

**BOY SCOUTS OF AMERICA 2017 NATIONAL JAMBOREE**  
REVISED GUIDELINES / MARCH 03, 2016



BOY SCOUTS OF AMERICA®





## **U S I N G   T H I S   M A N U A L . . . W H Y   I S   I T   I M P O R T A N T ?**

These standards were designed to create a consistent brand and signage throughout the Summit Bechtel Reserve and the 2017 National 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 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 here within, BSA strives for greater consistency in both the brand, signage and graphics to its visitors, scouts and an expanded audience.

**S U M M I T   B E C H T E L   R E S E R V E   O V E R V I E W**

# ICONS & 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 - Two Color Logo  
Orange = PMS 151 C  
Black = PMS Black C



SBR - Color Icon  
Orange = PMS 151 C



Orange  
PMS 151 C



Black  
PMS Black C

## ACTIVITY ICONS / NAMING



**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 ROPES**  
( Challenge Course )



**THE ZIP**  
( Big Zip )



**THE POOLS**  
( Swimming & Scuba Diving )



**THE CLOUD**  
( Popular Science & Robotics )



**DISABILITY AWARENESS**  
( Challenge Area Action Point ONLY )

## GENERAL ICONS & SYMBOLS



Restrooms



Family Restrooms



Food / Dining



Hydration Station



First-Aid



Handicap



Information



Transit



Parking



Recycling



CONSOL Bridge



Arena/Event Space



Summit Center



Head Quarters



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

## PROJECT ARROWS



Straight



Left



Right



Slight Left



Slight Right

## BASE CAMP ICONS



Basecamp ALPHA  
Ref. P6 or PMS 356 C



Basecamp BRAVO  
Ref. P7 or PMS 185 C



Basecamp CHARLIE  
Ref. P8 or PMS 2955 C



Basecamp DELTA  
Ref. P1 or PMS 1655 C



Basecamp ECHO  
Ref. P9 or PMS 267 C



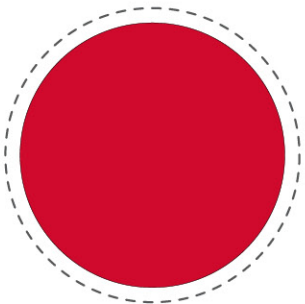
Basecamp FOXTROT  
Ref. P10 or PMS 136 C



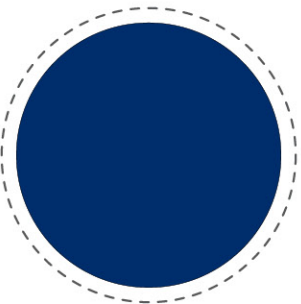
# **2017 JAMBOREE BRAND OVERVIEW**

# 2017 NATIONAL JAMBOREE PRIMARY LOGO / PATCH

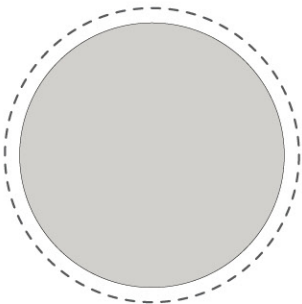
## 2017 JAMBOREE THEME PATCH LOGO & COLOR PALETTE



