



WOOD BADGE

Brand Guidelines

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

professionals, community members and beyond. These tools included in the Wood Badge brand are meant to empower you to create effective pieces of communication related to the marketing and delivery of the program. Today's Wood Badge program is contemporary and up-

to-date. The Wood Badge logo has been redesigned for course use beginning in 2020 and thereafter. Use current, authentic, official logos, graphics and images to promote and support new Wood Badge courses, and related activities/events.

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 trademarks and logos of the Boy Scouts of America, such as the word Wood Badge® and Wood Badge logo, are protected by a 1916 act of Congress (36 U.S.C. 27) as well as by a variety of registrations with the U.S. Patent and Trademark Office.

The Stack, Horizontal, Icon and Embroidery Logos are the only official images of the Wood Badge brand. Other versions or design

iterations may not be used. Do not create alternate versions with other shapes/images within the pentagon.

Use the logo designs in their entirety. Do not change or alter the designs in any way, nor use a portion of the logo, or any of its element(s), including the solid fleur-de-lis, thong, beads, pentagon, or any part of the logo to create something new or different for Wood Badge.

The logos may be used in full color, monochrome, grayscale, black, or white/reversed on a brand color.

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

Use Raleway font for headlines and headers (a little goes a long way), or any of the other fonts recommended for use with the BSA's brand assets (such as Trebuchet MS, Arial Black, Arial Regular, or Times New Roman),

Do not use Logger, Plank, Wood Badge or similar "wood-themed" fonts.

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@woodbadgebsa.org.

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