

# RECOMMENDED GUIDELINES



## PATCH DESIGN



### 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. BSA Licensed Vendors must be used when producing patches or recognition items for district or council events or activities.

Custom patches and emblems commissioned by a council, district, unit or other Scouting organization, a Licensee must not produce:

- 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 Olympic rings, or the word "Olympics"
- Patches that contain a third-party trademark which would either directly or indirectly suggest an endorsement of a product or service.
- 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.
- No trademarks from others are allowed without prior authorization expressed from the trademark owner (on company letter), and written approval from the BSA..
- Any other third-party trademark or copyrighted material being incorporated on a custom patch must be accompanied by a letter of permission on company letterhead of intellectual property owner.
- 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.
- 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.

### SOME TIPS AND SUGGESTIONS:

- Custom designed patches normally take longer approval and production than do stock patch designs from licensed vendors.
- All designs must be approved by the BSA before production. The licensed vendor submits the design to BSA Licensing Group for approval.
- Most patches are produced off-shore and sufficient time needed to be allowed for shipping and other considerations (Customs, etc.)
- The timeline for custom patches can be reduced by providing the licensed vendor with a completed design by a graphic artist or designer. Some licensed vendors will provide this service but will require additional time for design and approval.
- Allow approximately 5-6 weeks for custom patch designs. Stock patches may be able to be produced in less time. Be sensitive to production schedules that may include holidays and heavy production time for licensed vendors.

### DESIGN PRE-APPROVAL PROCESS:

Patch Designs should be presented to the District Executive to begin the pre-approval process. All patches designs or concepts must be pre-approved by David Horton, Scout Executive and John Altavilla, Vice President of Program before submitting to a licensed vendor for approval, design and production.

### RESOURCES:

BSA Embroidery Style Guide  
Patch Design Guidelines  
Guidelines for Custom Patches and Emblems  
BSA Licensed Vendors ([www.scouting.org/licensing](http://www.scouting.org/licensing))  
Patch Standard Shape Templates

# 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 suggested timeline and may vary from supplier to supplier based on design, approval, production loads, delivery methods, etc.

Event Date: --/--/--- "Need by" date: --/--/---

### 75 DAYS OUT

--/--/---

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

### 60 DAYS OUT

--/--/---

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

### 45 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:

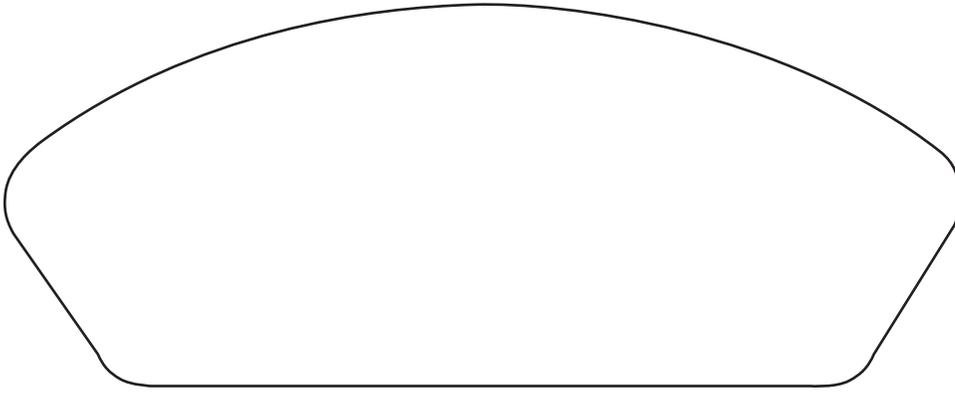
**DESIGN YOUR PATCH!** Work with your authorized patch supplier to help you with the design. The BSA has different requirements in place depending on what type of custom patch you're producing.

## PATCH DESIGNS – DOs and DON'Ts

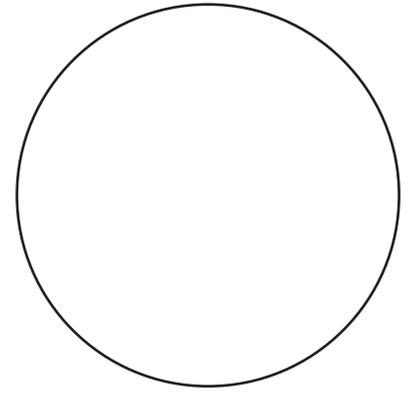
- All patches and emblems **must** contain a Boy Scouts of America corporate identifier, specifically "BSA" (without any periods), "Boy Scouts of America" or a solid BSA fleur-de-lis.
- All patches and emblems **must** be for a Scouting event or activity.
- No third party trademarks (including movie 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 Generic or "stock" standard patches or emblems stocked and sold by the BSA Supply Group.
- Check out other custom patch guidelines, including by visiting here: <http://www.scouting.org/custompatches>



