BOY SCOUTS OF AMERICA
2021 NATIONAL JAMBOREE
BRAND IDENTITY GUIDELINE
**Thematic Direction**

Being young has never been easy. Today’s young people, in particular, face a slew of unique obstacles: they live in an ever-connected, social media-driven world. They have access to more information that ever, but struggle to make sense of it and understand their place—and their future. They want great things but need the skills to create the future they desire.

Scouting uniquely prepares young people to achieve more than they believe is possible. More than ever, the skills of Scouting encourage members to push past their boundaries, embrace new experiences, and overcome the challenges the world puts in front of them.

There is nothing impossible for the prepared Scout, as long as they have the courage to Face the Challenge.

The 2021 National Scout Jamboree is the first BSA Jamboree designed to communicate and inspire a single message to all participants. The cornerstone of this approach is a learning objective: Character is created when you achieve more than you thought possible. This is what we hope Scouts will take away from their Jamboree experience. To remind them of this important lesson, the Jamboree theme is: Face the Challenge.

The visual brand of the 2021 National Scout Jamboree is a departure from what has been seen in the past. This is by design: 2021 is a new type of Jamboree, full of dynamic programming, a more diverse group of participants, and serving an audience that expects more from their Jamboree experience than ever before.

Groups who wish to use the official Jamboree logos must follow the guidelines in this document. It is important to provide a unified look and feel for the event and reinforce the 2021 National Scout Jamboree thematic.

This brand guide provides a visual language that is at once familiar—it echoes contemporary designs—while also marking a new direction for the Boy Scouts of America. The character of the Jamboree, the character of the movement, and the character of the Scouts who comprise it is defined by achievement. Together, we know more is possible. Together, we will Face the Challenge.
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INTRODUCTION
The Boy Scouts of America help prepare participants for the vicissitudes of life. Members are encouraged to redefine boundaries, push past obstacles, and emerge experience with newfound confidence.

The 2021 National Scout Jamboree’s theme is “FACE THE CHALLENGE.” Members will learn how to confront a multitude of hardships with emotional, physical, and intellectual skills. BSA strives to teach “character is created when you achieve more than you thought possible.”

This imagery illustrates the event’s celebration of community, support, and perseverance. By combining personal and global challenges, we teach that even the smallest of efforts can help in overcoming universal obstacles.
2021 NATIONAL JAMBOREEE IDENTITY
The 2021 National Jamboree logo must resonate with a diverse audience, speaking to personal obstacles and global issues. The BSA National Jamboree primary logo illustrates that anything is possible when you face the challenge.

All usage of the 2021 National Jamboree Primary Logo should feature the following details unless authorized by the Boy Scouts of America:

1. The text: National Jamboree, Face the Challenge, and SBR
2. The BSA fleur-de-lis.
3. The date: 2021.
4. The two-color hand salute, mountains, and rays illustration.

Please ensure all elements are used as a single unit when appropriate. Do not modify the spatial relationships among the elements. The trademark statutory symbol should appear at the lower right.
2021 NATIONAL JAMBOREE IDENTITY COMPONENTS

The brand assets below are the main visual components for the 2021 National Jamboree:

**PRIMARY BRAND LOGO**
Consists of the copy “National Jamboree, Face the Challenge, and SBR,” the fleur-de-lis, the year 2021, two stars between SBR, and the two-color hand salute, mountains, and rays illustration. This trademark is the event’s primary graphic device, aside from member’s official participant patches. The logo should be used for any and all identifying applications.

**OFFICIAL PARTICIPANT PATCH (RESTRICTED USE)**
Consists of the copy “National Jamboree, Face the Challenge, and SBR,” and the three-color hand salute, mountains, and stars illustration. This logo is the official participant patch for all attendees at the 2021 National Scout Jamboree event. Any other use is restricted unless authorized by the Boy Scouts of America.
PRIMARY LOGO: FULL COLOR

HEX: #E64425
RGB: 230, 68, 37
CMYK: 3, 89, 100, 0

HEX: #ffffff
RGB: 230, 68, 37
CMYK: 0, 0, 0, 0
LOGO RESTRICTIONS – PAPER PRINTED MATERIALS

- DO NOT delete any part of the logo
- DO NOT change the fonts to strokes
- DO NOT screen or tint the logo
- DO NOT change the logo to grayscale
- DO NOT add a stroke to the logo outline
- DO NOT add a drop shadow to the logo
- DO NOT change the color of any element
- DO NOT transpose the proportions of the logo
- DO NOT tweak or skew the logo proportions
The 2021 National Jamboree brand assets are trademarks of the Boy Scouts of America and must only be reproduced on items produced by the National Supply Group or an official BSA licensee located on www.licensingbsa.org.

Please abide by these guidelines and in addition to any other BSA policies when using any 2021 National Jamboree brand assets in products such as a patch, t-shirt, or other designed merchandise to ensure that the 2021 National Scout Jamboree brand is used consistently.
Maintain consistent spacing and placement when using the Primary Logo design. If using the logo for embroidery, please maintain a minimum of 3” in height. If under 3” in height, please refer to Embellishment Option B on next page.

Any surrounding images, text, or design should remain at least ⅜ inches from the border of the logo unless authorized by the Boy Scouts of America.
The following brand asset will be accepted for embroidered use or other embellishment treatments in products in the event the 2021 National Jamboree Primary logo becomes illegible or distorted. The text “2021 National Jamboree” or “2021 National Scout Jamboree” must accompany the design.

This embellishment option can be used to create custom local council shoulder patches, neckerchiefs, headwear, and apparel items to name a few. If using this logo for embroidery, please maintain a minimum of at least 1.5” in height.

Any surrounding images, text, or design should remain at least ¾ inches from the border of the logo or patch unless authorized by the Boy Scouts of America.
To maintain a consistent visual identity, a defined color palette is important. These three main colors are to be used throughout the crafted visual identity. Orange and navy were selected in conjunction with the BSA’s already established branding and visual identity.
TYPOGRAPHY
The included are the only approved fonts to be used in combination with the 2021 National Scout Jamboree: The Segoe Print Font, Arial Black, and Arial Regular. All text in the logo and patch should be in the Segoe Print Font. Any supporting and/or surrounding copy should be in Arial Black or Arial Regular.
COPYRIGHT PROTECTION

The trademarks and logos of the Boy Scouts of America 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 1916 act specifically gives the Boy Scouts of America the sole and exclusive right to use its “emblems, badges, descriptive and designating artwork” in connection with carrying out its purposes.

These and all artwork or logotypes obtained from the Boy Scouts of America National Council are the exclusive property of the Boy Scouts of America and must be used and displayed as shown in this guide or official artwork unless otherwise stated in writing from an authorized officer of the Boy Scouts of America. Visual attributes, logos, and identity must appear with any ownership symbols exactly as received, and no additional symbols are to appear in connection with them.

If the manual or official artwork indicates that the artwork or logotype is the subject of a U.S. Trademark Registration Certificate, then it should appear with the TM symbol. It is customary that the TM symbol is used once in the headline of an advertisement (if it is used in an ad or a poster) and then the first time it is used in the text.
THANK YOU