



BSA ALUMNI ASSOCIATION

Since the dawn of time, people have gathered around a campfire for safety, nourishment, and fellowship. A campfire creates comfort from the cold, transforms darkness into light, and protects family and friends.

There have always been **connections** at a campfire. It brings people together, lights our world, and colors our **memories**. It provides heat for cooking, a **beacon** when needed, and a **safe** place to gather. Around a campfire, there are **no strangers**. A campfire calls us to gather, connects us to one another, and leads us to build and share our community. It may be the one experience every human has in common.

As a campfire reaches its intense peak, with its heat and sparks rising upward into the nighttime, mixing with a starlit sky above, it is easy to ponder the wonder of the natural world, the universe beyond, and the meaning of life itself. All of that, and more, is part of the **magic** of a campfire.

Today, a Scout campfire continues to be a place where **friendships** form, **songs** are sung, **laughter** is shared, and **lessons** are learned. Stories and skits are told and retold, as they have been by generations of America's young people.

The new **symbol** chosen by the Alumni Association of the Boy Scouts of America is: a campfire. It welcomes you to rekindle your relationship with Scouting. **Twelve rocks** form our fire ring to remind us of our duty to live by the **Scout Law**, and the circle itself symbolizes the inclusiveness of Scouting. The sticks that burn brightly together remind us of our **duty** to one other; and like Scouting, the flames are eternal, bringing **warmth** and **light** to the world.

Brand Guidelines

The purpose of this document is to ensure the consistent, and therefore impactful, use of the BSA Alumni Association visual elements. Your adherence to these principals goes a long way in creating a consistent message to everyone who interacts with the association – Scouts, Scouters, professionals, community members and beyond. The tools included in the BSA Alumni Association brand are meant to empower you to create effective pieces of communication related to the marketing and delivery of the organization. Be sure to use the current, official logos, graphics and images, obtained from <https://scoutingalumni.org/resources>, to promote and support the BSA Alumni Association.

Primary Logo Graphic

Full Logo (Icon + Text)

The full logo graphic features the central Scout campfire surrounded by a ring of twelve rocks stacked over the text “BSA Alumni”. **This is the primary version of the logo, and it should be used for most applications.**



Keep usage to a single approved color only. Usage of the reversed (white) logo is appropriate when placed on dark background colors.

Maintain clear space around the logo graphic. Clear space is measured by distance between the bottom of the icon and text.



Alternate Logo Graphics

Icon

The Icon graphic contains the campfire and rocks. **This logo shall only be used when directly linked to the BSA**, such as on a item where “BSA Alumni” appears but not in the same space. Keep usage to a single approved color.



Horizontal

The horizontal graphic contains the Icon and text positioned side by side. **This logo shall only be used to ensure legibility of the “BSA Alumni” text in printed media/publications.** Keep the Icon portion of the logo in a single approved color and the text portion always in black.



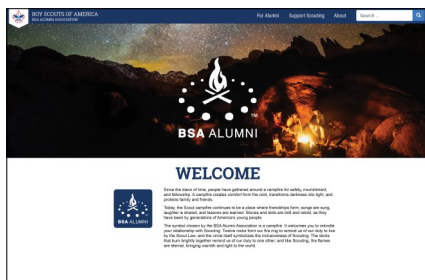
Color

Brand Colors

Only the official BSA color palette may be utilized as part of the BSA Alumni Association brand system. Refrain from using other colors, gradients, or other non-solid color patterns.

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|---|---|--|--|--------------|
| Scouting Dark Red PMS: 7622 HEX: 86171c RGB: 134, 23, 28 | Scouting Dark Blue PMS: 648 HEX: 1c3664 RGB: 28, 54, 100 | Scouting Dark Tan PMS: 452 HEX: ad9d7a RGB: 173, 157, 122 | Scouting Dark Gray PMS: 446 HEX: 414141 RGB: 65, 65, 65 | Black |
|---|---|--|--|--------------|

Usage Examples



Improper Usage Examples



Do not remove elements of the logo to create a new version.



Do not place the logo on a gradient background.

Usage Guidelines

The trademarks and logos of the Boy Scouts of America, such as the word Boy Scouts Alumni Association and 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 *Full Logo*, *Icon*, and *Horizontal* graphics are the only official images of the BSA Alumni Association. Other versions or design iterations may not be used. Use the logo graphics in their entirety. Do not change or alter the graphics in any way. Use logo graphics in the proper manner, as described within this brand guide.

Questions

For additional help with branding and clarification on or questions about these guidelines, please contact: Kristin.Lichtenauer@scouting.org or BBlair@scouting.org.

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