SCOUT ME IN ™

CAMPAIGN STYLE GUIDE

MANIFESTO

There's no one way to explore the world.

My way is to push myself, and never take the easy road.

I prefer a road that winds through forests and goes up mountains.

Because I've always been an adventurer at heart.

That's why I can't wait to be a Scout.

Because Scouting will guide me to great things.

It won't just teach me to navigate the woods with confidence,

but it will give me the confidence I need to navigate the world.

I'll enter the Scouts as the best version of myself today

and will grow into the best version of myself for my future.

Scouting will show me how to use bravery, trustworthiness,

loyalty and kindness to become a person I'm proud to be.

Because there's no one way to explore the world.

And my way is in the Scouts.

So Scout Me In.

SCOUT ME IN LOGO LOCKUP

HORIZONTAL VERSION

SCOUT ME IN LOGO USAGE

LOGO USAGE

- Logo is always used with tag line on promotional material
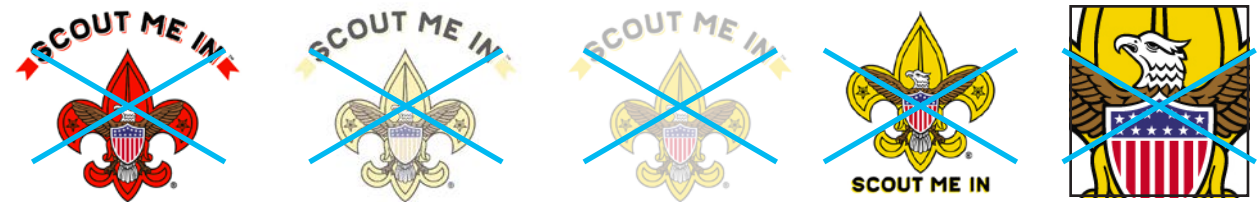
- Horizontal version should rarely be used

SPACING / PROXIMITY

- Always allow adequate space around the logo and tag line lockup

UNACCEPTABLE USAGE

- DO NOT change colors in the logo

- DO NOT reproduce in a tint or screen

- DO NOT truncate or alter the logo or tag line

COLORS

PRIMARY COLORS

■	Black	Black	0/0/0/100	#000000
□	White	White	0/0/0/0	#FFFFFF
■	Yellow:	PMS 116	0/20/100/0	#FFCC00
■	Blue:	PMS 294	100/58/0/21	#003F87

LOGO COLORS

- Refer to BSA Brand Guidelines page 33, "Position and Identity," for approved logo colors

SIGN UP AT BEASCOUT.ORG

SCOUT ME IN™

FONTS

HEADLINES

- Headlines are provided as hand-lettered artwork
- Headlines must be placed on high-contrast areas of photography
- If required, words may be moved around within the headlines
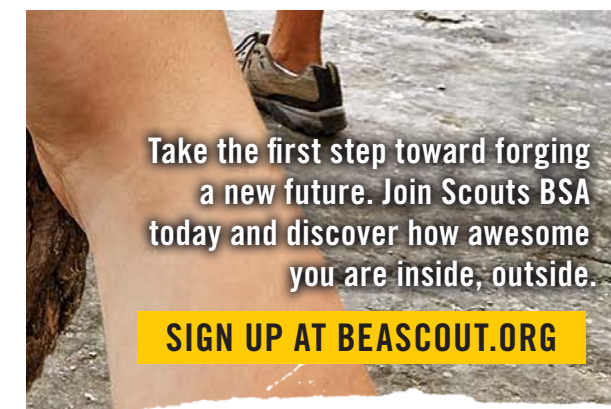
COPY

- Preferred Font is Trade Gothic Bold Condensed 20
- Copy should be white with drop shadows as needed to stand out from photography
- Call to action and sub-heads should be all caps
- Call to action should be black type in a BSA Yellow box
- Additional Trade Gothic font styles are included but should only be used when Condensed Bold will not work, or more contrast is needed
- Refer to BSA Brand Guidelines page 47, "Typefaces for Digital Projects," for approved alternate typefaces

REACH YOUR POTENTIAL THEN CLIMB RIGHT PAST IT.

ONCE YOU REACH THE TOP THERE'S NOWHERE TO GO BUT UP.

TRADE GOTHIC BOLD CONDENSED 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Take the first step toward forging a new future. Join Scouts BSA today and discover how awesome you are inside, outside.

SIGN UP AT BEASCOUT.ORG

YOUR TEXT GOES HERE
Contact information, location, etc. can be added as needed.

PHOTOGRAPHY

- DO NOT alter / recolor / change saturation on provided photos

- Images must show first-person point-of-view

- If you need to crop the image, ensure that the focus is always the point-of-view action
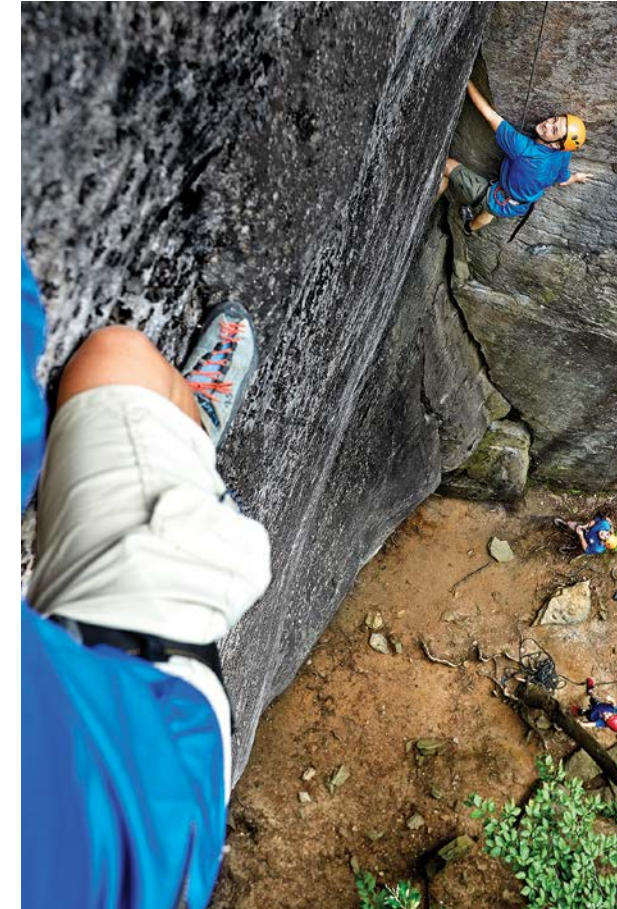
PAINTED FRAME

- All items should be enclosed with the painted white frame

- The frame brings attention to the hand-drawn headlines

- The frame provides a white border

- The frame provides a white area for logo & tag line as well as custom copy

- Multiple .psd files are included with assets. They can be combined, clipped, flipped or mirrored as needed to construct any frame