



# Brand Guidelines

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May 2022

# SHENANDOAH 258

ORDER OF THE ARROW

## Brand Guidelines

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# Shenandoah Lodge

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Shenandoah Lodge is a member of Section E9 of the Order of the Arrow , and serves the Virginia Headwaters Council of the Boy Scouts of America.

## The Lodge's Mission

To achieve the purpose of the Order of the Arrow as an integral part of the Boy Scouts of America in the council through positive youth leadership under the guidance of selected capable adults.

# Introduction

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## Brand Guidelines

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### **Shenandoah Lodge Brand Guidelines Effective May 1st, 2022**

The Shenandoah Lodge Brand Guidelines in this document are effective May 1st, 2022. Implementation of these new brand guidelines should be as soon as possible after the effective date.

As Shenandoah Lodge's identity evolves, the logos should be used in a consistent manner to help unify our organization's voice and to better communicate Shenandoah Lodge's story.

The Black Bear is meant to be used in a professional context as the most commonly used logo to represent our brand. Alternate versions are included to be used in various ways in order to still represent our brand.

**For support and questions about the Shenandoah Lodge Brand Guidelines and how they apply to you, please contact:**

The Brand and Merchandise Advisor or

David Seal  
[sealsdesign@gmail.com](mailto:sealsdesign@gmail.com)

# Introduction

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## The Value of a Brand

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Why do we need brand guidelines?

Brand guidelines are the set of rules that define the overall look and feel of our brand. They help us build a brand identity that our audience can recognize across all platforms.

In order for any brand to be effective, it needs to be consistent. If we change our logo's colors to better fit a certain theme or patch, then it may not be recognizable to our consumers anymore.

Consistency is the key to making our brand powerful and recognizable.

This brand guide puts rules in place not to limit creativity, but to keep our brand identity consistent and recognizable. With brand guidelines in place, we can ensure our brand's elements are used effectively and look professional anytime they are used.

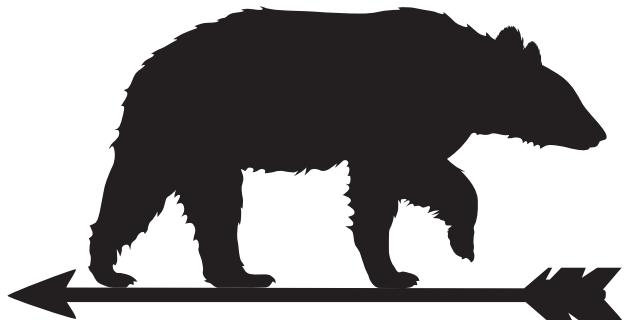
And, when the elements in our brand are used in the correct way consistently, we can build a powerful and recognizable brand.

Don't these rules reduce creative opportunities?

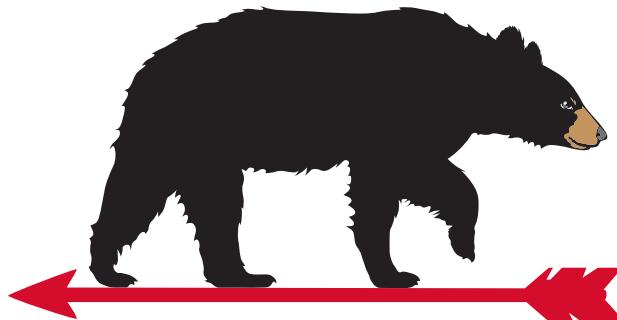
Thinking of brand elements and guidelines is similar to thinking of construction. You could give 5 architects the same building materials and identical constraints on height of building and number of rooms, but end up with 5 totally different interpretations.

In the same way, we give our members a set of logos and guidelines, but the opportunities for what we can create are endless.

# Shenandoah Lodge Logos



TOTEM



FULL COLOR TOTEM



TOTEM WITH WORDMARK



FULL COLOR TOTEM WITH WORDMARK



LOGO ON DARK BACKGROUND



WORDMARK



LODGE FLAP WORDMARK

# Shenandoah Lodge Secondary Logos



PAW PRINT LOGO



LETTERHEAD LOGO



SECONDARY WORDMARK



BEAROWHEAD WORDMARK



BEAR FACE LOGO



BEAR FACE ROARING LOGO

# Shenandoah Lodge Alternate Logos



FULL COLOR ARROWHEAD TOTEM



TWO COLOR ARROWHEAD TOTEM



BEAR FACE WORDMARK LOGO

## Unacceptable Usage

Here are a few examples of practices to avoid.