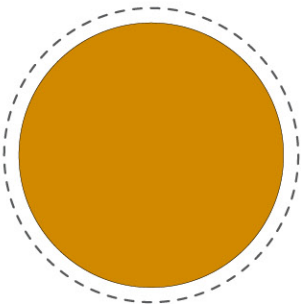
AMERICAN  
FLAG RED  
PANTONE  
186C



BLUE PATCH  
ACCENT  
PANTONE  
294C



PATCH  
BACKGROUND  
PANTONE  
COOL GRAY  
2C



GOLD PATCH  
ACCENT  
PANTONE  
131C



# 2017 NATIONAL JAMBOREE TAGLINE LOCKUP

## 2017 JAMBOREE THEME TAGLINE - PRIMARY LOGO & COLOR PALETTE



## 2017 JAMBOREE THEME TAGLINE - PATCH LOGO

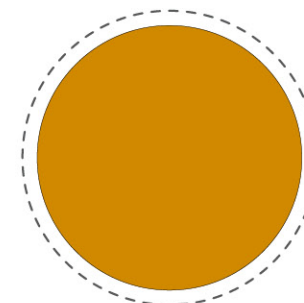


## 2017 JAMBOREE THEME TAGLINE - HORIZONTAL

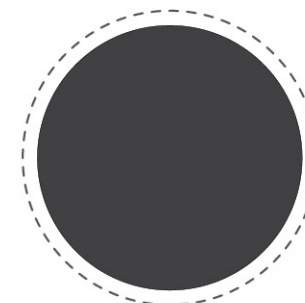


## 2017 NATIONAL JAMBOREE - TYPE ONLY

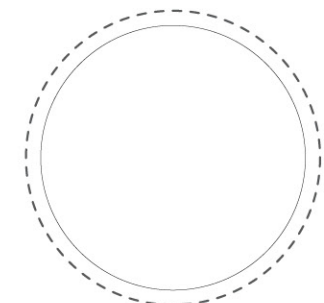
2017 NATIONAL JAMBOREE



GOLD  
PANTONE  
131C



BLACK  
PANTONE  
BLACK 7C



WHITE

# 2017 NATIONAL JAMBOREE THEME GRAPHICS

## SUMMIT CENTER AREA TYPE TREATMENTS

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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

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KEFA II REGULAR - SPECIALTY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

DIN CONDENSED BOLD - WAYFINDING FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

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



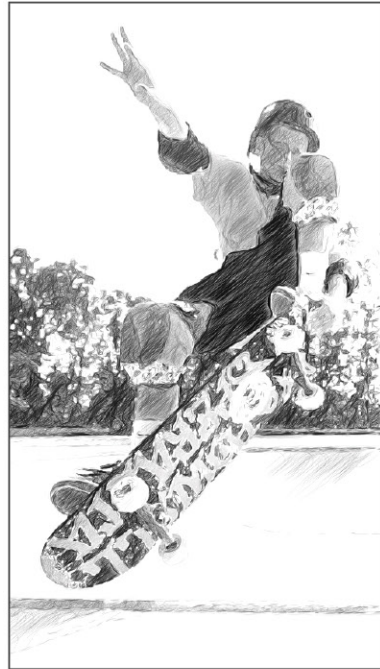
THESE KEYWORDS ARE TO BE USED  
AS OVERLAYS ON IMAGES AND HAVE  
A WHITE STROKE OUTLINE ONLY,  
NO FILL PERMITTED.



