

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.

SUMMIT BECHTEL RESERVE OVERVIEW

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

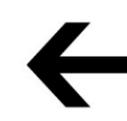


Retail / Shop

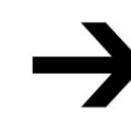
PROJECT ARROWS



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

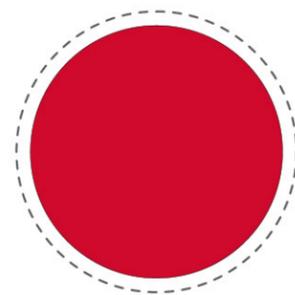


Basecamp FOXTROT
Ref. P10 or PMS 136 C

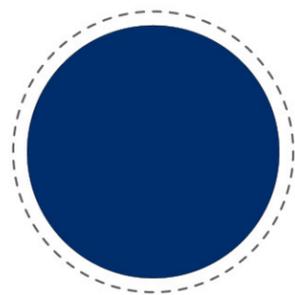
2017 JAMBOREE BRAND OVERVIEW

2017 NATIONAL JAMBOREE PRIMARY LOGO / PATCH

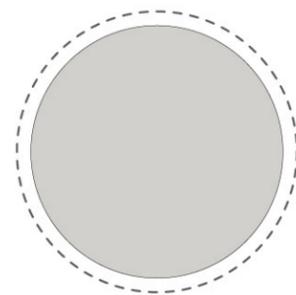
2017 JAMBOREE THEME PATCH LOGO & COLOR PALETTE



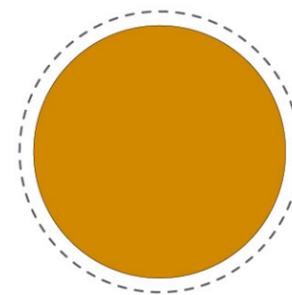
AMERICAN
FLAG RED
PANTONE
186C



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

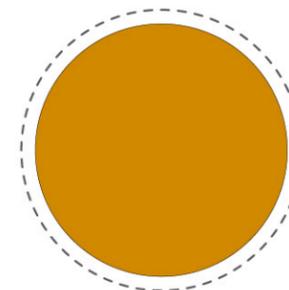


2017 JAMBOREE THEME TAGLINE - HORIZONTAL

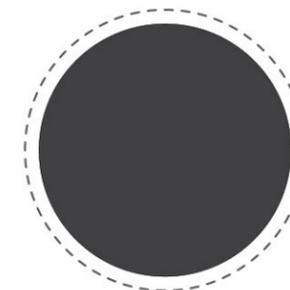


2017 NATIONAL JAMBOREE - TYPE ONLY

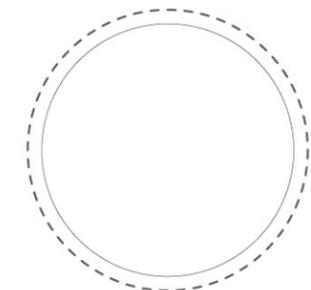
2017 NATIONAL JAMBOREE



GOLD
PANTONE
131C



BLACK
PANTONE
BLACK 7C



WHITE

2017 NATIONAL JAMBOREE THEME GRAPHICS

SUMMIT CENTER AREA TYPE TREATMENTS

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



#BSAJAMBO2017

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

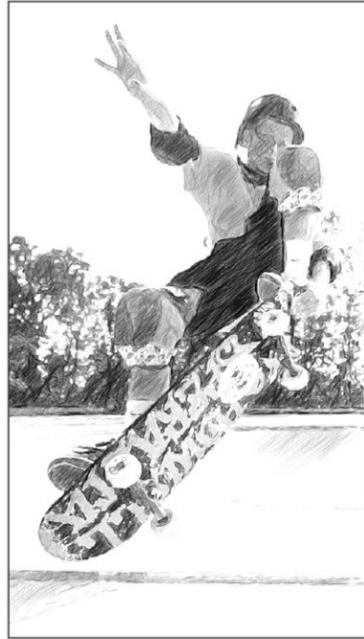


THESE KEYWORDS ARE TO BE USED AS OVERLAYS ON IMAGES AND HAVE A WHITE STROKE OUTLINE ONLY, NO FILL PERMITTED.

