

Digital Brand Guidelines

for Websites, Apps, Email, and Social Media

Last revised December 8, 2014



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Overview



Introduction

When the Boy Scouts of America was founded in 1910, no one could have imagined our growth and the positive impact we would have on the lives of young Americans.

As of 2013, there are 2.6 million Scouts in the United States, a small army of kind and industrious young men and women.

Today, amazing new tools are rapidly bringing these many, diverse, and geographically distant Scouts together in ways our founders never could have dreamed, and it is our privilege to guide them.



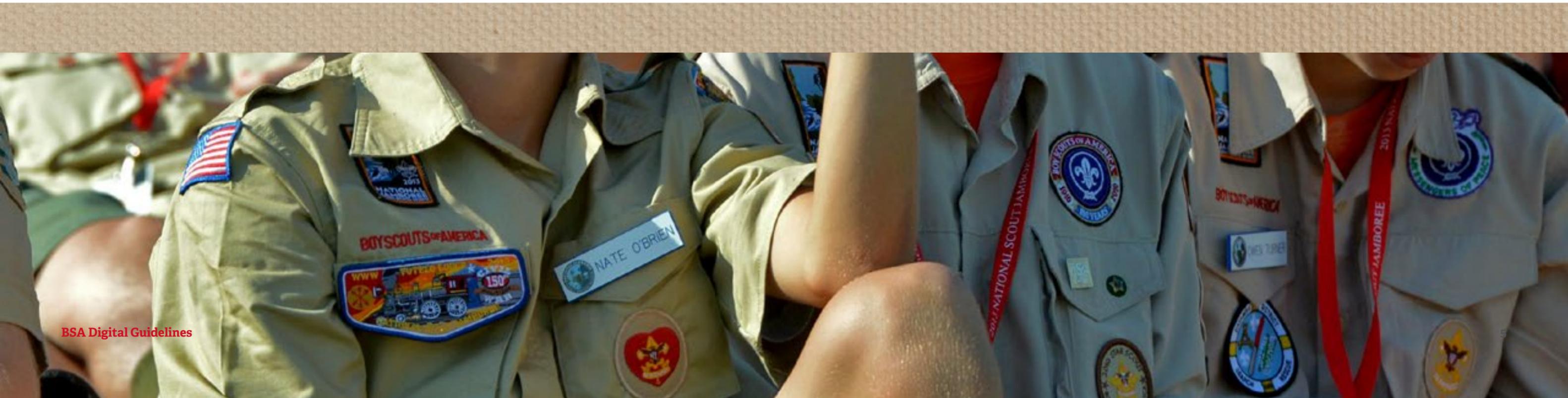
Purpose of This Document

The Scouting Uniform is one of the most recognizable elements of the Boy Scout brand. Timeless, classic ... and uniform.

From Dallas to Des Moines, Boy Scouts across America wear the same beige twill shirt, the same badges of rank, and the same style of neckerchief. Their troop and council badges may differ, but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

In that same spirit, we present to the world a unified look and feel in our digital “uniform.”

If we follow these guidelines, parents whose Scouts download one of our apps or visit one of our websites will know they can trust it when they see its distinctive color palette. Scouts will know exactly which button to press when they want to share a photo with a fellow Scout. Donors will see their money spent efficiently, and without waste.





Brand Architecture

The Boy Scouts of America corporate brand oversees several distinct brands that share a common mission. Stylistic cues such as color palette and typography from the parent brand are inherited by these sub-brands to give a subtle, but important, unifying thread to the entire brand family.



The Boy Scouts of America Corporate Brand is used for those projects and properties which concern Scouting as a whole, or multiple sub-brands. Some elements of the corporate brand are inherited by the four main BSA sub-brands shown below.



Cub Scouting is for boys aged 7 to 10 years old.



Boy Scouting is for boys aged 11 to 18 years old.



Sea Scouting is for young men and women aged 14 to 20 years old interested in experiencing the adventure of sailing.



VENTURING® · BSA

Venturing is for young men and women aged 14 to 21 years old.



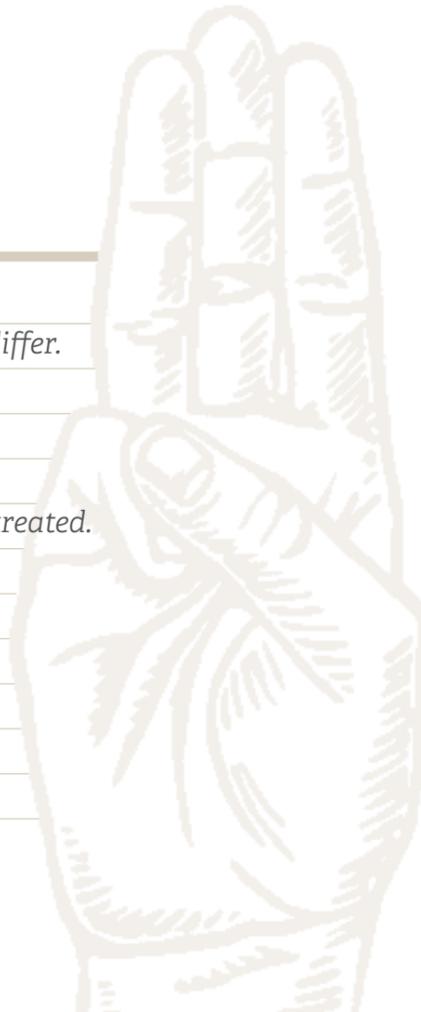
Guiding Principles

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The work we create should follow the spirit of these values.

Scout Law

A Scout is:	Digital Implication
Trustworthy	Privacy, personal safety and data security matter.
Loyal	Scouts support each other. Be sensitive to those whose abilities differ.
Helpful	Create projects that are useful.
Friendly	Use open, everyday language and imagery to communicate.
Courteous	Respect others' time with simple, intuitive processes.
Kind	Remember the Golden Rule: treat others as you would like to be treated.
Obedient	Follow guidelines set by the BSA. They exist for the benefit of all.
Cheerful	Stay positive. Be constructive, patient and pleasant.
Thrifty	Don't reinvent the wheel – use design and software that exist.
Brave	Do the right thing, even when it's hard.
Clean	Keep it simple. Avoid clutter in language, design, and features.
Reverent	Acknowledge and respect the viewpoints of others.



The Scout Oath

On my honor I will do my best
 To do my duty to God and my country
 and to obey the Scout Law;
 To help other people at all times;
 To keep myself physically strong,
 mentally awake, and morally straight.



While taking this oath the scout will stand, holding his right hand raised level with his shoulder, palm to the front, thumb resting on the nail of the digitus minimus (little finger) and the other three fingers upright, pointing upwards: This is the scout's salute."

— From the original 1908 *Scouting for Boys*
 by Robert Baden-Powell.



Supplemental Reading

This style guide provides *digital*-specific guidelines for the Boy Scouts of America, Boy Scouting, Cub Scouting, Venturing, and Sea Scouting. Existing style guides provide more guidance on the larger BSA brand, as well as detailed guidelines for use of BSA logos, trademarks, and more. Review these materials before beginning your project.



[BSA Brand Guide](#)

This document contains information on using BSA logos, as well as high-level brand considerations such as mission and vision.



[BSA Marketing Toolbox](#)

Download logos, supplementary guidelines (see especially "[Key Considerations for Social Media](#)"), and other marketing assets.



[Language of Scouting](#)

Review style, usage, spelling, grammar, and other conventions for the written word at the Language of Scouting website.



[BSA Trademark Listing](#)

A 1916 Act of Congress (36 U.S.C. 27) gives the Boy Scouts exclusive rights to certain terms and phrases, listed here beside other registered trademarks and copyrights.

Typography





Typefaces

Every project will have its own requirements and limitations. Use the selections from one of the columns below for your project. *Only the typefaces listed in this table are permitted.*

	Acceptable Typefaces	Better Typefaces	Preferred Typefaces
<p>PRIMARY</p> <p>Use wherever type size is greater than or equal to 16 px.</p>	<p>Trebuchet MS</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Roboto Slab Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Adelle Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>SECONDARY</p> <p>Use sparingly in headings or wherever special attention is required. A little goes a long way.</p>	<p>Arial Black</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Roboto Condensed Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Alternate Gothic Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>TERTIARY</p> <p>Use for long blocks of copy smaller than 12 px.</p>	<p>Arial Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Roboto Condensed Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Helvetica Condensed Family</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>

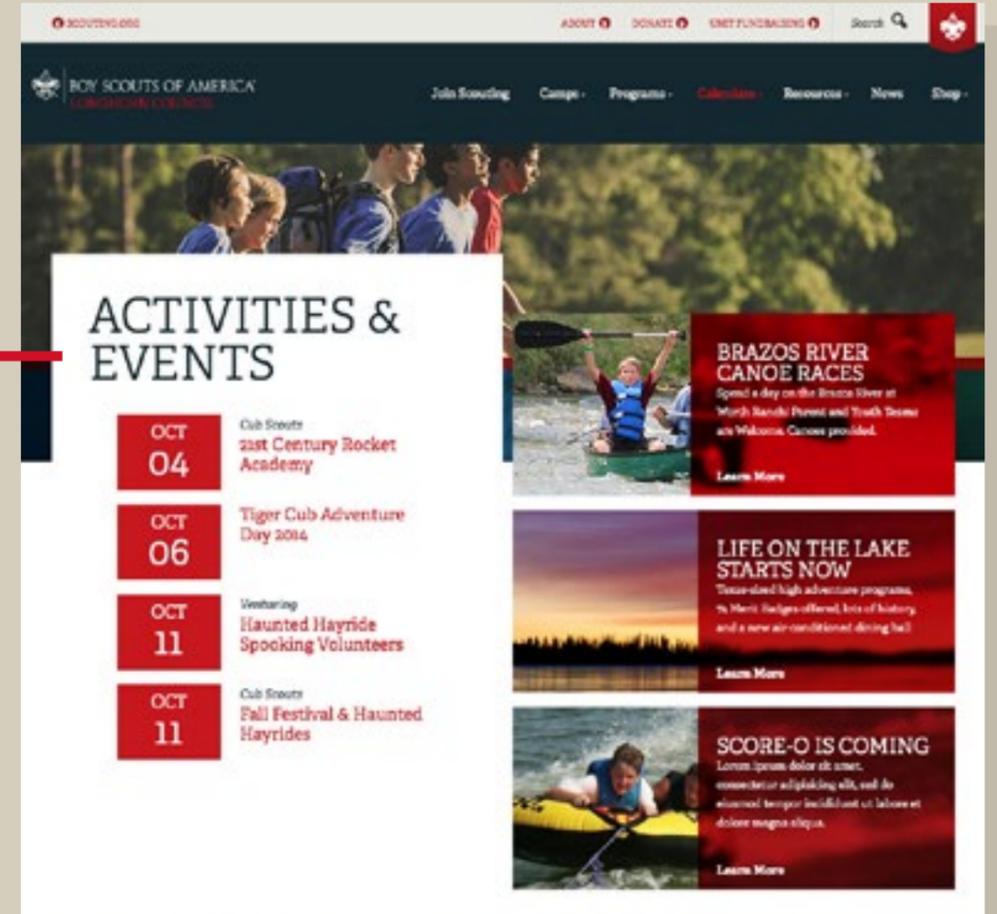


Hierarchy

Good typographic structure helps readers know where to enter and exit your text when reading and scrolling, especially in long-form text such as web pages or email newsletters.

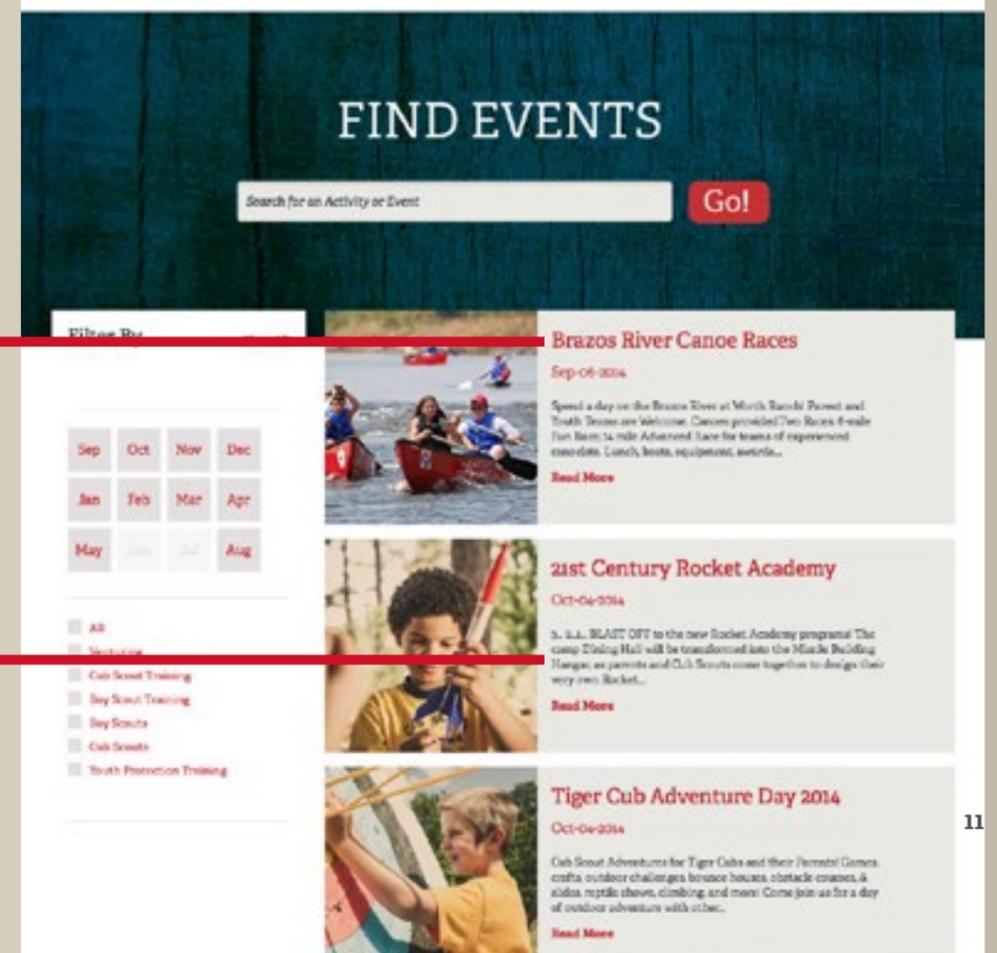
Main Sections

Use the primary font at large sizes (36—48px) for main sections of the page (H1, H2). Use all caps for further emphasis, if necessary. Keep the text as short as possible — just a few words should be enough.