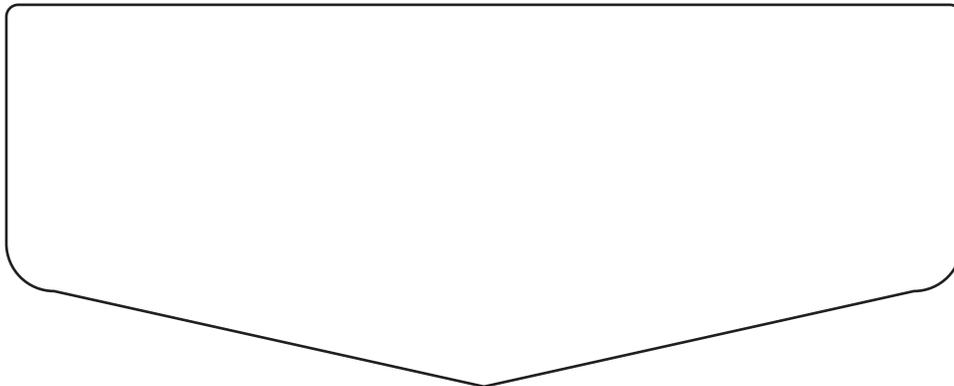
Below are some common patch shapes that you can use to start designing your custom patch.



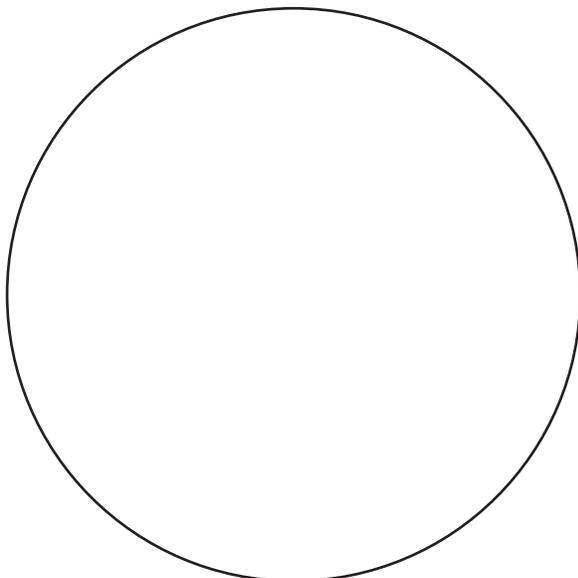
CSP Council Shoulder Patch  
2"x 5"



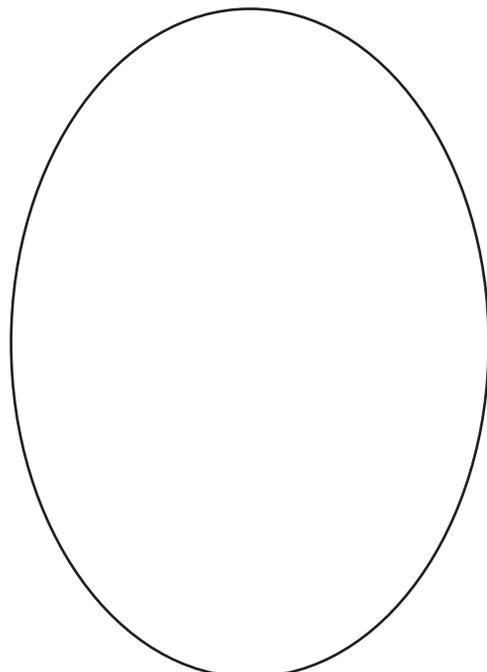
2" Patrol patch/ Can use up to 3  
thread colors



Lodge Pocket Flap  
2"x 5"



