

# Guidelines for Designing your own BSA® Patch

If you find yourself in charge of creating a custom patch and unsure of where to start, the patch pointers below will guide you through the process from beginning to end.



BOY SCOUTS OF AMERICA®  
LICENSING AND TRADEMARK PROTECTION

## STEP 1:

### PLAN AHEAD!

When you get an early start, you'll often get a lower price. Use our patch order planner to help take advantage of the best opportunities.

## PATCH ORDER PLANNER

This is a typical timeline and may vary from supplier to supplier based on production loads, delivery methods, etc.

Event Date: \_\_\_/\_\_\_/\_\_\_ "Need by" date: \_\_\_/\_\_\_/\_\_\_

**65 DAYS OUT**

\_\_\_/\_\_\_/\_\_\_

Begin planning (research suppliers, review BSA custom patch guidelines, sketch your design, etc)

**45 DAYS OUT**

\_\_\_/\_\_\_/\_\_\_

Go to [www.scouting.org/licensing](http://www.scouting.org/licensing) or visit your local scout shop.

**35 DAYS OUT**

\_\_\_/\_\_\_/\_\_\_

Finalize artwork and place order

## STEP 2:

Select an authorized BSA patch supplier. Visit [www.scouting.org/licensing](http://www.scouting.org/licensing) to view a listing of official licensees, or visit your local scout shop.

## STEP 3:

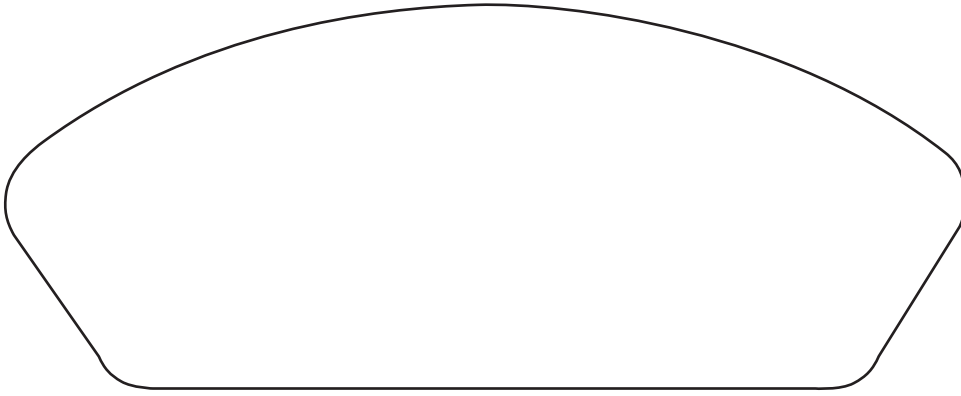
**DESIGN YOUR PATCH!** Work with your authorized patch supplier to help you with the design. The BSA has different requirements in place depending on what type of custom patch you're producing.

## PATCH DESIGNS – DOs and DON'Ts

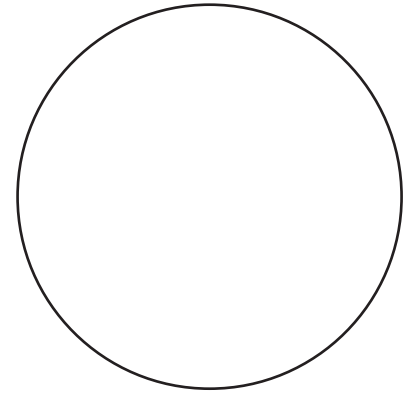
- All patches and emblems **must** contain a Boy Scouts of America corporate identifier, specifically "BSA" (without any periods), "Boy Scouts of America" or a solid BSA fleur-de-lis.
- All patches and emblems **must** be for a Scouting event or activity.
- No third party trademarks (including movie and comic book characters) are reviewed without prior written permission of the trademark owner **on company letterhead**. Work with your authorized supplier to help secure permission if that is the case.
- Do not obscure or cover up the BSA Universal Emblem or any BSA logo with any text or other design if it is the only BSA identifier.
- Council Shoulder Patches (CSPs) **cannot** have the city and state on them. The name of the local council **must** appear on all CSPs. Only the local council name may be used to identify any particular unit. No council initials are accepted.
- CSPs **must** be 2" x 5", inclusive of any protruding edges.
- Avoid patche designs produced by BSA Supply Group.
- Check out other custom patch guidelines, including 2013 Jamboree Patch tips by visiting here <http://www.scouting.org/custompatches>



