BOY SCOUTS OF AMERICA®

Last Modified: October 1, 2011

GUIDELINES FOR CUSTOM PATCHES AND EMBLEMS

The following shall serve as guidelines for review and approval of designs incorporating the Boy Scouts of America's trademark words, phrases, symbols or mottoes.

For custom patches and emblems commissioned by a council, unit or other Scouting organization, a Licensee must <u>not produce</u>:

- Council Shoulder Patches currently stocked by the Boy Scouts of America (BSA) Supply Group;
- Any patch in any one of the defined shapes of a Council Shoulder Patch, which is **not** a Council Shoulder Patch.
- Generic or "stock" standard patches or emblems stocked and sold by the BSA Supply Group;
- Rank insignia, or patches/emblems substantially similar to rank insignia;
- Patrol emblems currently stocked and sold by the BSA Supply Group;
- Unit numerals;
- Merit Badges or Merit Badge "knock-offs";
- Parody patches or emblems that the BSA, at its sole discretion, would deem as reflecting poorly on the BSA or its programs, and;
- Patches or emblems that contain the confederate flag, except where such a design is incorporated into an existing and currently used flag of any state within the United States of America;
- Patches that contain the words. "World Scouting Jamboree," "WSJ," or patches depicting the World Scouting Crest;
- Patches that contain the Olympic rings, or the word "Olympics"
- Patches that contain the Explorer E and LFL (Learning for Life) logos and wording. The Explorer E and Learning for Life are a separate organization from the Boy Scouts of America and product bearing these marks will not be authorized.
- Patches that contain a third-party trademark which would either directly or indirectly suggest an endorsement of a product or service.

Supply Group
P O Box 7143
2109 Westinghouse Blvd.
Charlotte, North Carolina 28241
(800) 323-0732

www.scouting.org
www.scoutstuff.org

Custom patches are also subject to the following restrictions:

- All patches and emblems must contain a Boy Scouts of America corporate identifier: either, "BSA" without any periods, "Boy Scouts of America" or the BSA fleur-de-lis; as instructed in the BSA Insignia Guide;
- All patches and emblems must be for a Scouting event;
- No trademarks (including GSUSA) from others are allowed without prior authorization expressed from the trademark owner (on company letter), and written approval from the BSA.;
- No text or designs over the BSA Universal Emblem, when used;
- No text or designs superimposed over the American flag, nor attached to it any mark, insignia, letter, word, figure, picture, or drawing of any nature (a stationary American flag may not be used as a patch backing; however, a "waving" American flag may be used);
- No obscene gestures or foul language;
- No words or designs that the BSA would consider, at its sole discretion, to reflect poorly on the values of the BSA or that it would deem offensive to the BSA and/or its members;
- Patrol Emblems must be 2' round with a tan border / background, no letters or numbers and a maximum of three colors;
- Unit, District and Council Emblems must be for a specific event such as a Camporee or Summer Camp;
- There should not be any political reference made on patches;
- BSA patches and emblems do not require statutory markings (i.e. ®, ™, ©), except in cases where the emblem or patch is of sufficient size that these marks can be produced legibly. Typically this is a patch that is 3 ½" in diameter or larger for a round patch, or any patch that is at least 4" wide or tall;
- Council Should Patches (CSPs) cannot have the city and state on them. The name of the Council must appear on all CSP's. Only the council name is allowed as far as identification of the unit is concerned. No council initials are accepted.

For custom patches bearing third-party trademarks or imagery such as Norman Rockwell / Joseph Csatari illustrations:

- If a Normal Rockwell/Csatari image is being used, terms and conditions for use of specific design applies. Please reference the illustration list. Rockwell and Csatari images require artist signatures on the design;

For Order of the Arrow Patches & Emblems:

- Order of the Arrow (OA) Emblems with the letters WWW should not have periods between the WWW;
- OA Pocket Flap Emblems must fit the exact size and shape of the uniform pocket flap (p. 53, BSA Insignia Guide: 2009-2010);
- Any use of Native American imagery must adhere to BSA Native American Guidelines.

For 2013 National Jamboree Patches & Emblems:

- All Jamboree Shoulder Patches (JSP) should use either the words, "National Jamboree" or "National Scout Jamboree".
- Any patches which too closely resemble a 2013 National Jamboree logo design, including, but not limited to, size, color, or shape, will not be authorized.
- All JSPs must be 2" x 5" in size. Any JSP that does not conform to this guideline may not be authorized. Troop or crew numerals cannot be embedded in the design.
- Any use of third party trademarks must have written approval prior to use. Written approval must be made on company letterhead.
- All JSPs must conform to the BSA Commercialism Policy and may not directly or indirectly endorse a third party product or service.
- Jamboree Shoulder Patches (JSP) cannot have the city and state on them. The name of the Council must appear on all JSPs. Only the council name is allowed as far as identification of the unit is concerned. No council initials are accepted.

For "Meet Me At The Summit" Patches & Emblems:

The "Meet Me At The Summit" logo mark may be used to help the local council promote the 2013 National Jamboree. Please note that the logo may not be broken apart and must be customized with the Council name.

Non-custom (stock or generic) or newly created custom "fill-in" designs

All other designs must be approved using our Licensed Product approval process.

Modified Trademark Use

The BSA understands that in some cases reproduction of certain elements of trademarks and logos in the embroidery process may be substandard due to the size, and reproduction capabilities of these elements on custom patches and emblems. If modifications are made to the BSA trademarks, they require permission from the BSA and are subject to design approval on a case-by-case basis. No third party can lay claim to any designs incorporating any elements of the BSA trademarks.

Color Restrictions

Suppliers of custom embroidered patches and emblems should be vigilant when selecting colors for elements in their designs where the BSA Trademarks are rendered. Colors that are restricted for elements of the BSA marks, words, phrases and the BSA fleur-de-lis, include neon colors, pastels and any other colors deemed inappropriate by the BSA.

Custom Patch and Emblem Backing

Suppliers of custom embroidered patches and emblems are required to create and use, with prior approval from the BSA, a custom patch or emblem backing, incorporating the Officially Licensed Product Seal or affixing the Officially Licensed Product holographic sticker (should be present for each individual path) as authorized by the BSA.