

# COUNCIL BRAND GUIDE



*We Change Lives*

*We Change Lives*

*We Change Lives*





# COUNCIL BRAND GUIDE

## Purpose

The purpose of the Scouting America, Orange County Council Brand Guide is to preserve and promote the unique identity of our organization. Our brand represents not just the programs we offer but also our deep commitment to empowering youth, fostering a love for the outdoors, and building sustainable futures.

This guide ensures that all communications, visuals, and messaging remain consistent and true to our values. By clearly defining these brand elements, we aim to maintain authenticity in everything we do, reinforcing trust with our community, partners, and Scouts. Consistency is key to strengthening our identity, ensuring that no matter where or how our brand appears, it reflects the core values and mission of Scouting America, Orange County Council.



Russell Etzenhouser  
**Scout Executive/President**  
**Scouting America, Orange County Council**

# Brand Overview & Exploring Brand Architecture

## Overview of Our Brand

### MISSION

At Scouting America, Orange County Council, we proudly uphold the national mission:

“The mission of Scouting America is to prepare young people to make ethical and moral choices throughout their lives by teaching them the values of the Scout Oath and Scout Law.”

Locally, we extend this mission through “*We Change Lives*.” The “We Change Lives” tagline serves our brand mission and core message. This mission reflects the life-changing impact of our programs on Scouts and the broader community in Southern California.

### VALUES

We are guided by the timeless principles of the Scout Oath and Scout Law, which include values such as loyalty, kindness, bravery, and reverence. These values shape the way we approach every program, event, and interaction with our community.

### KEY MESSAGING AND POSITIONING STATEMENTS

**“We Change Lives”:** is our core message. It communicates the profound, positive impact our programs have on youth and their communities.

**“Prepared for Life”:** Our programs equip youth with the skills and character needed to succeed in life, from leadership to problem-solving.

**Community-Centered:** We deliver national programs to reflect the unique needs and values of Orange County, ensuring our Scouts are not only part of a national movement but also connected to their local community.

**Family Centered:** We prioritize family involvement in Scouting, fostering strong bonds and support systems that enhance the experience for both Scouts and their families.

Our messaging aligns with the overarching goals of Scouting America, ensuring that our council contributes to the broader mission while also addressing the specific needs of our local community.

# Exploring Brand Architecture

Our brand architecture connects all of our programs under the umbrella of the Scouting America, Orange County Council. At its core is our guiding statement: “We Change Lives.” This mission drives every part of our brand, from the national to the local level.

## PRIMARY BRAND

The Primary Brand—Scouting America, Orange County Council—is our central identity. It reflects both our national affiliation and local impact. The “We Change Lives” brand mission permeates everything we do, from camps to community programs.



*We Change Lives*

## SUB-BRANDS

Our Sub-Brands, like Irvine Ranch Outdoor Education Center and Lost Valley, represent our camps and outdoor programs. Each has its own identity but remains tied to the primary brand and its mission of changing lives through outdoor adventure. Programs like NSB Rowing offer opportunities for personal growth and leadership development.



## EXTENSION BRANDS

Our Extension Brands include special events like fundraisers or specialized camps, which help raise awareness and funds. While not all extension brands are shown here, they all support our mission of changing lives and strengthening our community.



## NATIONAL BRANDS

Our National Brands include national programs like Cub Scouts, Scouts BSA, Venturing, and Exploring. These well-known programs have their own identities but are customized to meet the needs of our local council, all while supporting the core mission.



# Visual Identity, Approved Logos & Usage

## Logo System & Usage

Our logo system reflects the diversity and unity of the Scouting America, Orange County Council. Each logo represents a unique part of our brand architecture, from the primary Council identity to sub-brands and special events.

### PROPER USAGE GUIDELINES

To maintain consistency and professionalism, follow these guidelines when using any of our logos:

**Spacing:** Always leave sufficient clear space around the logo to ensure visibility.

**Minimum Size:** The logos should not be scaled down smaller than 1 inch in width for print materials (unless using “reduced version”) or below 72 pixels in digital formats to ensure legibility.

**Color Usage:** Always use the approved color palette associated with each logo. For example, the Newport Sea Base Logo should use its designated colors (blue or red), while the Council logo should appear in full color whenever possible.

### MISUSE EXAMPLES

To preserve the integrity of our visual identity, avoid the following:

**Distortion or Alteration:** Do not stretch, compress, or change the proportions of any logo.

**Inconsistent Colors:** Do not alter the official colors of the logos, such as using unapproved shades for the NSB sailboat or IROEC tree icon.

**Cluttered Backgrounds:** Ensure the logo is placed on clean, simple backgrounds. Avoid drop shadows, gradients, busy or textured designs that reduce the logo’s legibility.

**Unauthorized Fonts or Elements:** Do not add unapproved text, graphics, or design elements near or overlapping with the logo.

By following these guidelines, we ensure that all logos are used consistently and effectively, strengthening the brand recognition and impact of Scouting America, Orange County Council.

# Approved Logos

Logos cannot be altered without approval from the appropriate department head and a member of the marketing team; primary and sub-brands should refrain from changes, extension brands are more flexible. National brands may not be altered.

## PRIMARY BRAND

The Council Logo is our primary symbol, representing the central identity of the Orange County Council. It features the national Scouting emblem, highlighting our affiliation with Scouting America, often with the tagline “We Change Lives.”



## SUB-BRANDS

Outdoor Adventures has a distinct logo that highlights its focus on nature and adventure.

IROEC: Available in horizontal, vertical, color, and grayscale versions.

NSB/Rowing: Features the iconic sailboat and/or wave in multiple colors (blue, red, white) and special holiday versions.

OLSC: Features a distinct logo representing its unique outdoor environment.

SSRLV: Lost Valley’s logo reflects the unique experiences offered at the camp.



## EXTENSION BRANDS

Events like the Annual Gala and Citizens of Character have logos for special initiatives and fundraising. The NSB Sailing Team, Journey to the Ocean, and Planetary Pioneer Camp also have distinct logos to boost visibility.



## NATIONAL BRANDS

These include logos for national Scouting programs like Cub Scouts, Scouts BSA, Venturing, and Exploring.



# Brand Colors & Typography Usage

## Usage & Text Samples

Typography plays a key role in maintaining a consistent and professional brand identity. The fonts used across all materials should follow the guidelines below to ensure uniformity in print and digital formats.

### Hierarchy and Usage

**Headings and Titles:** Use Helvetica Neue Condensed Black for all main titles and large headers. This font should be bold and clear, serving as the focal point for any document or web page.

**Subheadings:** Use Helvetica Bold to differentiate sub-sections or highlight important information without overpowering the primary heading.

**Body Text:** Use Arial for general body content in digital and print formats. For more formal or contexts, such as invitations or special event programs, opt for Times New Roman to create a classic and polished appearance.

**Spacing and Sizing:** Ensure appropriate line spacing and font sizes based on the format. For print, maintain legibility by using a minimum of 11pt for body text. For digital, adjust for readability on screens by using 14pt or higher for main content.

By following these typography guidelines, we ensure that our communications are both consistent and visually effective across all platforms.

Heading Sample - Helvetica Nue Condensed Black

Heading Sample - Helvetica Nue Condensed Black

Heading Sample - Helvetica Bold

Heading Sample - Helvetica Bold

Text Sample: Arial

Text Sample: Times New Roman



## Color Palette

Our color palette is an essential part of the brand's visual identity, reflecting the vibrant diversity of our programs and locations. All designs should be rooted in these colors, ensuring consistency and unity across all materials. Good design can thrive within these guidelines, and straying from this palette should be avoided to maintain a cohesive brand identity.



#47705d



#f15a24



#00ecf6



#f47d28



#31411f



#48a23f



#C71212



#E1E1E1



#002E5D



#10917c



#23a768



#1686b9



#335862



#f39526



#a64418

# Imagey Guidelines & Exploring Photography

## Usage & Style

Photography is a powerful tool for communicating the values and mission of Scouting America, Orange County Council. The style, tone, and subject matter of our images should consistently reflect the life-changing experiences we offer and align with all safety standards as well as our brand's core message: "We Change Lives."

### STYLE AND TONE

Our imagery should feel authentic, inspiring, and uplifting. Photos should capture real moments that highlight the following:

**Authenticity:** All photos should feel genuine and unstaged, capturing the spontaneous joy and engagement of participants.

**Outdoor Exploration:** Images of youth engaging in outdoor adventures, from campfires to trail hikes and water-based activities like sailing or rowing.

**Youth Leadership and Development:** Photos of youth leading activities, working in teams, and learning skills that build confidence and independence.

**Service and Citizenship:** Images that capture moments of community service, good citizenship, and youth living out the values of the Scout Oath and Scout Law.

**Family-Centered Experiences:** Highlight family participation in our Scouting, athletic, and education programs. This reinforces the idea of community and family involvement in our organization.

**Lighting and Composition:** Natural lighting is preferred, with images that are clear, well-composed, and free of excessive editing or filters.

**Diversity:** Ensure diversity in gender and backgrounds to reflect the inclusivity of our programs.

**High Resolution:** All images should be high-quality and high-resolution (300 DPI for print, 72 DPI for web), ensuring they look professional and crisp in all formats.

By following these imagery guidelines, we ensure that our photos consistently convey the values of Scouting America, Orange County Council, while inspiring youth, families, and our community.

## Examples of Good Media

Below are examples of the guidelines applied. While it's okay to take some creative license, imagery should remain authentically Orange County Council, and stock images from outside the organization should be avoided.





# Good Design & Applied Branding

## Print & Digital

Consistent brand application across all mediums ensures that the Scouting America, Orange County Council identity remains strong and cohesive, whether in digital, print, or merchandise. The following guidelines highlight how branding should be applied across various platforms.

### FLYERS & EVENT INFO

As seen in the examples, a unified footer is applied to all flyers for brand consistency. Colors and logos are adapted based on the specific event or sub-brand (e.g., Lost Valley, Oso Lake Scout Camp), ensuring alignment with the overall brand while offering flexibility to suit the context. Typography and layout follow the “Swiss Design” style for clean, modern aesthetics.

### SOCIAL MEDIA POSTS

Social media designs, like those used in flyers, maintain consistency in logo placement, color schemes, and typography.

### BOOKLETS & BROCHURES

For longer-form print materials such as the Outdoor Academics Guide or event programs, branding is consistent with shorter flyers. The same colors, typography, and logo guidelines are followed, with headers, subheadings, and body text clearly structured to maintain readability and impact. Headers are bold and clean, aligned with Helvetica for a professional look.

### MERCHANDISE

All merchandise, from t-shirts to water bottles, should adhere to the council’s established color palette and logo guidelines. Ensure the correct placement of logos and apply the primary colors to maintain a strong, recognizable brand presence.

### TEMPLATES FOR COMMON DOCUMENTS

To streamline branding across day-to-day communications, the following templates are provided:

**Letterheads:** Standardized with the Scouting America, Orange County Council logo at the top, using Helvetica for headings and Arial for body text.

**Email Signatures:** Only use the provided email signature. Do not use custom email signatures.

By applying these brand elements thoughtfully across all mediums, we ensure that Scouting America, Orange County Council communicates with clarity, unity, and professionalism.

# LOST VALLEY'S Summer of '25

**SIGN UP TODAY, RETURN TO ADVENTURE!**

Get ready for an unforgettable adventure at Lost Valley this 2025 summer season! Whether you're speeding through trails on ATVs, conquering the COPE course, tackling Dirty Jobs, or reaching new heights with climbing and hiking, there's excitement for everyone.

Sharpen your skills with range and target activities, earn merit badges, and advance your Scouting journey with Eagle U and Trail to First Class programs. Join us at Lost Valley for a summer packed with thrilling activities and opportunities for growth!

**EARLY BIRD SPECIAL:** \$579 YOUTH | \$350 ADULTS  
**STARTING JANUARY 1ST:** \$599 YOUTH | \$375 ADULTS



## Archery, Climbing & Lifesaving Merit Badges

**AUGUST 11, 2024 | LINK IN THE BIO**

## C.O.P.E. courses this summer?

Scouting America  
ORANGE COUNTY COUNCIL

December 1, 2024

[Board Member's Name]  
Orange County Council, Scouting America  
[Board Member's Address]  
[City, State, ZIP]

Dear [Board Member's Name],

I hope this letter finds you well. On behalf of the Orange County Council, Scouting America, I want to extend my heartfelt thanks for your outstanding service and dedication throughout 2024.

Your leadership and commitment have been instrumental in advancing our mission to inspire and prepare young people to make ethical and moral choices over their lifetimes. Your contributions have had a profound impact, not only on the council but on the countless lives of the Scouts and families we serve.

As we reflect on the successes of this year, it's clear that your guidance and support have played a crucial role in helping us achieve our goals. We are deeply grateful for your time, expertise, and unwavering support.

Thank you again for your service. We look forward to your continued involvement as we work together to shape the future of Scouting in Orange County.

Yours in Scouting,  
*Russell Etzenhouser*  
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## TAKE YOUR CLASSROOM OUTDOORS

**WELCOME!**

Two hour immersions are an exciting field trip experience that offer unique educational opportunities for students. Students can delve into various subjects, interact with nature, and participate in hands-on activities, all within just two hours.

**\$25 PER STUDENT | 2 HOUR DURATION | MAXIMUM OF 64, MINIMUM OF 6**

**FIELD TRIP IMMERSIONS:**

WACKY SCIENCE	S.T.E.M.	MINE	RANCH
Students will immerse themselves in the new, fascinating world of experiments, such as plunging their hands into Obolock and witnessing the captivating transformation of dry ice.	Our S.T.E.M. program is going to bring life to science, technology, engineering, and math components. Students will be immersed in various S.T.E.M. based activities that can include sessions that on our solar system, structural integrity, and the human body.	The students will delve into the history of the California Gold Rush and gain insights into modern mining practices. They'll experience mining firsthand at our Lucy Lou Mine, as well as try their hand at panning in our sluice boxes. With a stroke of luck, they might even exclaim, "Eureka!" before they leave.	Envision exploring our magnificent orchard, as students wander through this vibrant landscape, they'll encounter a diverse array of land-living biodiversity. Students will gain insights into the significance of composting, the role of pollinators, and the innovative practice of aquaponics.
3rd - 7th Grade	3rd - 7th Grade	3rd - 7th Grade	K - 8th Grade

**We Change Lives**  
Visit Us Online: [www.outdooreducationcenter.org](http://www.outdooreducationcenter.org)  
Give Us a Call: (714) 923-3191

ORANGE COUNTY COUNCIL  
SCOUTING AMERICA

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[www.ocscoutingoutdoors.org](http://www.ocscoutingoutdoors.org)

## Russell Etzenhouser Scout Executive/President

# WE CHANGE LIVES

(714) 546-4990  
[www.ocscoutingamerica.org](http://www.ocscoutingamerica.org)

# Peer Review, Social Media & Iconography

## Before Publishing, Peer Review

To ensure both efficiency and consistency, while still upholding our brand's standards all content, whether for digital or print use, should be peer-reviewed by at least two individuals. One of the reviewers must be a member of the council leadership or marketing team to ensure full adherence to the branding guidelines and maintain the integrity of the Scouting America, Orange County Council brand. *However, if you are simply posting photos about an ongoing or past event, this review process is not necessary.*

## Content Guidelines

**Social Media:** Social media is a powerful tool for connecting with our community and it must be used thoughtfully to protect the brand. When creating content for social media, it's important to keep in mind broader perception of the content posted. Do not post flyers or other "made for print" materials. Ensure all media and graphics are optimized for mobile use.

**Appropriate Content:** Avoid using any images or references to blood, gore, or inappropriate pop-culture elements that could detract from the core values of Scouting. We represent Scouting America, and it's our responsibility to uphold the dignity and positivity associated with the brand.

**Tone and Messaging:** Social media posts should always be uplifting, community-focused, and family-friendly. We serve a broad audience of youth and families, extending beyond our core Scouting members, so it's important to communicate with inclusivity and respect.

**Tagline Usage:** Whenever possible, include our powerful tagline, "We Change Lives," in all social media content. It should be displayed prominently in either Mascot or in all caps Helvetica Bold to maintain consistency. This tagline encapsulates the impact of our work and should reinforce every message we share.

**Lore and History:** Don't forget to highlight the rich history and lore of Scouting America. Celebrate our past achievements and the legacy of figures like Lord Baden Powell, whose quote, "The most worthwhile thing is to try to put happiness into the lives of others," serves as a guiding principle for everything we do. This can be incorporated into posts to add depth and heritage to our messaging.

# Iconography and Design Elements

The visual elements of our brand, from icons to typography, are critical in creating a consistent look across all materials. Below is how to use them effectively.

**Scouting Icons:** Use Scouting-related icons, such as tents, campfires, and compasses, to reinforce our outdoor, adventure-driven identity. These icons should be simple and clean, in line with the Swiss Design style we follow.

**Proper Use of the Tagline:** As mentioned, “We Change Lives” should appear frequently in all branded materials. This phrase is central to our identity and should never be altered or replaced. The approved fonts, mascot font or all caps Helvetica Bold, should be used to maintain uniformity.

**Quotes and Inspiration:** The quote from Lord Baden Powell is another core element that can be used across social media, posters, and flyers. Incorporating this quote reminds our community of our shared values and the purpose behind our efforts.

**Serving a Diverse Audience:** At Orange County Council, we serve a wide array of youth and families, extending beyond the traditional Scouting community. Our messaging and visuals should reflect this diversity, ensuring that everyone feels included and welcome.

By following these guidelines, we ensure that our brand is represented with integrity, consistency, and respect across all platforms and media. Protecting the brand isn’t just about visuals—it’s about communicating our mission and values in everything we do.



**“The most worthwhile thing is to try to put happiness into the lives of others”**

**- Lord Baden-Powell**



