



BOY SCOUTS OF AMERICA®
BRAND IDENTITY GUIDE FOR BUILDING SIGNAGE



Prepared. For Life.™

General Office Sign Standards

The signs featured in this brochure are all approved by the Marketing and General Services groups of the Boy Scouts of America. The signs are for use in office environments and available to order after April 1. To request a sign through the General Services Group, contact Tandy Gilliam at tandy.gilliam@scouting.org or 972-580-2201.



Nameplate

Each office nameplate will include the corporate trademark, and the name (in blue), and the title (in red) for the person occupying the space

10" x 2.5"

Mounted to 2mm white pvc

Double-sided tape or velcro included

Item No. 101-001

\$13 each



Conference Room Sign

White letters on blue background to be used on the outside wall (preferably near door) of conference room.

8" x 4"

Mounted to .060 white styrene

Double-sided tape included

Item No. 101-002

\$15 each



Directional Aisle Sign

White letters on blue background for better visibility.

Aisle signs will be mounted on pathways connecting multiple areas. Sign lettering and possibly size can be adjusted to accommodate multiple area names if necessary.

11" x 8.5"

Mounted to .060 white styrene

Double-sided tape included

Item No. 101-003

\$26 each



Department Placard

Each placard will feature the standard BSA name treatment—blue letters on white background with the corporate trademark. These signs are to be used at the entrances to department, team, or group areas, as desired. Multiple departments occupying one area or floor shall be allowed at least one sign to define their area. These signs can be adhered to the wall entrances for each area.

24" x 6"

Mounted to 2mm white pvc

Item No. 101-004

\$22 each

↑ MARKETING/
BRAND MANAGEMENT

↑ PUBLIC RELATIONS



Directional Hanging Sign

Hanging signs are blue with white letters to provide better visibility. These ceiling-hung signs are to be used to provide direction from a distance.

30" x 13.5"

Double-sided with grommets

Mounted to 2 mm white pvc

Item No. 101-005

\$88 each

Strengths Plaque

Department leaders have the option to order these plaques, which can be posted under nameplates.

Each plaque is white and features the employee's strengths in blue letters.

8" x 4"

Mounted to .060 white styrene

Item No. 101-012

\$15 each

STRENGTHS

CONNECTEDNESS

EMPATHY

STRATEGIC

COMMUNICATION

ADAPTABILITY



Activity Silhouette

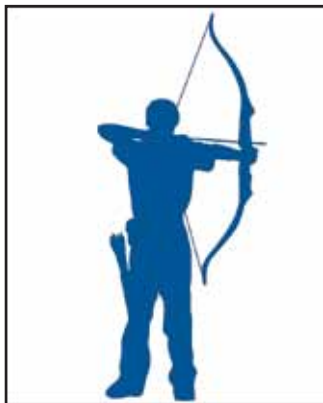
Blue silhouettes of BSA outdoor activities are rendered as a solid color cutout and can be used in department areas. No more than three silhouettes per department are recommended. For more information or questions contact the Marketing/Brand Department.

Maximum size 30" x 42"

Mounted to 3/16" black gator

BSA blue on both sides

\$218.25 each



Item No. 101-006



Item No. 101-007



Item No. 101-008



Item No. 101-009



Item No. 101-010

FLOOR DIRECTORY

Directory signs will be placed at or near the elevator on each floor, in stairwells leading to each floor, or in lobbies, as needed.

22" x 28"

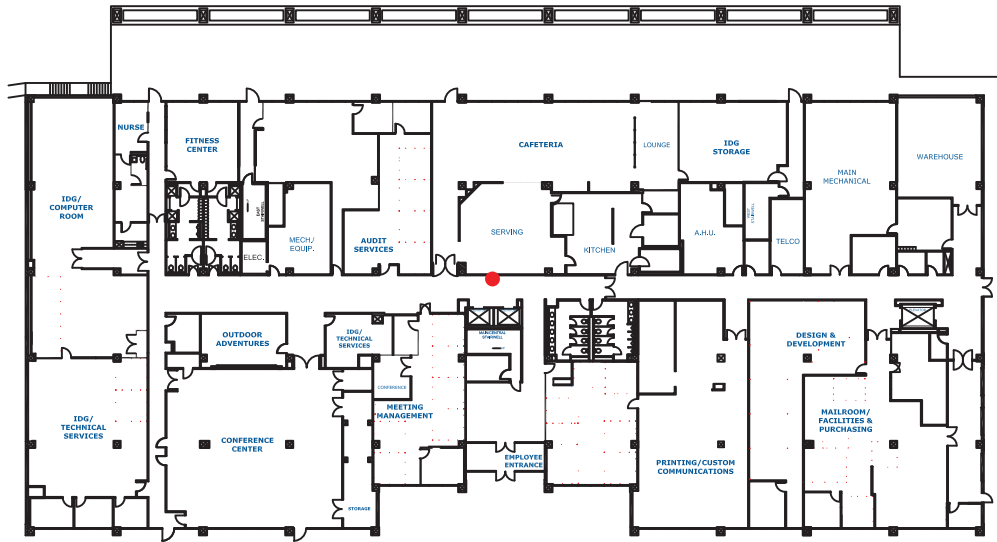
Mounted to 3/16" black gator
Black snap frame.

Item No. 101-011

Graphic with Frame - \$132.00

Replacement Graphic - \$70.00

FIRST FLOOR



AUDIT SERVICES
CONFERENCE CENTER
FITNESS CENTER
IDG/COMPUTER ROOM
IDG/TECHNICAL SERVICES
MEETING MANAGEMENT
NURSE
OUTDOOR ADVENTURES

CAFETERIA
IDG STORAGE
DESIGN & DEVELOPMENT
PRINTING
MAILROOM FACILITIES &
PURCHASING