WHENEVER POSSIBLE Do Not Use A White Bear



DON'T Change The Color Of The Bear Face



DON'T Use A Different Font For Shenandoah



DON'T Use A Different Bear



DON'T Use Old Logos or Native American Images

# Shenandoah Lodge Mascots

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SCOUT SIGN



STANDING



WAVING



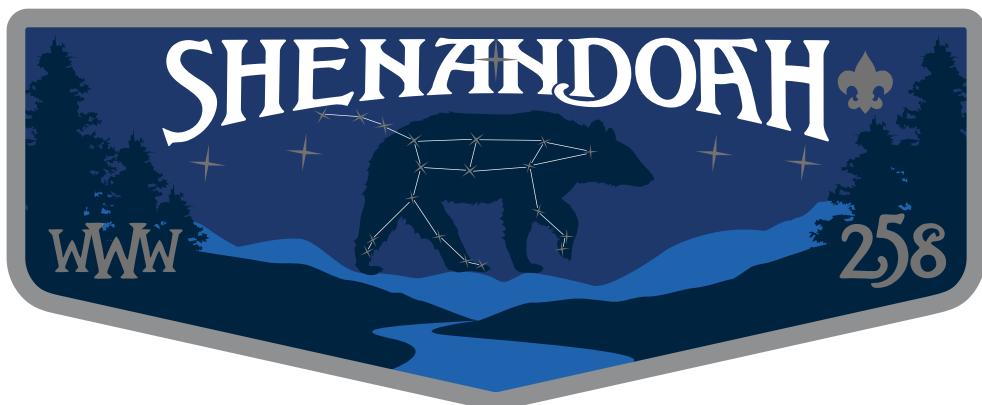
THUMBS UP

# Shenandoah Lodge Primary Flaps

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LODGE STANDARD FLAP



STORY LODGE FLAP

# Colors

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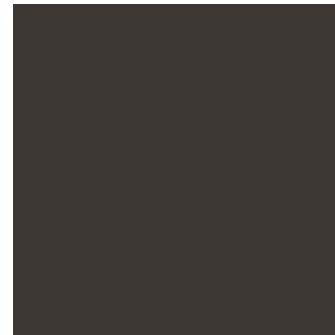
**OA Red**

Pantone® 186c  
CMYK: 80/43/83/42  
RGB: 42/81/53  
Hex: #2A5135



**Black Bear**

CMYK: 0/0/0/100  
RGB: 0/0/0  
Hex: #000000



**Bear Face Grey**

Pantone® Black 7c  
CMYK: 65/61/65/54  
RGB: 61/57/53  
Hex: #3C3935



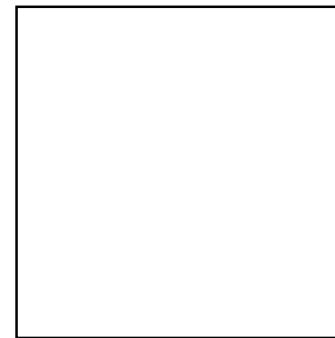
**Arrowhead Grey**

Pantone® 424c  
CMYK: 57/47/48/14  
RGB: 111/114/113  
Hex: #6F7271



**Naugahyde Tan**

Pantone® 465c  
CMYK: 26/40/73/3  
RGB: 188/149/92  
Hex: #BC945C



**Sash White**

CMYK: 0/0/0/0  
RGB: 255/255/255  
Hex: #FFFFFF

# Typography

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Teutonic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Museo Slab 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Museo Sans 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# Brand In Use

## Merchandise Examples

It's much easier to visualize merchandise guidelines by seeing them in use. Below are some examples of what to do when creating Shenandoah Lodge merchandise.



# Order of the Arrow Logos



THE TRADEMARK



THE TRADEMARK REVERSED



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW

THE SIGNATURE



STANDARD SEAL



ALTERNATE SEAL



REVERSE SEAL



45 degree angle  
up and to the left



Vertically up

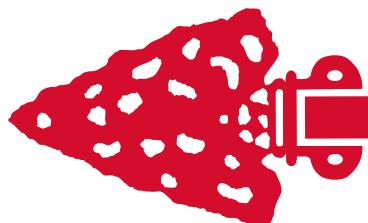


Horizontally left

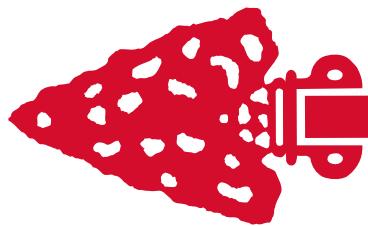
Correct Usage Specifications - Arrow

# Order of the Arrow Membership Levels

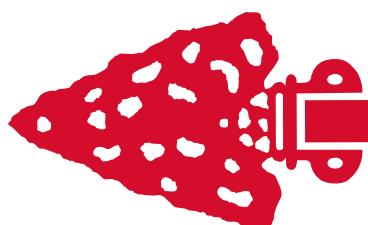
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ORDEAL



BROTHERHOOD



VIGIL

# SHEENANDOAH



**Shenandoah Lodge 258 • Brand Guidelines • May 2022**

For questions regarding the logos in this document please contact

David Seal

[sealsdesign@gmail.com](mailto:sealsdesign@gmail.com)