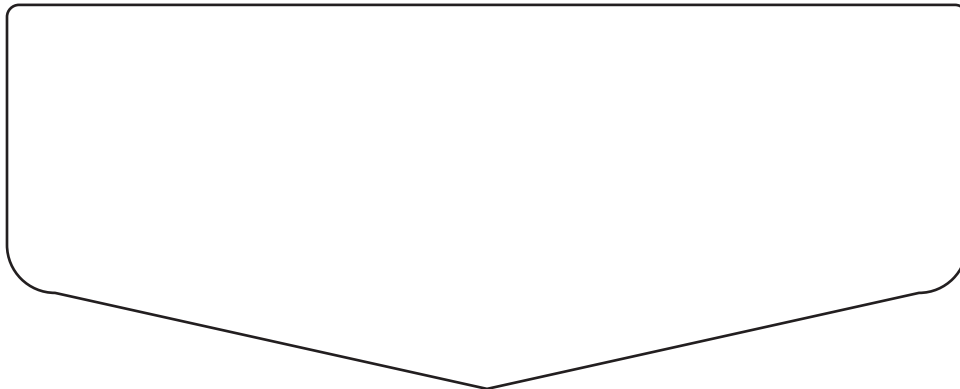
Below are some common patch shapes that you can use to start designing your custom patch.



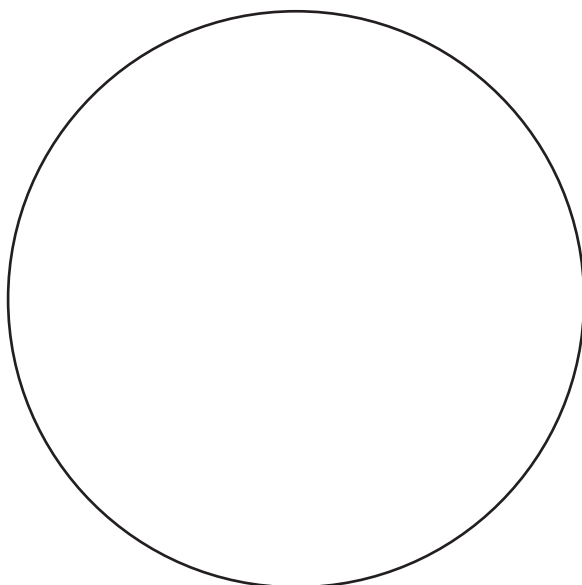
CSP Council Shoulder Patch  
2"x 5"



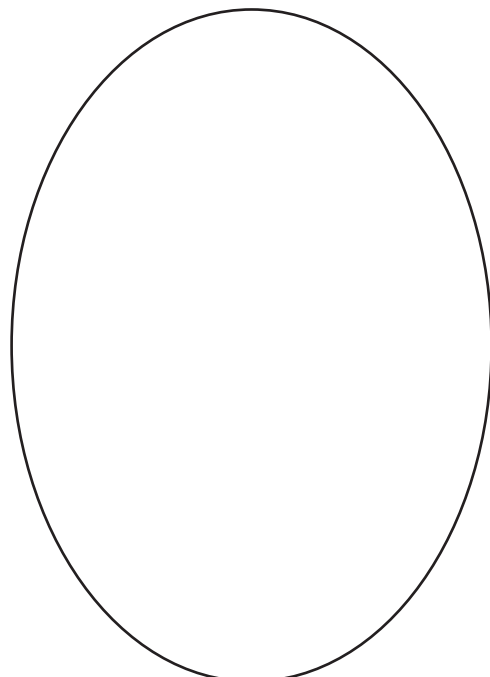
2" Patrol patch/ Can use up to 3  
thread colors



