

# CONCLAVE 2026

## BRAND GUIDELINES



Updated February 2026

# Conclave 2026 Brand Guidelines

## A Note About These Guidelines

The purpose of this guide is to demonstrate how the 2026 Section G16 Conclave visual elements should be used uniformly to convey the theme in the most powerful way possible. Deviation from these standards will weaken our message.

## Questions

If there are any questions about the 2026 Section G16 Conclave brand or you need alternative brand elements, please contact the Section G16 Communications Team at [communications@sectiong16.org](mailto:communications@sectiong16.org).

# Conclave 2026 Theme and Logo

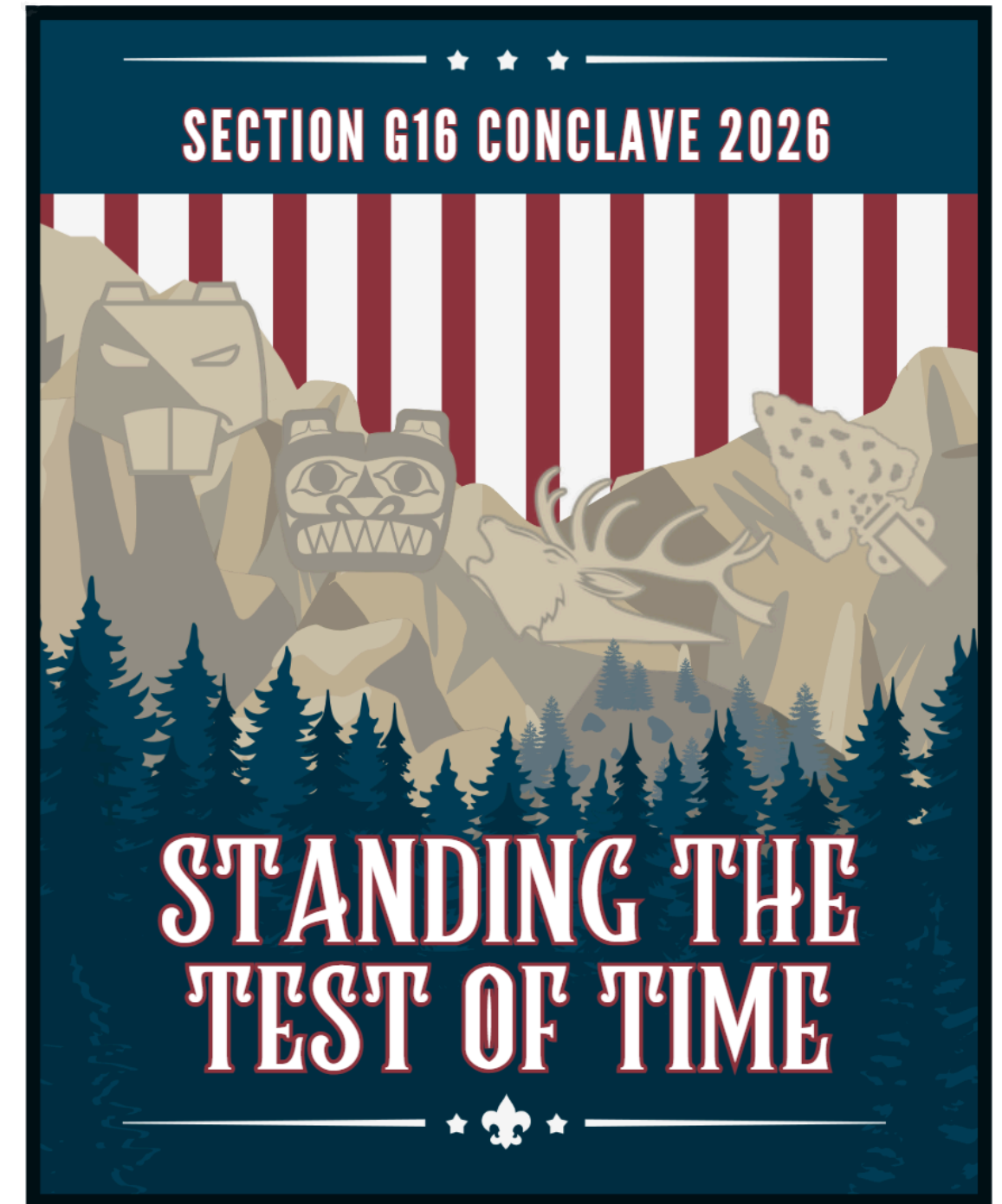
## STANDING THE TEST OF TIME

Key Message: Scouting & Brotherhood Resilience Against Time

The 2026 Section G16 Conclave theme, Standing the Test of Time, celebrates the enduring strength of Scouting and the Order of the Arrow. Inspired by iconic American themes that have withstood generations, this year's brand reflects resilience, tradition, and the lasting impact of servant leadership.