# 2017 NATIONAL JAMBOREE IMAGERY STYLE

## 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.



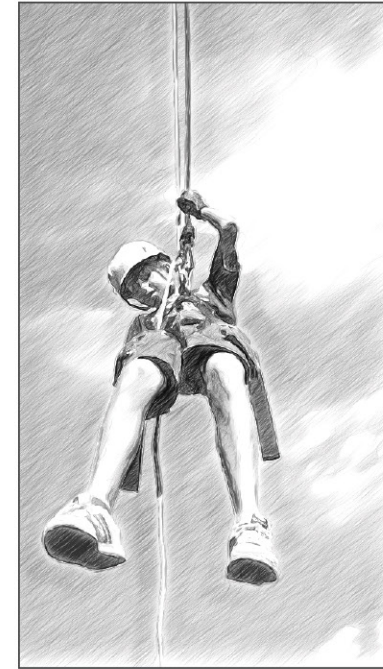
A . SKATEBOARDING



B . THROWING



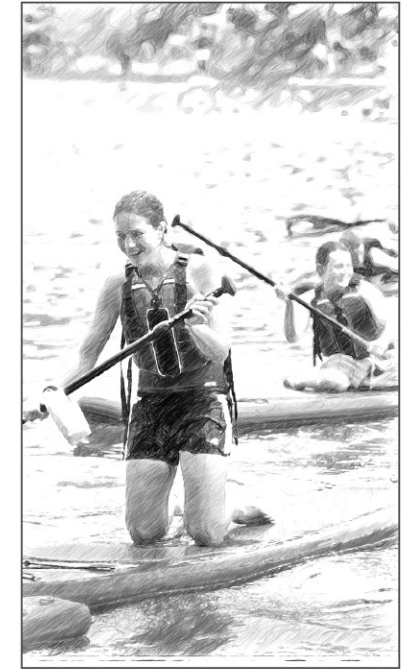
C . SCOUTING



D . REPELLING



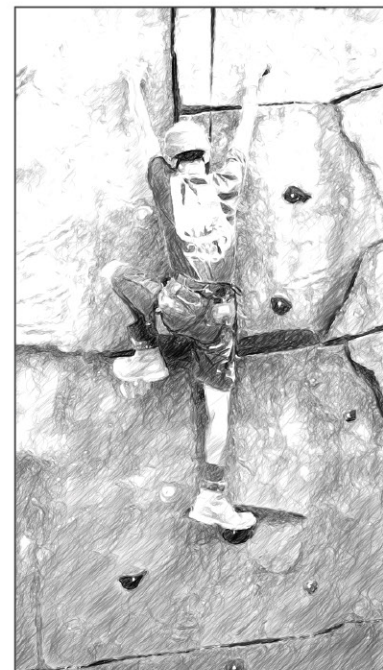
E . PADDLEBOARDING



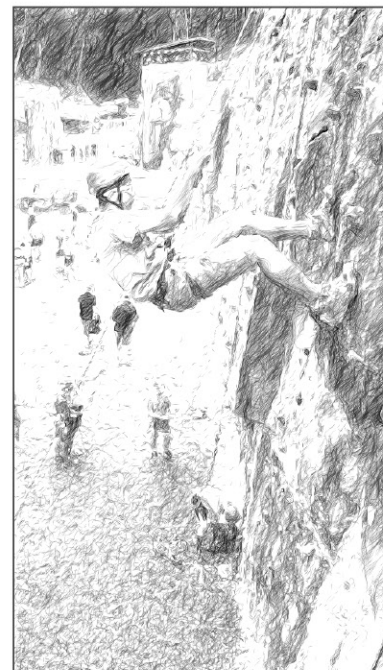
F . PADDLEBOARDING



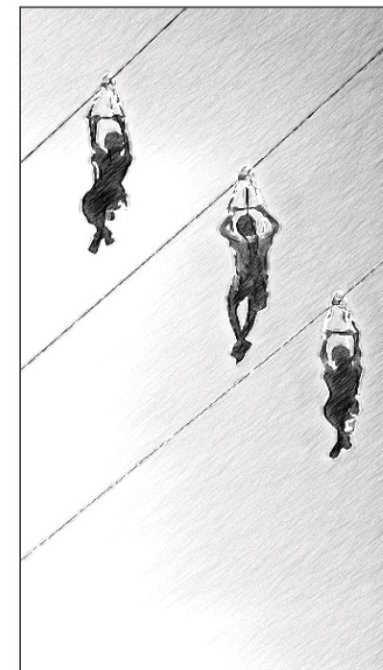
G . ROPES



H . CLIMBING



J . CLIMBING



K . ZIPLINE



L . ARCHERY



M . ARCHERY



**B R A N D   G U I D E L I N E S   I N   D E T A I L**

# 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,” a fleur-de-lis, American flag, 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 LOGO / PATCH

## 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.



PRIMARY TAGLINE

## TAGLINE LOGO / 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.



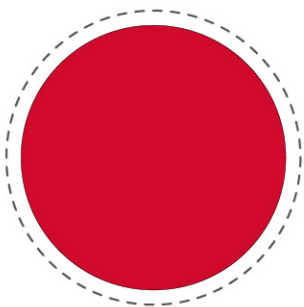
TAGLINE LOGO / PATCH



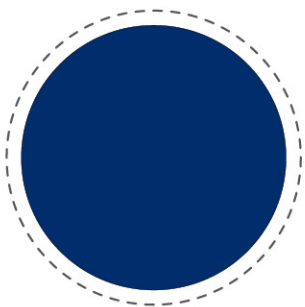
# COLORS

THESE ARE THE SUGGESTED COLORS FOR THE 2017 NATIONAL JAMBOREE.

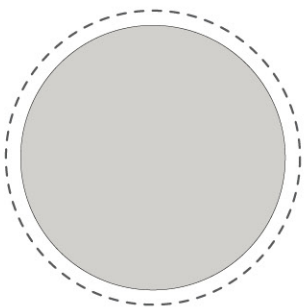
The colors used in the logo of the 2017 National Jamboree are also used in the temporary graphics for the Jamboree. Consistent use of color plays an important role in maintaining a strong visual identity and wayfinding system. The following color palette should be used exclusively when using the 2017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



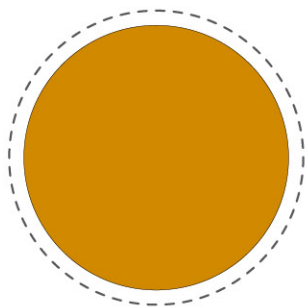
AMERICAN  
FLAG RED  
PANTONE  
186C



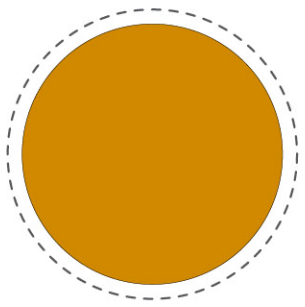
BLUE PATCH  
ACCENT  
PANTONE  
294C



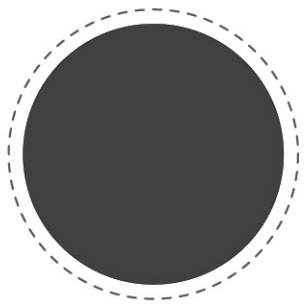
PATCH  
BACKGROUND  
PANTONE  
COOL GRAY  
2C



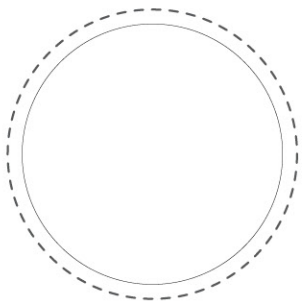
GOLD PATCH  
ACCENT  
PANTONE  
131C



GOLD  
PANTONE  
131C



BLACK  
PANTONE  
BLACK 7C



WHITE



# COLOR CONFIGURATIONS

THESE ARE THE SUGGESTED COLOR CONFIGURATIONS FOR THE 2017 NATIONAL JAMBOREE.



LIVE  
**SCOUTING'S**  
ADVENTURE  
2017 NATIONAL JAMBOREE



**FULL COLOR**  
FULL COLOR PRINTED  
SEE COLOR SHEET 15 FOR DETAILS



LIVE  
**SCOUTING'S**  
ADVENTURE  
2017 NATIONAL JAMBOREE



**TWO COLOR BLACK**  
BLACK SHOWN TO BE 100% BLACK  
GREY SHOWN TO BE 40% BLACK



LIVE  
**SCOUTING'S**  
ADVENTURE  
2017 NATIONAL JAMBOREE



**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 porportions of any part of the logo



Do Not:  
Distort the porportions 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



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

# F O N T S   &   T Y P E F A C E S

T H E S E   A R E   T H E   S U G G E S T E D   F O N T S   &   T Y P E F A C E S   F O R   T H E   2 0 1 7   N A T I O N A L   J A M B O R E E .

## WAYFINDING / BODY COPY FONT - DIN CONDENSED BOLD

This font is the legible condensed sans 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

**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**  
**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**

## SPECIALTY / IDENTITY FONT - KEFA II REGULAR

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

**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**

No lowercase is to be used for this font.

# THEME KEYWORDS

THESE ARE THE SUGGESTED 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.

EXPLORE  
CREATE  
BUILD  
GATHER  
HONOR  
GROW  
TRADE  
NAVIGATE  
WANDER  
DISCOVER  
SHOOT  
CLIMB  
JUMP  
SKATE  
THROW  
RIDE

## EXAMPLE



THESE KEYWORDS ARE TO BE USED  
OVERLAYS ON IMAGES AND HAVE  
WHITE STROKE OUTLINE ONLY,  
NO FILL PERMITTED.



Keywords must be in vertical  
position only and read upwards  
as shown.

All keywords must be approved  
prior to use.



# ACTIVITY IMAGES

THESE ARE THE SUGGESTED 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.

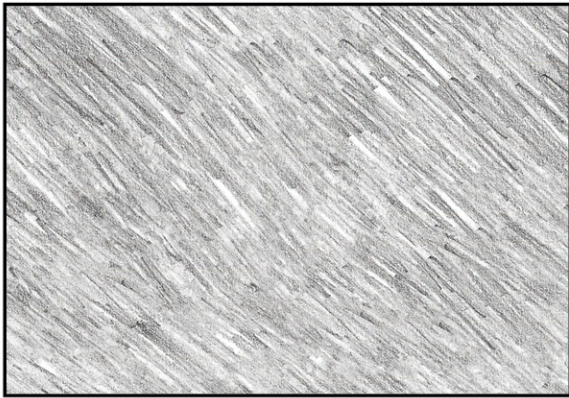
High resolution images will need to be supplied for final implementation. All images must be approved prior to use.

