SCOUTING AMERICA
CAPITOL AREA
COUNCIL

BRAND
GUIDELINES

WELCOME TO ADVENTURE.

This style guide is a reference document and source of creative inspiration for our Scouting America Capitol Area Council team, external design resources and vendors, and others authorized to work with the Scouting America Capitol Area Council brand.

In designing a new logo for Scouting America Capitol Area Council, we drew inspiration from the iconic loblolly pines of Lost Pines in Bastrop, the rolling hills of Central Texas, and the breathtaking sunsets we enjoy each day. This harmonious blend creates a vivid image reminiscent of an archery target, encapsulating the limitless adventures and personal growth opportunities that Scouting America offers our Scouts. As a significant finishing touch, the logo features a subtle fleur-de-lis, linking us to the esteemed national brand and uniting our local spirit with a rich national heritage.

The standards, guidelines, and references outlined in this document are carefully crafted to facilitate a cohesive, consistent, and impactful brand presence across all digital and physical assets. By leveraging these tools and adhering to the provided guidelines, you will create branded assets that reflect the identity of the Scouting America Capitol Area Council, ensuring the brand is consistently represented and preserving its strength and integrity.

If you have any questions regarding the content of this guide or the Scouting America Capitol Area Council branding in general, please don't hesitate to reach out to Charles Mead at: charles.mead@scouting.org

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SCOUTING AMERICA
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A LOCAL INVITATION TO FAMILIES

After hearing different perspectives from within the Capitol Area Council, including current active participants, it became clear that one of the top missions of the council is to be **inviting** to all families, including parents and young children, and across the mix of cultures in the Austin area and beyond. In choosing to keep most of the council's existing color palette, we kept some existing brand recognition and the **multicultural Austin flair** it had roots in. The logo showcases these colors and local culture ties, drawing in both long time Austin area natives and those new to the area looking for community.

The iconography used in the logo provides additional ties to the area and the national brand. It was crucial to incorporate local elements without isolating the community outside of the immediate Austin area. The **sunset** provides a backdrop and opportunity for multiple colors, and the complimentary **curved hills** are derived from the beloved **Texas hill country.** The pine trees, loosely based on the native **Loblolly pine**, is a nod to the Lost Pines Scout Reservation, an important camp and gathering space for local troops. The **fleur-de-lis** is a tie to the national Scouting America brand and reminder of the council's broader Scouting mission.

The Capitol Area Council typeface, Roboto Slab, provides another tie to the older council branding and gives some "Texas flair" as a **familiar slab serif** typically seen in western brands. The sans serif typeface Figtree gives the brand a **modern** and **approachable** feel and serves as the primary typeface in written collateral.

PRIMARY LOGO

The primary logo represents the Scouting America Capitol Area Council brand and is the preferred logo in most cases. The logo should be consistently applied across all communications as specified in these guidelines, and not altered in any way.

HORIZONTAL LOGO

The horizontal version of the logo is for use where a tall, vertical area is not available. This could be used on sponsorship materials as needed.

BADGE LOGO

The badge version of the logo is for use on promotional materials and as a fun visual. It should only be used where it can be displayed at a larger size and easily read, such as a larger sticker, on a t-shirt or banner.

Do not use without approval of the Director of Marketing and Public Relations.

LOGO MARK

The logo mark is a supplementary logo that can be used in conjunction with—or place of—the primary logo when space is limited. Use it in contexts where the audience is familiar with the Scouting America Capitol Area Council brand, such as internal communications, social media icons, and branded merchandise.

Do not use without approval of the Director of Marketing and Public Relations.

MINIMUM SIZING

Stacked logo: 0.7in tall for print and 100px tall for web/digital.

Horizontal logo and mark: 0.5in tall for print and 40px tall for web/digital.

Badge: 1.5in tall for print and 200px tall for web/digital.

LOGO CLEARANCE

Logo clearance, or negative space, is the area that surrounds the logo that is completely clear of any other graphic or text element. Clear space helps the logo stand out from nearby elements and ensures legibility, even at small sizes.

As a general rule, the more clear space around the logo, the better.

At a minimum, the logo clearance should equal 1/2 of the stacked logo height or at least 50 pixels.

LOGO COLORS + BACKGROUNDS

For versatility, the logo is available in multiple color options including white and black formats. These logos can be used on different backgrounds, patterns, images, and colors. Special care should be taken to prioritize the legibility and contrast of the logo on a given background.