Lodge Pocket Flap  
2"x 5"



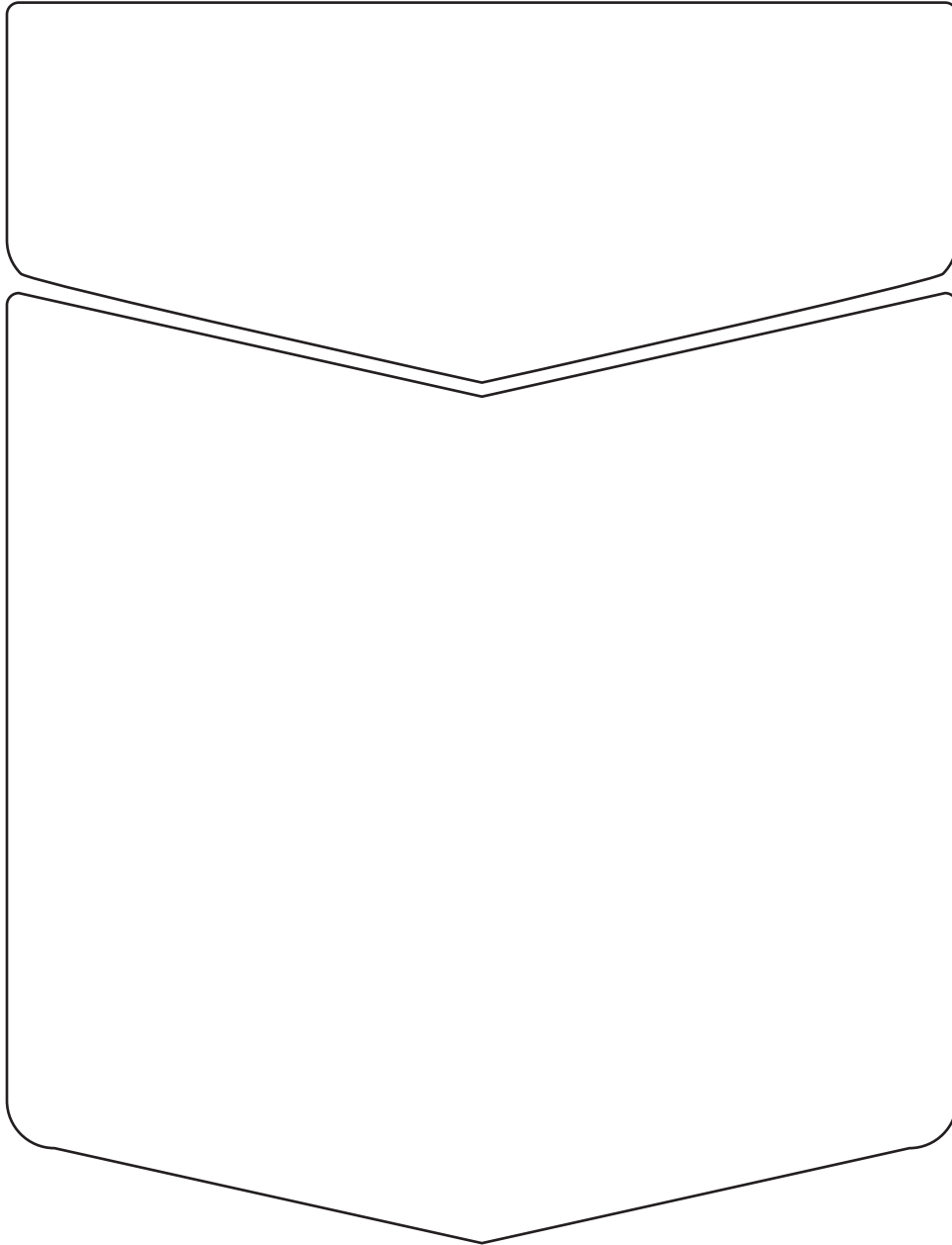
3" Round



2.5" x 3.5" Oval



Lodge Pocket Flap  
2"x 5"



Lodge Pocket Flap  
5"x 5"