



Branding and Social Media Guidelines

Revised Jan. 2024



AMANGAMEK-WIPIT LODGE

ORDER OF THE ARROW

Branding and Social Media Guidelines

Table of Contents

Introduction	
The Value of a Brand.....	3
Lodge Mission and Purpose.....	4
Accessing Brand Elements.....	5
Brand Elements	
The Signature.....	6
Lodge Logo.....	8
Incorrect Usage.....	10
Color Components	
Specifications.....	12
Alternative Color Schemes.....	13
Typography	
Typefaces.....	14
Merchandise	
Specifications.....	17
OA Sash Addendum.....	18
Social Media Guidelines	
Guidelines.....	19
A Note on AI.....	20
Software and Design Recommendations.....	21
Tips and Tricks.....	22
Examples.....	23

Introduction

The Value of a Brand

Why do we need brand guidelines?

Think of designs and brand elements as investments. If you spend \$5 on each design, supply item, or patch you create, you buy \$5 worth of brand recognition in the mind of our audience. Each time you create different designs, you buy a separate \$5 of brand recognition that doesn't add up with the last.

Now, imagine an alternative in which you invest \$100 up front in the creation of a brand and guidelines for its use. Now, each time you invest \$5 in a new design, supply item, or patch that follows these brand guidelines, you add to the consistent brand recognition in the mind of our audience, increasing our investment to \$105, \$110, and so on. Eventually, these investments add up until our audience has a valuable and consistent relationship with our organization's visual materials.

Don't these rules reduce creative opportunities?

Thinking of brand elements and guidelines is similar to thinking of construction. You could give 5 architects the same 4 building materials and identical constraints on height of building and number of rooms, but end up with 5 totally different interpretations. In the same way, we give our members a set of logos and guidelines, but the opportunities for what we can create are endless.

Excerpted from https://oa-bsa.org/uploads/branding/Brand_Guidelines_2022-02.pdf

Introduction

Amangamek-Wipit Lodge Mission and Purpose

Mission:

The mission of this Lodge is to fulfill the mission of the Order of the Arrow as an integral part of the Boy Scouts of America through positive youth leadership under the guidance of selected capable adults.

Purpose:

The purpose of this Lodge is to fulfill the purpose set by the National Committee of the Order of the Arrow.

As Scouting's National Honor Society, our purpose is to:

- Recognize those who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition.
- Promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp.
- Develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation.
- Crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others.

Excerpted from Lodge Framing Document

Introduction

Accessing Brand Elements

While the full specifications for lodge branding and social media are detailed throughout this document, for ease of access, an Adobe library has been created. This will allow you to easily import all relevant brand elements into Adobe products such as Illustrator, Photoshop, and InDesign. Even if you do not use Adobe products, the link will still allow you to view and download brand colors, fonts, and logos for use in other software.

The Amangamek-Wipit Adobe library can be accessed at: <https://shared-assets.adobe.com/link/e99dc7f8-35ba-4163-7ad5-0ed4a42abf1a>

Google Drive for PNG and vector lodge logos: https://drive.google.com/drive/folders/1YK7Vsyau98xS_fbCNHqd2eHXE9dkeYS?usp=share_link

SmugMug for lodge photo archives: wipit.smugmug.com

It should also be noted that this branding guide is a supplement for the Amangamek-Wipit Lodge, and the full OA Brand Guidelines can be downloaded from national at <https://oa-bsa.org/branding>

It is our hope that material in these links and this document will serve useful to those running lodge or chapter social medias in the future.

Brand Elements

The Signature

The signature is meant to be used in a professional context as the most commonly used logo to represent the OA and its subordinate brands. In our case, the lodge uses the signatures given to us by national. They are primarily used in print publications such as letterheads or programs, or on lodge/ chapter websites. For social media posts, the lodge logo is typically preferred. Per national guidelines, the signature may not be embroidered. To generate a chapter signature, use the signature generator tool found at <https://oa-bsa.org/resources/branding>