It is important that the Scouting America Capitol Area Council logos always have a clear, visible presence when used.
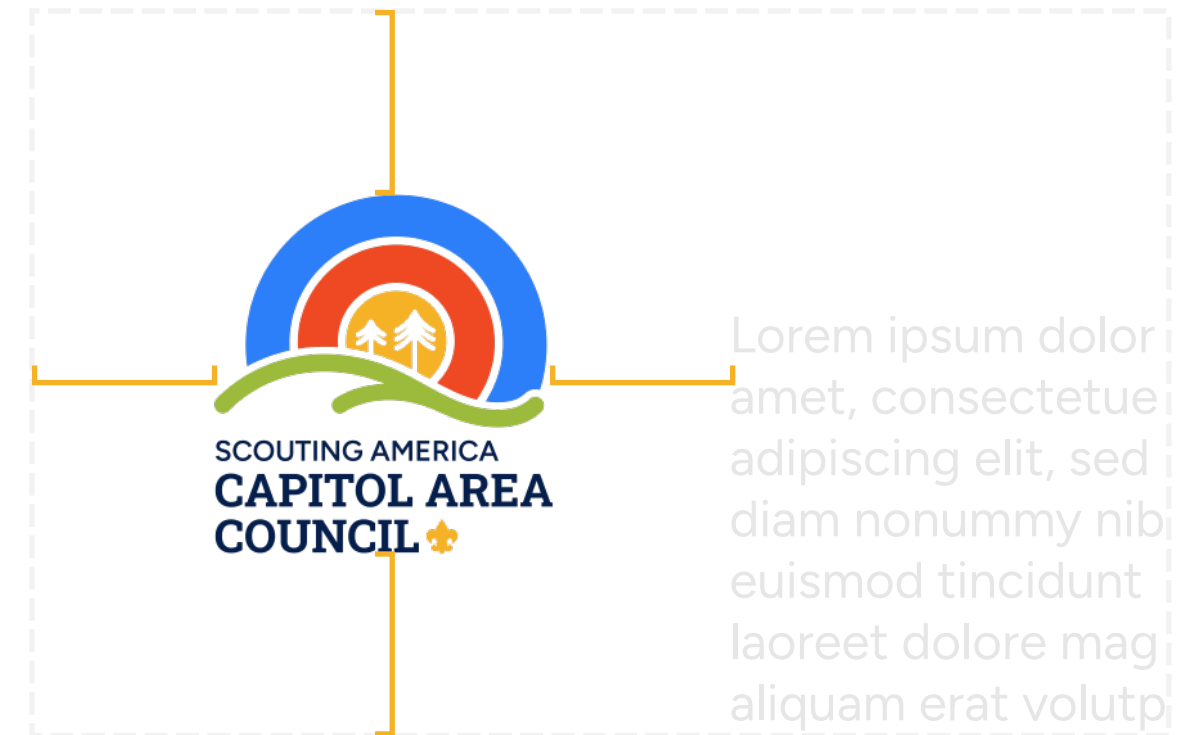
LOGO MISUSE EXAMPLES

DO NOT STRETCH OR DISTORT THE LOGO.

When resizing, always keep the height and width proportional.

DO NOT CHANGE THE LOGO COLORS OR ADD GRADIENTS, STROKES OR DROP SHADOWS.

Alternate logos are available for print or digital applications and in black or white to ensure legibility.

DO NOT RECREATE OR REARRANGE THE LOGO OR ITS ELEMENTS.

There are multiple versions of the logo including stacked and horizontal versions to fit in different scenarios and designs.

DO NOT PLACE THE LOGO ON PHOTOS, COLORS, PATTERNS OR OTHER BACKGROUNDS THAT NEGATIVELY AFFECT THE LEGIBILITY AND CONTRAST OF THE LOGO.

The logo should always be clear and legible.

