

APRIL 2015



BRAND EXTENSION GUIDELINES

ArrowTour will bring **our national centennial experience** to Scouts, Arrowmen, and communities around the country.

This interactive, high energy event will celebrate the Centuries of Service that make up the Order of the Arrow's rich history while also building momentum for the road ahead.

As the first event of its kind, it is essential that the ArrowTour brand reflect the exciting and unique programming that ArrowTour will deliver.

PRIMER

The ArrowTour brand assets should be employed by program leaders, the national organization, regions, lodges and councils when producing any ArrowTour creative materials or merchandise.

The ArrowTour brand elements may not be altered in any way. These elements are not authorized for use in projects and materials unrelated to the event.

These elements may not be combined with brand elements of organizations outside of the Order of the Arrow or the Boy Scouts of America without explicit permission from the Order of the Arrow's Brand & Identity Team.

This document is faithful to the guidelines outlined within it and may be used as a reference point for creating ArrowTour materials.

NOTE

The ArrowTour brand is an extension of the centennial anniversary brand. Materials produced for ArrowTour should be co-branded with the centennial anniversary brand assets as appropriate. To learn more about the centennial identity, please visit <http://oa-bsa.org/branding>.

VITALS

– IDENTITY COMPONENTS –

ARROWTOUR

LOGO

OUR NATIONAL
CENTENNIAL EXPERIENCE

SLOGAN



ICON

– DOWNLOADABLE RESOURCES –

For national and regional team members: contact your program leadership.

For all others: download the press kit at <http://arrowtour.oa-bsa.org/promote>. To request high resolution images, please contact branding@oa-bsa.org.

– QUESTIONS –

Questions about the ArrowTour identity may be directed to the Order of the Arrow's Brand & Identity Team at branding@oa-bsa.org.



ASSETS

The ArrowTour identity assets include the standard logo, the alternate logo, and the icon. Each item is available in a full color, a gray scale, and a one color version. The assets are also available in reversed versions for use on dark backgrounds. The full collection is displayed to the right.

Each of the four regions has selected a totem to represent their regional delegation. These assets should only be used when appropriate and are not available in gray scale, one color, nor reversed versions.

COLORS

The ArrowTour identity shares the same color palette as the centennial anniversary identity. Please refer to the colors described in the *Centennial Anniversary Branding Guidelines*.

TEXT

Headlines on branded materials should be displayed in the font League Gothic Regular. All characters should be capitalized.

Body text should be displayed in the font Roboto Light. Body text may be displayed in bold and in italics, but may not be underlined.

No text should appear smaller than 8 point font, nor should line spacing or character spacing be reduced.

STYLE

The first textual reference to ArrowTour should always be displayed as written. After the first reference, it is acceptable to abbreviate ArrowTour as AT.

The ArrowTour slogan is **our national centennial experience** and should be written in sentence case.

The four regional ArrowTour delegations are written as:

- ArrowTour Central
- ArrowTour Northeast
- ArrowTour South
- ArrowTour West

Social media posts related to ArrowTour should be tagged with #ArrowTour.

GALLERY

- LOGOS -



STANDARD: FULL COLOR



STANDARD: GRAY SCALE



STANDARD: ONE COLOR



STANDARD: REV. FULL COLOR



STANDARD: REV. GRAY SCALE



STANDARD: REV. ONE COLOR



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: FULL COLOR



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: GRAY SCALE



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: ONE COLOR



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: REV. FULL COLOR



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: REV. GRAY SCALE



OUR NATIONAL CENTENNIAL EXPERIENCE

ALTERNATE: REV. ONE COLOR

- REGION TOTEMS -



- ICONS -





BRAND EXTENSION

TOUR TERMINOLOGY

ArrowTour	A traveling centennial program conducted in each of the four regions during the summer of 2015. Capitalized as shown. May be abbreviated as AT after first reference.
our national centennial experience	The slogan of ArrowTour. Capitalize in sentence case and display in bold or other manner that draws attention to the text.
ArrowTour Central	A traveling centennial program conducted in the Central Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT Central after first reference.
ArrowTour Northeast	A traveling centennial program conducted in the Northeast Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT Northeast after first reference.
ArrowTour South	A traveling centennial program conducted in the Southern Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT South after first reference.
ArrowTour West	A traveling centennial program conducted in the Western Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT West after first reference.
tour schedule	The overall schedule of ArrowTour.
tour	All the stops along the regional route.
route	The map of each region's tour schedule.
stop	A day of program along the route.
venue	The individual location that the tour will land in.
road crew	The full-time staff dedicated to each region's tour.
crew chief	The respective 2014 region chief leading each road crew.
host	The council, lodge or section that is hosting the ArrowTour venue.
local staff	The local volunteers who help with ArrowTour at a given stop.
guest	Any individual (Arrowman, Scout, Scouter, Scouting alumni, family member, friend) who interacts with ArrowTour.
the show	The broad encompassing phrase for ArrowTour's program and visitor experience.