Section G16
Brand Guidelines

Updated April 2023

ORDER OF THE ARROW
SECTION G16

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Introduction

Why do we need brand guidelines?

Think of designs and brand elements as investments. If you spend $5 on each design, supply item, or patch you create, you buy $5 worth of brand recognition in the mind of our audience. Each time you create different designs, you buy a separate $5 of brand recognition that doesn't add up with the last.

Now, imagine an alternative in which you invest $100 up front in the creation of a brand and guidelines for its use. Now, each time you invest $5 in a new design, supply item, or patch that follows these brand guidelines, you add to the consistent brand recognition in the mind of our audience, increasing our investment to $105, $110, and so on. Eventually, these investments add up until our audience has a valuable and consistent relationship with our organization's visual materials.

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 4 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.

Introduction (continued)

Section G16 Specific Guidelines

Section G16 branding follows all [National Order of the Arrow branding guidelines](#), but we also have a few of our own. We as a section want to make sure all content we create is of the best possible quality. Therefore, we ask that you follow these guidelines unless given explicit permission by the Section G16 Communications Team leadership.

The beaver totem was chosen to represent Section G16. Any other branding elements, such as lodge or event logos, do not fall under these guidelines, but we recommend holding any branding element to similar standards.

Section G16 Brand Guidelines Effective January 1, 2022

The Section G16 Brand Guidelines in this document are effective January 1, 2022. Implementation of these new brand guidelines should be as soon as possible after the effective date.

For support and questions about the Section G16 Brand Guidelines and how they apply to you, please contact:
brand@sectiong16.org

Section Brand Elements – Overview

Diamond
This is the standard Section G16 logo used on most branding and social media.

Frame
This is an alternate version of the diamond logo with text running along the outside edge of the diamond.

Totem
The beaver totem can be used separately from the diamond logo to represent Section G16 when needed. This is the only branding element that is allowed to be cropped or truncated.

Head
The head of the beaver totem can be used in a variety of places, such as patch designs, graphics, documents, and presentations to reinforce Section G16 branding.

Bar
The Section G16 bar works well on letterheads, postcards, presentations, or any other document that requires a wide graphic.
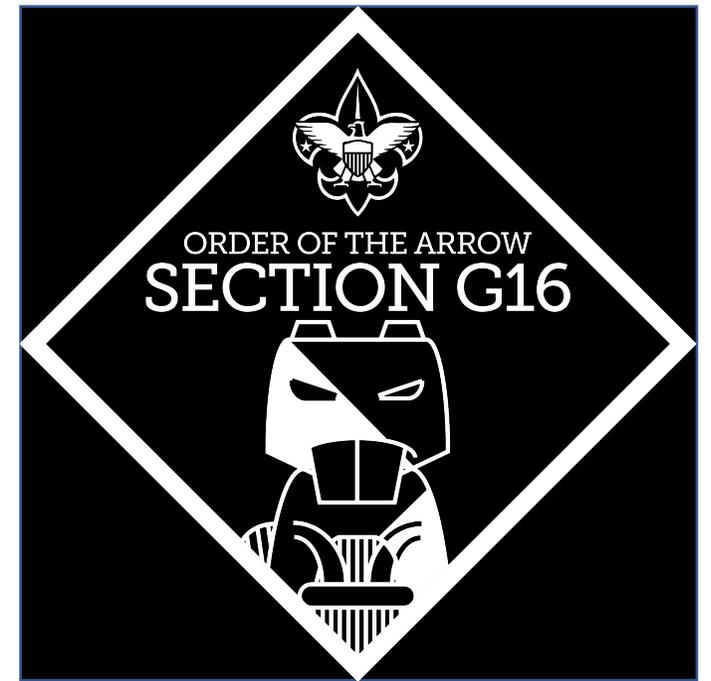
Section Brand Elements - Diamond

This is the standard Section G16 logo used on most of our branding. If you are uncertain which brand element to use, this is the preferred option to be used on all materials, including social media, graphics, printed material, patches, merchandise, and embroidery. Use this for all external printed or digital content (or bar element).