COLOR

PRIMARY COLOR PALETTE

Consistent use of color is vital to effective brand recognition. The Scouting America Capitol Area Council brand should be primarily represented with the colors shown below. The primary colors to be used are The San Marcos and Bluebonnet blues to offer consistency across the existing brand. The secondary Hill Country Green, Austin Sunset Gold, and Bat City Red/Orange colors may supplement materials to bring brightness and joy to the brand, but not as the primary colors in any Scouting America Capitol Area Council materials. **Do not use any other unauthorized colors.**
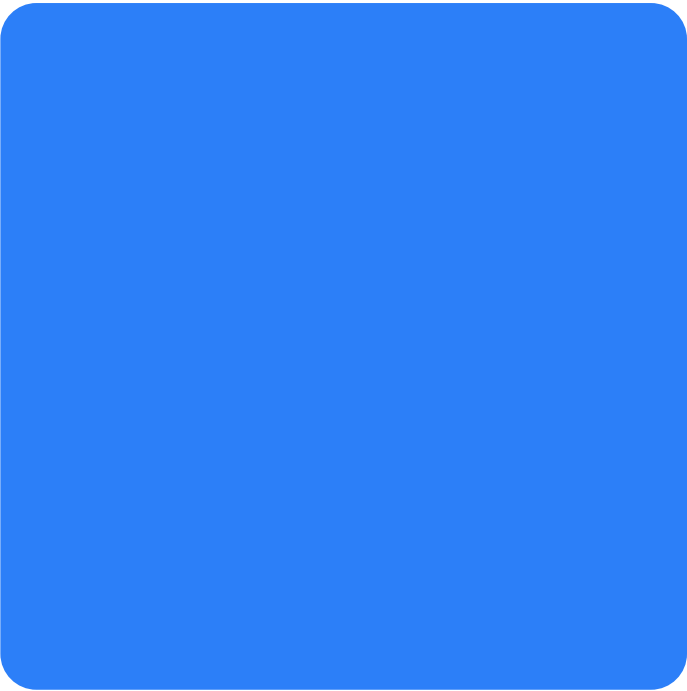
This primary color chart includes HEX and RGB values for digital/web applications and CMYK values for print applications.

PRIMARY COLORS

SAN MARCOS NAVY
RGB: 5, 31, 76
HEX: #051F4C
CMYK: 93, 59, 0, 70

BLUEBONNET BLUE
RGB: 44, 127, 248
HEX: #2C7FF8
CMYK: 82, 49, 0, 3

HILL COUNTRY GREEN
RGB: 156, 186, 59
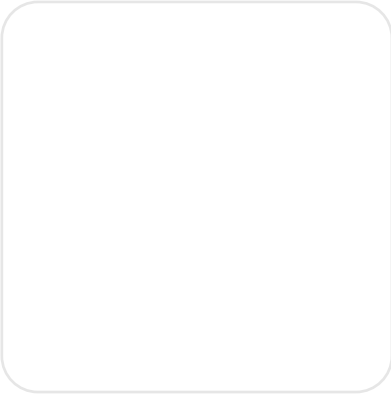HEX: #9CBA3B
CMYK: 16, 0, 68, 27

AUSTIN SUNSET GOLD
RGB: 246, 178, 39
HEX: #F6B227
CMYK: 0, 28, 84, 4

BAT CITY RED
RGB: 239, 73, 35
HEX: #EF4923
CMYK: 0, 69, 85, 6

WHITE
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

ACCESSIBILITY COMPLIANT COLOR COMBINATIONS

In order to make content accessible for more readers, especially on the web, it's important to have enough contrast in the color combinations you use for text and backgrounds. The following is a guide of AA level compliant color pairings for the web for large and small text. It is recommended to use navy blue and white for long form body text in all applications.

COMPLIANT COLOR COMBOS FOR NORMAL TEXT (BELOW 18PT)

Most recommended for any text (highest contrast ratio):

ABC **ABC** **ABC** **ABC** **ABC** **ABC**

COMPLIANT COLOR COMBOS FOR LARGE (18PT+) AND BOLDED TEXT

The following have smaller contrast ratios and are recommended only for large titles and display text.

ABC **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC**

TYPOGRAPHY

PRIMARY FONT

FIGTREE

To guarantee consistency and brand recognition, the font Figtree should be used as the primary typeface on branded collateral and online media, whenever possible. Figtree is a variable-weight typeface, which means you can customize weights to create many type styles that can be used to differentiate headlines, sub-headers, and body copy. This typeface is easy to read and should therefore always be used for body copy and smaller text. It's modern and open appearance gives the brand an approachable and forward-thinking feel.

The Figtree font collection can be downloaded for free at: **fonts.google.com/specimen/Figtree**

SECONDARY FONT

ROBOTO SLAB

Roboto Slab is equally important for brand recognition since it helps tie in the "Texas feel" and connects the old branding to the new. It should be used as an accent typeface for display text, title treatments, quotations and other accent text needs. It is also a variable-weight typeface and can be downloaded for free here: **fonts.google.com/specimen/Roboto+Slab**

When Roboto Slab and Figtree are not available, the typeface Arial can be used as an acceptable alternative. This should not occur frequently.

FIGTREE SMALL HEADLINE OR INTRO (H3)

ROBOTO SLAB TITLE (H1)

ROBOTO SLAB SECTION TITLE (H2)

FIGTREE SUBHEADER TITLE (H3)

Figtree Bold Small Title Within Body Copy:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. **Figtree Bold Highlight Example within body copy.** Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.

"Here is a callout quote example in Roboto Slab."

