



National Recruitment Campaign Guidelines | 2014

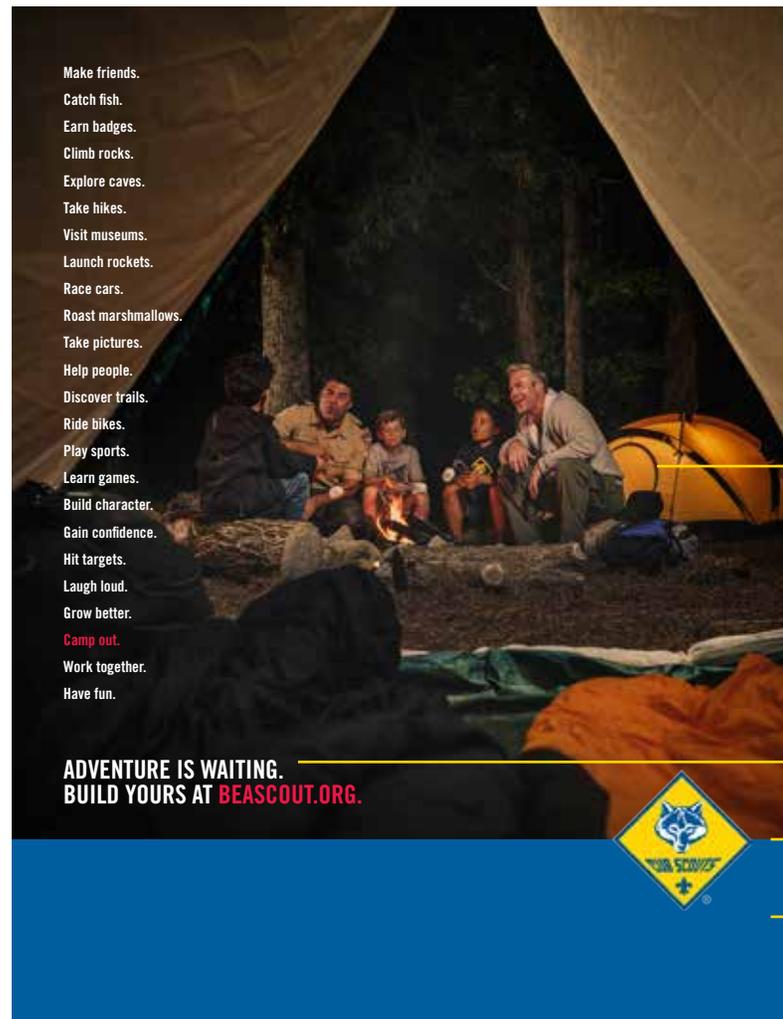
BUILD AN ADVENTURE



BUILD AN ADVENTURE

Scouts do stuff. They build things. Play with purpose. Make friends and work together. Set goals and clear them. They go places. Physically. Mentally. Spiritually. These life-changing experiences — and the confidence they provide — become bricks in the wall of childhood. Bricks that eventually form a foundation. One a Scout can stand on to embrace opportunity and overcome obstacles. For the parents watching in awe, it's not a question of where their Scout will go, but where won't he go.





01 CAMPAIGN PHOTOGRAPHY

02 TYPOGRAPHY

03 LOGOS

04 COLOR FIELD

BUILDING THE PIECES

Use the following pages as guidelines for designing and developing any and all materials for the Cub Scouts and/or the Boy Scouts. Abiding by these guidelines will ensure consistency throughout all brand materials, and

