this guideline may not be authorized. Troop or crew numerals cannot be embedded in the design;
- All 2017 National Jamboree emblems including pocket flaps must carry a QR code produced by a BSA Licensee through the Boy Scouts of America patch scan system (www.patchscan.com);
- No third party trademarks will be authorized without prior written authorization expressed from the trademark owner (on company letter), and written approval from the BSA Licensing team;
- Any JCSP containing a third party trademark which could be perceived as a direct or indirect endorsement of a product or service or commercial marks to accommodate sponsorship opportunities for local councils, will be reviewed internally by the BSA Licensing team prior to authorization. Please allow for additional lead times in working with a licensee or the National Supply Group to present design concepts to the BSA Licensing team for review prior to program launch;
- Jamboree Council Shoulder Patches (JCSP's) cannot have the city and state on them. The name of the Local Council must appear on all JCSP's. Only the Local Council name is allowed as far as identification of the unit is concerned. No council initials are accepted;
- All Jamboree OA Lodge flaps will be subject to guidelines as established for Order of the Arrow Lodge Patches and Emblems (See Order of the Arrow Patches and Emblems below).

For Order of the Arrow Lodge Patches & Emblems:

- Order of the Arrow (OA) Lodge Flaps and Pocket Emblems with the letters WWW should not have periods between the WWW;
- OA Lodge Pocket Flap Emblems must fit the exact size and shape of the uniform pocket flap (BSA Guide to Awards and Insignia, p. 27);
- OA Lodge Flaps and Pocket Emblems must carry a QR code produced by a BSA Licensee through the Boy Scouts of America patch scan system (www.patchscan.com);
- Any use of Native American imagery must adhere to BSA Native American Guidelines.

Non-custom (stock or generic) or newly created custom “fill-in” designs

All other designs must be approved using our Licensed Product approval process.

Modified Trademark Use

The BSA understands that in some cases reproduction of certain elements of trademarks and logos in the embroidery process may be substandard due to the size, and reproduction capabilities of these elements on custom patches and emblems. If modifications are made to the BSA trademarks, they require permission from the BSA and are subject to design approval on a case-by-case basis. No third party can lay claim to any designs incorporating any elements of the BSA trademarks.

Color Restrictions

Suppliers of custom embroidered patches and emblems should be vigilant when selecting colors for elements in their designs where the BSA Trademarks are rendered. Colors that are restricted for elements of the BSA marks, words, phrases and the BSA fleur-de-lis, include neon colors, pastels and any other colors deemed inappropriate by the BSA.

Custom Patch and Emblem Backing

Suppliers of custom embroidered patches and emblems are required to create and use, with prior approval from the BSA, a custom patch or emblem backing, incorporating the Officially Licensed Scouting Product Seal or affixing the Officially Licensed Product holographic sticker (should be present for each individual patch) as authorized by the BSA.