Secondary Items

Use the primary or secondary font at medium sizes (24—32px) for items within a section (H3). Titles can be a word or two longer, and should be descriptive. Avoid all-caps treatments. When relevant, use imperatives such as “Sign Up for Xxxx” or “Camp at Xxxx This Summer.”



Body Text

Use the tertiary font at small sizes (9—12px) for body copy (p). Remember to use plain, everyday language, short paragraphs, and lots of bulleted lists to make the text scannable and easy to read.



Best Practices

Done well, type on its own can be a compelling and distinctive visual element, sometimes reducing the need for a photo or illustration.

TROOP Alternate Gothic No. 3
50 Adelle Regular
EST. 1919 Adelle Regular
 Alternate Gothic No. 1

DO | Mix typefaces to create interest.

IT'S TIME *for* Adelle Regular / Adelle Italic, 12 pt.
SUMMER CAMP
 AUGUST 1–31, 2017 • BOONE, IOWA
 Adelle Bold, 38 pt.
 Alternate Gothic No. 2, .100 em

DO | Use font size and weight to emphasize important messages.

MASTER the
CANOE



DO | Use capitalization to emphasize important words. Pair type with icons for greater impact.



Typography Pitfalls

~~SUMMER CAMP~~

Avoid drop shadows.

~~SUMMER CAMP~~

Avoid gradients.

~~SUMMER CAMP~~

Avoid dimensional effects such as bevels or embossing.

~~SUMMER CAMP~~

Avoid grunge and distressed effects.

DON'T

Add unnecessary effects to type unless it aids in legibility.

~~SUMMER CAMP~~

Summer Camp

Summer Camp

~~SUMMER CAMP~~

DON'T

Use unapproved fonts.

~~SUMMER CAMP~~

Do not compress type in either direction..

SUMMER CAMP

Do not shear type.

~~SUMMER CAMP~~

Do not stretch type in either direction.

~~SUMMER CAMP~~

Do not create faux 3D effects with type.

DON'T

Stretch, warp, or otherwise distort type.

Color



Primary BSA Colors

The BSA corporate palette is inspired by the iconic Boy Scout uniform. It includes an American Flag red and blue, paired with a uniform beige and warm button grey.

White is an important component of the color palette, serving as a fifth “color.” All BSA digital designs should incorporate a good amount of literal whitespace, representing the Scout value of cleanliness, as well as a Scout’s love of open spaces.

These five colors may be used by any of the sub-brands, especially the red and blue colors, whose use throughout will serve to unify disparate brands.



Scouting Red

HEX: #CE1126

RGB: 206, 17, 38



Scouting Blue

HEX: #003F87

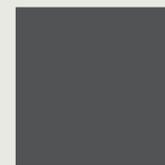
RGB: 0, 63, 135



Scouting Tan

HEX: #D6CEBD

RGB: 214, 206, 189



Scouting Warm Grey

HEX: #515354

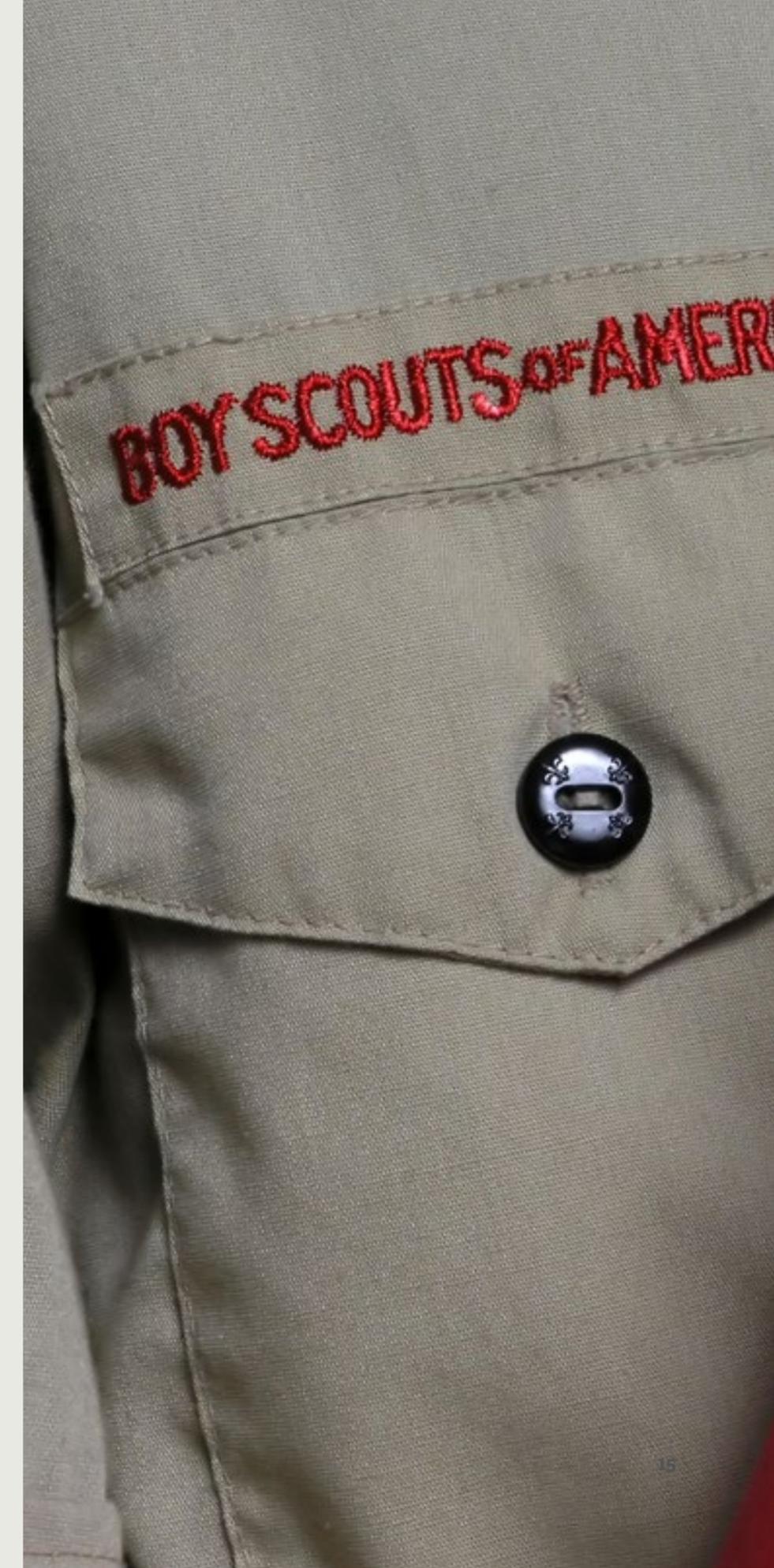
RGB: 81, 83, 84



White

HEX: #FFFFFF

RGB: 255, 255, 255



Secondary BSA Colors

Related colors, derived from the primary palette, are also available and can be used with their parent colors to create layered effects in layout.



Scouting Red

Do not create shades or tints of Scouting Red.



Scouting Blue



Scouting Pale Blue

HEX: #9AB3D5
RGB: 154, 179, 213



Scouting Dark Blue

HEX: #003366
RGB: 0, 51, 102



Scouting Tan



Scouting Light Tan

HEX: #E9E9E4
RGB: 233, 233, 228



Scouting Dark Tan

HEX: #AD9D7B
RGB: 173, 157, 123



Scouting Warm Grey



Scouting Pale Grey

HEX: #858787
RGB: 133, 135, 135



Scouting Dark Grey

HEX: #232528
RGB: 35, 37, 40

Cub Scouting

Cub Scouts wear a blue cotton uniform accented with distinctive gold stitching.

On the web, projects specific to Cub Scouting should use Cub Scouting Gold as an accent color, as well as plenty of standard Scouting Blue and white.

Scouting Red should be downplayed so it does not detract from primary Cub Scout colors, but may be used in minor instances (e.g., a website's footer).



Cub Scouting Gold

HEX: #FDC116

RGB: 252, 209, 22



Scouting Blue

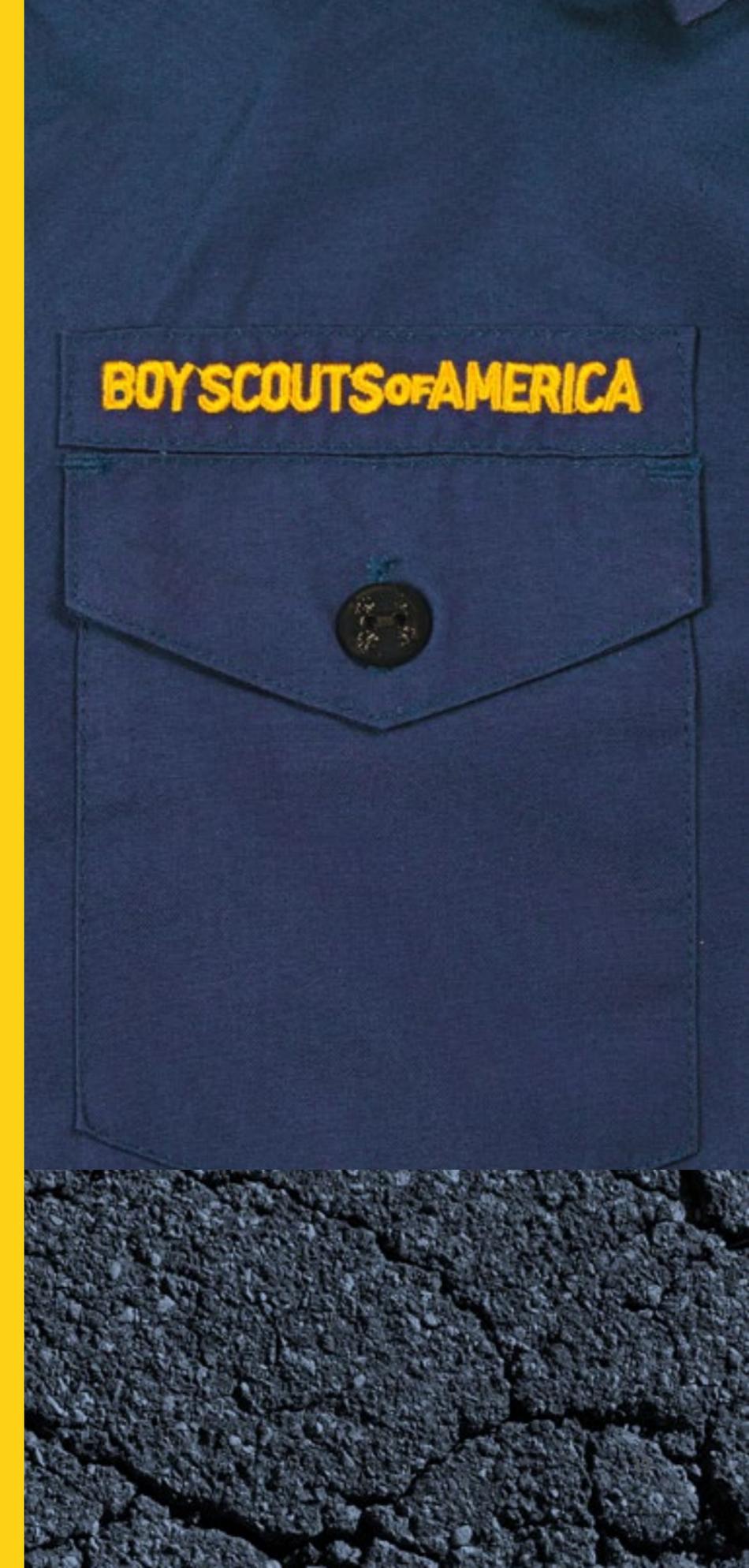
HEX: #003F87

RGB: 0, 63, 135

BSA Corporate Colors



Use sparingly.



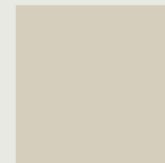


Boy Scouting

The Boy Scouting uniform is a warm tan color, with most of the color interest sourced from applied patches and stitching.

On the web, projects specific to Boy Scouting should use a similarly neutral palette composed mainly of tan, grey, and olive hues, with color coming in with the use of imagery and illustrations.

Scouting Red should be used as an accent or action color.



Scouting Tan

HEX: #D6CEBD

RGB: 214, 206, 189



Scouting Red

HEX: #CE1126

RGB: 206, 17, 38



Boy Scouting Olive

HEX: #243E2C

RGB: 36, 62, 44

BSA Corporate Colors



Venturing

On Venturing projects, use a color palette that consists primarily of Venturing Green and Venturing Yellow.

The green color is derived from the Venturing uniform, with a slightly brighter hue. Use Venturing Yellow as an accent.

The BSA Corporate Palette may be used in a limited way, with blue, yellow, and tan reserved for BSA required elements such as footers.

The BSA corporate grey hues pair well with Venturing Green and Yellow; white is an important part of all BSA palettes.



VENTURING® · BSA



Venturing Green

HEX: #006B3F

RGB: 0, 107, 63



Venturing Yellow

HEX: #FCD116

RGB: 252, 209, 22

BSA Corporate Colors



Use sparingly.



Use sparingly.



Use sparingly.