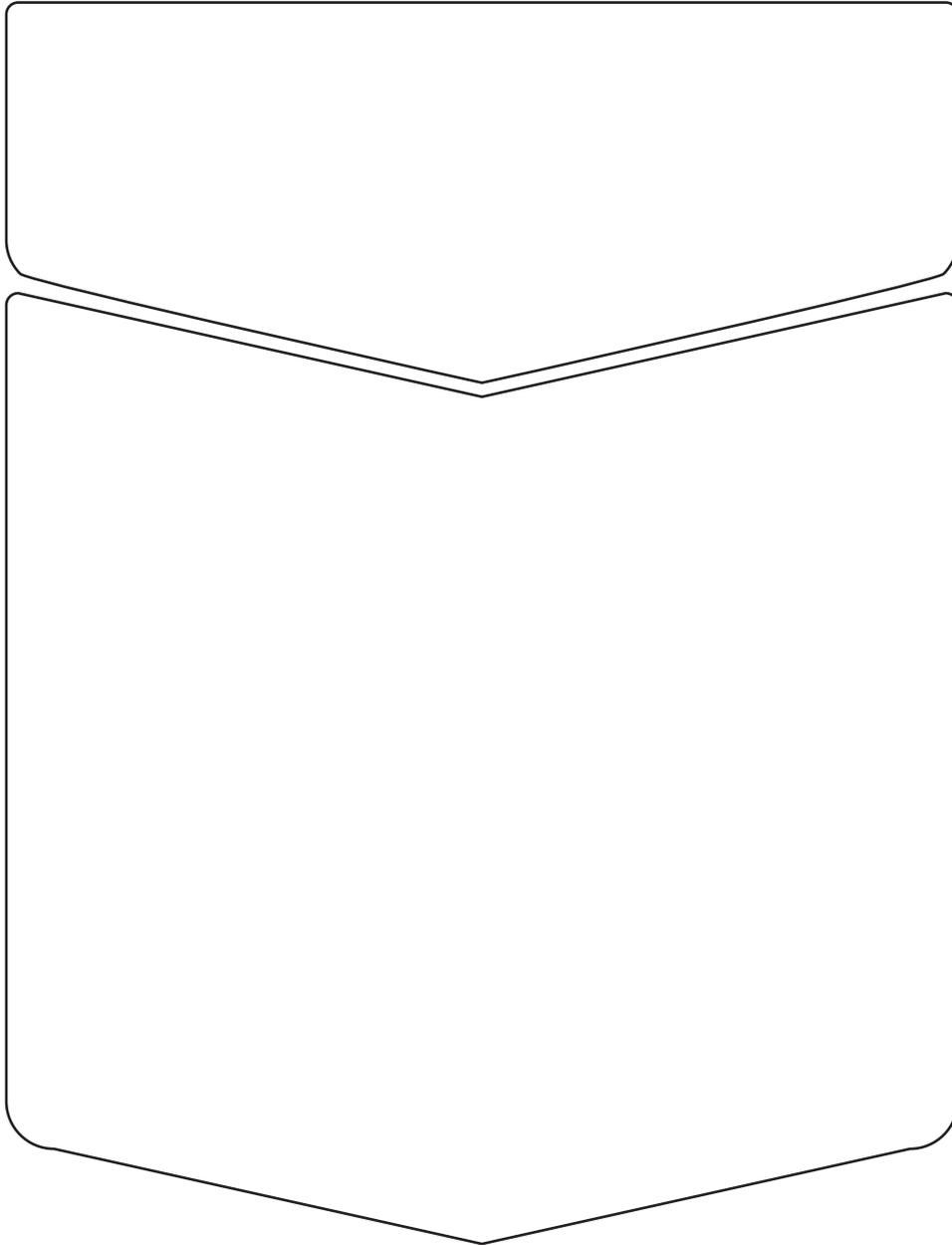
3" Round



2.5" x 3.5" Oval



Lodge Pocket Flap  
2"x 5"



Lodge Pocket Flap  
5"x 5"



BOY SCOUTS OF AMERICA®

EMBROIDERY STYLE GUIDE

2010



## Introduction

The 2010 BSA® Embroidery Style Guide is intended as a resource to maintain a level of consistency in the manufacture of BSA® embroidered products, including BSA® patches and emblems. The following pages outline the BSA's primary logo use for embroidered items. For patch and emblem licensed products, please refer to the information provided in the "Guidelines for Custom Patches and Emblems" as an added resource.

This style guide does not encompass embroidered use for all BSA® trademarks. In such cases, the BSA will review these types of requests on a case-by-case basis. All authorization request submissions should be submitted using the BSA® Trademark Online Authorization System. Authorization requests for review must be submitted using the stitched design.

### BSA Identification

Per the 2009-2010 BSA® Insignia Guide (Special Regulations, page 5): It is mandatory that all badges worn on BSA uniforms contain identification including one of the following identifiers:

- Corporate name (Boy Scouts of America)
- Corporate initials (BSA)
- BSA fleu-de-lis (universal with Eagle or plain one-color)
- Venturing, BSA; Venturing

This means that all council-approved Cub Scout, Boy Scout, Varsity Scout, and Venturing badges also must bear a BSA identification to protect them, and that these BSA® cloth badges must be approved by the BSA National Office.

### The Use of Third Party Trademarks

When incorporating a third party trademark in conjunction with BSA trademarks on product, the BSA requires a letter of permission on company letterhead from the appropriate representative authorized to grant such use (i.e. licensing or legal) to the BSA licensee manufacturing the item. Please contact BSA Licensing to receive a third party trademark letter of permission template which will help expedite these types of requests.

### Note:

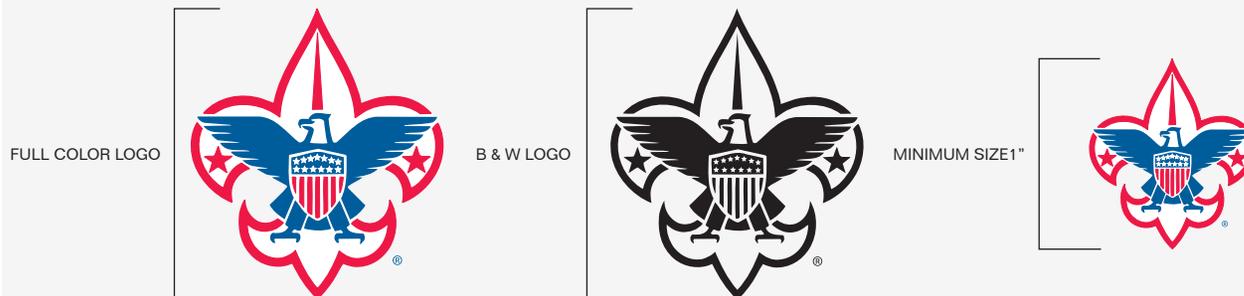
Logos produced 4" or larger should incorporate the proper statutory markings; markings should not exceed 1/8". Word marks produced 3/8" or larger should incorporate the proper statutory markings; markings should not exceed 1/8".



