



NORTHEAST REGION

ORDER OF THE ARROW

**FEBRUARY 2016**

# BRAND GUIDELINES

## OVERVIEW

As a part of the national organization; the Northeast Region; and its stakeholders are ambassadors for the branding and identity of the Order of the Arrow. The region brand serves as a way to strengthen the national branding guidelines as set forth in the Order of the Arrow branding guidelines which can be found at <http://oa-bsa.org/branding>. Use this document, not as a replacement to the national brand, but rather an amplification of it. Use this as a resource and a guide as you help to visually enhance and unify a brand for the Northeast!

## ELEMENTS

### << LOGO >>

**PURPOSE:** For use of all Northeast Region promotional material and merchandise.



### << STANDARD SIGNATURE >>



NORTHEAST REGION

ORDER OF THE ARROW



NORTHEAST REGION

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### << HEADER >>



ORDER OF THE ARROW  
**NORTHEAST REGION**

**PURPOSE:** For use on all Northeast Region promotional material and merchandise.



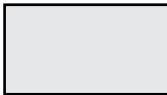
**PURPOSE:** For all official documentation related to the Northeast Region.

### << COLOR COMPONENTS >>

#### Primary:



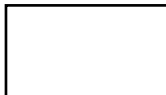
C:0 M:100 Y: 81 K: 4  
HEX #: E31837



C:0 M:0 Y:0 K: 10  
HEX #: E6E7E8



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



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

#### Secondary:



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



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



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

**PURPOSE:** For all official documentation

### << ALTERNATIVE SIGNATURE >>



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**PURPOSE:** For all official documentation related to the Northeast Region.

# TYPOGRAPHY

Following these typography guidelines and displaying consistency in the typefaces of the Order of the Arrow and the Northeast Region will unify the identity even further.

## << TYPOGRAPHY SPECIFICATIONS >>

### Primary Headline Text

Museo Slab 700

Tracking: 20

Kerning: Optical is preferred

### Body Text

Museo Sans 300

Tracking: 30

Kerning: Optical is preferred

### Tertiary Headline Text

Museo Sans 700

Tracking: 20

Kerning: Optical is preferred

### Special Indicator Text

Museo Sans 300 Italic

Tracking: 10

Kerning: Optical is preferred

### Secondary Headline Text

Museo Slab 300

Tracking: 20

Kerning: Optical is preferred

## SOCIAL MEDIA TEMPLATES



**Social network:** Twitter

**Dimensions:** 1024 x 512 pixels

**Purpose:** For shared images in a Twitter news feed.

### << TWITTER >>

Twitter Template - 1024 x 512 pixels



“

Be a yardstick of quality, some people aren't used to an environment where *excellence is expected.*

”

**STEVE JOBS**

@OANorth | #OABSA | NORTHEAST.OA-BSA.ORG

### << FACEBOOK >>

Facebook Template  
410 x 410 pixels



“

Be a yardstick of quality, some people aren't used to an environment where *excellence is expected.*

”

**STEVE JOBS**

@OANorth | #OABSA | NORTHEAST.OA-BSA.ORG



**Social network:** Facebook

**Dimensions:** 410 x 410 pixels

**Purpose:** For shared images in a Facebook news feed.