Sea Scouting

With its emphasis on water recreation and adventure, Sea Scouting unsurprisingly uses a marine-inspired palette composed largely of blues and greys, with yellow used as an accent color.

The tan and red of the BSA Corporate palette should be used only in a limited fashion.



Scouting Yellow

HEX: #FFCC00

RGB: 255, 204, 0



Scouting Dark Blue

HEX: #003366

RGB: 0, 51, 102



Scouting Light Blue

HEX: #99B3D5

RGB: 154, 179, 213

BSA Corporate Colors



Use sparingly.



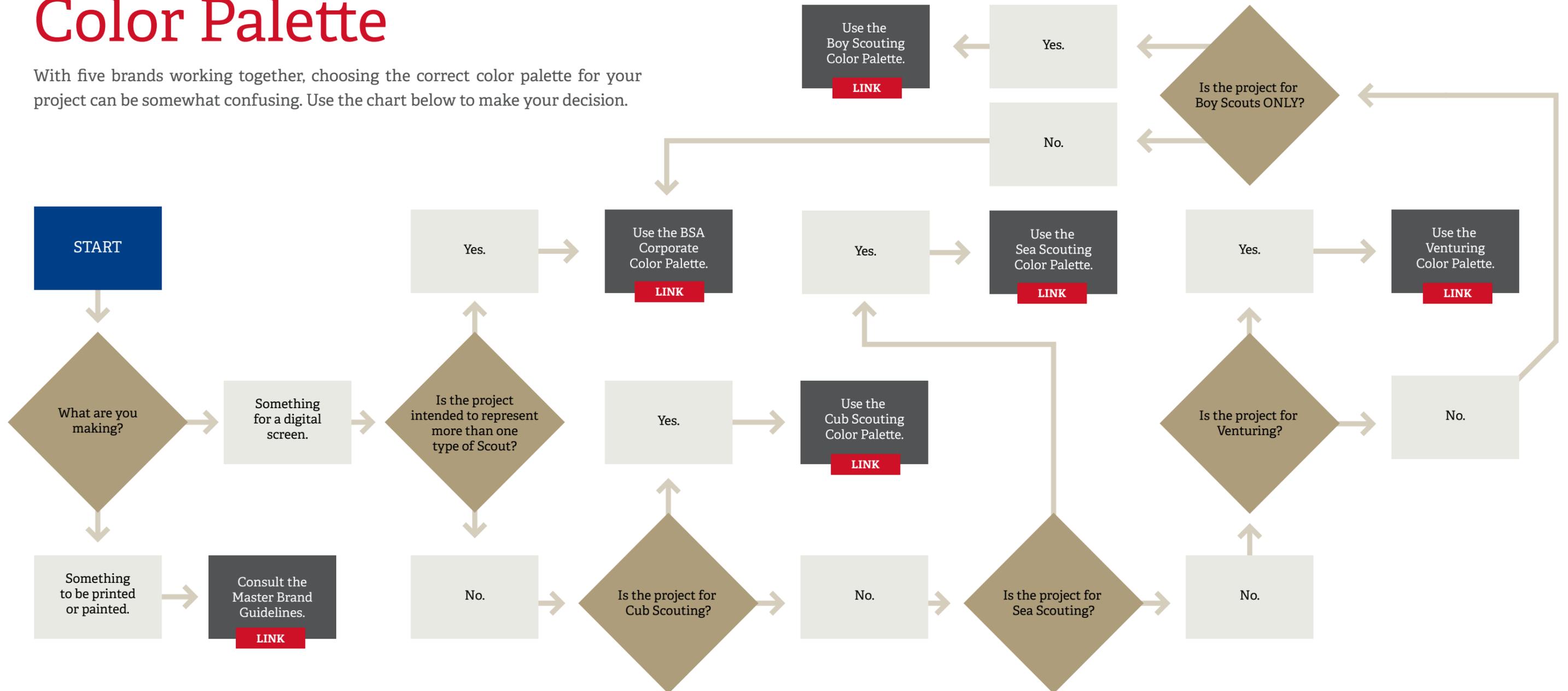
Use sparingly.





Choosing the Correct Color Palette

With five brands working together, choosing the correct color palette for your project can be somewhat confusing. Use the chart below to make your decision.



Imagery





Photography

Scouts have great stories — how could they not? They visit some of Mother Nature's greatest creations, go on great adventures, and form lasting friendships. Fortunately for us, cameras are there to capture some of these experiences as they occur, and the resulting adventure-inspired images are able to visually draw viewers into the world of Scouting.

Acceptable photos fall into three categories:

- **LIVING:** Photos that capture a candid, memorable moment.
- **DOING:** Photos of active Scouts, physically engaging with the world.
- **BEING:** Textural images that conjure a sense memory of a particular place and time.





Living Imagery

These photos capture the quiet moment before or after an activity. The images have a story to tell, one that may be obvious, but even better – they leave a little to the imagination, drawing the viewer into the story with questions about the subject and the setting.





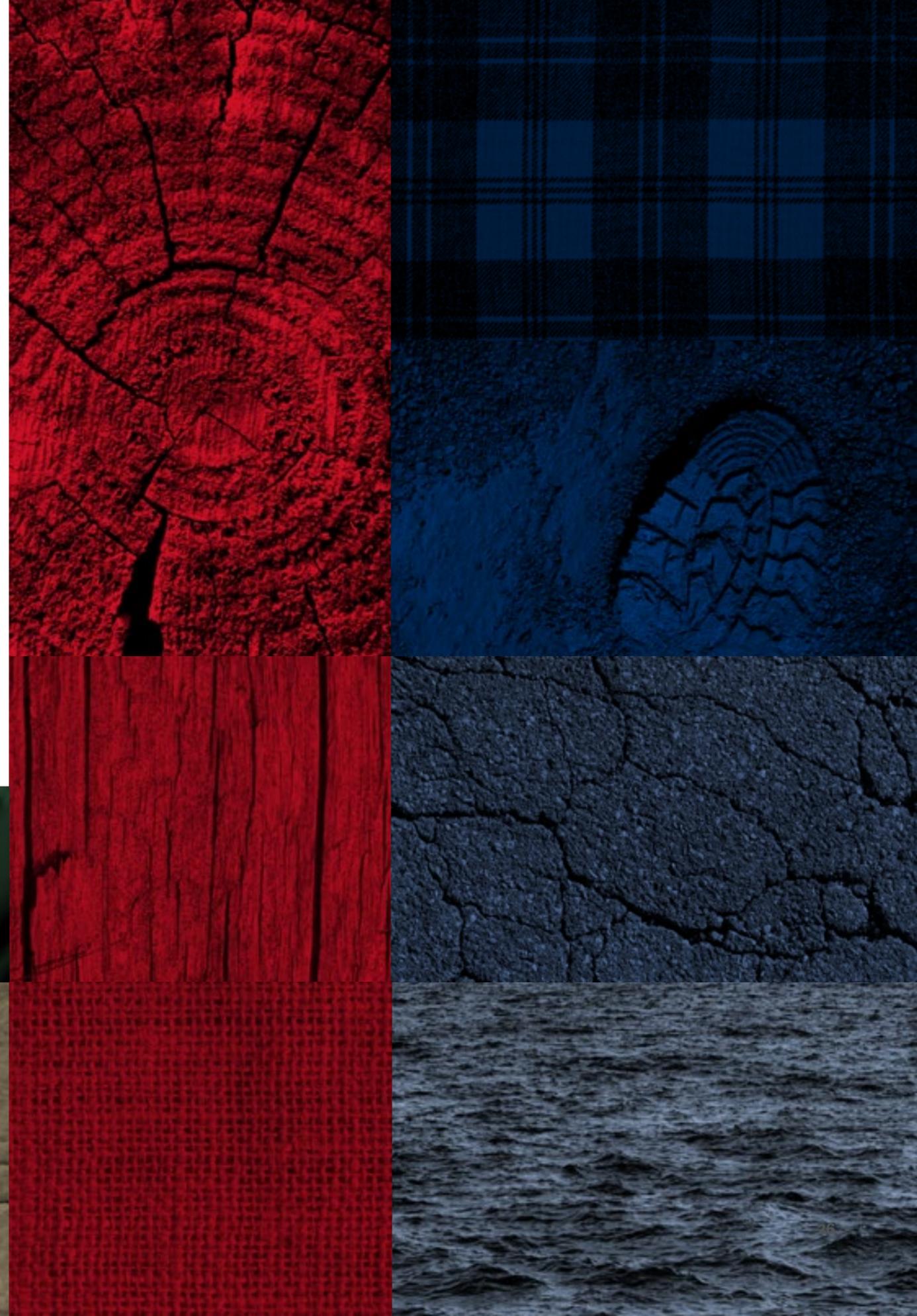
Doing Imagery

Scouting is active, and it can be rare to catch a Scout standing still. These images freeze time, capturing a Scout in motion at just the right moment.



Being Imagery

Textural images can be used to tell a deeper, more multisensory story — the deeply textured end of a log you can almost touch. The smell of freshly oiled leather or fresh rain on a field of hay can be recalled by a deceptively simple image.





Icons

Scouting is rich in iconography. Every badge has its own visual meaning: council badges, rank badges, and merit badges are all linked to the look of Scouting, especially Boy Scouting.

It can be tempting to create new icons for digital projects, but with few exceptions, these distract and sometimes create conflict with existing BSA-approved icons.

As a rule, avoid creating original icons. Instead, use approved BSA icons (e.g., the Fleur-de-Lis as an app icon).

You may use universally-recognized third-party social media icons (make sure you comply with the license holder's terms of service).



You may use icons in the development of mobile apps, but try to leverage icons already created for app developers by software manufacturers, rather than sourcing or creating your own. *Reference the mobile apps section in this document for more information.*





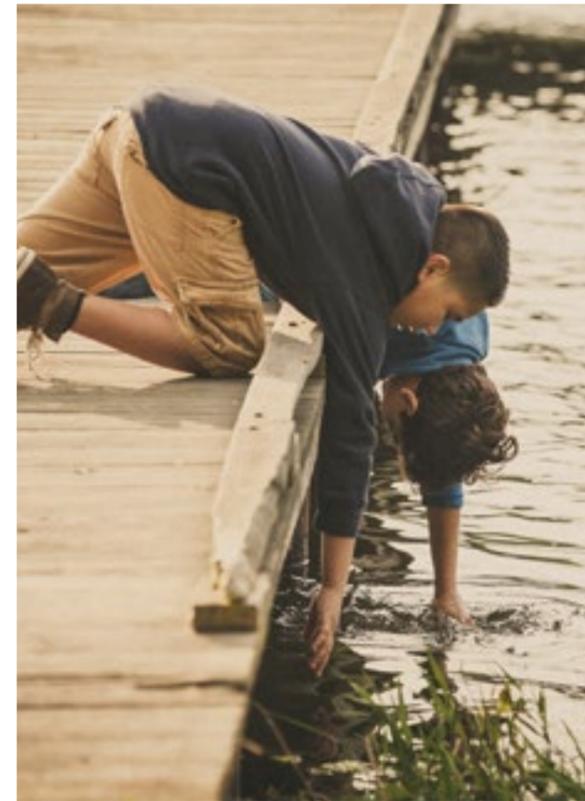
Best Practices

All photos and videos should have proper, signed releases ([official BSA Talent Release form](#)). When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in BSA promotions and publications. Honor the request of anyone who asks not to be photographed or recorded.

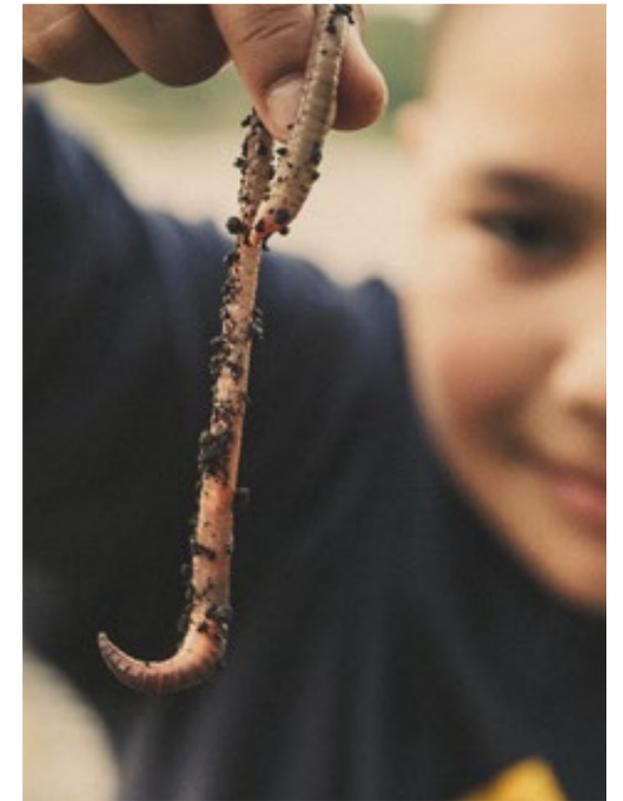


DO | Use candid, authentic imagery.

DO | Showcase Scouting's diversity in age, gender, and race.



DO | Use imagery that makes Scouting look fun and interesting.



DO | Use interesting camera angles and cropping for effect.