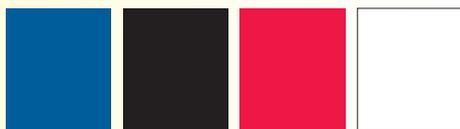
### BSA® Primary Logo

- Can only be stitched full-color or black and white
- Should be stitched no smaller than 1”
- Do not stitch over the BSA Corporate logo
- Background should be free of clutter

### LOGO USAGE

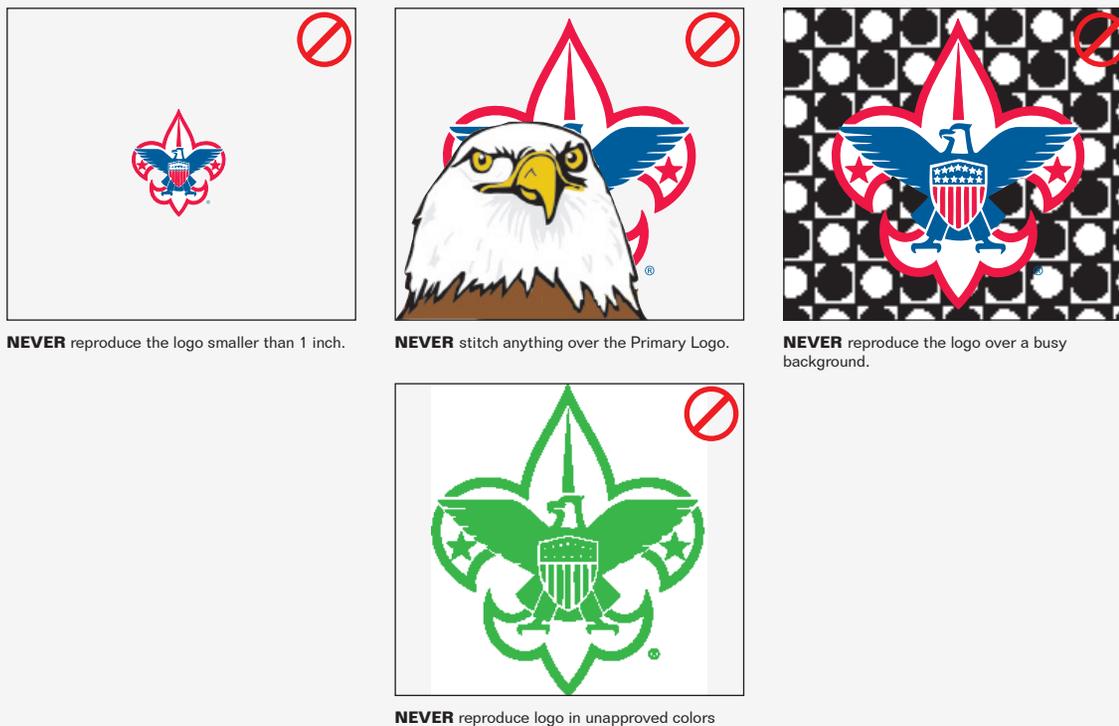


### Color Palette for BSA® Primary Logo



C	100	0	0	0
M	50	13	100	0
Y	0	49	70	0
K	20	98	0	0
WEB (HEX)	2178B5E	261C02	ED1847	FFFFFF

### INCORRECT LOGO USAGE





# BSA® Universal Emblem

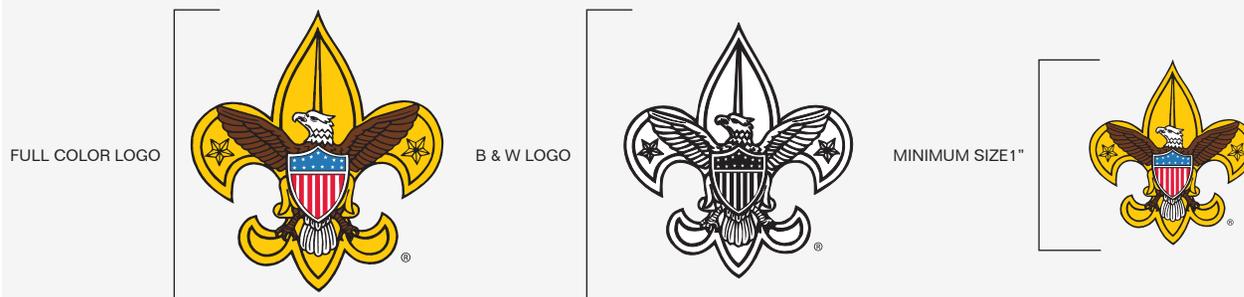
- Can only be stitched full-color or black and white
- Should be stitched no smaller than 1”
- Do not stitch over the Universal Emblem if it is the only BSA identifier