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.



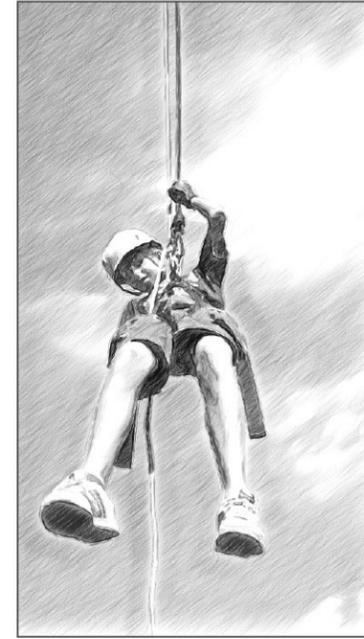
A . SKATEBOARDING



B . THROWING



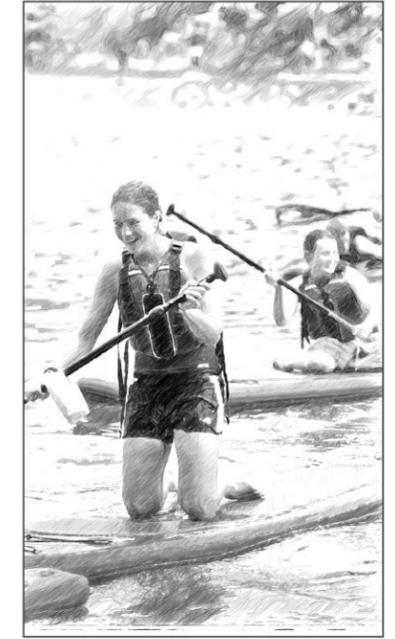
C . SCOUTING



D . REPELLING



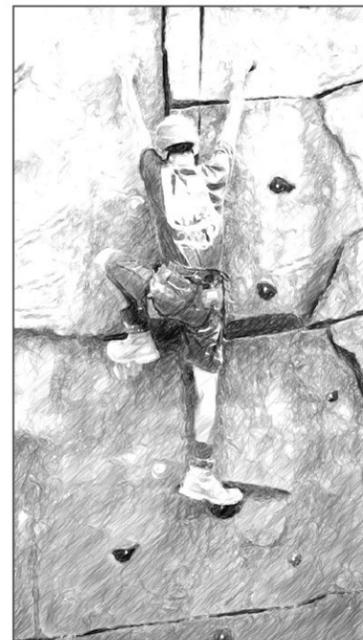
E . PADDLEBOARDING



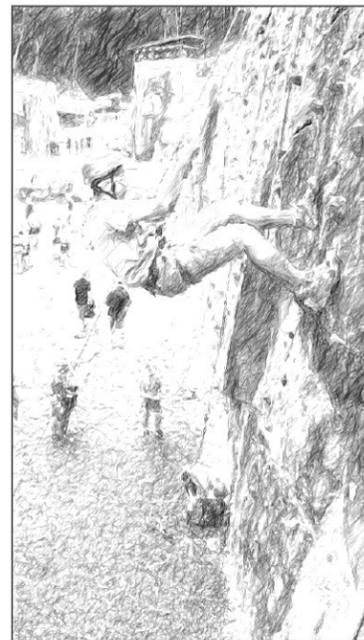
F . PADDLEBOARDING



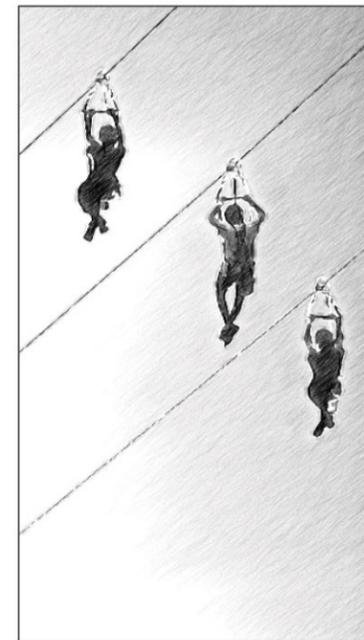
G . ROPES



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.