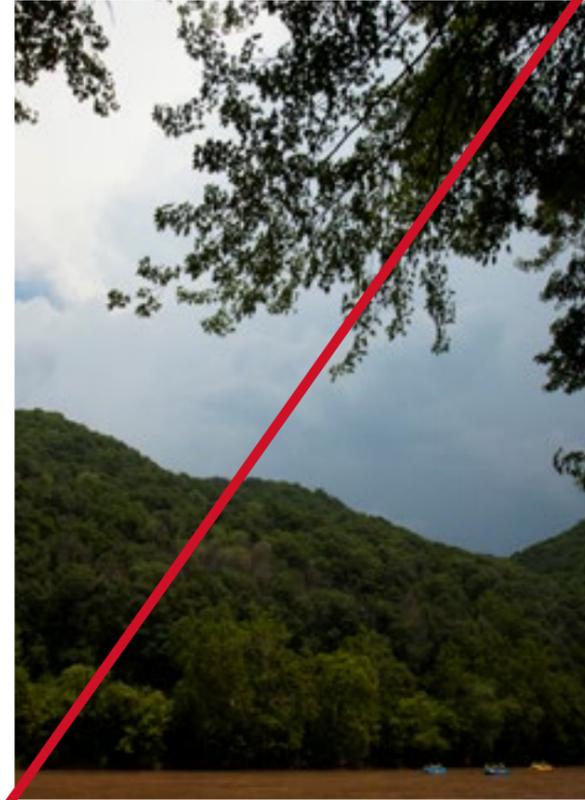
Image Pitfalls



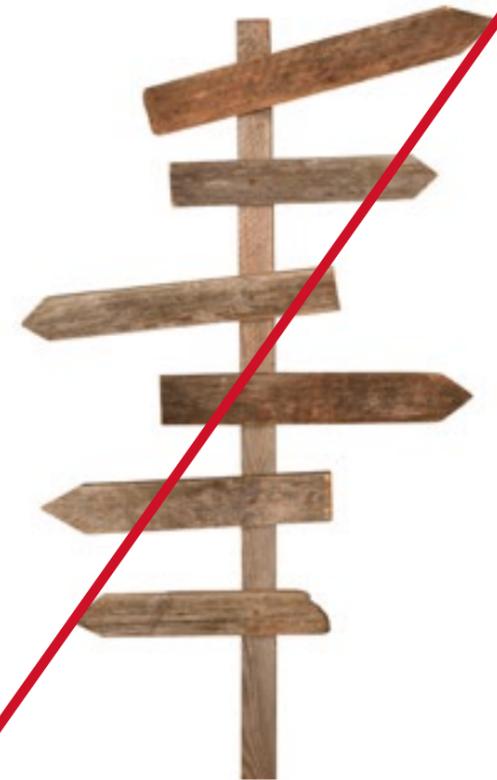
AVOID | Staged photos and forced smiles.



AVOID | Dated or historical scouting imagery.



AVOID | Photos without a clear focal point.

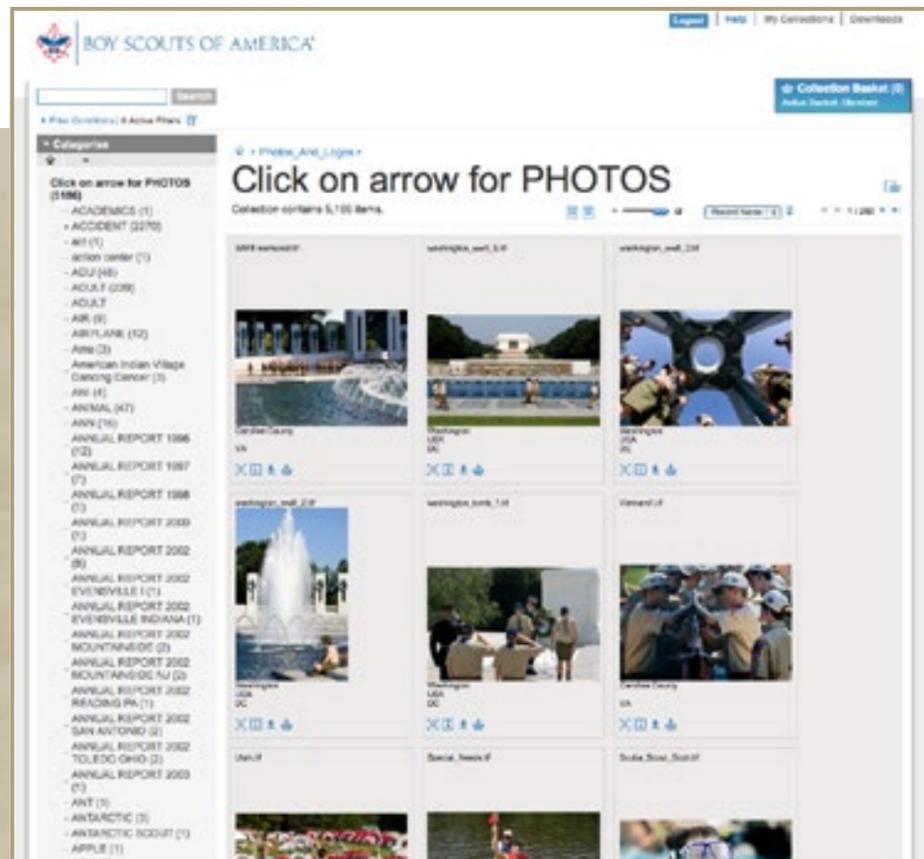


AVOID | Clichéd stock photography.



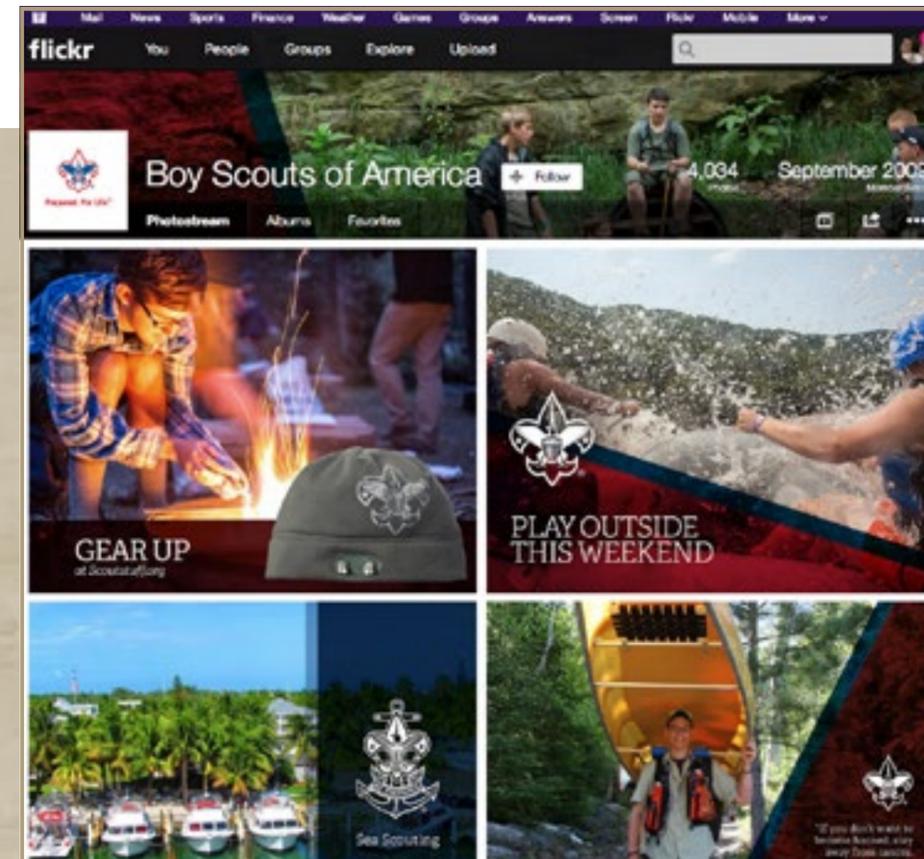
Resources

Finding appropriate imagery isn't always easy, but the search will pay off in a great-looking finished project. Below are a few resources you may find helpful.



BSA Photo Bank

The BSA Photo Bank is a vast repository of current and historical BSA-owned imagery. This is a password-protected site. For access, contact the BSA Marketing Department at 972-580-2534.



BSA Flickr

Images are posted to this social media site regularly, and this is a great source of candid, realistic images of Scouts in action. Before using images for marketing purposes, please contact the BSA Marketing Department at 972-580-2534.

Content





Tone and Voice

“A Scout is trustworthy...” With this phrase, millions of Scouts over the decades have begun their oath. “Friendly, courteous ...”

These are powerful words that govern the way we speak when we speak for Scouting – and whether we like it or not, when we speak, we do speak for all Scouting, especially in today’s Internet-enabled world.

While much guidance on tone and voice can be found in the BSA [“Language of Scouting,”](#) the digital medium has some special qualities to keep in mind as you author web-friendly content:

- **Be direct.** Web readers tend to be task-oriented - they are looking for specific information, and they want it quickly. Use active, not passive, voice.
- **Be succinct.** Attention spans are shorter online. Use short paragraphs of no more than three — five sentences. Keep word counts to 250 words per page *or less*.
- **K.I.S.S.** Acronyms and technical terms may be second-nature to you, but a new Scout or prospective parent won’t necessarily understand insider language. *Keep it simple, Scout.*
- **Write for Scanners.** People tend to scan digital screens, rather than pore over every word. Use bulleted lists, short headlines, and relevant imagery to provide quick entry points to content.

How We Speak: Before and After

BEFORE

The National Sea Scout Support Committee is pleased to introduce the New Century Universal Sea Scout Uniform (“NCUSSU”). The NCUSSU is an alternate uniform to the current adult and youth dress and work uniforms. It is intended to make it easy for members of newly formed Sea Scout Ships to outfit themselves in a Sea Scout uniform and may be chosen by any unit, new or existing. When chosen by the unit, this universal uniform is worn by all youth and adult Ship members and may serve as both a dress uniform and a work uniform. The New Century Universal Sea Scout Uniform will be included in the next edition of the Sea Scout Manual, No. 33239.

AFTER

New Sea Scout Uniform Available Now

The uniform combines dress and work uniforms in one, making it easier for members of newly formed Sea Scout Ships to get started in sailing.

Dubbed the “New Century Universal Sea Scout Uniform,” or “New Century Uniform,” the new uniform is:

- Designed for youth and adult ship members
- Both a dress and work uniform
- An alternate to the current uniform
- Suitable for all units, new or existing

The new uniform was produced by the National Sea Scout Support Committee. For more information, consult the newest edition of the Sea Scout Manual (No. 33239).



Tables and Charts

Some information is difficult to convey with just words. Breaking up large blocks of text with tables and charts also has a side benefit of making the reading experience more engaging, providing diversity in format. Some examples are shown.

Troop 50 Popcorn Sales by Patrol

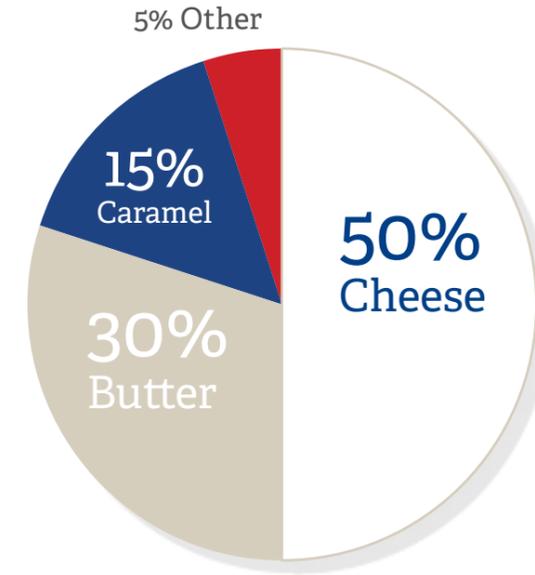
Panther:	\$1532	32 buckets
Jaguar:	\$1269	28 buckets
Lion:	\$1013	20 buckets
Dragon:	\$845	12 buckets
Wolf:	\$324	8 buckets

A simple table can do without a header row. Horizontal lines indicate the beginning and ending of rows.

Troop 50 Popcorn Sales by Patrol

PATROL	SALES (\$)	BUCKETS	OZ.
Panther:	\$1532	32	720
Jaguar:	\$1269	28	560
Lion:	\$1013	20	480
Dragon:	\$845	12	144
Wolf:	\$324	8	96

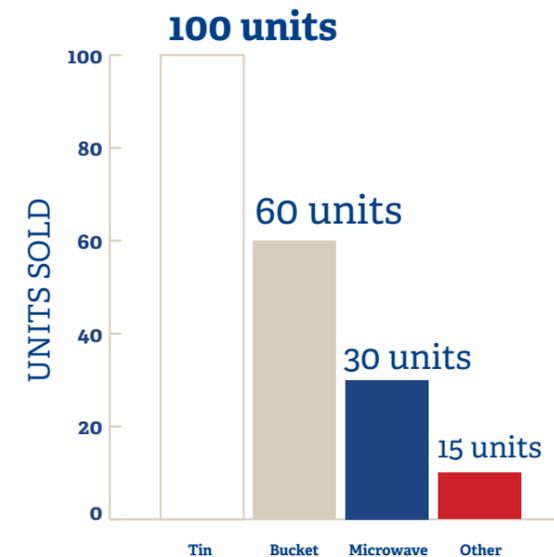
A more complex table may require a header row. Alternating colors can help readers follow data from row to row.



BSA Popcorn Sales by Flavor

Source: 2015 Sales Data

A good chart always has a title, a dated source, and clear labels.



BSA Popcorn Sales by Package Type

Source: 2015 Sales Data

For bar and line graphs, be sure to label both axes and be explicit about individual values wherever possible.

Resources

Many excellent books exist on the topic of writing for interactive media. For BSA-specific information, you'll find the following websites of value.



Language of Scouting

Review style, usage, spelling, grammar, and other conventions for the written word at the Language of Scouting website.



BSA Trademark Listing

A 1916 Act of Congress (36 U.S.C. 27) gives the Boy Scouts exclusive rights to certain terms and phrases, listed here beside other registered trademarks and copyrights.