Just as these monuments symbolize perseverance and unity, Arrowmen continue to uphold the values of brotherhood, cheerfulness, and service that define our movement. Conclave 2026 challenges us to honor our legacy while building a future that will stand strong for years to come.

We as Arrowmen are rooted in tradition and built to endure!



2026 Conclave Logo

# Conclave 2026 Colors

The following color palette has been adopted for the 2026 Section G16 Conclave. These are the only colors to be used with the conclave logo.

These colors may also be used for supporting elements including graphics, backgrounds, icons, and text on both digital and printed materials.



Heather Cardinal  
#903640



Chino  
#cec3ad



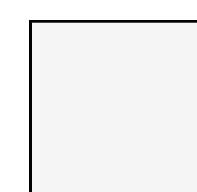
Roti  
#c6a646



Dark Ocean Blue  
#002f43



Olive Gray  
#a19b8d



Tech White  
#f5f5f5



Teal Blue  
#003f55



Sandcastle  
#bfb093



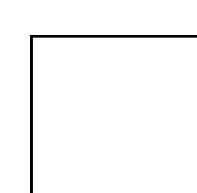
Blue Charcoal  
#001118



Dusty Blue  
#5f767e



Egyptian Grey  
#958f82



White  
#ffffff

# Conclave 2026 Typography

We encourage the use of the following typefaces whenever possible to strengthen the identity of the 2026 Section G16 Conclave communication materials.

The 2026 Section G16 Conclave typefaces are best used for headings. The standard section or OA typefaces should be used for all other text accompanying the 2026 conclave typefaces.

Use your best judgment to make a pleasing visual presentation when laying out documents and creating designs.

Please refer to the [Section G16 Brand Guidelines](#) and [OA Brand Guidelines](#) for additional guidance regarding OA typography.

2026 Conclave Primary Typeface – Rumble Brave

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

2026 Conclave Secondary Typeface – League Gothic

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

2026 Conclave Tertiary Typeface – Museo Sans 300 or 700\*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

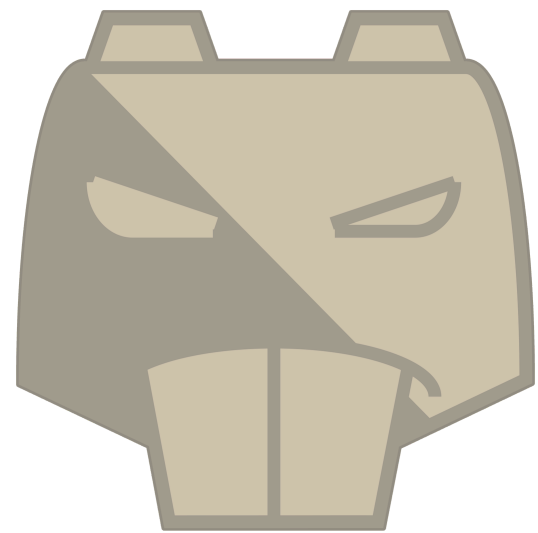
**0 1 2 3 4 5 6 7 8 9**

\*Open Sans or or Gill Sans may be used in place of Museo Sans.

# Conclave 2026 Approved Alterations

The following Section G16 Totem, Wauna La-Mon'tay Lodge totem, Kunamokst Lodge trademark, and OA Trademark alterations have been approved for the 2026 Section G16 Conclave. The colors provided may be used in accordance with the 2026 Section G16 Conclave colors.

These alters are not to be used outside of the 2026 Section G16 Conclave without separate approval from the respective section, lodge, and OA. No other alterations may be made without the same respective approval.



Section G16 Totem



Wauna La-Mon'tay  
Lodge Totem



Kunamokst  
Lodge Trademark



Order of the Arrow  
Trademark

# Conclave 2026 Styling

## Text Styling

- Should be Standing the Test of Time
- Capitalize as shown above or in ALL CAPS.
- Do not place the theme in italics or quotation marks.
- Do not add punctuation (ex: Standing the Test of Time!)
- Do not alter wording (ex: Stand the Test of Time, Standing the Tests of Time).
- The theme text may be broken into two lines if needed:
  - Standing the
  - Test of Time
- When referencing "Time" in connection with the theme, capitalize as shown.

## Logo Styling

- The logo should not be altered in any fashion without approval from the communications team. This includes changes to colors, fonts, spacing, aspect ratio, transparency, or added effects.
- Do not recreate or approximate the logo. Always use the official file.
- Minimum Sizes:
  - Digital: 275x356 px
  - Printed: 1.5 x 2 inches



### **CORRECT**

Standing the Test of Time  
STANDING THE TEST OF TIME

STANDING THE  
TEST OF TIME



### **INCORRECT**

Standing The Test Of Time  
"Standing the Test of Time"  
standing the test of time  
Standing the Test of Times  
Standing the Test of Time!