## EXAMPLE



ACTIVITY IMAGE

+

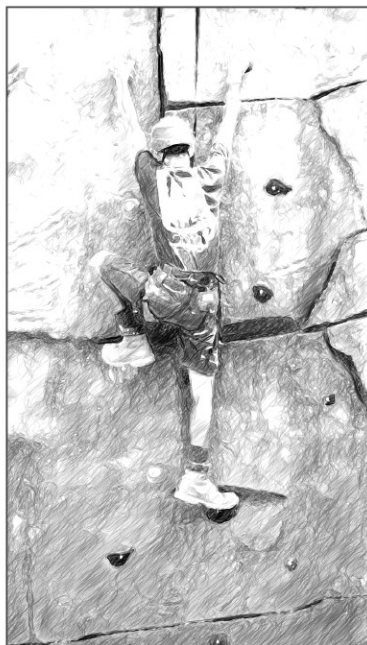


PHOTOSHOP PLUG-IN  
"AKVIS SKETCH" FILTER

FILTER SETTINGS  
AKVIS DEFAULT PRESET  
TO PURCHASE;  
[www.akvis.com](http://www.akvis.com)

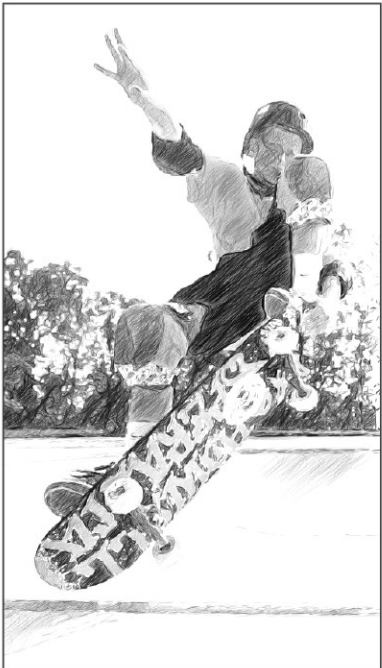
SKETCH FILTER

=



FINAL IMAGE

## ACTIVITY IMAGES



A . SKATEBOARDING



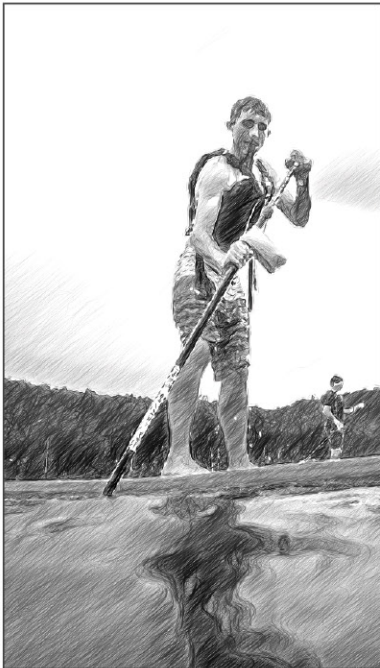
B . THROWING



C . SCOUTING



D . REPELLING



E . PADDLEBOARDING



F . PADDLEBOARDING



# ACTIVITY IMAGES

THESE ARE THE SUGGESTED IMAGES FOR THE 2017 NATIONAL JAMBOREE.

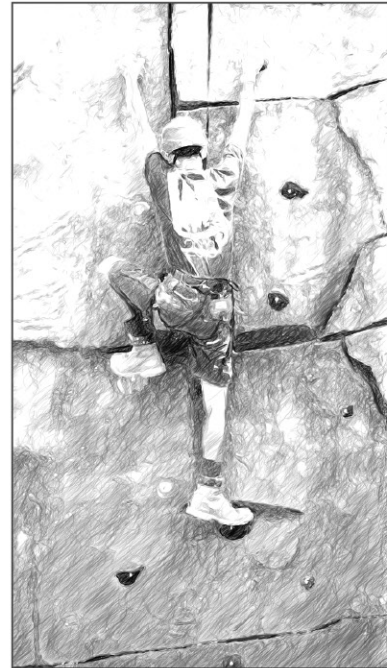
The following images should be used as a rectangle with the approved filter and colors. The rights to all images need to be obtained before use.