Putting It All Together



The Look



The Basic Recipe

The iconic BSA look and feel is created with distinctive type, inspired color, and great imagery. Some general guidelines:

1. **Start with a grid.** This will create a clean, orderly look and feel for your project. Use the same grid on all pages. *A six-column grid is shown at right.*
2. **Write great content.** Set your content using only BSA-approved typefaces. Refrain from using too many text sizes (three or four should be sufficient). In general, the larger the typeface is, the more important that content is.
3. **Use great imagery.** The theme can be set with an inspirational “hero” image, most likely from the “Living” guidelines so as not to distract from the content, and treated with the standard or Diagonal Overlay (see next page). Support the mood with related textures that follow the “Being” guidelines. Use active “Doing” images within the page content.
4. **Use plenty of whitespace.** Give your content and images some breathing room — there’s a reason art galleries have white walls.
5. **Use color to enhance the content.** Choose the appropriate color palette (*Cub Scouting palette is being used in the example*). Use the accent color with restraint so it retains its power of attraction.

Quick Example: A Cub Scouting Web Page

Accent colors should be used sparingly. In this example, Cub Scouting Gold is being used.

The Overlay is part of the BSA look, and works especially well for web page and email headers where type must overlay an image.



“Living” images work well to set the mood for a page or project.

“Doing” images support specific content. They should be related to the content at hand.

“Being” images add whitespace and support the overall theme. In this page about a Pinewood Derby, a wood grain texture is used. Sandpaper or sawdust might also work.



The Overlay Effect

Type, color, and photography come together within our signature Overlay treatment, used wherever type and images need to be joined, as in website or email headers.

The Overlay Color is determined by the brand color palette being used. In this case, a BSA Pale Blue is being used for a BSA-branded project. It can cover the entire image or just a portion of the image.

The Accent Stripe (used when a portion of the image is overlaid) is also determined by the brand color palette being used. In this case, a BSA Red is being used for a BSA-branded project.

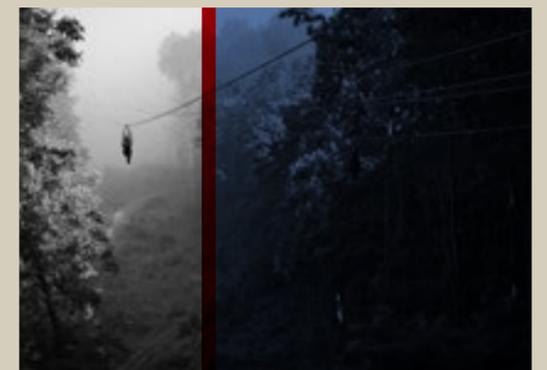
The Base Image can be black and white or color.



BEFORE: The image at left was taken in direct sunlight with a relatively shallow depth of field, in color. The image at right has a longer depth of field, a mix of indirect lighting, and is black and white. To use these images in the same layout, utilize the BSA Color Overlay.



AFTER 1: The image at left was converted to black and white, and both images received a "multiply" effect, allowing the blue background of the image container to show through. These images now have a consistent look. While somewhat less legible, they are ideal for setting a mood as a background image in layout.

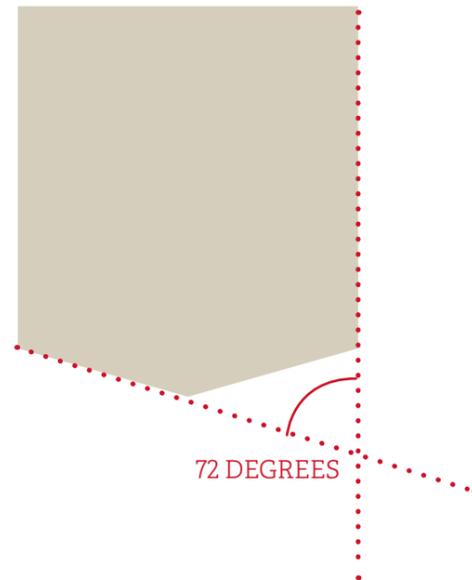


AFTER 2: A variant treatment leaves the left image in color, while the right image is black and white, but they now appear related thanks to a common BSA Pale Blue color overlay effect used to de-emphasize the right side of both images, along with a highlight multiply stripe of BSA Red. In this treatment, the right halves of both images could be overlaid with text or other content.



The Diagonal

Inspired by the distinctive angled pockets on the front of BSA uniforms, the Diagonal Overlay offers a more dynamic, active take on the Overlay treatment. Color of the overlay is inherited from the brand being worked with. In these examples, the BSA Corporate palette is in use.



VERTICAL APPLICATIONS

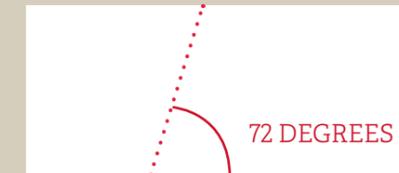


VERTICAL DESCENDING: This layout has the diagonal descending from left to right. This is best used on the left side of the page to draw the eye into the layout.



VERTICAL ASCENDING: This layout has the diagonal ascending from left to right. This is best used on full-width pages, as the eye naturally reads from left to right.

HORIZONTAL APPLICATIONS



OPEN RIGHT: This layout has the overlay on the left side of the image, leaving the right side open. Text should be overlaid left. This is the preferred treatment for web page and email headers.



OPEN LEFT: This layout has the overlay on the right side of the image, leaving the left side open. Text should be overlaid right.

Websites



Information Architecture

Organizing a document containing hundreds of pages is no easy task – in another medium, that document might be called a “book,” and an editor would help organize and maintain its contents.

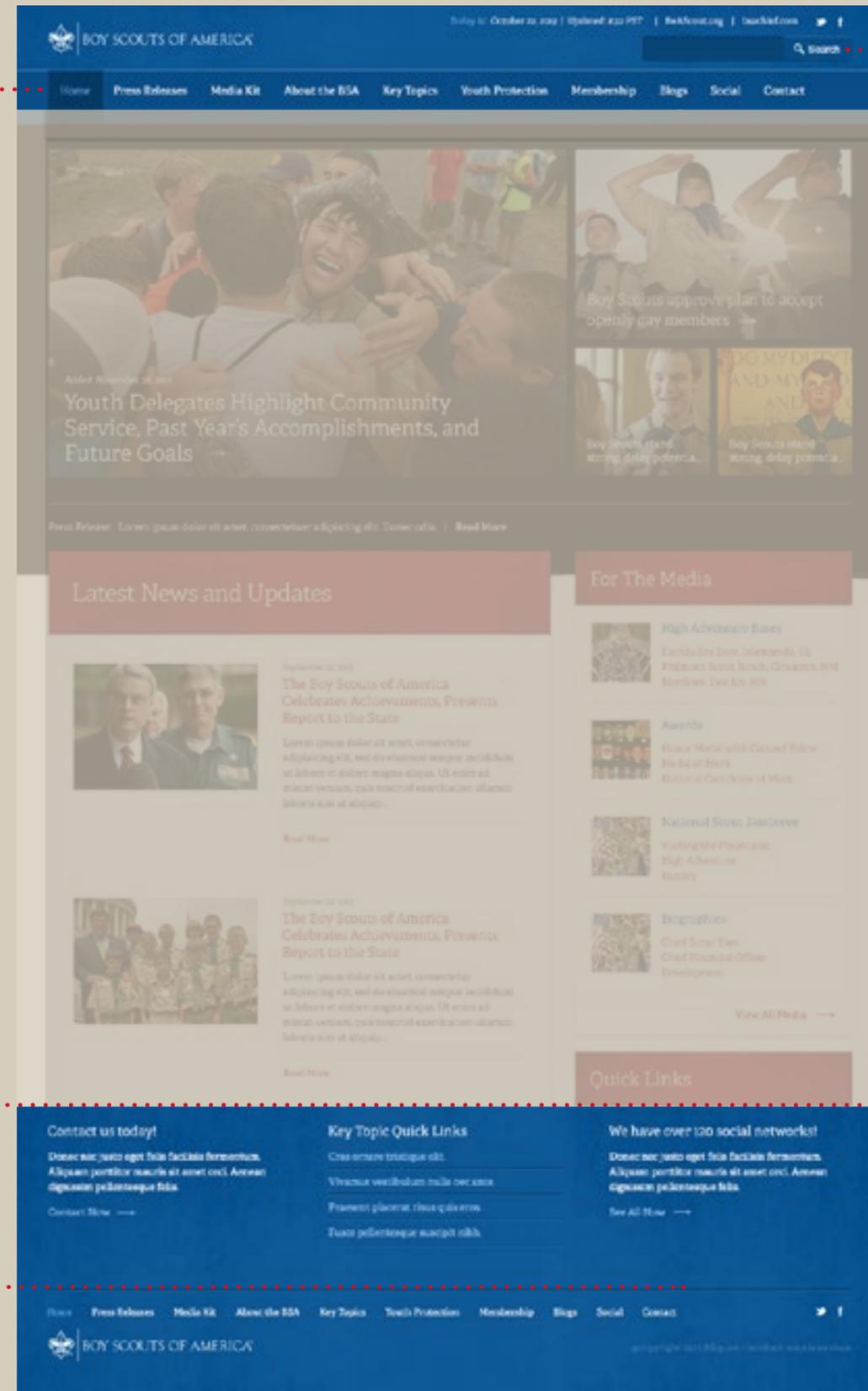
When planning your website, spend time organizing the site’s content – it will pay dividends as you write, design, and build.

Begin by creating an inventory of the content your site will need to house. Then, try to sort it into a few named “drawers.” Show it to someone who hasn’t been involved, and see if the drawer labels make sense. These will become your site’s main sections, appearing in navigation throughout the site.

Top Menu

Top Navigation should contain links to only the most important areas of the site, and describe those areas with simple language that the end user will understand.

Include as few items in your main navigation as possible – no more than seven or eight.



For large websites, a **search field** is recommended. It’s traditionally found in the top right of most webpages.

Footer

Important Documents may be promoted in “touts” in the site’s footer, making them visible on every page.

Footer links are usually a replication of the main site menu, but can also include additional links (e.g., a link to a privacy policy, council website, etc.).



BOY SCOUTS OF AMERICA®

Responsive Design

Consumers today have many choices when it comes to devices they use to consume web content.

For website designers, it can be a challenge to design websites that adjust to fit the unique dimensions and aspect ratios of each screen.

Several good layout frameworks are available to help you create “responsive” web pages that respond well to any screen size, adjusting the design for many different devices’ unique capabilities, and expanding the audience who can easily view and interact with your web pages.

All new BSA web pages should be designed using responsive design principles.



ScoutingWorks.org works well on any screen, as it was designed and built on a responsive grid layout.





Forms

Forms are what bring people together online.

A new Scout joins the troop. A volunteer provides her contact information. A former Scout makes a donation. A parent completes a permission slip.

Clean, well-designed and clearly labeled forms make all those tasks easier, and websites more effective.

For **Inputs**, use dark label text and an input with a light-colored background. A border and subtle drop shadow may help visually separate the input from its background. Do not put label text inside the text input. Use an asterisk label on fields that are required.

DEFAULT STATE

Text Input *

Select Input *

Please select from the list below. ▼

Select Input *

Value 1
Value 2
Value 3
Value 4
Value 5

Radio Inputs *

Choice 1
 Choice 2

Checkbox Inputs *

Choice 1
 Choice 2

ERROR STATE

Text Input *

This field is required.

Select Input *

Please make a selection (required). ▼

Radio Inputs *

Choice 1
 Choice 2

Checkbox Inputs *

Choice 1
 Choice 2

Buttons should have clear calls to action that are descriptive of their function ("Donate Now," or "Register for Camp"). Avoid generic labels like "Send" or "Submit." Use a consistent bold color for primary actions.

Clear Form

Give to Scouting



BOY SCOUTS OF AMERICA®

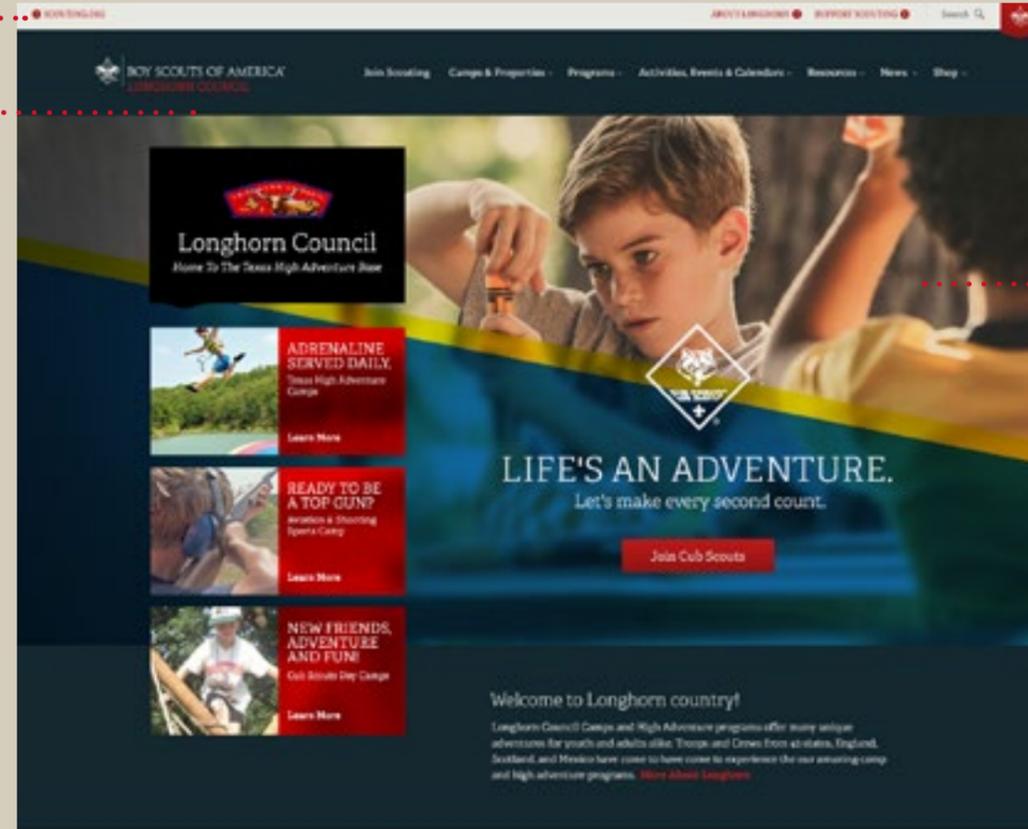
Required Elements

The needs of every website will be different, depending on audience, location, brands served, and many other factors. But a few universals do apply.

