



# **BADEN-POWELL SERVICE ASSOCIATION**

Brand Guidelines and Logo Usage Requirements



For member use only.  
Questions? Contact us at [media@bpsa-us.org](mailto:media@bpsa-us.org)



## INTRODUCTION

This guide is designed to serve as a reference for creating cohesive and unified communications, marketing, advertising, and promotional materials for your local group.

Please refer to this guide when using the BPSA logo or creating other branded materials that will be seen outside of your local leadership.

It is suggested that you attempt to work within the guidelines in this document, however, some flexibility is allowed to create materials that also reflect your group's culture and personality.

Whenever possible, please adhere to the requirements of logo usage, font usage, and general brand display.

# BPSA LOGO

The BPSA logo is available for your use on the BPSA Base Camp site (<http://bpsa-us.ning.com>) in vector format. This format is ideal for printing on a variety of media and materials. If you are sending materials out to be printed by a print vendor or product manufacturer, it is recommended that the logo be provided in a vector file format (Adobe Illustrator or EPS) to achieve the highest quality printing and color reproduction accuracy.

When placing the BPSA logo on to any documents, products, flags, or clothing, be sure to leave sufficient empty space around the logo. No graphics or text should overlap the logo or come in contact with the edges of the logo.

The logo should be used in full color whenever possible. In situations that require fewer colors be used, or only black or white inks can be utilized, single-color versions of the logo are permissible. When printing with a single color, only dark green, black, or white should be used.



No other colors



No tints/screens



Use white over dark background



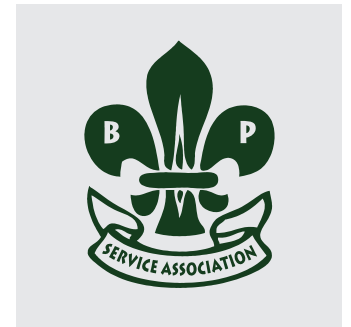
Primary Color  
C: 83 M: 49 Y: 94 K: 58



Secondary Color  
C: 63 M: 32 Y: 71 K: 12



Black



# TYPOGRAPHY

**headline** — **BPSA HEADLINES USE THE FONT CG GOTHIC NO. 3**

**subhead** — Subheads use the font CG Gothic No. 2

**body copy** — All documents and materials that make significant use of text should adhere to BPSA standards for font usage and type treatment. The suggested fonts for any BPSA communications are CG Gothic for headlines, subheads, and titles, and Times New Roman for body copy. Alternative headline fonts should be avoided whenever possible. Alternative body copy fonts are permitted if they are similar to Times New Roman and feature a serif style design.

Document text, or body copy, should be set in a light design, with adequate spacing between lines and paragraphs. Try not to crowd too much text onto one page.

Headlines can appear in either dark green, black, or white over a dark background. Subheads and body copy should be set in black whenever possible. Avoid placing large amounts of text over dark backgrounds. If you are composing more than a few paragraphs of text, consider placing it on white background as opposed to a dark background.

The CG Gothic fonts used in BPSA materials are available for purchase at [Linotype.com](https://www.linotype.com).

Times New Roman is the recommended body copy font, however similar alternatives are permitted.

# COMMUNICATIONS DESIGN

When designing communications materials such as flyers and information sheets, use the primary BPSA colors as much as possible.

These include dark green, light green, black, gray, and where appropriate you may opt to use an accent color that represents your group (typically the dominant color in your neckerchief designs).

Page layouts should include relevant headlines, subheads, informative copy, contact information, and a footer containing the BPSA logo, slogan, and website URL.

Usage of photos is recommended. Whenever possible, scouts in photos should be in appropriate uniform dress.



Primary Color  
C: 83 M: 49 Y: 94 K: 58



Secondary Color  
C: 63 M: 32 Y: 71 K: 12



Black



Gray (30%)



Accent Color (group-specific)

## YOUR HEADLINE GOES HERE



### Subhead Goes Here

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Contact Information:  
Your Name • 212-555-9876 • groupleader@gmail.com



**BADEN-POWELL SERVICE ASSOCIATION**  
Traditional Scouting for Everyone!

The Baden-Powell Service Association (BPSA), US is in no way affiliated with the Boy Scouts of America, Girl Scouts of the USA or any other "WOSM" organization.

**BPSA-US.org**



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