Standard Signature
minimum size: 0.5in x 3.5 in



Alternate Signature
minimum size: 0.5in x 3.5 in



Reversed Signature
(shown on black for visibility)
minimum size: 0.5in x 3.5 in

Brand Elements

The Signature



AMANGAMEK-WIPIT LODGE

ORDER OF THE ARROW

Vertical Standard Signature
minimum size: 1.4in x 3.5 in



AMANGAMEK-WIPIT LODGE

ORDER OF THE ARROW

Vertical Alternate Signature
minimum size: 1.4in x 3.5 in



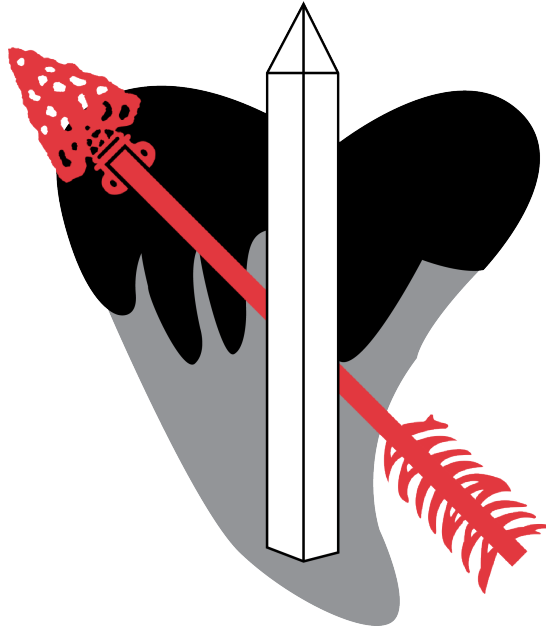
AMANGAMEK-WIPIT LODGE

ORDER OF THE ARROW

Vertical Reversed Signature
(shown on black for visibility)
minimum size: 1.4in x 3.5 in

Brand Elements

The Logo



The Lodge Logo, shown to the left is the primary insignia of the Amangamek-Wipit Lodge, and should be used in this form whenever possible.

Examples for it's use include:

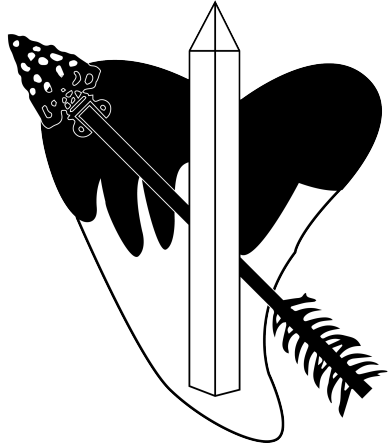
- Lodge patches
- Social media profile photos and posts
- Lodge merchandise such as shirts, cups, bags, etc.
- Printed materials

Guidelines for logo usage:

- The logo is to remain consistent in forms and usage, and may not be altered, with the exception of the color variations shown on the next page.
- The standard logo should be used whenever possible. When not possible due to dark backgrounds, or ghosting for a patch, an alternate logo may be used.
- The holes in the arrow should remain transparent to allow the background to show through.
- The logo may appear on colored backgrounds or photos, so long as the legibility and integrity of the logo are not diminished.

Brand Elements

Alternate Logos



To the left are two acceptable color variations of the lodge logo. The first, in black and white is suitable for publications that will be printed in grayscale, or other related applications where the full colors of the lodge logo may not work as intended.



The second variation is fully composed of one color. This logo is ideal for when the logo will be constructed fully from one color, such as in screen printing a t-shirt or for ghosting onto a patch. The color of the one-color logo may be changed, but should attempt to remain within the colors specified in the national OA branding guidelines (see Color Components for more information).

Brand Elements

Incorrect Usage Examples



Avoid overlapping any brand element with a another object.



Avoid altering any brand element in any way, including changes in typeface or color.



Avoid adding effects to any brand elements, including drop shadow, bevel, glow, etc.



Avoid reproducing any brand element in color on a dark background. Instead, you may use a reversed logo on a dark background.

Excerpted from National Branding Guidelines

Brand Elements

Incorrect Usage Examples



Avoid rotating or skewing any brand element.



Avoid truncating any brand element.



Avoid displaying a brand element in a way that touches the very edge of a piece. Give space for the logo element to stand away from the edge.



Avoid displaying any brand elements in a way that suggests a relationship with a non-partner third party.

Excerpted from National Branding Guidelines


Color Components


Specifications

The following primary colors, specified as the National OA color palette, may be used as a foundational color palette for lodge communications materials. In addition to the three primary colors, the following secondary colors may be used as accent colors.

These colors are preferred for use when possible, however it is also permissible to use alternate color schemes, for instance using an event’s color scheme to promote the event. More information about this can be found on the following page.


Primary Colors


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


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


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

Secondary Colors

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

 C: 0 M: 0 Y: 0 K: 10
HEX #36454F

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

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

Color Components

Alternative Color Schemes

In some cases, an alternative color scheme may be desired. For instance, a special color scheme for the promotion of an event. This is permissible, provided the following conditions are met.

