Scouting Alumni & Friends
Brand Guidelines

The Scouting Alumni & Friends brand guidelines apply to any material that uses the brand or any associated artwork.

These guidelines must be followed in their entirety. The style employed by Scouting Alumni & Friends is a way to inform a viewer or reader that the information they’ve received is official, and related to the brand.

These images must be used in their entirety. They are not to be edited, combined or repurposed for any additional use.

The logos are stylized. Do not attempt to create different versions of the logos; Scouting Alumni & Friends should be represented either by the approved logo or in plain text (see: Name Usage).

Logo

Full Color

Black and White

Reversed

Logo Usage

The logos are the only images of the Scouting Alumni & Friends brand that may be used on official communication.

The logos should be used independently from any other logos or brand identity. These images are fully self-sufficient to represent both Scouting Alumni & Friends and its context within Scouting (there is no need to use it alongside the BSA logo).

The logos may be used in full color, in black and white, or in white reversed on black or a brand color (red or blue). Avoid other color iterations.

Name Usage

Refer to “Scouting Alumni & Friends” always by its full name. Use the ampersand (&) when possible, but “Scouting Alumni and Friends” is acceptable as well. Do not use “SAF” or “S.A.F.”

Brand Colors

Scouting Red
HEX: #E31837  C:0 M:100 Y:81 K:4

Blue
HEX: #005596  C:98 M:73 Y:13 K:2