SECTION G16 BRAND GUIDELINES

April 2025

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Introduction

At Section G16, we're committed to creating high-quality content that reflects our values and identity. To ensure consistency and excellence, we've established brand guidelines that build upon the [Order of the Arrow's brand framework](#).

Our section's brand is proudly represented by the beaver totem, a symbol that embodies our spirit and character.

While these guidelines specifically govern the use of the Section G16 brand, we recommend that all branding elements, including those of lodges and events, adhere to similar standards.

Section G16 Brand Guidelines Effective April 7, 2025

These Section G16 Brand Guidelines take effect April 7, 2025. We recommend implementing these new guidelines as soon as possible after this date to ensure a consistent brand identity.

**For support and questions about the Section G16 Brand Guidelines
and how they apply to you, please contact:**

brand@sectiong16.org

BRAND ELEMENTS

Diamond

The diamond is one of the most commonly used brand elements to represent Section G16 and its place within the Order of the Arrow and Scouting America and can be used as the official logo of the section for all audiences.

Standard
Diamond

Black
Diamond

White
Diamond

*The standard and black versions may be used with a transparent or white-filled background.

Diamond

The diamond is the official logo of Section G16 and may be used on all communication and materials inside and outside of the Order of the Arrow and Scouting America.

Guidelines for Use

- The diamond may be used on all section-branded materials, including patches, merchandise, and creative materials.
  - Please refer to the "Merchandise Guidelines" section for additional information on using the diamond in merchandise.
- Please use the diamond in the colored, black, or white versions shown whenever possible.
- Do not overlay graphics or shapes on top of the diamond in designs and graphic materials.
- Use the diamond or signature for all materials designed for audiences outside of the Order of the Arrow.

Minimum Sizes

Digital	150px x 150px
Print	1.5 inch x 1.5 inch - Make sure "Order of the Arrow" is readable
Embroidered	3 inch x 3 inch - Make sure "Order of the Arrow" is readable

Diamond - Alternate Configuration

This alternate configuration of the diamond brand element may be used on all section-branded materials, when needed.

Alternate Diamond Configuration

Alternate Diamond Configuration - Solid Background

Signature

The signature can be used in place of the diamond as the official logo of Section G16 for all audiences and it acts as a traditional corporate signature. Subordinate versions of the signature may be produced to represent official section committees.

Standard
Signature

Black
Signature

White
Signature

*The standard and black versions may be used with a transparent, partially transparent, or white-filled background or framed with a border. An approved framed signature is avaialble.

Signature - Stacked

The stacked signature is a vertical version of the signature and can be used in its place, when necessary.

Standard
Stacked Signature

Black
Stacked Signature

White
Stacked Signature

Signature

The signature can be used as the official logo of Section G16 and may be used on all communication and materials inside and outside of the Order of the Arrow and Scouting America.
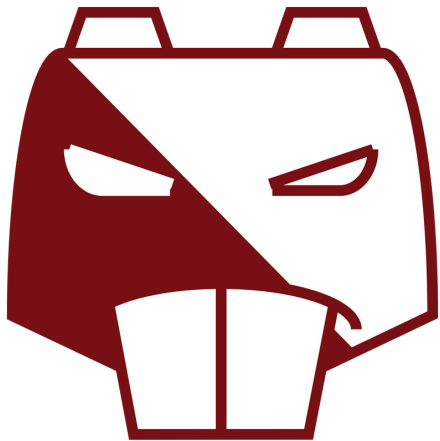
Guidelines for Use

- The signature may be used on all section-branded materials, including patches, merchandise, official documents, and creative materials.
  - Please refer to the "Merchandise Guidelines" section for additional information on using the signature in merchandise.
- Please use the signature in the colored, black, or white versions shown whenever possible.
- Do not overlay graphics or shapes on top of the signature in designs and graphic materials.
- Use the diamond or signature for all materials designed for audiences outside of the Order of the Arrow.

Minimum Sizes

|	Standard	Stacked
Digital	200px x 39px	160px x 79px
Print	2 inch x 0.4 inch	1.5 inch x 0.7 inch
Embroidered	3 inch x 0.6 inch - Make sure "Order of the Arrow" is readable	2.5 inch x 1.2 inch - Make sure "Order of the Arrow" is readable

Trademark

The trademark is a more streamlined version of our branding elements. The standalone beaver head is meant to communicate the brand identity of Section G16 with a more simplified approach.

Standard
Trademark

Black
Trademark
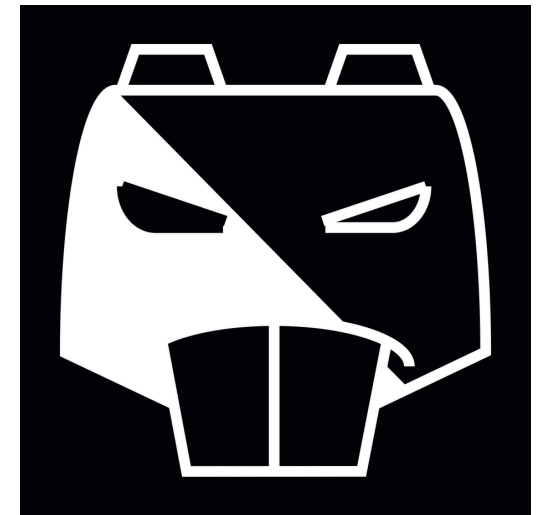
White
Trademark

*The standard and black versions may be used with a transparent or white-filled background.