## Color Palette for BSA® Universal Emblem

PANTONE	PMS 208-2	PMS Black	RED	White
C	80	0	5	0
M	40	13	20	0
Y	0	49	100	0
K	10	98	0	0
WEB (HEX)	2178B5E	261C02	E31D3C	FFFFFF

PANTONE	PMS S5-1	PMS S318-3
C	0	50
M	20	80
Y	100	100
K	0	30
WEB (HEX)	FFCB05	6F3D23

## LOGO USAGE



## INCORRECT LOGO USAGE



**NEVER** reproduce the logo smaller than 1"

**NEVER** stitch anything over the Universal Emblem if it is the only BSA identifier

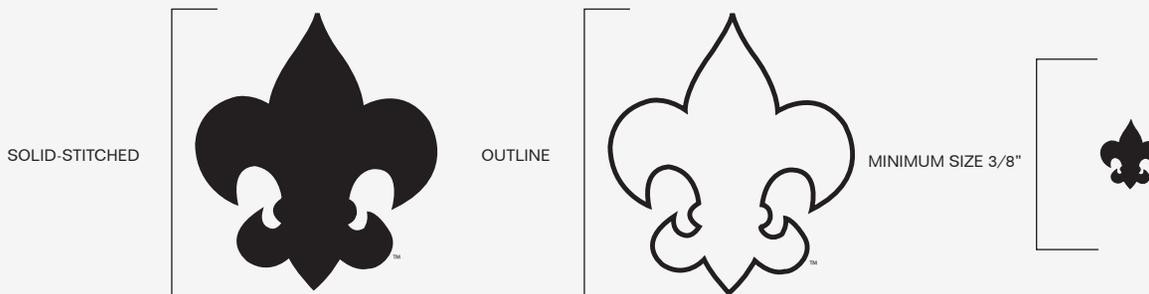
**NEVER** reproduce logo in unapproved colors



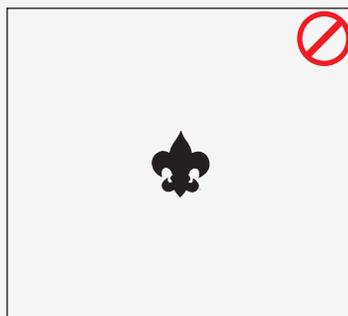
# BSA® Fleur-de-Lis

- Never Reproduce in pastels and neons
- One-color designs only (different color outlines are okay)
- Should be stitched no smaller than 3/8"
- Should be flat-stitched, no trefoil or "French" versions
- Do not stitch over the BSA® Fleur-de-lis if it is the only BSA identifier

## LOGO USAGE



## INCORRECT LOGO USAGE



**NEVER** reproduce the Fleur-de-Lis smaller than 3/8"



**NEVER** reproduce Fleur-de-Lis in unapproved colors such as pastels and neons



**NEVER** stitch anything over the Fleur-de-Lis if it is the only BSA identifier



**NEVER** reproduce the Fleur-de-Lis in the "French" version



**NEVER** reproduce Fleur-de-Lis in multiple colors



# Venturing® Logo

- Can only be stitched full-color or black and white
- Should be stitched no smaller than 7/8”
- Lettering should be no smaller than 1/8”

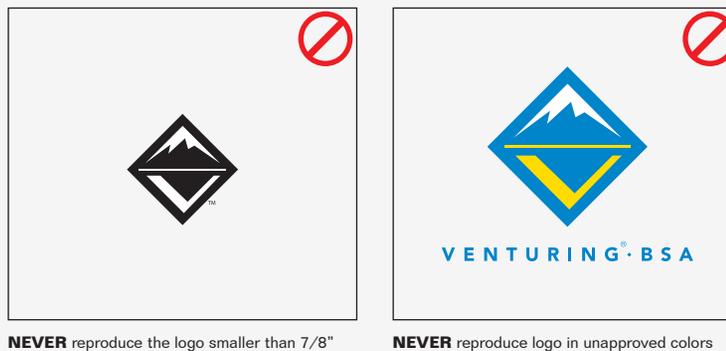
## Color Palette for Venturing®

PANTONE	00723F	261C02	FFDD00	FFFFFF
		PMS Black		White
C	100	0	0	0
M	0	13	10	0
Y	90	49	100	0
K	40	98	0	0
WEB (HEX)	00723F	261C02	FFDD00	FFFFFF

## LOGO USAGE



## INCORRECT LOGO USAGE





## Order of the Arrow® Logo

- Can only be stitched full-color or black and white
- Should be stitched no smaller than 1"
- Old Native American design can no longer be used
- Refer to the BSA Guide for Native American Imagery when incorporating Native Americans into embroidered designs
- Elements of the OA logo can be used separately and will be reviewed by the BSA on a case-by-case basis

