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 >>

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

<< HEADER >>

ORDER OF THE ARROW
NORTHEAST REGION

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

<< ALTERNATIVE SIGNATURE >>

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 #: FFFFFF

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 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

**<< 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**

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