Scouting America Official Brand Colors and Typefaces 121725
Primary Colors and Typefaces are in Bold Frames

PRIMARY COLORS

Scouting America Red

HEX: #CE1126			
RGB:	206	17	38
CMYK:	0	100	81	4
Pantone® 186			

Scouting America Blue

HEX: #003F87			
RGB:	0	63	135
CMYK:	100	53	0	47
Pantone® 294			

Scouting America Tan

HEX: #D6CEBD			
RGB:	214	206	189
CMYK:	0	4	12	16
Pantone® 400			

Primary and Secondary Colors Used for Multiple Programs

	Scouting America Blue = Cub Scouts Blue
	Scouting America Red = Scouts BSA Red
	Scouting America Tan = Scouts BSA Tan
	Scouting America Pale Blue = Sea Scouts Light Blue
	Scouting America Dark Blue = Sea Scouts Dark Blue

PRIMARY COLORS

Scouting America Gray

HEX: #515354			
RGB:	81	83	84
CMYK:	4	1	0	67
Pantone® 411			

Scouting America White

HEX: #FFFFFF			
RGB:	255	255	255
CMYK:	0	0	0	0
Pantone® White			

Scouting America Black

HEX: #000000			
RGB:	0	0	0
CMYK:	0	0	0	100
Pantone® Black			

PROGRAM COLORS

Cub Scouts/Venturing Yellow

HEX: #FCD116			
RGB:	252	209	22
CMYK:	0	10	100	0
Pantone® 116			

Venturing Green

HEX: #006B3F			
RGB:	0	107	63
CMYK:	100	0	90	40
Pantone® 349			

Scouts BSA Olive

HEX: #243E2C			
RGB:	36	62	44
CMYK:	42	0	29	76
Pantone® 560			

World Scouting Purple

HEX: #622599			
RGB:	98	37	153
CMYK:	79	94	0	0
Pantone® 527			

PROGRAM COLORS

Sea Scouts Light Brown

HEX: #B39475			
RGB:	179	148	117
CMYK:	0	21	38	34
Pantone® 465			

Sea Scouts Dark Brown

HEX: #330000			
RGB:	51	0	0
CMYK:	0	61	100	3
Pantone® 4975			

Sea Scouts Dark Yellow

HEX: #FFCC00			
RGB:	255	204	0
CMYK:	0	20	100	0
Pantone® 012			

Sea Scouts Gold

HEX: #CC9900			
RGB:	204	153	0
CMYK:	0	25	100	20
Pantone® 103			

PROGRAM COLORS

Order of the Arrow Red

HEX: #E31837			
RGB:	227	24	55
CMYK:	0	89	76	11
Pantone® 185			

Order of the Arrow Gray

HEX: #36454F			
RGB:	54	69	79
CMYK:	78	62	51	39
Pantone® 518			

SECONDARY COLORS

Scouting America Pale Blue

HEX: #9AB3D5			
RGB:	154	179	213
CMYK:	34	17	0	7
Pantone® 271			

Scouting America Dark Blue

HEX: #003366			
RGB:	0	51	102
CMYK:	100	72	27	33
Pantone® 281			

Scouting America Light Tan

HEX: #E9E9E4			
RGB:	233	233	228
CMYK:	0	0	2	9
Pantone® 642			

SECONDARY COLORS

Scouting America Dark Tan

HEX: #AD9D7B			
RGB:	173	157	123
CMYK:	0	9	29	32
Pantone® 402			

Scouting America Pale Gray

HEX: #858787			
RGB:	133	135	135
CMYK:	1	0	0	47
Pantone® 877			

Scouting America Dark Gray

HEX: #232528			
RGB:	35	37	40
CMYK:	13	7	0	84
Pantone® Neutral Black			

OFFICIAL TYPEFACES

Scouting America Typefaces

Times New Roman	Arial	Helvetica Neue LT Std 77 Bold Condensed	Proxima Nova Extra Bold	Montserrat (alternate)

Order of the Arrow Typefaces

Headlines >	Museo Slab 700 & 300, Museo Sans 700, Rockwell Regular (alternate), Gill Sans Light (alternate)	Text > Museo Sans 300/ Gill Sans Light (alternate)

World Scouting Typefaces

Headlines >	Futura Bold	Futura	Verdana Bold (alternate)	Text > Verdana