## Color Palette for Order of the Arrow®



PANTONE	PMS 209-1	PMS Black	PMS 97-1	White
C	100	0	0	0
M	50	13	100	0
Y	0	49	70	0
K	20	98	0	0
WEB (HEX)	005E9E	261C02	ED1847	FFFFFF

### LOGO USAGE



### INCORRECT LOGO USAGE



**NEVER** reproduce the logo smaller than 7/8"

**NEVER** use the Old OA designs



# Cub Scouts® Program Logo

- Can only be stitched full-color or black and white
- Should be stitched no smaller than 1" with Cub Scouts lettering or 5/8" without lettering
- Can be modified to just diamond shape with Wolf Head

## Color Palette for Cub Scout™

PANTONE	PMS 205-1	PMS Black	PMS 5-2	White
C	100	0	0	0
M	60	13	15	0
Y	0	49	100	0
K	20	98	0	0
WEB (HEX)	005496	261C02	FFD400	FFFFFF

## LOGO USAGE



## INCORRECT LOGO USAGE



NEVER reproduce the logo smaller than 1"

NEVER use wolf head independently



### BSA® 100th Anniversary Logo

- Can only be stitched full-color; red, white and blue; black and white or one solid color
- No elements of the 100th Anniversary logo can be used independently

### LOGO USAGE

FULL COLOR LOGO



BOY SCOUTS OF AMERICA  
100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE  
CONTINUING THE JOURNEY

FULL COLOR LOGO W/ LETTERING

B & W LOGO



### Color Palette for 100th Anniversary



PANTONE	PMS 293	PMS Black	PMS 123	PMS 186
C	100	0	0	0
M	70	13	24	100
Y	0	49	94	81
K	4	98	0	4
WEB (HEX)	0067B1	261C02	FFC425	E31837



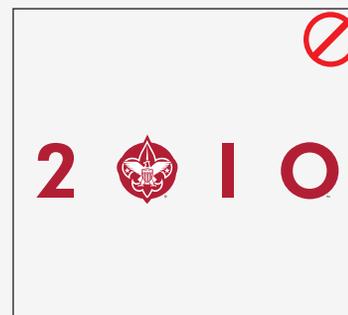
PANTONE	White
C	0
M	0
Y	0
K	0
WEB (HEX)	FFFFFF



### INCORRECT LOGO USAGE



NEVER use elements of logo independently



NEVER use elements of logo independently



NEVER reproduce logo in unapproved colors



## Guidelines for Patch Shapes

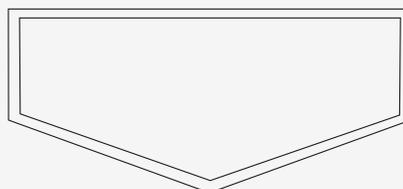
**Lodge Insignia, Scout or Scouter, right pocket flap.** Each lodge may have its own embroidered design. Must fit the exact size and shape of uniform pocket flap.

**Custom Patrol Patches, Boy Scout, right sleeve, worn below the U.S. flag emblem.** Custom patrol patch designs can be no more than three colors and must be produced on a khaki background with a khaki border. Numbers and letters are not permitted in the designs.

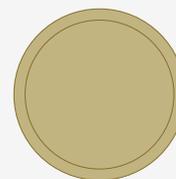
From the 2009-2010 BSA Insignia Guide, page 3, Special Regulations District Insignia, Districts are operational arms of the local council. Individuals are not identified as residents of a district, but of the local council and the Boy Scouts of America. For this reason district insignia is not authorized for wear on the uniform.

District designs submitted to the BSA that do not incorporate the council identity or event name are not authorized.

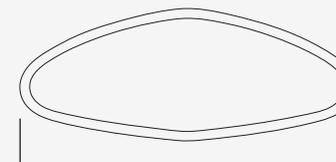
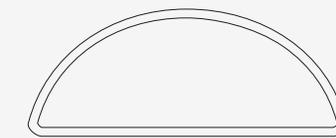
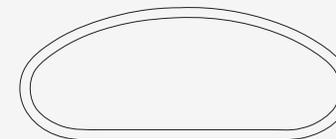
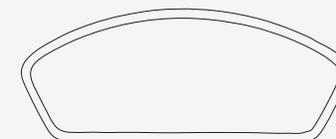
### Correct Shapes/Colors



POCKET FLAP  
2.25" - 5" / 2.5" - 5"

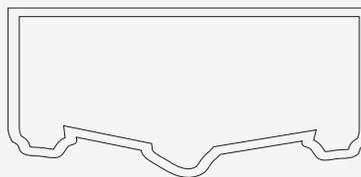
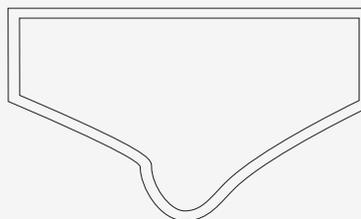


2" MEDALLION  
KHAKI BKGRD W/ KHAKI BORDER



SHOULDER FLAPS (CSP) 5" x 2"