Trademark

The trademark may be used as a standalone brand element for section communication within the Order of the Arrow.

Guidelines for Use

- The trademark may be used on section-branded materials, including patches, merchandise, and creative materials.
  - Please refer to the "Merchandise Guidelines" section for additional information on using the trademark in merchandise.
- Please use the trademark in the colored, black, or white versions shown whenever possible.
- Do not overlay graphics or shapes on top of the trademark in designs and graphic materials.
- For representation of the section outside of the Order of the Arrow, use the diamond or signature brand elements.

Minimum Sizes

Digital	30px x 30px
Print	0.5 inch x 0.5 inch
Embroidered	None

Totem

The totem can be used to further enhance and build the Section G16 outside of the other brand elements. It is the only brand element that may be cropped or truncated. The totem is not designed to be a standalone element and should be accompanied by another brand element suitable for the intended audience.

Standard
Totem

Black
Totem

White
Totem

*The standard and black versions may be used with a transparent or white-filled background.

Totem

The totem should not be used as a standalone brand element.

Guidelines for Use

- The totem may only be used when paired with one or more other section brand elements on section-branded materials, including patches, merchandise, and creative materials.
  - Please refer to the "Merchandise Guidelines" section for additional information on using the totem in merchandise.
- Please use the totem in the colored, black, or white versions shown whenever possible.
- Cropping or truncating the totem is permitted, provided it positively enhances the Section G16 brand.

Minimum Sizes

Digital	50px x 100px
Print	0.5 inch x 1 inch
Embroidered	1 inch x 2 inch - must include section wordmark or other brand element.

Wordmark

The Section G16 wordmark serves as the primary visual identity element of the section and can be paired with other brand elements to further support and strengthen the section brand.

Section G16

Guidelines for Use

- The wordmark should always be capitalized and spelled as shown above. It is acceptable to use the wordmark in all caps, when appropriate, to provide emphasis.
- Use the wordmark in its entirety. Do not abbreviate or modify the text.
- The wordmark can be used by itself, with other text, or with any other section brand element.
- The wordmark should be used on all section-branded materials.
- When possible, use Order of the Arrow or section-branded typefaces and colors when using the wordmark. Other professional typefaces and colors are also acceptable.

INCORRECT LOGO USE

Incorrect Use

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

Avoid overlapping any brand element with another object or text.

Avoid altering any brand element in any way, including changes in colors or fonts not specified in the brand guidelines.

Avoiding 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 Use

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

Avoid rotating or skewing any brand element.

Avoid truncating or cropping any brand element except the totem.

Avoid displaying a brand element in a way that touches the very edge of the material. Give space for the brand 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 Use - Exceptions

Every rule always has exceptions. Sometimes a brand element can be used in a way that this guide prohibits but 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 is prohibited by this guide, please contact brand@sectiong16.org and send us an example. The brand and design team will review your request and decide whether or not to make an exception.
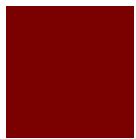
COLORS AND TYPOGRAPHY

Colors

Section G16 uses a specific color palette to maintain a strong brand identity. Our primary colors align with the Order of the Arrow brand guidelines, with the addition of a unique darker .

Primary Colors

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

OA
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 (230,231,233)

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 - Typefaces

Section G16 utilizes the Order of the Arrow branded typefaces. Please refer to the [Order of the Arrow brand guidelines](#) for use of the OA branded typefaces. Additionally, the following typefaces have been approved to represent the section brand.

Roboto Slab	Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 =~!@#$%^&*()+[]\{}|:;':"<>?,./	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 =~!@#$%^&*()+[]\{}|:;':"<>?,./
This typeface is to be used in headings, titles, and any other elements that include a large font.	This typeface 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 as a guide.

Primary Heading Text

Roboto Slab Bold

Secondary Heading Text

Roboto Slab Regular

Special Indicator Text

Open Sans Italic

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 MERCHANDISE

Merchandise Guidelines

The Section G16 brand is used through merchandise items created by the Council of Chiefs and section committees. Please abide by these guidelines when using a section brand element in a patch, T-shirt, or other designated merchandise item to ensure that the section brand is used consistently across all platforms.

DO:

- Use the trademark as the primary brand element on patches and other embroide items.
- Consider using the primary color palette as foundational colors in merchandise items.
- Follow typography guidelines whenever possible.

DO NOT:

- Embroider any brand element so small that the text in the brand element cannot be easily read.
- Use the totem as a standalone brand element in merchandise.
- Use brand elements on any inappropriate items or items that do not align with the section or OA image.

NOTE: Approval may be required to produce section-branded merchandise. Please contact chief@sectiong16.org to inquire about the approval process.

The section and OA brand are trademarks of Scouting America and must only be reproduced on items produced by an official Scouting America licensee. Please abide by these guidelines and any other Scouting America policies to ensure that the section brand is used consistently.

brand@sectiong16.org

Unsure? Have questions? Ask us first!

ORDER OF THE ARROW
SECTION G16