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

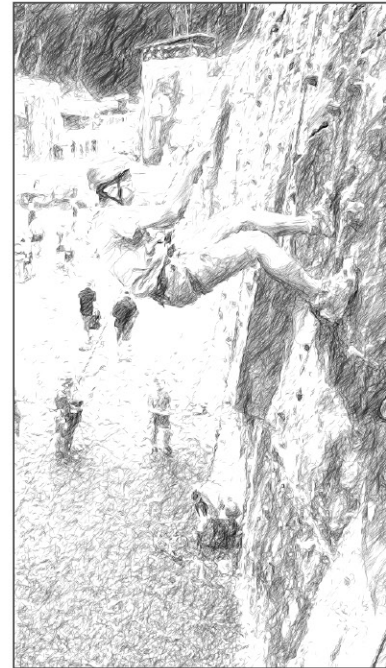
## ADDITIONAL ACTIVITY IMAGES



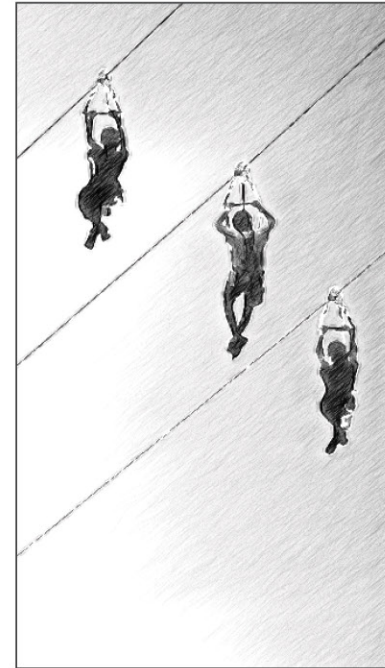
G . ROPES



H . CLIMBING



J . CLIMBING



K . ZIPLINE



L . ARCHERY



M . ARCHERY



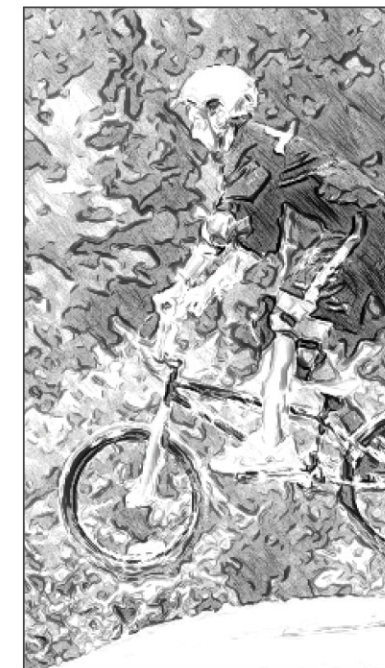
N . KAYAKING



O . KAYAKING



P . SKATEBOARDING



Q . BMX



R . WATERSPORTS



S . WATERSPORTS



# 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



CONSOL Bridge



Arena/Event Space



Summit Center



Head Quarters



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



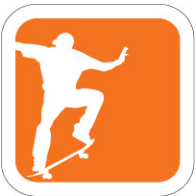
Slight Right



# 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 ROPES**  
( 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.



Basecamp ALPHA  
Ref. P6 or PMS 356 C



Basecamp BRAVO  
Ref. P7 or PMS 185 C



Basecamp CHARLIE  
Ref. P8 or PMS 2955 C



Basecamp DELTA  
Ref. P1 or PMS 1655 C



Basecamp ECHO  
Ref. P9 or PMS 267 C



Basecamp FOXTROT  
Ref. P10 or PMS 136 C

## **C O N C L U S I O N   /   Q U E S T I O N S**

I F   A N Y   Q U E S T I O N S   O R   I N Q U I R I E S   P L E A S E   C O N T A C T :

**JOHN STEWART**

**[john.stewart2@scouting.org](mailto:john.stewart2@scouting.org)**