### Incorrect Shapes/Colors



**NEVER** reproduce pocket flaps in unapproved shapes



**NEVER** reproduce medallion in unapproved colors



**NEVER** include numbers or letters in a medallion



**NEVER** reproduce CSP without a Council's name



**NEVER** reproduce CSP with images that may be inappropriate



## Jamboree® Patch Guidelines

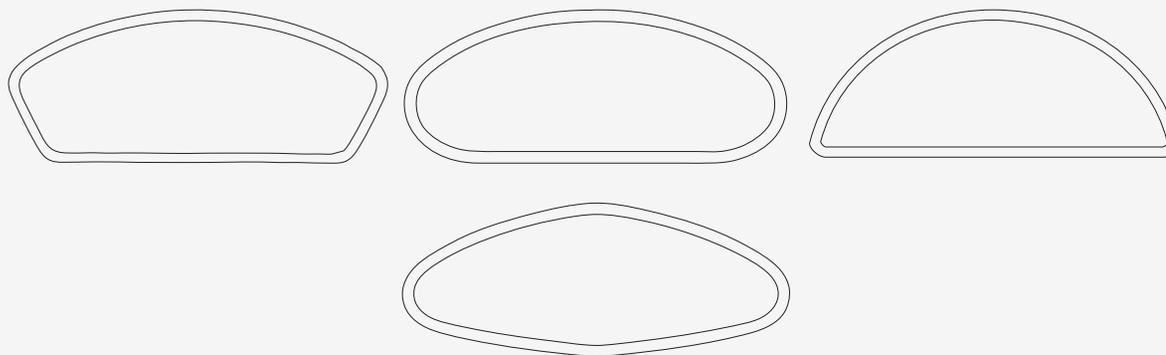
From the 2009-2010 BSA Insignia Guide, page 50, Universal and Nonunit Insignia Jamborees, A jamboree emblem is worn above right pocket by a Boy Scout/Venturer or Scouter who is registered to attend or attended the jamboree as a registered participant or staff member. Both a world and a national jamboree patch may be worn—one current national jamboree patch above the right pocket and one current world jamboree patch on the right pocket.

Council jamboree shoulder patches should be the same size, shape and dimensions as the council’s shoulder patch. Council jamboree shoulder patches cannot have pictorial representations of descriptive remarks relating to commercial corporations or commercial products nor should jamboree shoulder patches include the jamboree emblem.

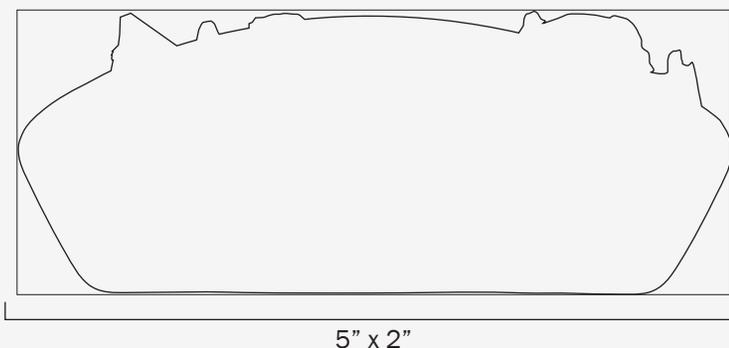
Jamboree shoulder patches should be no larger than 5”x 2”.

All jamboree shoulder patch designs will be reviewed by BSA and special permissions may be granted on a case-by-case basis.

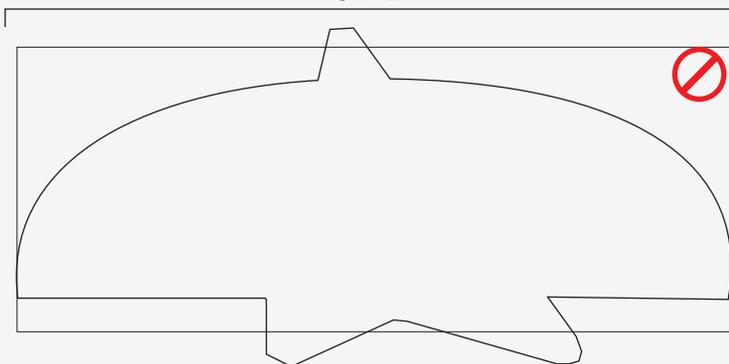
Shoulder Flaps (CSP) 5" x 2"