- The colors chosen should be professional and not garish or jarring
- If a color scheme is created for an event, those colors should be used consistently across all material produced for that event
- When possible, use colors similar to other material produced by the lodge in the past

It should be noted that historically, the lodge *generally* tends to stick with the colors found in the national color palette, neutrals, blues and reds; and *generally* avoids greens and oranges. This is not to say that you can't use these colors, simply that if it is a general lodge post (i.e. a dues reminder), it is better to stick with previously used colors as a one-time post will not have the same continuous branding that a string of event posts will.

Typography

Typefaces

The Amangamek-Wipit Lodge primarily uses the fonts specified in the national OA branding guidelines. We encourage the use of the following typefaces whenever possible in order to strengthen the identity of OA and Lodge branding, especially in print and web materials.

Primary Typeface - Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{}|:;'-"<>?.,/

Secondary Typeface - Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{}|:;'-"<>?.,/

Typography

Typefaces

Because the Museo Slab and Museo Sans typeface families are not standard to common desktop publishing applications, you may also use these following typefaces to support the OA brand identity.

Alternative Primary Typeface - Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'-"<>?.,./

Secondary Typeface - Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'-"<>?.,./

Typography

Typefaces

The Amangamek-Wipit lodge occasionally uses other fonts as needed, with the main use case for this being in social media posts. Similar to colors, it is sometimes acceptable to use a new font for the promotion of an event (for instance using an old timey cowboy font in order to promote a western themed event), however the font chosen should remain professional, easily readable, and consistent across all materials produced for the event.

The main alternative font we have used in the past is DIN Condensed Bold.

DIN Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$\$%^&*()+[]\{|:;'-"<>?.,/

Merchandise

Specifications

Totem: The official Totem of this Lodge is an arrow and a representation of the Washington Monument (of Washington, D.C.) superimposed on a shark's tooth. The arrow is to point to the left and upward per the Order of the Arrow Branding Guidelines (See page 8).

Flag: The official flag of this Lodge shall be an orange field with a centered, vertically divided rhombus charge. The left half of the rhombus shall be blue, and the right half red. Superimposed on the charge is the Lodge Totem. The Lodge's official name shall be on the flag.

Merchandise and Patches: The design of lodge patches, neckerchiefs, and any other tokens of lodge membership and the handling of such shall contain the lodge totem, lodge name (Amangamek-Wipit), and a fleur-de-lis within the design of the product. If the design implicates an overwhelming necessity due to a space constraint, the lodge's name in two lines, in an "over-under" orientation, a hyphen will not be required within the design. This decision will be determined by the patch and merchandise committee chairman. Further additions of the design shall be determined by the Lodge Executive Committee under the authority of the Council Scout Executive or their designee.

The sale of lodge and chapter materials and insignia shall be limited to active (dues paid) members of this lodge. Lodge neckerchiefs and Order of the Arrow sashes shall be worn only at Order of the Arrow functions or when representing the Order of the Arrow or the lodge. They are not to be altered in any way, and only those patches authorized by the National Order of the Arrow Committee may be worn on the sash.

Approving New Merchandise: In order to approve a new patch or piece of apparel, the design must be submitted through the form found at <https://wipit470.org/branding.html>

Merchandise

OA Sash Addendum

The sash is worn at Order of the Arrow functions and special Scouting activities, when members need to be identified as Arrowmen rendering special services.

An Ordeal sash will only be worn by an Ordeal member, a Brotherhood sash will only be worn by a Brotherhood member and a Vigil sash will only be worn by a Vigil member. The sash will be worn with the arrow pointing over the right shoulder in accordance with national policy.

OA sashes should not be worn on the belt. The sash is to be worn only at OA events and special Scouting functions when representing the Order of the Arrow; therefore, when at one of these events, wear it properly over the right shoulder, underneath the epaulet so that the shoulder loop is not covered. When not at an OA event, the pocket flap signifies that you are an Arrowman whose current dues are paid to a lodge. The universal ribbon pin can also be worn to signify that you are an Arrowman. This pin should be hung from the right pocket of the Scouting Class A uniform.

Nothing is to be worn on the OA sash except the 50th, 60th and/or the 100th Anniversary Awards. Beaded sashes and sash backs depicting the legend are not to be worn. Additionally, sashes with Dr. Goodman's or Col. Edson's signature or any other signatures, stamps or pins are not to be worn. Nothing should detract attention from the sash and its true meaning. There is nothing wrong with having any of these souvenir sashes; just don't wear them with the Scouting uniform.