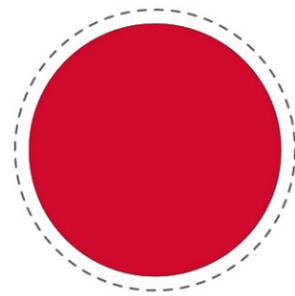


TAGLINE LOGO / PATCH

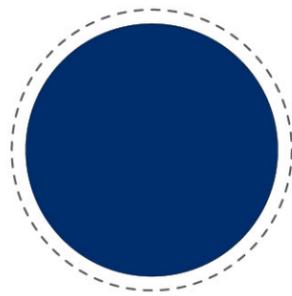
COLORS

THESE ARE THE SUGGESTED COLORS FOR THE 2017 NATIONAL JAMBOREE.

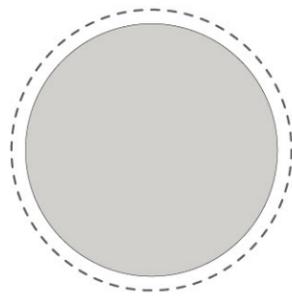
The colors used in the logo of the 2017 National Jamboree are also used in the temporary graphics for the Jamboree. Consistent use of color plays an important role in maintaining a strong visual identity and wayfinding system. The following color palette should be used exclusively when using the 2017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



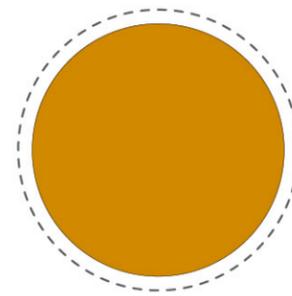
AMERICAN
FLAG RED
PANTONE
186C



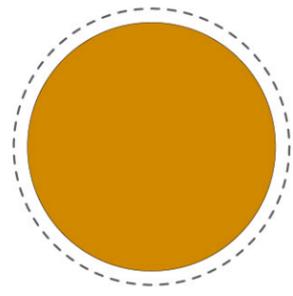
BLUE PATCH
ACCENT
PANTONE
294C



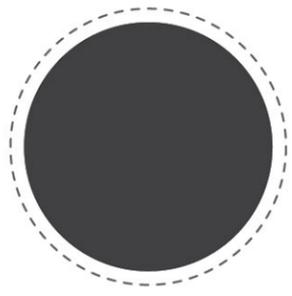
PATCH
BACKGROUND
PANTONE
COOL GRAY
2C



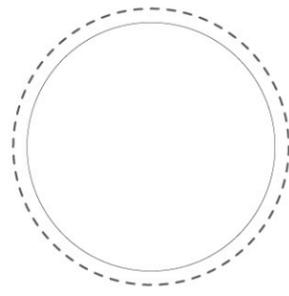
GOLD PATCH
ACCENT
PANTONE
131C



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 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



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 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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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.

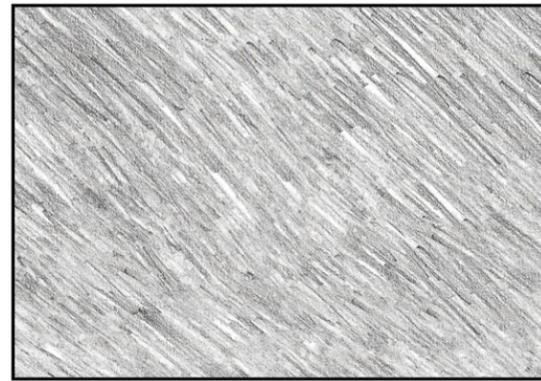
High resolution images will need to be supplied for final implementation. All images must be approved prior to use.