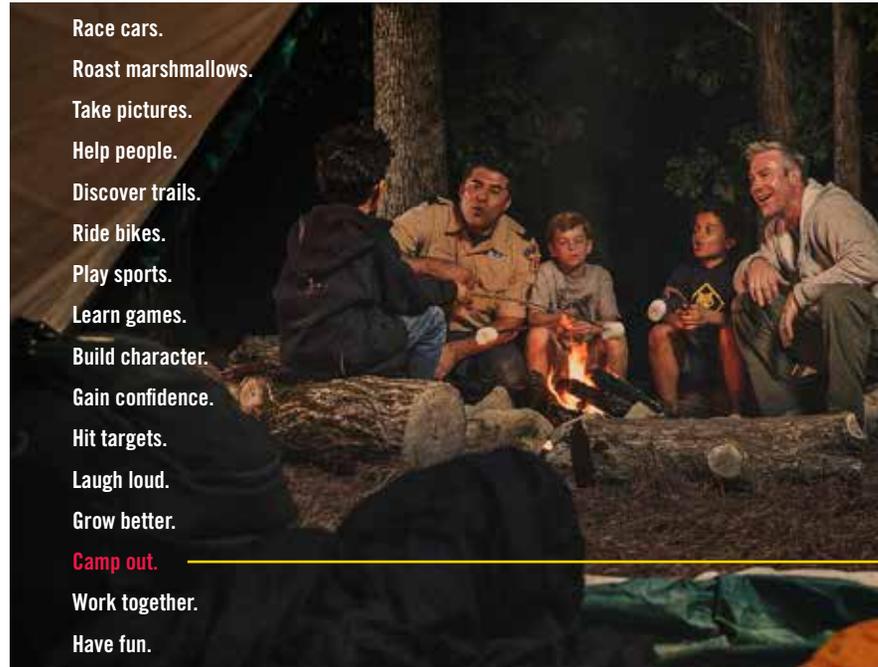
ensure that the Scout spirit lives in every communication piece. The element guide above will help you through four simple steps to create your own design and layout.



01 CAMPAIGN PHOTOGRAPHY

Build an Adventure has inviting, aspirational, and fun imagery, which helps parents understand that Scouting makes the most of the little time they have to impact the lives of their children, while appealing to youth audiences using fun, family and friends.

Trade Gothic
 Bold Condensed No. 20
 12 pt



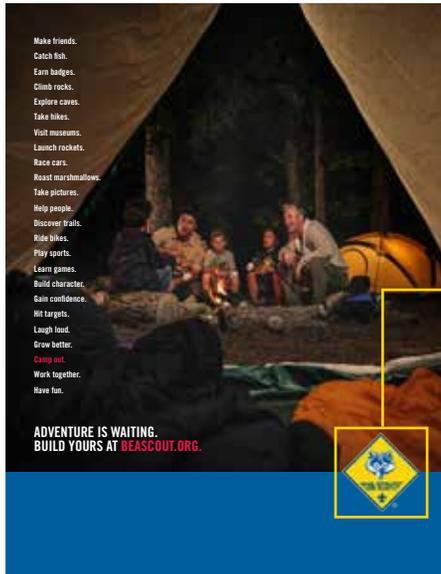
Type is set to be displayed on the left side of the image or the right side. When the image is selected the corresponding words should be highlighted in red to associate with the image being shown.

Trade Gothic
 Bold Condensed No. 20
 20 pt

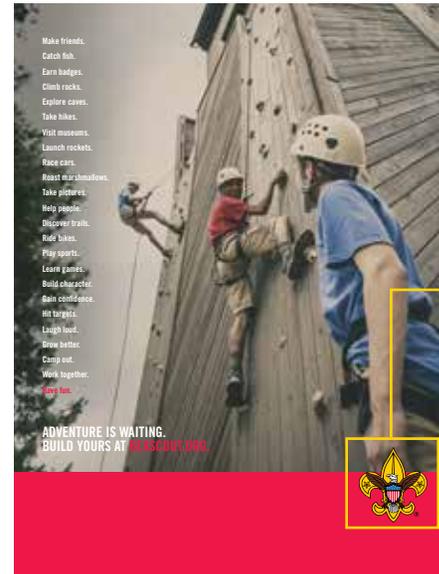


The call to action should always be the pay off to the list of words. This should be left justified or right justified depending on the column of words.

02 TYPOGRAPHY



When creating Cub Scouting materials the logo should always align with the left and right side of the diamond.



