

Michigan Crossroads Council Brand Identity Guide

Updated | July 2020





BOY SCOUTS
OF AMERICA®

MICHIGAN CROSSROADS COUNCIL

Introduction

Consider this your compass to the Boy Scouts of America brand in Michigan.

Our underlying commitment is to uphold the current council branding policy to market under one brand-Michigan Crossroads Council by providing a brand identity guide so that we can unify our internal and external image and minimize confusion. We currently market as six different brands: Southern Shores FSC, Great Lakes FSC, President Ford FSC, Water and Woods FSC, Outdoor Adventures and Michigan Crossroads Council. This causes confusion with our internal and external customers and creates waste.

Let's set a course for success. Together we'll find the best path to maintaining the Boy Scouts of America® brand throughout Michigan. For more than 100 years, Scouting has been a symbol of adventure, excitement, and achievement. Providing once-in-a-lifetime experiences that prepare the next generation of boys and girls for a lifetime of opportunity is serious business that couldn't be more fun.

Rappelling a cliff. Shooting the rapids. Creating a one-sided, two-color recruitment flier. All can be a white-knuckle ride if you aren't outfitted with the proper gear. Have no fear. The Brand Identity Guide contains all the tools you need to craft messages that kids will want to hang on their bedroom walls. If trademarks, fonts, and usage standards are your camp kit, then our national theme is the square knot securely holding the brand in place. So, Scout me in! Because together we're blazing a trail into the future.

Council Employees can download approved letterhead, logos, and other assets from the Council Sharepoint Folder.

All documents and projects created for public consumption, as well as those intended for a wide internal audience are required to be reviewed by the Marketing department or their designee.

The Purpose of This Document

The Scouting Uniform is one of the most recognizable elements of the Boy Scouts of America Brand. Timeless, Classic... and uniform.

From Detroit to Charlevoix to Benton Harbor and everywhere in between, Scouts across Michigan wear the same uniform. Their unit number and neckerchief designs may differ, but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

In that same spirit, we present to the world a unified look and feel in our brand “uniform”.

If we follow these guidelines, parents who pick up a flier or visit one of our websites will know they can trust it when they see its distinctive color palette and the Michigan Crossroads council brand. Scouts and parents will know which button to press when they want to share a photo with fellow Scouts. Donors will see their money spent efficiently, and without waste.



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Council Structure

The Michigan Crossroads Council Family is made up of three brand groups. It's brand, it's limited use brands, and extensions of the brand.

Corporate Brand

Think of the Michigan Crossroads council as the older sibling of Scouting. It's the overarching brand of all Scouting brands in Michigan.



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Discontinued Brands

Field Service Councils have been dissolved by the board and should no longer be used.



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GREAT LAKES FIELD SERVICE COUNCIL



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SOUTHERN SHORES FIELD SERVICE COUNCIL



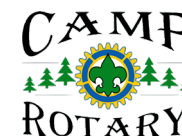
BOY SCOUTS OF AMERICA®
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WATER AND WOODS FIELD SERVICE COUNCIL



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PRESIDENT FORD FIELD SERVICE COUNCIL

Council Extensions

These strategic business units are extensions of the council brand that play a role in specific program initiatives and special events.



ADVENTURE
POINT

Council Divisions

The council consists of two divisions, Great Lakes Division based in Detroit and President Ford Division based in Grand Rapids. **These divisions are for internal employee use only**, and should not be referred to commonly or to external audiences. If you have questions, please contact the Marketing Department.



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Stationary and Business Cards

As with the Scout uniform, consistency in our corporate communications is important to our professional look and feel. These templates are our standard - it's our duty to follow them.

Council letterhead and business cards should use the Michigan Crossroads Council corporate logo and should use your service center in the address field. **All collateral besides business cards should be sourced through the marketing department.**

Letterhead



Business Cards



Envelope



A Note About Executive Titles

The correct position title for our council is "Unit Service Executive", rather than "Unit Serving Executive". This is a seemingly small difference, but it is important for consistency's sake. "Unit Serving Executive" is a national term used to collectively speak about all unit serving roles including Field Directors, District Directors, District Executives, Unit Service Executives, and others.



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Email Signature

Email signatures should follow the national branding guidelines and should use one of the following formats. Ideally, the "ARIAL" font should be used.

For Outlook and other HTML Email Clients:

Your Name | Your Title

BOY SCOUTS OF AMERICA
Michigan Crossroads Council

Your Service Center
123 Any Street
Your City, MI 49686
P 123.456.7890 x1000 | C 123.456.7890
Your.Name@scouting.org | www.michiganscouting.org



Prepared. For Life.®

For Plain Text or Mobile Email Clients:

Your Name | Your Title

BOY SCOUTS OF AMERICA
Michigan Crossroads Council

Your Service Center
123 Any Street
Your City, MI 49686
P 123.456.7890 x1000 | C 123.456.7890
Your.Name@scouting.org | www.michiganscouting.org



Social Media

Maintaining the Boy Scouts of America brand image online goes beyond clean design and simple navigation. While these guidelines apply to council website and social media accounts.

Social Media Guidelines

For practical considerations, the BSA expects adults intending to use social media on behalf of Scouting to follow the following:

- Social media must be monitored. A qualified staff member or volunteer should have the responsibility of monitoring social media channels daily, and backup administrators/monitors should be designated so there is no gap in the monitoring.
- Integrate your communications. Create a strategy to surround your intended audience with your key message(s) through print, the Web, email, radio, TV, word of mouth, and social media.
- Talk to your audiences and let them talk to and about you. By posting content on a consistent schedule, you can tell your story and encourage conversations in the community.
- Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation. Don't delete negative comments unless they violate the terms laid out in the BSA Social Media Digital Contract.
- Be prepared to respond to negative or inaccurate posts if response is warranted. Some negative comments do not require a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how you respond.
- Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.
- Be Scout-like. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.
- Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.