Do your very best to include them in your web project.

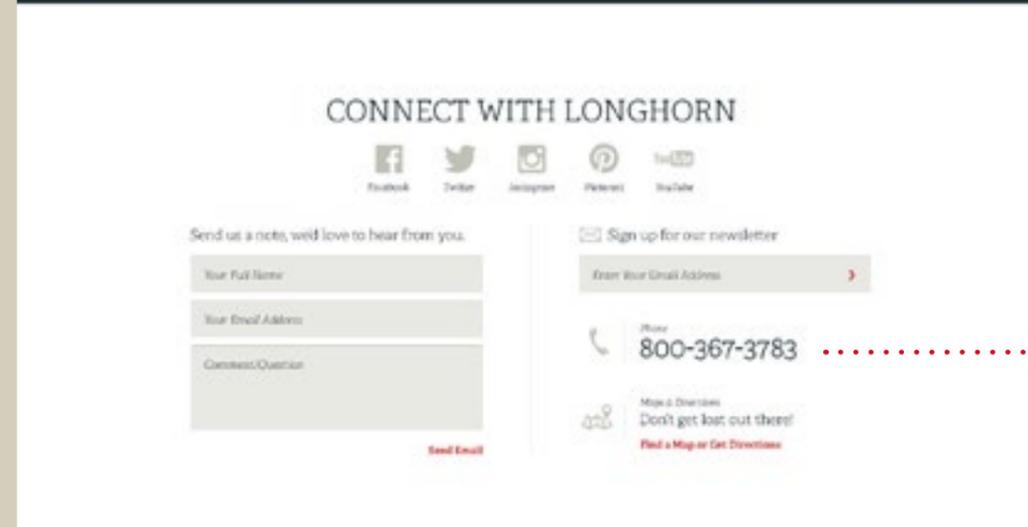
A link to [Scouting.org](https://www.scouting.org) somewhere on every page.

The relevant **Brand Logo** should appear prominently on every page in your website, usually in the upper left of every page. It should link to your website's home page.



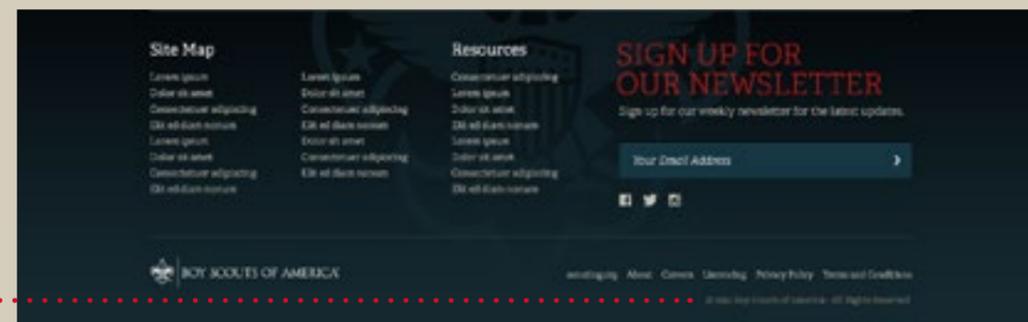
The **BSA logo** should appear somewhere on every page in your website.

Descriptive **ALT tags** should be present on every image. This is especially important for images that contain text.



Clear contact information should appear somewhere on every page in your website. A phone number and/or email address are preferred.

A **copyright notice** is best placed in the footer of all pages.



Real-World Examples

The following websites provide some examples of how these guidelines have been applied to real-world projects.

A Picture Is Worth 1,000 Words



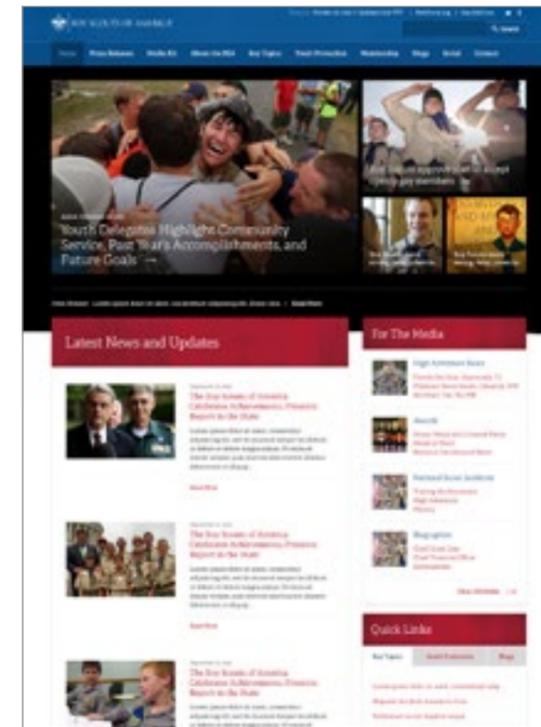
CubScouts.org

Like a cherished scrapbook, the Cub Scouts website is full of interesting things to see and do.



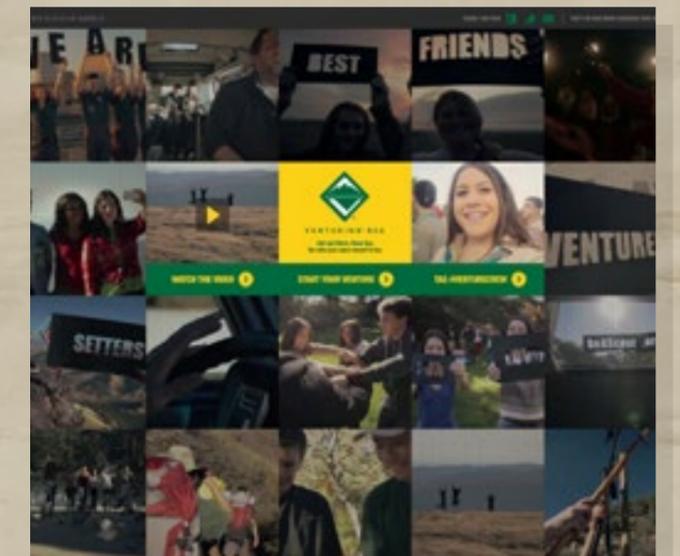
Longhorn Council

An image-rich site for this Texas Council uses color, texture, and type to create a great BSA brand experience.



Scouting Newsroom

While this site contains a lot of written content, great images and a clean grid-based layout make it user-friendly.



Venturing

Show, don't tell. What better way to recruit new Venturing Scouts than to show what a good time membership can be? This super-simple and memorable photo-based site has just a few pages and few words, but leaves a lasting impression.

Mobile



Interface Design

Think of your standard pocketknife. It's got its primary tool – a blade – and a whole lot of accessories (leather awl, saw, can opener, etc.). But at the end of the day, it's a tool. Its functions aren't improved with a lot of embellishments or decorations.

So too with a mobile app. Good apps are but one tool out of many on a user's device. Intuitive design and simple, singular functionality are best, especially when the app's use is occasional or infrequent.

Keep your interface design as close as possible to design conventions the user will already be familiar with by nature of using other apps that follow the same conventions (which are typically established by the device's manufacturer).

Use BSA-approved typefaces and imagery, and the appropriate color palette, to visually differentiate your project.

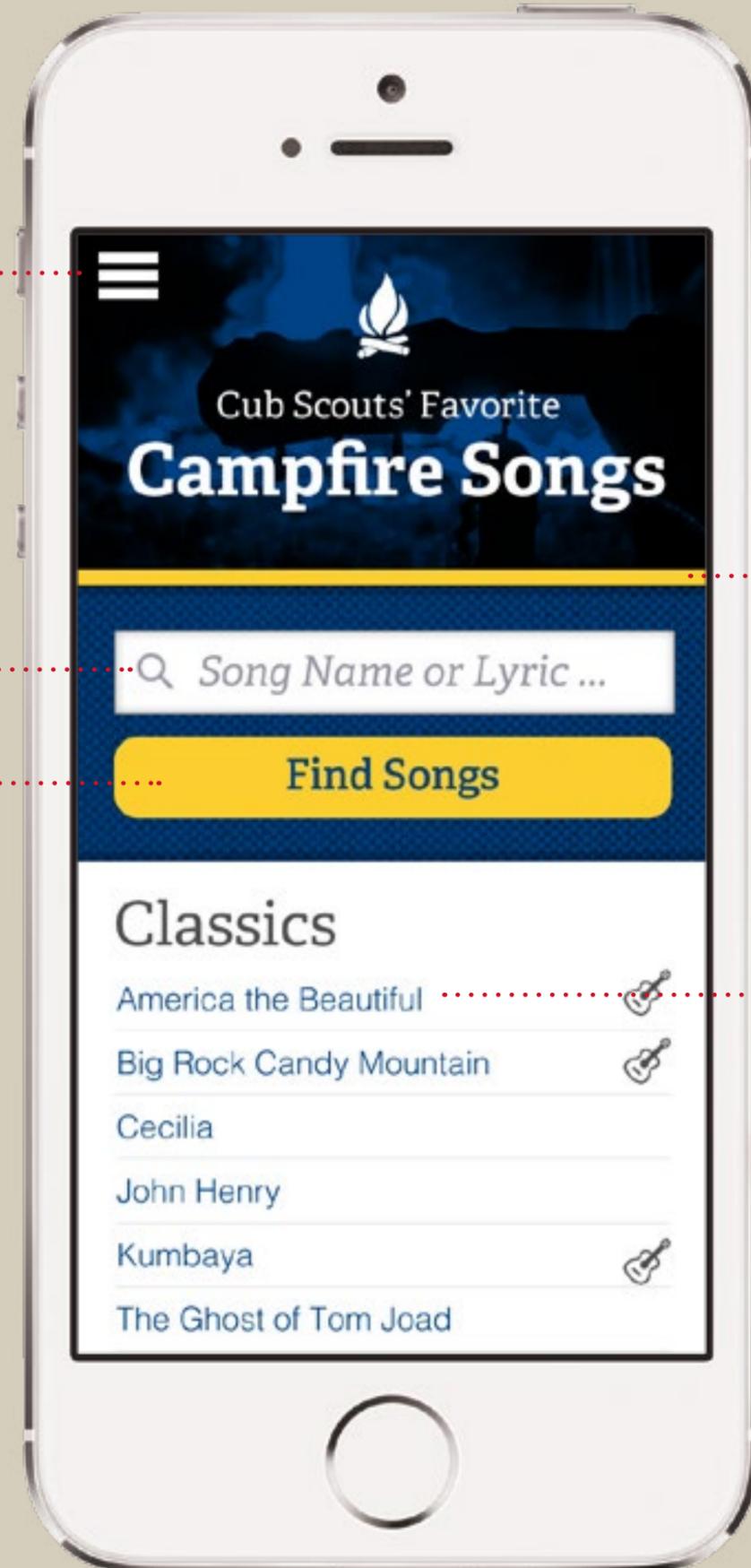
Menu icons should be used in lieu of bottom navigation.

Icons should add meaning, not decorate. Where possible, use the icons specific to the operating system the app is being developed for.

Buttons should be of uniform color and use clear language. Choose one action color and use it throughout the app.

Use **accent colors** to draw attention to important interactive areas. Use these colors sparingly. This Cub Scouting app uses Cub Scouting Gold and BSA Blue as its primary colors.

Use **design patterns** from the devices you are using — no need to reinvent the wheel. This is a standard iOS table view, enhanced with a custom music icon.

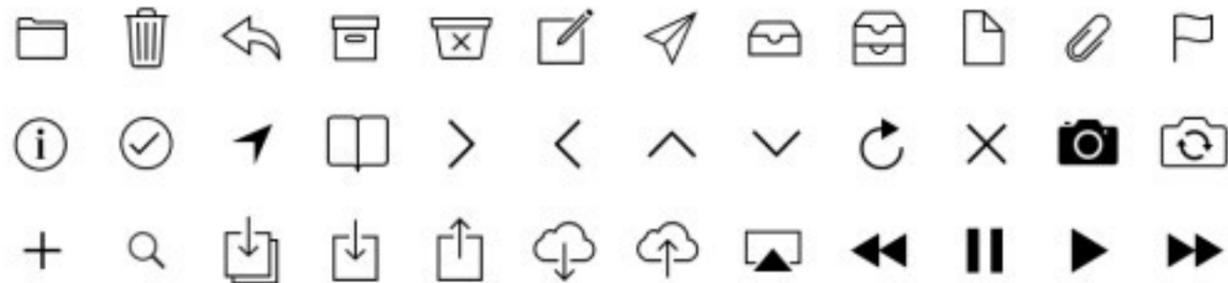




Using Icons in Apps

As stated earlier in this document, you should generally avoid creating original icons in mobile apps, since there is a high degree of likelihood that your “original” icon may conflict with one of the hundreds of official BSA icons in use in merit badges, rank badges, etc.