Standard

Black

White

Section Brand Elements - Frame

This is an alternate version of the diamond logo with text running along the outside edge of the diamond. The Diamond logo elements is the preferred option, but the frame can be used in special circumstances for style design. Acceptable for patches, merchandise, embroidery, social media and graphics. Do not use on printed materials.

Standard

Black

White

Section Brand Elements - Totem

The beaver totem can be used separately from the diamond logo to represent Section G16 when needed. This is the only branding element that is allowed to be cropped or truncated. Acceptable on patches, merchandise, embroidery, digital content, and graphics. Avoid using on printed materials by itself. Only acceptable on internal printed and digital materials; All external materials should use diamond element.
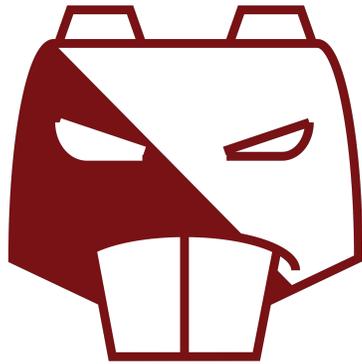

Standard

Black

White

Section Brand Elements - Head

The head of the beaver totem can be used in a variety of places, such as patch designs, graphics, documents, and presentations to reinforce Section G16 branding. Acceptable for some merchandise, social media, graphics. Ok for printed materials for internal use only. All external printed or digital materials should use the Diamond element because it has the section name identifying us to outside groups.

Standard

Black

White

Section Brand Elements - Bar

The Section G16 bar works well on letterheads, postcards, presentations, or any other document that requires a wide graphic. Acceptable for use as document header/footer and on all internal or external printed or digital materials. Do not use on patches, merchandise, embroidery.

Standard

Black

White

Minimum Sizes

To ensure that the text of the logo is always readable, please refrain from using the branding elements at a size any smaller than the following:

Element	Minimum Pixel Size	Minimum Printed Size	Minimum Embroidered Size
Diamond	150px x 150px	1.5in x 1.5in - make sure "Order of the Arrow" is readable	3in x 3in - make sure "Order of the Arrow" is readable.
Frame	150px x 150px	DO NOT PRINT	3in x 3in - make sure "Order of the Arrow" is readable.
Totem	50px x 100px	0.5in x 1in	1in x 2in
Head	30px x 30px	0.5in x 0.5in	1in x 1in
Bar	200px x 30px	2in x 0.5 in - make sure "Order of the Arrow" is readable	DO NOT EMBROIDER

Which Element Should I Use? – Diamond

The diamond is the main element of Section G16 branding. It is meant to convey the brand identity of the section. It may be used as the official logo of Section G16. Please use the diamond in full color, black, or white. Other solid color variations are also acceptable.

Guidelines for Use:

- The diamond may be used on all materials including print, digital, merchandise, and embroidery.
- Use the diamond (or bar) for all materials designed for an external audience.

Which Element Should I Use? – Frame

The frame is an alternate version of the diamond. The diamond is the preferred element but the frame may be used in its place in special circumstances for style design. Please use the frame in full color, black, or white. Other solid color variations are also acceptable.

Guidelines for Use:

- The frame may be used for patches, merchandise, embroidery, social media, digital content, and graphics.
- The frame may not be used on printed materials.

Which Element Should I Use? – Totem

The totem is the full size version of the head element. It may be used separately from the diamond logo to represent Section G16 when needed. Please use the totem in full color, black, or white. Other solid color variations are also acceptable.

Guidelines for Use:

- The totem may be used on patches, merchandise, embroidery, digital content, and graphics.
- Avoid using the totem on printed materials by itself. "Section G16" should accompany it.
- Avoid using the totem on materials designed for an external audience.
- The totem is the only brand element that may be cropped or truncated.