EXAMPLE



ACTIVITY IMAGE

+



PHOTOSHOP PLUG-IN
"AKVIS SKETCH" FILTER

FILTER SETTINGS
AKVIS DEFAULT PRESET
TO PURCHASE;
www.akvis.com

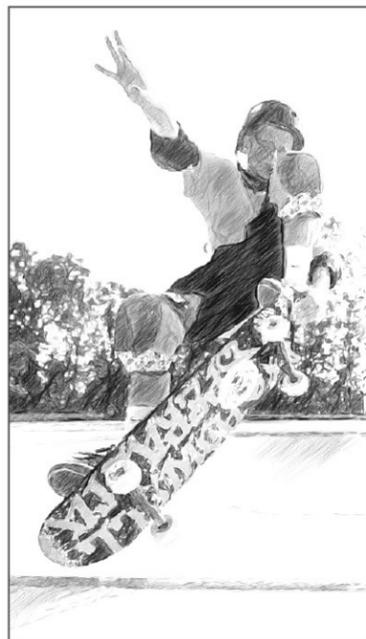
SKETCH FILTER

=



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.

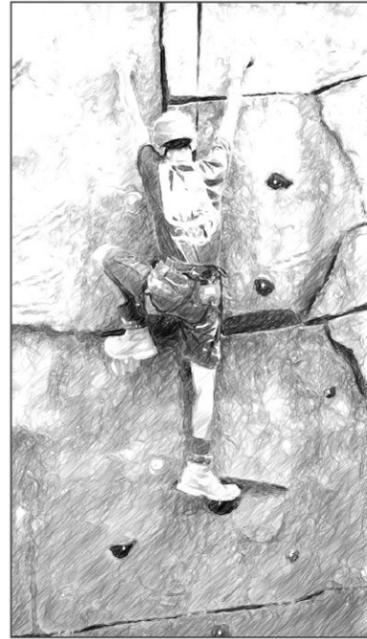
The following images should be used as a rectangle with the approved filter and colors. The rights to all images need to be obtained before use.

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

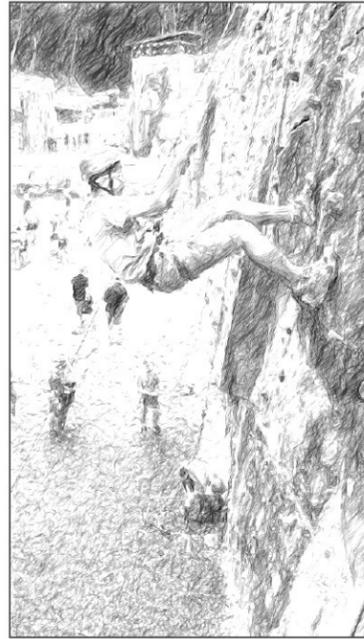
ADDITIONAL ACTIVITY IMAGES



G . ROPES



H . CLIMBING



J . CLIMBING



K . ZIPLINE



L . ARCHERY



M . ARCHERY



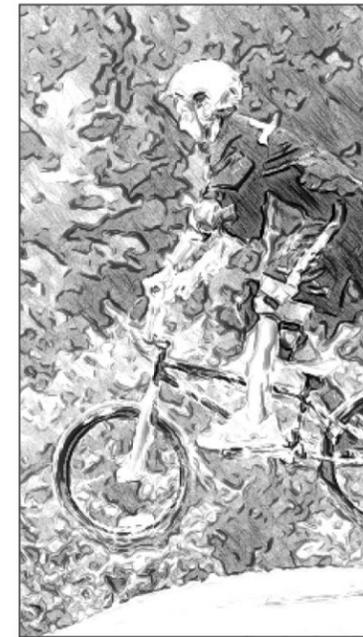
N . KAYAKING



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