Instead, try to leverage icons already created for app developers by software manufacturers, rather than sourcing your own. Both Google’s Android and Apple’s iOS Developer toolkits include common icons in their developer resources. Here are the icons provided by Apple for use in iOS apps:

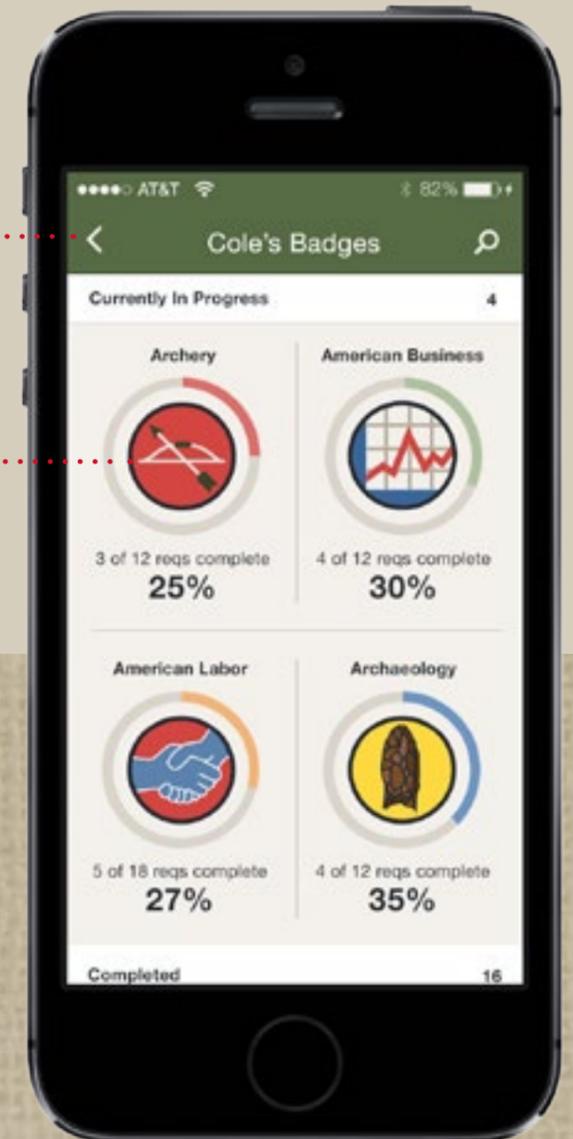


A Near Miss

If the designer of this application had chosen to create his own “back arrow,” instead of using the standard iOS version, it’s not hard to imagine his custom icon looking an awful lot like the official Archery Merit Badge, causing potential confusion for the user.

This is a standard **iOS Navigation Arrow**. Its design is derived from an arrowhead.

This is the **Archery Merit Badge**. Its chief design element is a graphic arrow.





Mobile Best Practices

- DO** | Survey your prospective users about their device ownership before deciding on the development framework you will choose.
- | Follow BSA standards for color, imagery, and typography to differentiate the design of your app.
- | Leverage design work that's already been done by the device manufacturer – follow the design guidelines closely.
- | Leverage development work that's already been done by the device manufacturer – use existing toolkits for mapping, interface, and other common tasks, rather than developing your own versions.
- | Check in with app users after launch to examine new feature requests or ideas for improvement.

- DON'T** | Develop apps on a whim. A good app can take months of effort to build, and years to support.
- | Forget to plan your adoption strategy in the excitement of design and development. How will you promote your new app and train users to install and use it?
- | Recreate the wheel in development. Many off-the-shelf components and controls come pre-built with existing frameworks, and there's no need to recreate them.
- | Forget to test your app on many devices in different operating conditions. Not every user will have the latest hardware or fastest Internet connection.
- | Leave abandoned apps in public app stores. If development and support have ceased, make it very clear that it's provided as-is. If the app is no longer functional, take it down.



Resources

The major providers of mobile operating systems provide app developers with detailed guidance on how to meet their human-machine-interaction (HMI) and experience standards. Before beginning work on your app, make sure you read and understand the provider’s guidelines and requirements. Adhering to design conventions is good for the user, and speeds development.

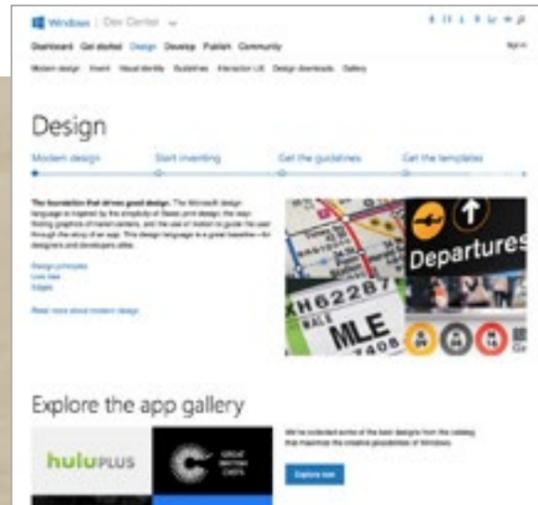
In the case of Apple, failing to follow iOS design guidelines could cause your app to be rejected during the App Store submission process.



[iOS \(Apple\) Human Interface Guidelines](#)



[Android Design Patterns](#)



[Design for Windows Runtime Apps](#)

What about Hybrid Apps?

Some applications are developed using cross-platform development frameworks that allow the same code to be deployed to many kinds of devices. These are often referred to as “Hybrid” or “HTML5” apps. If you choose this development route, you should rely more heavily on the web design guidelines presented earlier in this document, and avoid leveraging the look and feel of any one particular operating system.

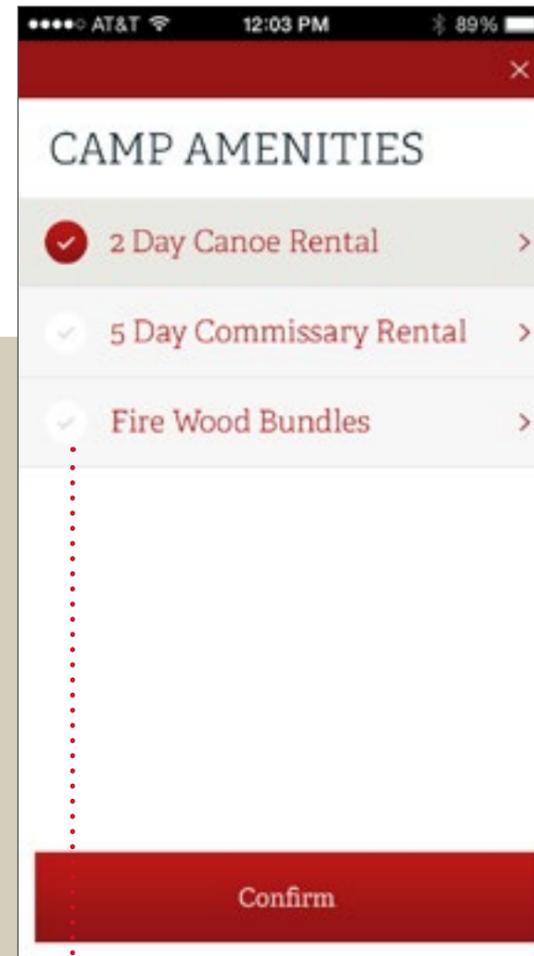
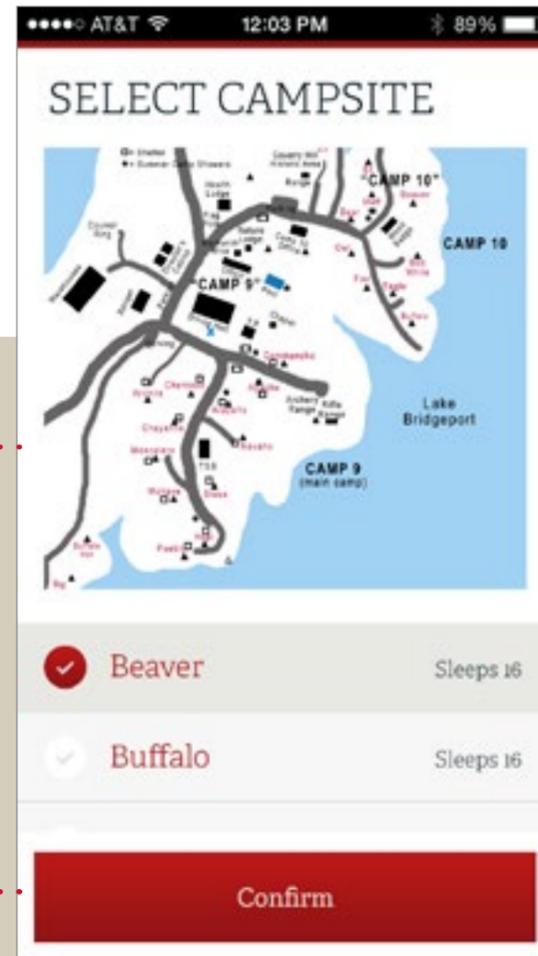


Real-World Example: BSA Camp Registration App

This prototype Camp Registration app is built with native iOS UI elements, using color and type to brand it as a BSA app. Users of the app will have a head start in using it, since much of the interface will already be familiar to them.

In this example, a custom map was needed given the lack of detail in iOS-standard maps assets for individual campgrounds. Where possible, your app should use standard OS functionality — such as MapKit in iOS.

Scouting Red is used as an **accent color** that indicates interactivity or areas of high importance. Be judicious in your use of color in an app. Choose one or two colors to indicate interactivity. Follow brand-specific color guidelines.



Use of various weights of the **Adelle typeface** throughout the app keeps the experience unified visually, and meets BSA type standards.

A drop-down list might have worked on this selection screen, but given the small number of choices, presenting them as a table view is a better choice.

Email



HTML Email

Rich email can be one of the most cost-effective tools in a digital marketer's belt, but it can be complicated by issues with deliverability, a wide range of recipient devices, and constantly changing technology. The tips at right will help you avoid many common pitfalls.

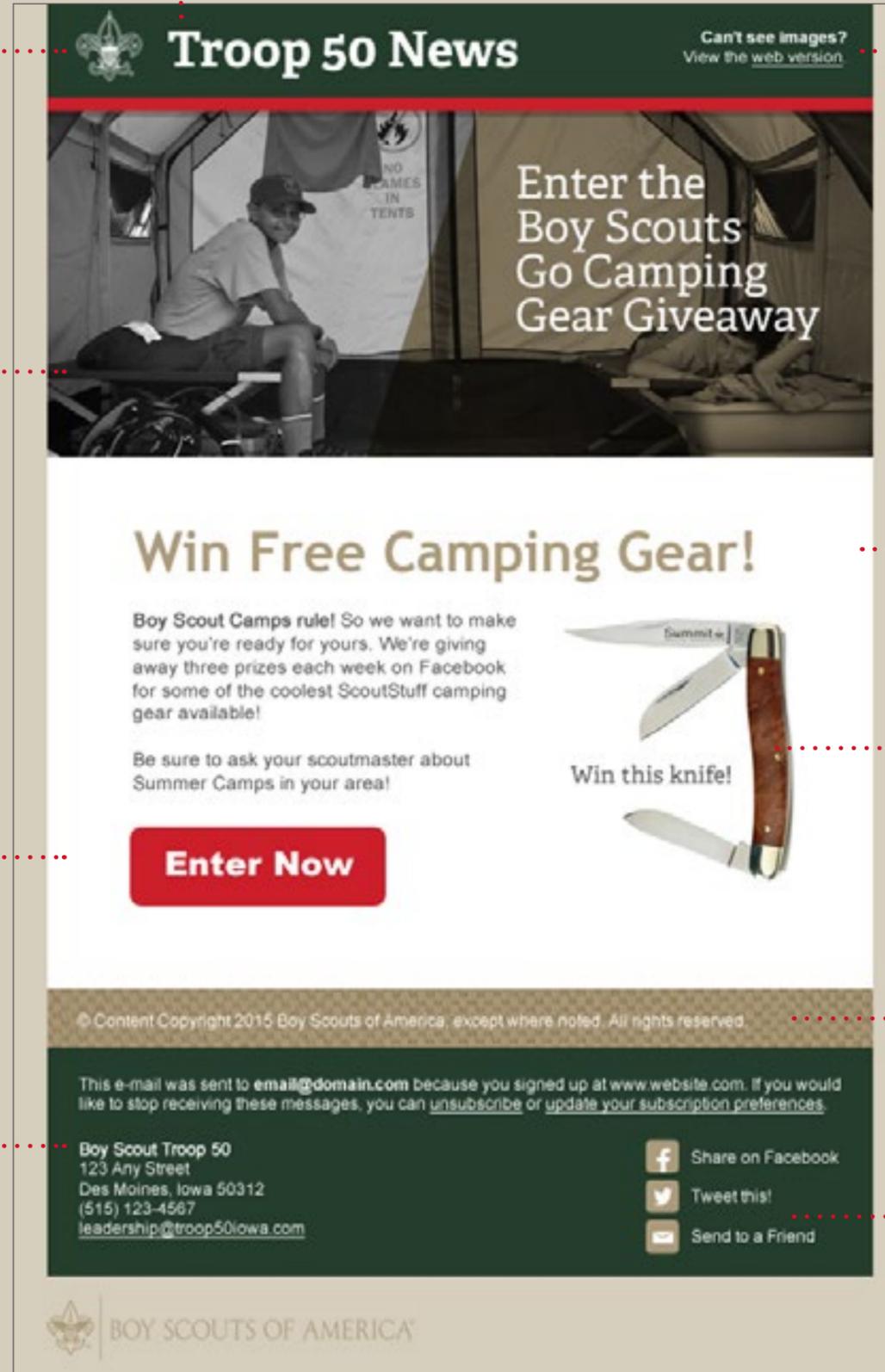
Clearly **identify the sender in the header** of the email. In this example, the sender is Troop 50. The sender should be very clear in the reply-to and in the subject line. Avoid using the names of people. Instead, use the organization as the sender's name.

The appropriate brand logo should appear in the top left corner of all Scouting emails. It should link to the sender's home page – in this example, it would link to the troop's website.

All images should have **ALT text** that clearly communicates what the image represents, especially when that image contains text. In email, ALT text may be all the reader sees if images are turned off in his or her email client, as many do by default.

Use clear **call-to-action buttons and links**. Color should be determined by the brand's accent color.

To comply with **CAN-SPAM regulations**, all emails must include the physical address of the sender and a clear "unsubscribe" function.



When sending HTML email, be sure to include a link to a **web-hosted version of the newsletter** for those recipients who may have trouble viewing the message on an older device.

As much as possible, set **text in HTML rather than images**. Images are turned off by default in many email clients and your content may get lost.

As with designing web pages, **attractive, relevant images** help draw readers in to content that interests them.

Not all email clients support background images; be sure your default cell background color provides enough contrast to make text legible.

Share buttons can extend the reach of your mailing list.

Email Signatures

When sending everyday correspondence, a professional-looking email signature reinforces the Scouting brand but also serves a more utilitarian purpose, providing useful means with which the recipient can reach the sender. A clean, organized signature is critical to communicating this information successfully.

Title and Department (optional) set in Trebuchet Italic, Scouting Grey, 18 px.

Channel labels in Arial Bold, Scouting Grey, 12 px.

Channel links in Arial, Scouting Blue, 12 px. Omit leading "www" and "http://" in human-readable link text. Use these prefixes in the underlying HTML link.

Use appropriate brand logo and colors. In this example a BSA corporate palette and logo are used.

John Doe
Brand Manager, Department Name

Phone: (972) 123-4567

Fax: (972) 123-4568

Email: john.doe@scouting.org

Web: www.scouting.org

Facebook: facebook.com/BoyScoutsofAmerica

Twitter: @boyscouts

Mailing Address:

Boy Scouts of America
ATTN: John Doe
Department Name
1234 Mailing Street
Irving, Texas 75015-2079

[Get Directions](#)

Name set in Scouting Blue, Trebuchet Bold, 24 px. Email signatures use the recipient's installed fonts, so the universal fonts are required.

Optional mailing address set in Arial, Scouting Grey, 12 px.

Optional "directions" link set in Arial, Scouting Blue, 12 px. Underlying HTML link should connect to Google Maps or similar.





Email Best Practices

DO

Comply with relevant laws and regulations surrounding email, especially the CAN-SPAM act.

Follow permission-based marketing best practices. Make sure the recipient has actively opted in to your mailing list.

Test your HTML emails on multiple devices (computers, tablets, and phones) before sending to a large group.

Test your emails with images turned off. Make sure all images have clear and meaningful ALT tags included.

Send mail regularly. Regularly sent mail keeps your organization familiar to the recipient and helps keep your list up to date.

Personalize your email if possible. Make sure the content is relevant to the recipient.

DON'T

Send one big image. Email is a text-based medium, and your readers don't want to download large images. Respect their time.

Use "spammy" words like "Free" or "Offer" too frequently. This can result in your message being sent straight to a spam folder.

Use an invalid "reply-to" address. Make sure the email you use to send from can receive email. And check that mailbox frequently.

Write too much. Keep your content short and to the point. Link to a website with more details if necessary.

Send mail too frequently. If you have a lot of content to get out, consider a regular "digest" format sent on a regular schedule.

Use off-brand email templates. Always keep the typography, color, and imagery guidelines close at hand.

Online Advertising

A Better Banner

A good BSA online ad should work on several levels.

Many users may see your ad, but never click. For those who don't or won't click, follow the maxim "first, do no harm." Design ads that follow BSA brand standards and use wholesome images that enhance perception of the BSA.

For more qualified prospects, the ad should entice them to click by clearly stating a good offer, not by gimmicks or tricks. Use animation to enhance your message.

Color should be determined by the brand you are working with. This is a BSA corporate ad that uses Scouting Blue and Scouting Red within the diagonal.

The appropriate brand logo should appear on the ad in a highly visible place.

Use clear messaging with a call to action.



Use of simple, easily scanned images of Scouts attracts eyes and enhances the image of Scouting. Avoid complicated compositions with too much activity or clutter.

Online Advertising Best Practices

Online advertising can be a great way to get your message out to people who may not be aware of you. It can also be an intrusion, a distraction, and even annoying – three things the BSA is not. With that in mind, here are some tips to being a good advertiser:

DO Use interesting imagery that meets BSA photography guidelines. Simple, easy-to-read images are best.

Keep your message short and sweet, with straightforward copy that gets to the point quickly. Online ads are not a good venue for “clever.”

Design your ad using BSA-approved colors and design conventions. Online advertising is great for awareness and visibility and we want to present a uniform look and feel across our ads for maximum impact.

Use animation to complement your message. Simple text swaps and frame wipes work best for both file size and clarity.

DON'T Use complex or intricate imagery that takes more than a moment to read. Avoid cliché stock imagery – it recedes and is off-brand.

Use commercial phrases like “Free Shipping” or “Act Now” too frequently. It is OK to be direct and clear, but not intrusive.

Deviate from approved brand standards. Use BSA-approved typefaces, color palettes, and design conventions.

Try to attract attention with too much animation. A strong image, clean design, and simple, compelling language should be enough.



Real-World Examples



The web is cluttered with content, and “whitespace” – or in this case *bluespace* – attracts attention. The high-contrast type and simple color palette attract the eye, and the design is enhanced by a thought-provoking photo.

The vertical banner at right uses a very vertical image to great effect. The line of the rocket’s path points to the Boy Scout Fleur-de-Lis, drawing attention to the logo. High-contrast copy grounds the layout, with a call to action and URL.



Despite its small size, this leaderboard attracts the eye with an interesting image. Simple, clear words and high contrast get the message across.



With a larger leaderboard, it would be tempting to add more words, but this example uses the additional size for a nice type lockup and plenty of breathing room for a great image.

Social

Social Considerations & Standards

The BSA maintains an active presence in many social media channels, including Facebook, Instagram, and Twitter, and considers these sites important to connecting with today's Scouts.

The BSA has prepared a "[Social Media Playbook](#)" you may find helpful in considering your own social media strategy.



Official BSA Social Media Guidelines



Like you, the BSA takes privacy and youth protection very seriously. To help guide your work related to social media and Scouts, review the [official guidelines](#).

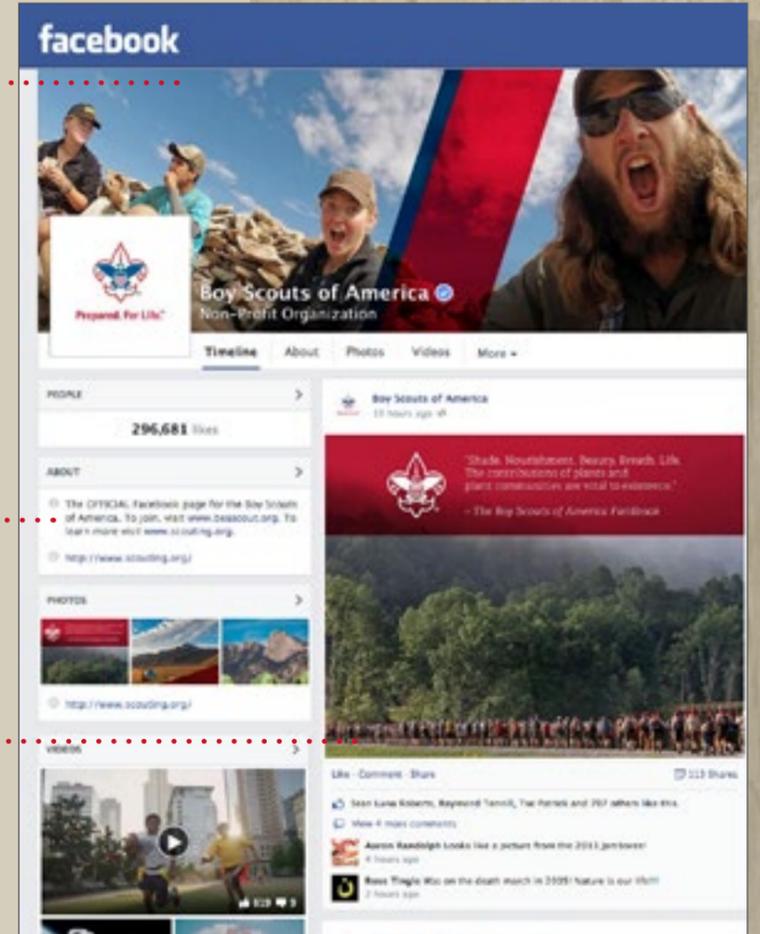


Branding Social Sites

Scouts live their lives out of doors, in the real world, in the moment, and tend to come back to social media to share these experiences with their friends and family.

While most social networks impose a template or framework upon content creators, we can still create a branded presence by using the BSA color, type, image, and design aesthetics creatively – *coloring within the lines*.

Many sites provide the ability to use a supplied **header image**. This is a good place to use a photograph that follows the BSA photography guidelines. This example uses the diagonal, further branding the image.



In your **profile description or bio**, be explicit about who you are speaking for. This example is the BSA corporate Facebook page; your profile might represent a particular pack or troop. Make that clear.

Shared images are a great way to introduce brand elements such as Overlay treatments, logos, type and color. See the following page for more tips on creating shared images.

A **profile image** created using the appropriate BSA logo will let users know your presence is an official one.

A **profile link** should point to your specific website. If your project doesn't have one, ladder up to the most relevant "neighbor." For example, a troop or pack without a website could link to the Council site instead.





Share Images

Between adventures, social media is also a good place to continue the conversation, plan the next adventure, or gather inspiration from others. It's our job to create content that facilitates and furthers that goal, and a few examples of good social "share" images are shown at right.

CREATING IMAGES DESIGNED FOR SHARING

Adding a **branded watermark** helps maintain the source of the image and connects users who may be seeing it out of context (on another's feed or timeline) back to its original source.



Including a **hashtag** in your posts, images, and videos will help people discover your content, and create a place for conversation around it. Keep the hashtags short and easy to spell.

In social media, **authenticity** is everything. Use natural-looking images of real people, places, and events, or don't use an image. Especially avoid posed or staged photography.



Social media loves **inspiration** in the form of a compelling image or quote from a famous former Scout.

Video

Cinematography

As with still photography, moving images of active Scouts having fun are the most interesting to look at. Where possible, use natural light and candid, un-posed shots that feel real and unscripted.



These Scouts are having a great time, and the composition is dynamic and interesting, with nice depth of field. The leftmost Scout, slightly out of focus, draws your eye from bottom left to the middle Scout, who is in focus. A pan right would further reinforce this natural motion.



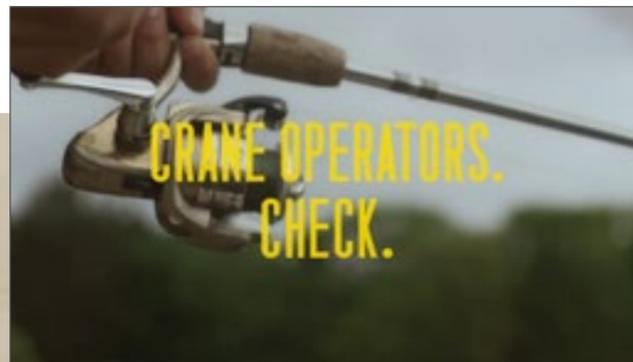
Vary the camera angle — not all the action is at eye level in the real world. A lower- or higher-than-usual angle creates visual interest. Get creative — the camera can be handheld at a low vantage point for a casual look, or use a Steadicam to add a degree of polish. A drone can get a nice high-angle shot, but a ladder, hill, or tree works just as well.



Create a more interesting video by cutting in “B-Roll,” detail footage that can add visual interest. An arrow going into a target is a nice way to follow a scene where we see a Scout letting his arrow fly, and much more interesting than seeing the same arrow hit the target from far away, over the Scout’s shoulder.

Title Cards

Though ideas in video are mainly conveyed by imagery and sound, it is sometimes necessary to insert text or graphics on screen to emphasize an idea or provide a tie to a larger campaign or brand idea. As with any BSA production, approved conventions for typography, color, and logo usage apply to video.



Running high-contrast type against a relatively still background ensures that the type is legible while the story told by the imagery remains in progress. In this example, the picture moves subtly (the man reeling in his line), while the type remains in place.



Very large type on a very blurred background is another way to preserve legibility. Alternately, consider a contrast-reducing color treatment on the image (e.g. adjusting hue, contrast, or saturation). Do not add drop shadows to text.



A long hold on a more complex design element—in this case, the BSA logo—allows the viewer to comprehend it without sacrificing image quality. Note the discreet URL set on an area of low interest (the boy's solid-color shirt) in the image, bottom right.



The most reliable way to include legible type in your video is by setting it on a solid-color background. Black or white work well as a way to close out a video. This treatment is especially effective for complex logos or longer text.



Music

When you think of “Scouting music,” your first inspiration might be campfire songs, and that’s not entirely off-base. Traditional instruments like guitar, harmonica, and piano work well with Scouting’s wholesome feeling, but beware of sounding old-fashioned or folk-y.

Today’s Scouting sounds like an energetic, adventuresome, and progressive interpretation of traditional American blues, folk, and rock.

[Click to play “Build an Adventure”](#)

A driving drum beat and energetic acoustic guitar make this song feel energetic and inspired. A light banjo adds a traditional flair.

[Click to play “We Are Venturers”](#)

A talented acoustic guitarist/singer leads the song, with percussion provided by an unseen group of polyrhythmic hand-clappers, giving this vibrant song a modern folk feel.

Real-World Examples

The following videos show how these guidelines have been applied to real-world projects.



Cub Scouting, "Do Your Best. Have Fun Doing It."

Energetic, big type and quick cuts combine in an interesting and engaging overview of Cub Scouting.



Venturing, "Build an Adventure"

Widely varied camera angles, focal settings, and film speeds make a visually interesting story that captures the experience of Venturing on screen.



Boy Scouting, "Rocketman"

Slow motion and a myriad of interesting camera angles create a cinematic and dramatic snapshot of a day in the life of a Boy Scout, and where that path eventually may lead.

Happy Trails

Thank you for your time and effort in reading these guidelines. We hope your project will be the better for it, but this is a journey no one takes alone. Please reach out if you need assistance or have ideas for improvement. Millions of young people thank you in advance.

With questions, contact:

Boy Scouts of America
Marketing Department
1325 W. Walnut Hill Lane
Irving, TX 75038

Karen.Thompson@scouting.org