Social Media Guidelines

Guidelines and Best Practices

When possible, lodge and chapter social medias should mirror the national and region social media to the best of our ability. The social media should be used to support the mission of the lodge and its arrowmen. Some examples of this include:

- Event promotions
- Important reminders and announcements (dues, new lodge officers)
- Accomplishment posts (year in review, event recaps, award recipients)
- Holiday posts

The lodge social media should NOT be used for

- Personal posts/fanpage type activities
- Commenting on non-scouting related posts
- Jokes that may appear to target one specific group (For example, saying venturing is not real scouting, even in a joking manner)

In general, the lodge social media should maintain a consistent and professional manner. When reposting others' posts as a story, posts shared should be limited to other BSA or US Government related entities, and independent brands' posts should not be shared in order to not imply a partnership that may not exist.

The profile photos used for chapter accounts should be the current chapter logo, or if one does not exist, the lodge logo may be used instead. Usernames should mirror the national format and appear as oa+[chapter name]. For example: @oabsa, @oaeast, @oawipit, @oae10. Lodge and chapter accounts should refrain from following personal and other non-scouting related accounts. For YPT purposes, there must be at least 2 adults on the account if a youth has access.

Social Media Guidelines

A Note on AI

While the use of AI for creation of content is generally discouraged, there are a few scenarios where it may be applicable. Captions, emails, and other written material should refrain from using AI generated content.

AI may sometimes be applicable for assisting with creating a content plan. Rather than having AI write captions and emails, you may instead use it to assist you in the creation of a comprehensive content calendar, getting ideas for how to promote your event, or the development of a promotions schedule.

At this time AI image generating programs such as DALL-E, Adobe Firefly, and Adobe Generative AI are generally discouraged, but may be used *if* all other brand guidelines stated in this document are followed.

AI is still a developing entity and this section may be revised as the tools available evolve.

Social Media Guidelines

Software and Design Recommendations

Software: In the past, Adobe products have worked well, and the libraries feature makes it easy to integrate lodge branding. Many times you can get a free Adobe license through your school. Canva is another free piece of software, however it is sometimes more difficult to integrate fonts or other brand elements. At the end of the day you can get great results with a multitude of softwares and it doesn't really matter what software you use, as long as you're able to follow brand guidelines.

Formatting Tips: For Instagram and Facebook posts, the following sizes will help to ensure your content is easily visible without being cropped or resized. Keep in mind that when not using a square post any text should remain centered so that it is not cut off in the grid view.

Square — 1:1, 1080px x 1080px

Portrait — 4:5, 1080px x 1350px

Landcape — 1.91:1, 1080px x 566px

Story — 9:16, 1080px x 1920px

Vertical reels — 9:16, 1080px x 1920px

Horizontal reels — 16:9, 1920px x 1080px

Social Media Guidelines

Tips and Tricks

- **Consistency** — Consistency is key to social media growth. Try to post or reshare stories frequently.
- **Stories** — Don't underestimate the utility of stories—they make it easy to repost announcements from the Lodge, Section, or Region, and are great for temporary information, clickable links, polls, or a variety of other tools that can be used to boost engagement.
- **Variety** — Use a variety of posts; having a mix of both graphics and photos. Mixing it up has been shown to help increase audience engagement by providing photos and other stuff the audience can relate with, rather than your whole page feeling like a giant advertisement for events.
- **Fonts** — Consider using two different fonts or font styles in your graphics to break up blocks of text or highlight important information (see below for examples).
- **Insights** — Make use of the “insights” tool built in to Instagram and Facebook. This will allow you to track progress and see what's working and what's not.

Social Media Guidelines

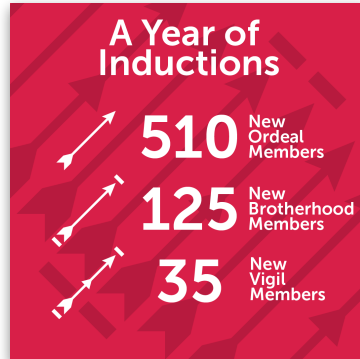
Examples

See below for some examples of good social media design that you can use for inspiration.



Social Media Guidelines

Examples



communications@wipit470.org

UNSURE? ASK BEFORE YOU ACT.



AMANGAMEK-WIPIT LODGE

ORDER OF THE ARROW