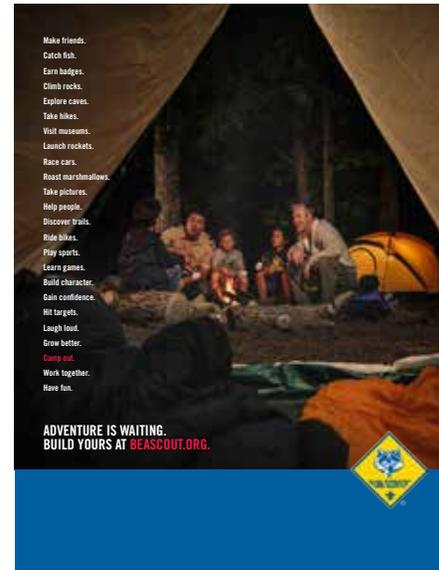
When creating Boy Scout materials the Boy Scouts of America logo should align with the wings of the Eagle.

03 LOGOS

Adding the logos is the final step to ensure proper branding. Whether you are creating Cub Scouting or Boy Scouting materials always use the two color logo on the appropriate color field.

Pantone 294
 C100 M58 Y0 K21
 R26 G50 B87

Pantone 186
 C0 M100 Y81 K4
 R215 G25 B32

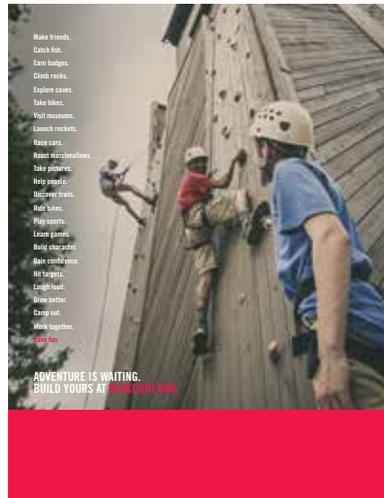
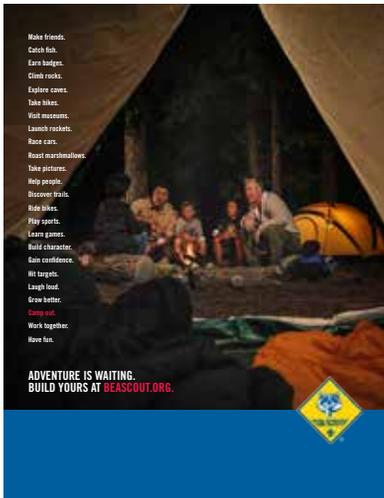


04 COLOR FIELD

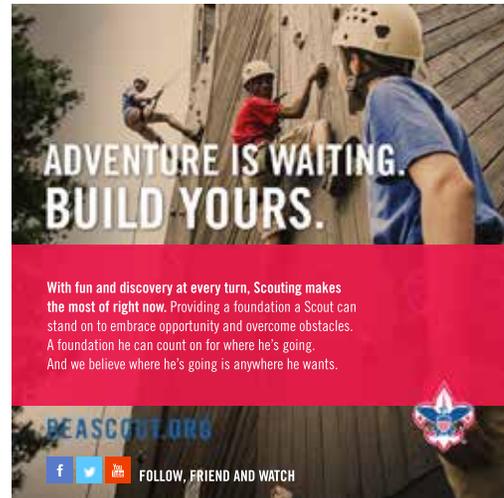
The color field defines orientation of the layout (either vertical or horizontal) and provides the real estate to deliver messaging. Both color fields utilize brand equity colors that resonate with the Scouting heritage.

To ensure consistency across all materials, use the appropriate color field, i.e. blue for Cub Scouts and red for Boy Scouts. Use the RGB formulas for on-screen and digital use. Use the provided CMYK builds for print applications.

Fliers



E-Blasts



Banner Ads



05 TEMPLATES

This page illustrates just a small sample of a variety of elements which can be created following the guidelines in this document. Templates are available for the following elements:

- Door Hangers
- Postcards
- Bookmarks
- Fliers
- Yard Signs
- Posters
- E-Blasts
- Banner Ads
- Billboards



RESOURCES

Visit the Marketing Toolbox at www.scouting.org/marketing to find downloadable, fillable templates. Brand on Demand offers fully customizable templates as well.

Councils interested in obtaining a free license to use Brand on Demand or more information on the 2014 national recruitment campaign should call the National Marketing Hotline at [972-580-2239](tel:972-580-2239).

To contact the Recruitment Team Leader, call [972-580-2394](tel:972-580-2394).

Visit the Membership Resources website at www.scouting.org/membership for resources to help councils and volunteers focus on introducing families to Scouting.