You can find more details about Social Media and other guidelines in our Council Information Technology Policy.



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Typefaces for Digital Projects and Documents

Every project will have its own requirements and limitations. Use selections from one of the columns below for your project, document, or email. These fonts should be used whenever possible while representing the Michigan Crossroads Council.

	Acceptable Typefaces	Better Typefaces	Preferred Typefaces
	<p>The selections in this column are most appropriate for email marketing, email signatures, editable documents (.doc, .xls, .ppt), and some webpages. These fonts come pre-installed on most computers.</p>	<p>The selections in this column are most appropriate for webpages, PDF documents, and mobile apps. These fonts can be downloaded free of charge from Google Fonts.</p>	<p>The selections in this column are most appropriate for webpages, PDF documents, and mobile apps, but require a paid license whose cost varies on usage. Use of these typefaces is encouraged for high-profile projects.</p>
PRIMARY Use wherever type size is greater than or equal to 16 px.	Trebuchet MS ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Roboto Slab Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Adelle Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
SECONDARY Use sparingly in headings or wherever special attention is required. A little goes a long way.	Arial Black ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Roboto Condensed Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Alternate Gothic Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
TERTIARY Use for long blocks of copy smaller than 12 px.	Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Roboto Condensed Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Helvetica Condensed Family ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



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Primary Colors of the Boy Scouts of America

The color palette used for the Michigan Crossroads Council is the same as that of the National Council. The palette is inspired by the iconic Scout Uniform. It includes American Flag red and blue, paired with a uniform beige and warm button gray. These five colors make up the core of our identity and can be used throughout all mediums.



Scouting Red

Do not create shades or tints of Scouting Red.



Scouting Blue



Scouting Pale Blue

HEX: #9AB3D5

RGB: 154, 179, 213



Scouting Dark Blue

HEX: #003366

RGB: 0, 51, 102



Scouting Tan



Scouting Light Tan

HEX: #E9E9E4

RGB: 233, 233, 228



Scouting Dark Tan

HEX: #AD9D7B

RGB: 173, 157, 123



Scouting Warm Gray



Scouting Pale Gray

HEX: #858787

RGB: 133, 135, 135



Scouting Dark Gray

HEX: #232528

RGB: 35, 37, 40

Secondary Colors of the Boy Scouts of America

The secondary color pallet is a set of additional pallett you'll need to craft your messages and materials in a way that resonates with today's families while keeping true to the BSA Brand.

 Scouting dark blue #003366 0, 51, 102	 Scouting pale blue #9AB3D5 154, 179, 213	 Informative blue #067EEB 6, 126, 235	 Scouting dark red #860D1A 134, 13, 26
 Scouting red #CE1126 206, 17, 38	 Scouting light red #C54250 197, 66, 80	 Scouting tan #D6CEBD 214, 206, 189	 Scouting dark tan #AD9D7B 173, 157, 123
 Scouting light tan #E9E9E4 233, 233, 228	 Scouting dark gray #232528 35, 37, 40	 Scouting pale gray #969897 150, 152, 151	 Gray 10 #1A1A1A 26, 26, 26
 Gray 9 #333333 51, 51, 51	 Grey 8 #4D4D4D 77, 77, 77	 Grey 7 #666666 102, 102, 102	 Grey 6 #808080 128, 128, 128
 Grey 5 #999999 153, 153, 153	 Grey 4 #B3B3B3 179, 179, 179	 Grey 3 #CCCCCC 204, 204, 204	 Grey 2 #E6E6E6 230, 230, 230
 Gray 1 #F2F2F2 242, 242, 242	 Matrix yellow #FFB225 255, 178, 37	 Matrix green #039B03 3, 155, 3	 Matrix orange #FF6200 255, 98, 0
 Dark teal #00303C 0, 48, 60	 Scouting blue 10 #003F87 10% 0, 63, 135 10%	 Alert red #DD0000 221, 0, 0	 Scouting blue #003F87 0, 63, 135
 Scouting gray #515354 81, 83, 84	 Dark sea green #0D7549 13, 117, 73	 Dark blue grey #221850 34, 24, 80	



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Incoming Calls and Outgoing Voicemail Messages

More than just a first impression, how we greet callers whether we are answering live calls or they are listening to our outgoing voice-mail message is a quick way to reassure callers that they have reached the right destination. Follow these simple formats for all council business.

Greeting Incoming Phone Calls to Service Centers or Camps:

"Hello, [MICHIGAN CROSSROADS COUNCIL OR YOUR CAMP NAME], how may I help you?"

Answering Unknown Callers on Your Direct Extension:

"Hello, this is [YOUR NAME], how may I help you?"

Outgoing Voicemail Messages on Your Direct Extension:

"Hello, you have reached "[YOUR NAME], [YOUR TITLE] for the Michigan Crossroads Council, Please leave a message with your name, phone number, and a brief message and I will return your call as soon as possible."

Outgoing Voicemail Message for Cell Phones Used for Business:

"Hello, you have reached [YOUR NAME]. Please leave a message with your name, phone number, and a brief message and I will return your call as soon as possible."



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Michigan Crossroads Council, BSA

137 S. Marketplace Boulevard

Lansing, MI 48917

1.855.940.4210