



BOY SCOUTS OF AMERICA®
NATIONAL COUNCIL

To: All Local Councils and Units

From: Scott A. Teare, Director
International Department

CC: BSA Licensing
BSA Brand Management
BSA Legal

Date: May 2011

RE: Policy on graphic identity for use by World Scout Jamboree participants.

This summer, from July 27 through August 7, tens of thousands of scouts from around the world will gather near Kristianstad, Sweden, for the 22nd World Scout Jamboree. The theme of the 22nd World Scout Jamboree is “Simply Scouting.”

With that theme in mind, the Boy Scouts of America has designed a specific logo, or “graphic identity” (shown here), for the Scouting contingent that will be representing the United States of America at the



World Scout Jamboree. Be advised that the logo shown here is the **only** logo permitted by the BSA to be used in connection with the World Scout Jamboree. No region-specific, council-specific, or unit-specific designs are permitted. Furthermore, the words “World Scout Jamboree” (or any variation thereof) or the abbreviation “WSJ” are not permitted.

The purpose of this policy is to ensure that the BSA is represented in a clear and consistent manner. Furthermore, this policy supports the BSA’s strategic goals and brand-building initiatives. The policy applies to patches, t-shirts, bags, coins, hats, caps and other items as well as promotional materials, such as flyers, banners and signs.

The BSA has invested significant resources in developing a unique and distinctive graphic identity for the USA Scouting contingent that reflects the theme of simplicity and unity. Central to the design is the geometric “USA” lettering, custom-designed for the identity, which can be rotated 180 degrees and still read “USA.” The color scheme, inspired by the American flag, complements branding elements used by the World Scout Jamboree.

Thank you very much for your cooperation with this policy. If you have any questions, please contact the International Department (terry.meyers@scouting.org). For questions about the application of this policy to specific products, please contact the BSA’s licensing team at licensing@scouting.org.

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