PHOTOGRAPHY

PHOTOGRAPHY EXAMPLES

Scouting America Capitol Area Council's color palette—using photos with pops of blue and warm yellow is a plus for pulling through the brand colors. Photography where the subject is looking directly at the camera helps create a direct emotional connection with the viewer. Authentic, candid shots create a sense of place and atmosphere. Use these photo selections as a general guide. Be mindful to include diversity in imagery. Remember that we want to convey care and peace of mind and not loneliness and despair in photography.

To download photos by the Capitol Area Council click below:
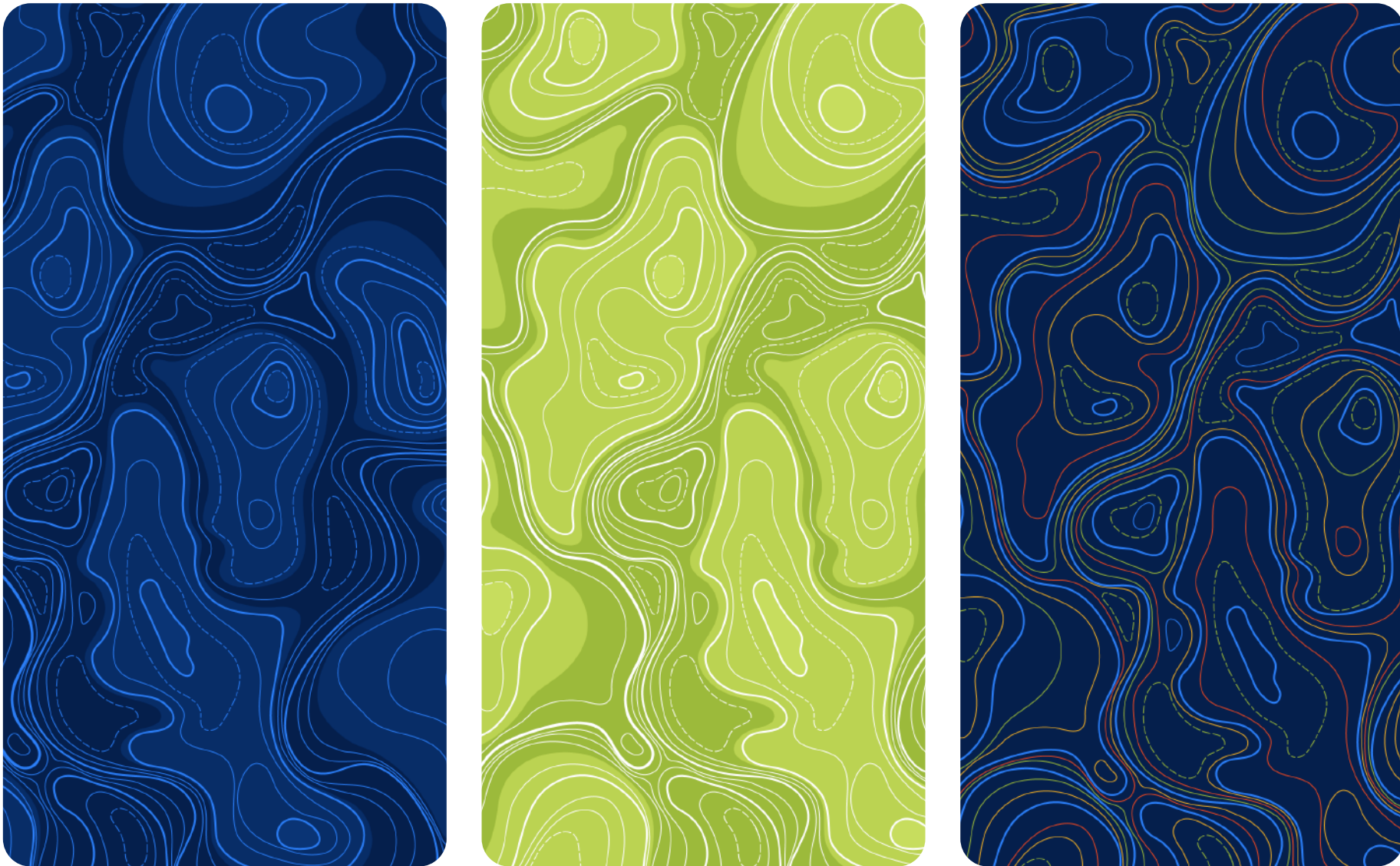**www.flickr.com/people/capitolareacouncil/**

PATTERNS

BRAND PATTERNS

Drawing inspiration from topography maps, these patterns can be used to create visual interest as prominent features or as secondary background elements.

The patterns are available in a variety of color options as seen below.

FEATURE PATTERNS TO BE USED AS A VISUAL ELEMENT: