



WOOD BADGE

Brand Guidelines

The purpose of these guidelines is to ensure the consistent, and therefore impactful, use of the Wood Badge visual elements. Your cooperation in adhering to these guidelines goes a long in way in creating a powerful message to everyone who interacts with Wood Badge – participants,

Scouters, professionals, community members and beyond. The tools included in the Wood Badge brand are meant to empower you to create effective pieces of communication related to the program.

Logo Images

Stack Logo



WOOD BADGE

Horizontal Logo



WOOD BADGE

Icon Logo



Embroidery Logo



Use this simplified Embroidery Logo for patches that necessitate a small, embroidered design. This logo should be used in place of the standard logo at sizes smaller than 1 inch.

Logo Images

Workshop Logo



Use this Workshop Logo for internal, educational purposes during the presentation of the course. Do not use this logo in public-facing materials.

Logo Image Guidelines

The Stack, Horizontal, Icon and Embroidery Logos are the only official images of the Wood Badge brand. Other versions or iterations may not be used. Do not create alternate versions with other shapes/ images within the pentagon.

The Stack and Horizontal Logos should be the primary image on all official program material. The Icon Logo is useful on social

media, or in other instances where a smaller image is needed or a variety of symbols is desired.

The Wood Badge images should be used independently from any other logos or brand identity, other than the Boy Scouts of America official logo (only when absolutely necessary). The Wood Badge images are not to compete for attention; they are the focal point of any branded

materials that include them.

The logos may be used in full color, monochrome, grayscale, black, or white/reversed on a brand color (all logo color variations are provided in brand files). Avoid creating other color iterations.

Improper Usage Examples



Do not colorize the Embroidery Logo and/or use in non-patch designs.



Do not put any other images inside the pentagon, including critters.



Do not create images or designs using the log and axe imagery and/or McLaren tartan.

Typography

Headline Typeface: **Raleway Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
~!@#\$%^&*()+[\|{}|;:'<>?.,/**

Body Text Typeface: **Raleway Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
~!@#\$%^&*()+[\|{}|;:'<>?.,/

We encourage the use of these Raleway brand typefaces whenever possible in order to strengthen the identity of Wood Badge communication materials. The Raleway Bold and Raleway Regular typefaces can be easily downloaded for free via Google Fonts.

Alternatively, the Boy Scouts of America brand typefaces, Arial and Times New Roman, are acceptable in branded Wood Badge materials and course presentations.

Colors



Scouting Red
HEX: #E31837
C:0 M:100 Y:81 K:4
R: 228 G: 29 B: 56



Gold
HEX: #F1B51C
C:5 M:30 Y:100 K:0
R: 241 G: 181 B: 28



Green
HEX: #1E6432
C:86 M:35 Y:100 K:30
R: 30 G: 100 B: 50



Blue
HEX: #213164
C:100 M:91 Y:32 K:22
R: 33 G: 49 B: 100

The brand colors may be used as backgrounds for the reversed white Wood Badge logos. When using the logo this way, the color field must be at least 50% wider than the logo on all sides. The brand colors may

also be used for text headlines on a white background, but paragraph text color should be black on a white background, or white reversed on a solid color background.

Questions or Concerns?

For additional help with branding and clarification on or questions about these guidelines, please contact the Branding Team at branding@woodbadgesbsa.org.