Which Element Should I Use? – Head

The head may be used on materials to reinforce the Section G16 brand. It should be accompanied with text that identifies the section (i.e. "Section G16"). Please use the head in full color, black, or white. Other solid color variations are also acceptable.

Guidelines for Use:

- The head may be used on digital content, graphics, and social media.
- The head may be used on merchandise, patches, and printed materials if accompanied by "Section G16."
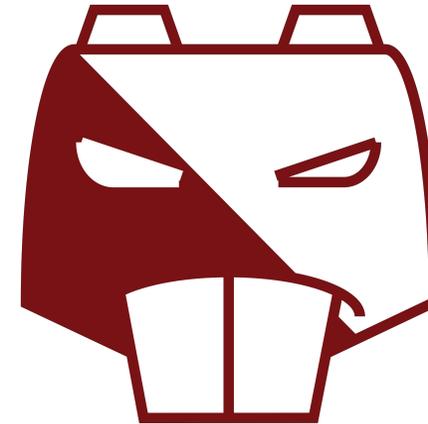
Which Element Should I Use? – Bar

The bar is a reconfiguration of the diamond where a horizontal logo is needed. It may also serve as the official logo of Section G16 for both internal and extexnal audiences. Please use the bar in full color, black, or white. Other solid color variations are also acceptable.

Guidelines for Use:

- The bar may be used on all digital and printed materials and graphics.
- The bar may be used on letterheads, postcards, presentations, or as a header/footer.
- The bar may not be used on patches or embroidery.

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SECTION G16

Incorrect Image Use

Here are a few examples of what NOT to do with the section logos.

Avoid overlapping any brand element with another object or text.

Avoid altering any brand element in any way, including changes in colors or fonts.

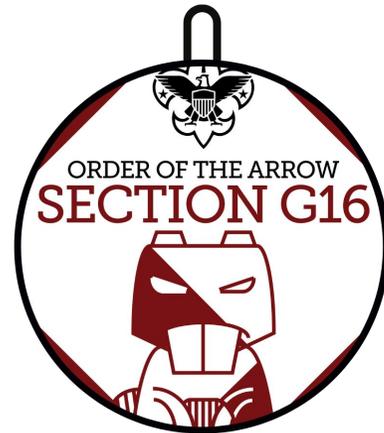Avoid adding effects to any brand elements, including shadows, bevels, glow, outline, etc.

Avoid using any brand element on a background color similar to the element's color, causing low contrast.

Incorrect Image Use (continued)

Here are a few examples of what NOT to do with the section logos.

Avoid rotating or skewing any brand element.

Avoid truncating or cropping any brand element, with the one exception being the bottom of the totem.

Avoid displaying a brand element in a way that touches the very edge of a piece. Give space for the logo element to stand away from the edge.


Avoid displaying any brand elements in a manner that suggests a relationship with a non-partner third party.

Incorrect Image Use – Exceptions

Every rule always has exceptions. Sometimes a brand element can be used in a way that this guide specifies as improper if it adds value to the section's message. These exceptions usually occur in conclave or committee-specific materials.

