TABLE OF CONTENTS

PG 4
SUMMIT BECHTEL RESERVE OVERVIEW

PG 6
2017 JAMBOREE BRAND OVERVIEW

PG 13
BRAND GUIDELINES IN DETAIL
Using This Manual...Why Is It Important?

These standards were designed to create consistent brand and signage throughout the Summit Bechtel Reserve and the 2017 National Scout Jamboree. The brand and signage components within this manual are intended to be flexible yet create consistency throughout the event to meet the diverse needs of each team.

In the simplest terms, these standards establish consistency while avoiding “cookie-cutter” uniformity. This is the number one goal.

We live in a world of increasing visual sophistication. These standards give the 2017 National Scout Jamboree the tools to communicate the brand to the visitors and Scouts with signage and graphics that are informative, easy-to-use, and visually attractive. By following the manual and the standards in, BSA strives for greater consistency in both brand, signage, and graphics to its visitors, scouts and an expanded audience.
SUMMIT BECHTEL RESERVE OVERVIEW
ICONS AND SYMBOLS TO REMAIN FOR USE

This is a summary only. Please see additional information and details on sheets 26, 27 and 28.

PROJECT LOGOS

SUMMIT

BECHTEL RESERVE

Summit Bechtel Reserve - Two Color Logo
Orange = PMS 151 C
Black = PMS Black C

SBR Color Icon
Orange = PMS 151 C
Black = PMS Black C

PROJECT LOGOS

ACTIVITY ICONS / NAMING

THE PARK
(BMX)
THE TRAX
(BMX)
THE BARRELS
(Shooting Sports)
THE BOWS
(Archery Sports)
THE ROCKS
(Chin-up Wall)
LOW & HIGH GEAR
(Lower & Upper Zip Line)
THE CANOPY
(Canyon Trail)
THE ROPES
(Challenge Course)
THE ZIP
(Rope Zip)
THE POOLS
(Backpack & Indus Shire)
THE CLOUD
(Paragliding)
DISABILITY AWARENESS
(Open Area Access Point ONLY)

GENERAL ICONS & SYMBOLS

Restrooms
Family Restrooms
Food / Dining
Hydration Station
First Aid
Handicap

Information
Transit
Parking
Recycling
CONDOI Bridge
Animal/Invent Space

Summit Center
HQ
Pedestrian Crossing
Lookout Point
Picnic Area
Hiking Trail

Men’s Restroom (Base Camps Only)
Women’s Restroom (Base Camps Only)
Handicap (Base Camps Only)
A&S Summit Stadium
A&S WiFi Hotspot
Retail / Shop

PROJECT ARROWS

Up
Left
Right
Slight Left
Slight Right

BASE CAMP ICONS

Basecamp ALPHA
Ref. P9 or PMS 354 C
Basecamp BRAVO
Ref. P9 or PMS 187 C
Basecamp CHARLIE
Ref. P9 or PMS 2455 C
Basecamp DELTA
Ref. P1 or PMS 1655 C
Basecamp ECHO
Ref. P9 or PMS 267 C
Basecamp FOXTROT
Ref. P10 or PMS 314 C
2017 JAMBOREE BRAND OVERVIEW
2017 NATIONAL JAMBOREE THEME INSPIRATION
BRANDED OR PATCH TAGLINE / BLACK & WHITE / SKETCHED IMAGERY / GOLD ACCENT

These images shown here are for inspirational use only to create the 2017 National Jamboree Graphic & Signage theme. Not to be used on any collateral or signage.
2017 NATIONAL JAMBOREE PRIMARY LOGO / PATCH

This is a summary only. Please see additional information and details on sheets 14-18.
2017 NATIONAL JAMBOREE TAGLINE LOCKUP

This is a summary only. Please see additional information and details on sheets 14 - 18.

2017 JAMBOREE THEME TAGLINE LOGO AND COLOR PALETTE

2017 JAMBOREE THEME TAGLINE PATCH LOGO

- Gold Pantone 131C
- Black Pantone 1C
- White
2017 NATIONAL JAMBOREE THEME GRAPHICS

This is a summary only. Please see additional information and details on sheets 19 - 20.

SUMMIT CENTER AREA TYPE TREATMENTS

WELCOME TO

LONNIE C. POOLE

GATEWAY VILLAGE

SUMMIT BECHTEL RESERVE

GATEWAY VILLAGE

WELCOME TO

ACTION POINT

SUMMIT BECHTEL RESERVE

ACTION POINT

WELCOME TO

LEGACY VILLAGE

SUMMIT BECHTEL RESERVE

LEGACY VILLAGE

WELCOME TO

BOULDER COVE

SUMMIT BECHTEL RESERVE

BOULDER COVE

SUMMIT CENTER AREA TYPE TREATMENTS

JAMBO 2017

#BSAJAMBO2017
2017 NATIONAL JAMBOREE FONTS AND TYPEFACES

This is a summary only. Please see additional information and details on sheets 19-20.

I.F.C. HARDBALL - SPECIALTY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIN CONDENSED BOLD - WAYFINDING FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ALL CORPORATE USE, MARKETING MATERIALS AND CORPORATE COLLATERAL MUST USE THE DIN CONDENSED BOLD PER THESE STANDARDS. Please Note: If individual councils do not have "Din Condensed Bold" and is not available for use, they may use "Abadi Condensed Light" or Bold or "Impact" as a substitute for the body copy use. (note the selected font must be a San Serif Condensed font as available.)

2017 JAMBOREE THEME KEYWORDS

KEY WORDS TO BE SELECTED THAT RELATE TO SCOUTING AND/OR THE ACTIVITIES TO ENHANCE AND OVERLAY ON THE IMAGES. THESE KEYWORDS ARE TO BE USED AS A "WHITE" STROKE OUTLINE ONLY, NO FILL PERMITTED.

EXPLORE  CREATE  BUILD  GATHER  HONOR  GROW  TRADE  NAVIGATE  WANDER  DISCOVER  SHOOT  CLIMB  JUMP  SKATE  THROW  RIDE
2017 NATIONAL JAMBOREEE IMAGERY STYLE

This is a summary / sampling only. Please see additional information and details on sheets 21-22.

IMAGERY STYLE

IMAGERY TO BE SELECTED FROM 2013 JAMBOREE AND FILTER TO BE APPLIED TO CREATE BLACK AND WHITE SKETCHED IMAGES TO BE APPLIED TO COLLATERAL OR PLYWOOD; ADDITIONAL IMAGES CAN BE SELECTED BASED ON DEVELOPMENT OF THE PACKAGE.

A. SKATEBOARDING
B. THROWING
C. SCOUTING
D. RAPPELLING
E. PADDLEBOARDING
F. PADDLEBOARDING
G. ROPECES
H. CLIMBING
J. RAPPELLING
K. ZIP LINE
L. ARCHERY
M. ARCHERY
BRAND GUIDELINES IN DETAIL
2017 NATIONAL JAMBOREE IDENTITIES

THESE ARE THE APPROVED LOGO AND TAGLINE FOR THE 2017 NATIONAL JAMBOREE.

PRIMARY LOGO / PATCH

Consists of the copy “Live Scouting’s Adventure, National Jamboree,” corporate logo, partial American flag design, the year “2017,” SBR and a one-color mountain climber illustration. This trademark is the event’s primary graphic device and should be used for all primary identity applications, i.e., brochure covers and temporary signage.

PRIMARY TAGLINE

The tagline consists of three words in two font styles. Tagline should be in ALL CAPS and have quotations when used in body copy. The term at the bottom “2017 National Jamboree” can be omitted when using the graphic as desired.

SECONDARY TAGLINE / PATCH

Consists of the copy “Live Scouting’s Adventure,” and the crossing arrows graphic. This trademark is the event’s secondary graphic patch device and should NOT be used as a primary identity or primary tagline lock up.
**COLORS**

**THESE ARE THE APPROVED COLORS FOR THE 2017 NATIONAL JAMBOREE.**

The colors used in the logo of the 2017 National Jamboree are also used in the temporary graphics for the Jamboree. Consistent use of color plays an important role in maintaining a strong visual identity and wayfinding system. The following color palette should be used exclusively when using the 2017 National Jamboree Temporary Graphics.
COLOR CONFIGURATIONS

These are the approved color configurations for the 2017 National Jamboree.

FULL COLOR
FULL COLOR PRINTED
SEE COLOR SHEET 15 FOR DETAILS

TWO COLOR BLACK
BLACK SHOWN TO BE 100% BLACK
GRAY SHOWN TO BE 40% BLACK

SINGLE COLOR
TO BE ALL BLACK (AS SHOWN) OR ALL WHITE IF ON DARK BACKGROUND
LOGO RESTRICTIONS
THESE ARE THE NON PERMITTED LOGO USES FOR THE 2017 NATIONAL JAMBOREE.

Do Not:
Convert the logo to gray scale

Do Not:
Change the color of any element

Do Not:
Convert the copy to strokes

Do Not:
Delete any part of the logo

Do Not:
Change proportions of any part of the logo

Do Not:
Distort the proportions of the logo in any way

Do Not:
Add a drop shadow to the logo

Do Not:
Screen or tint the logo

Do Not:
Tweak or warp the logo
TAGLINE RESTRICTIONS

THESE ARE THE NON PERMITTED TAGLINE USES FOR THE 2017 NATIONAL JAMBOREE

Do Not:
- Convert the logo to gray scale
- Change the color of any element
- Convert the copy to strokes
- Delete any primary part of the logo
- Change proportions of any part of the logo
- Distort the proportions of the logo in any way
- Add a drop shadow to the logo
- Screen or tint the logo
- Tweak or warp the logo
FONTS AND TYPEFACES

THESE ARE THE APPROVED FONTS AND TYPEFACES FOR THE 2017 NATIONAL JAMBOREE.

WAYFINDING / BODY COPY FONT - DIN CONDENSED BOLD

This font is the legible condensed san serif recommended for use on all build environment wayfinding signage and graphics and also can be used on marketing components for body copy or descriptive text and can be upper or lowercase depending upon usage.

FONT STYLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ALL CORPORATE USE, MARKETING MATERIALS AND CORPORATE COLLATERAL MUST USE THE DIN CONDENSED BOLD PER THESE STANDARDS.

Please Note: If individual councils do not have "Din Condensed Bold" and is not available for use, they may use "Abadi Condensed Light" or Bold or "Impact" as a substitute for the body copy use. (note the selected font must be a San Serif Condensed font as available.)

SPECIALTY / IDENTITY FONT - I.F.C. HARDBALL

This specialty font is to be used within the build environment or within select marketing components only. The font is unique and will add specific character to key items. All usage of this font style should be approved prior to use.

FONT STYLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

No lowercase is to be used for this font.
THEME KEYWORDS

THESE ARE THE APPROVED THEME KEYWORDS FOR THE 2017 NATIONAL JAMBOREE.

Keywords to be selected that relate to scouting and/or the activities to enhance and overlay on the images. These keywords are to be used as a white stroke outline, no fill and used vertically. The wayfinding/body copy font DIN Condensed Bold is to be used only.

EXAMPLES

In each case, keywords must be outlined with no fill, in vertical position only and read upwards, facing outward as shown. All keywords must be approved before use.

SINGLE COLOR
TO BE OUTLINED WHITE IF ON DARK BACKGROUND AND OUTLINED BLACK IF ON WHITE BACKGROUND (AS SHOWN)

IMAGE OVERLAY
TO BE OUTLINED WHITE (AS SHOWN)
ACTIVITY IMAGES

These are the approved images for the 2017 National Jamboree. The following images should be used as a rectangle with the approved filter and colors. The rights to all images need to be obtained before use. High resolution images will need to be supplied for final implementation. All images must be approved prior to use.

Example

Photoshop Plug-in
“AKVIS Sketch” Filter

Filter Settings
AKVIS Default Preset
To purchase;
www.akvis.com

ACTIVITY IMAGES

A. SKATEBOARDING
B. THROWING
C. SCOUTING
D. RAPPELLING
E. PADDLEBOARDING
F. PADDLEBOARDING
ACTIVITY IMAGES

THESE ARE THE APPROVED IMAGES FOR THE 2017 NATIONAL JAMBOREE.

The following images should be used as a rectangle with the approved filter and colors. The rights to all images need to be obtained before use.

High resolution images will need to be supplied for final implementation. All images must be approved prior to use.

ADDITIONAL ACTIVITY IMAGES

G. ROPE
H. CLIMBING
J. RAPPELLING
K. ZIPLINE
L. ARCHERY
M. ARCHERY

N. KAYAKING
O. KAYAKING
P. SKATEBOARDING
Q. BMX
R. WATERSPORTS
S. WATERSPORTS
T-SHIRTS INSPIRATION

THESE ARE THE SUGGESTED COLLATERAL IDEAS FOR THE 2017 NATIONAL JAMBOREE.
HATS AND BAGS INSPIRATION

These are the suggested collateral ideas for the 2017 National Jamboree.
MEDIA AND COLLATERAL INSPIRATION

These are the suggested collateral ideas for the 2017 National Jamboree.
Symbols and Arrows

These are the approved symbols for the 2017 National Jamboree.

Consistent use of symbols is an important role in maintaining a strong wayfinding system. The following symbols should be used in a rounded square exclusively.

Symbols

- Restrooms
- Family Restrooms
- Food / Dining
- Hydration Station
- First Aid
- Handicap
- Information
- Transit
- Parking
- Recycling
- CONSOI Bridge
- Arena / Event Space
- Summit Center
- HQ
- Pedestrian Crossing
- Lookout Point
- Picnic Area
- Hiking Trail
- Men’s Restroom (Base Camps Only)
- Women’s Restroom (Base Camps Only)
- Handicap (Base Camps Only)
- AT&T Summit Stadium
- AT&T Wi-Fi Hotspot
- Retail / Shop

Arrows

- Straight
- Left
- Right
- Slight Left
- Slight Right
ACTIVITY ICONS

THESE ARE THE APPROVED ICONS FOR THE 2017 NATIONAL JAMBOREE.

The following activity icons should be used in an orange rounded square exclusively.

THE PARK
(Skateboarding)

THE TRAX
(BMX)

THE BARRELS
(Shooting Sports)

THE BOWS
(Archery Sports)

THE ROCKS
(Climbing Walls)

LOW & HIGH GEAR
(Lower & Upper Mtn Biking)

THE CANOPY
(Canopy Tour)

THE ROPE
(Challenge Course)

THE ZIP
(Big Zip)

THE POOLS
(Swimming & Scuba Diving)

THE CLOUD
(Popular Science & Robotics)

DISABILITY AWARENESS
(Challenge Area Action Point ONLY)
BASE CAMP ICONS

THESE ARE THE APPROVED BASE CAMP ICONS FOR THE 2017 NATIONAL JAMBOREE.

The following base camp icons should be used in a rounded square exclusively. Icons are to be used only for base camps.

- **A** (Basecamp ALPHA): Ref. P6 or PMS 356 C
- **B** (Basecamp BRAVO): Ref. P7 or PMS 185 C
- **C** (Basecamp CHARLIE): Ref. P8 or PMS 2955 C
- **D** (Basecamp DELTA): Ref. P1 or PMS 1655 C
- **E** (Basecamp ECHO): Ref. P9 or PMS 267 C
- **F** (Basecamp FOXTROT): Ref. P10 or PMS 136 C
CONCLUSION / QUESTIONS

IF ANY QUESTIONS OR INQUIRIES PLEASE CONTACT:

JOHN STEWART
john.stewart2@scouting.org