



NORTHEAST REGION

ORDER OF THE ARROW

FEBRUARY 2016

BRAND GUIDELINES

OVERVIEW

As a part of the national organization; the Northeast Region; and its stakeholders are ambassadors for the branding and identity of the Order of the Arrow. The region brand serves as a way to strengthen the national branding guidelines as set forth in the Order of the Arrow branding guidelines which can be found at <http://oa-bsa.org/branding>. Use this document, not as a replacement to the national brand, but rather an amplification of it. Use this as a resource and a guide as you help to visually enhance and unify a brand for the Northeast!

ELEMENTS

<< LOGO >>

PURPOSE: For use of all Northeast Region promotional material and merchandise.



<< STANDARD SIGNATURE >>



NORTHEAST REGION

ORDER OF THE ARROW



NORTHEAST REGION

ORDER OF THE ARROW

<< HEADER >>



ORDER OF THE ARROW
NORTHEAST REGION

PURPOSE: For use on all Northeast Region promotional material and merchandise.



PURPOSE: For all official documentation related to the Northeast Region.

<< ALTERNATIVE SIGNATURE >>



NORTHEAST REGION

ORDER OF THE ARROW



NORTHEAST REGION

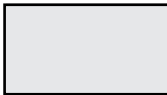
ORDER OF THE ARROW

<< COLOR COMPONENTS >>

Primary:



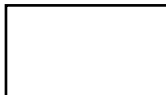
C:0 M:100 Y: 81 K: 4
HEX #: E31837



C:0 M:0 Y:0 K: 10
HEX #: E6E7E8



C:40 M:40 Y:20 K: 100
HEX #: 231F20



C:0 M:0 Y: 0 K:0
HEX #: FFFFFFFF

Secondary:



C:33 M:100 Y:91 K: 52
HEX #: 640813



C:78 M:62 Y: 51 K: 39
HEX #: 36454F



C:100 M:58 Y: 0 K: 21
HEX #: 005596



PURPOSE: For all official documentation related to the Northeast Region.

PURPOSE: For all official documentation

TYPOGRAPHY

Following these typography guidelines and displaying consistency in the typefaces of the Order of the Arrow and the Northeast Region will unify the identity even further.

<< TYPOGRAPHY SPECIFICATIONS >>

Primary Headline Text

Museo Slab 700

Tracking: 20

Kerning: Optical is preferred

Body Text

Museo Sans 300

Tracking: 30

Kerning: Optical is preferred

Tertiary Headline Text

Museo Sans 700

Tracking: 20

Kerning: Optical is preferred

Special Indicator Text

Museo Sans 300 Italic

Tracking: 10

Kerning: Optical is preferred

Secondary Headline Text

Museo Slab 300

Tracking: 20

Kerning: Optical is preferred

SOCIAL MEDIA TEMPLATES



Social network: Twitter

Dimensions: 1024 x 512 pixels

Purpose: For shared images in a Twitter news feed.

<< TWITTER >>

Twitter Template - 1024 x 512 pixels



“

Be a yardstick of quality, some people aren't used to an environment where *excellence is expected.*

”

STEVE JOBS

@OANorth | #OABSA | NORTHEAST.OA-BSA.ORG

<< FACEBOOK >>

Facebook Template
410 x 410 pixels



“

Be a yardstick of quality, some people aren't used to an environment where *excellence is expected.*

”

STEVE JOBS

@OANorth | #OABSA | NORTHEAST.OA-BSA.ORG



Social network: Facebook

Dimensions: 410 x 410 pixels

Purpose: For shared images in a Facebook news feed.