If you would like to use a brand element in a way that has been specified as improper usage, please contact the section communications team at brand@sectiong16.org and send us an example. We will review it and decide whether to make an exception.
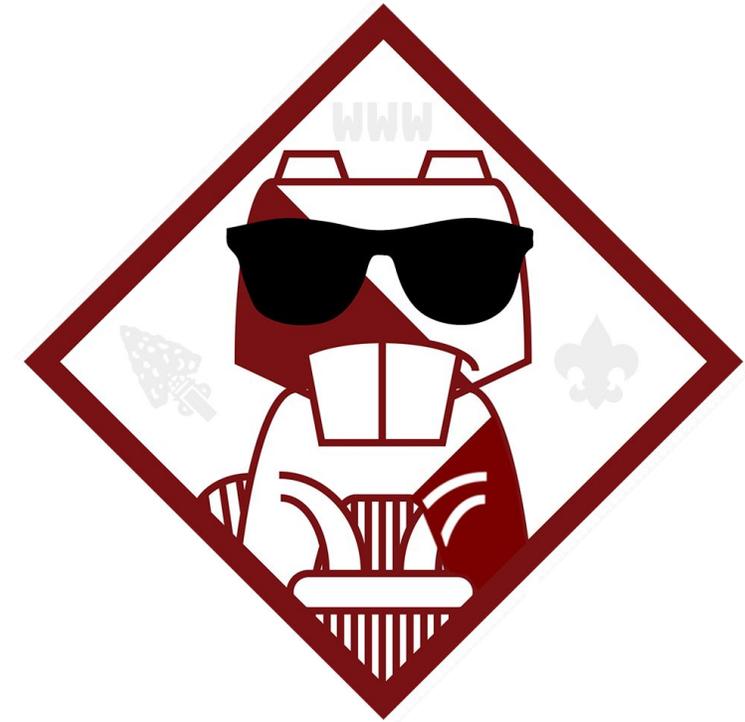
Colors

Section G16 uses specific colors in our branding. Most of these are the same as outlined in the Order of the Arrow brand guidelines; however, we do utilize a unique darker red. The following primary colors may be used as the basic color palette for Section G16 communications materials. In addition, the following secondary colors may be used as accent colors.

Primary Colors
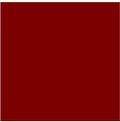
Section G16 Red
C: 0.0000   M: 1.0000   Y: 1.0000   K: 0.5176
HEX #7b0000   RGB (123,0,0)

OA Red
C: 0.0000   M: 0.8943   Y: 0.7577   K: 0.1098
HEX #e31837   RGB (227,24,55)

OA Grey
C: 0..3165   M: 0.1266   Y: 0.0000   K: 0.6902
HEX #36454f   RGB (54,69,79)

OA White
C: 0.0000   M: 0.0000   Y: 0.0000   K: 0.0000
HEX #ffffff RGB (255,255,255)

Secondary Colors

OA Grey 2
C: 0.0086   M: 0.0043   Y: 0.0000   K: 0.0902
HEX #e6e7e8   RGB (230,231,232)

OA Blue
C: 1.0000   M: 0.4333   Y: 0.0000   K: 0.4118
HEX #005596   RGB (0,85,150)

OA Black
C: 0.5000   M: 1.0000   Y: 0.0000   K: 0.9800
HEX #030006   RGB (3,0,6)

Typography – Fonts

Section G16 utilizes a heading font and a content font in all elements of our branding. You may also use the fonts specified in the Order of the Arrow branding guidelines (Museo Slab and Museo Sans or Rockwell and Gill Sans Light).

Heading Font – Roboto Slab	Content Font – Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 =~!@#$%^&*()+[]\{}|:;':"<>?,./	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 =~!@#$%^&*()+[]\{}|:;':"<>?,./
This font is to be used in headings, titles, and any other elements that include a large font.	This font is well suited for content areas, especially when using paragraphs or large blocks of text.
Get this font for free at fonts.google.com/specimen/Roboto+Slab	Get this font for free at fonts.google.com/specimen/Open+Sans

Typography – Hierarchy

Use your best judgment to make a pleasing visual presentation when laying out documents and creating designs. You may use the following type hierarchy when creating documents and designs.

Primary Heading Text

Roboto Slab Bold

Special Indicator Text

Open Sans Italic

Secondary Heading Text

Roboto Slab Regular

Content Text

Open Sans Regular

Typography Considerations:

- You may use Roboto Slab or Open Sans as heading text.
- Avoid using Roboto Slab as body text
- Other font weights (i.e light, medium, bold, extra bold) for both Roboto Slab and Open Sans may be used where appropriate.
- Avoid using text smaller than 8pt.

brand@sectiong16.org

Unsure? Have questions? Ask us first!

ORDER OF THE ARROW
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Communications Team