Correct Use of Size Parameter



Incorrect Use of Size Parameter



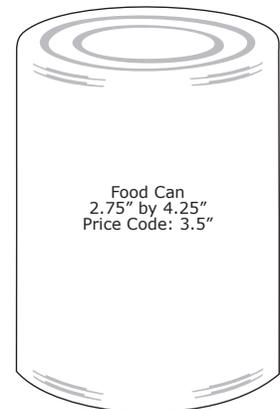
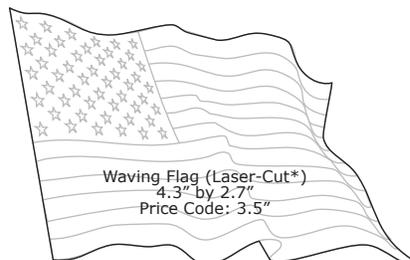
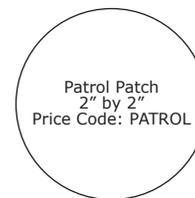
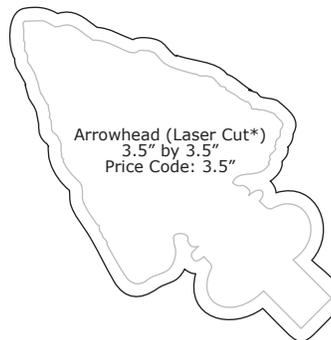
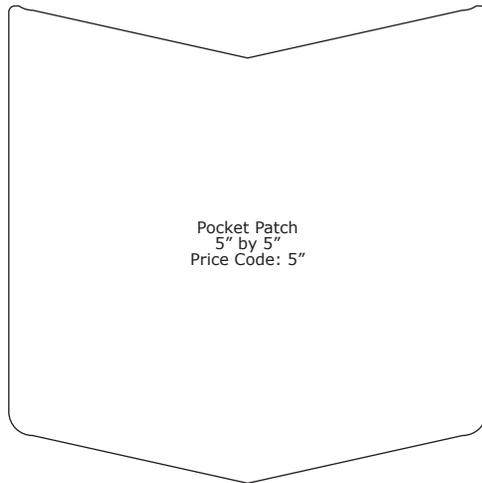
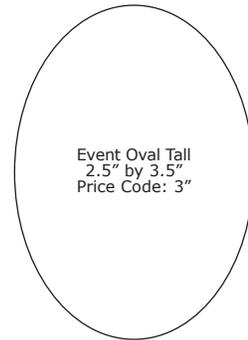
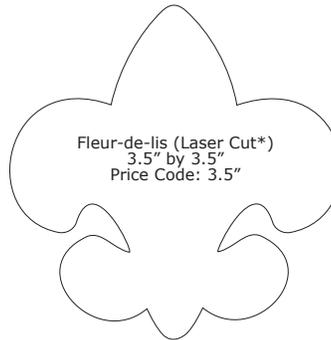
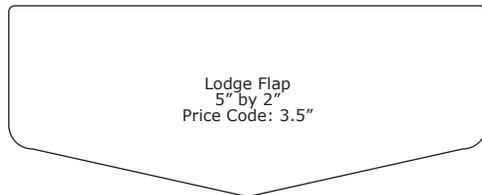
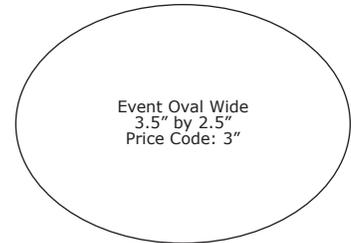
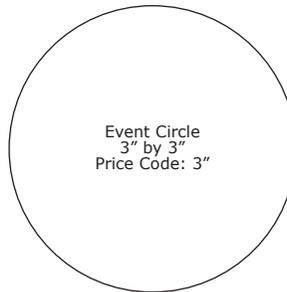
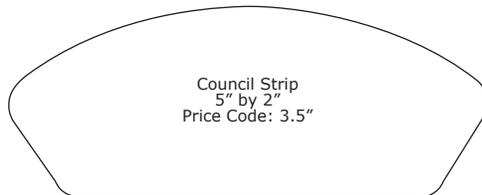
**NEVER** reproduce CSP larger than permitted size parameters

# ClassB<sup>®</sup> Patch Standard Shape Templates

Custom Printed T-Shirts

All patch orders are automatically shaped to fit these standard shape templates.

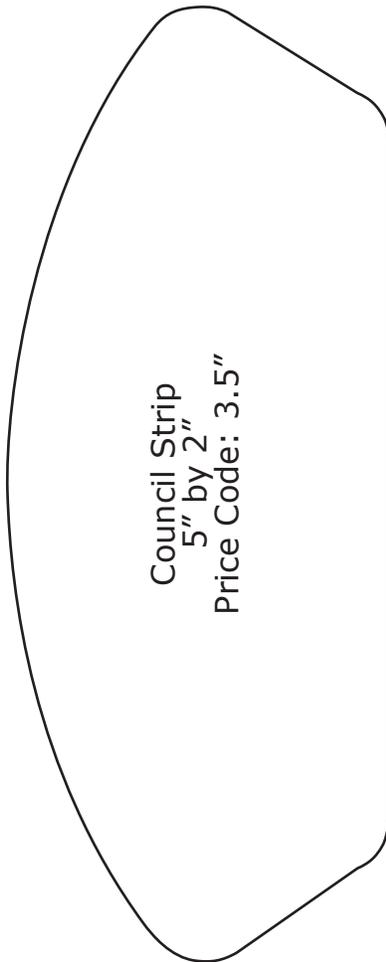
This page shows patches in actual proportions at 1/2 scale.



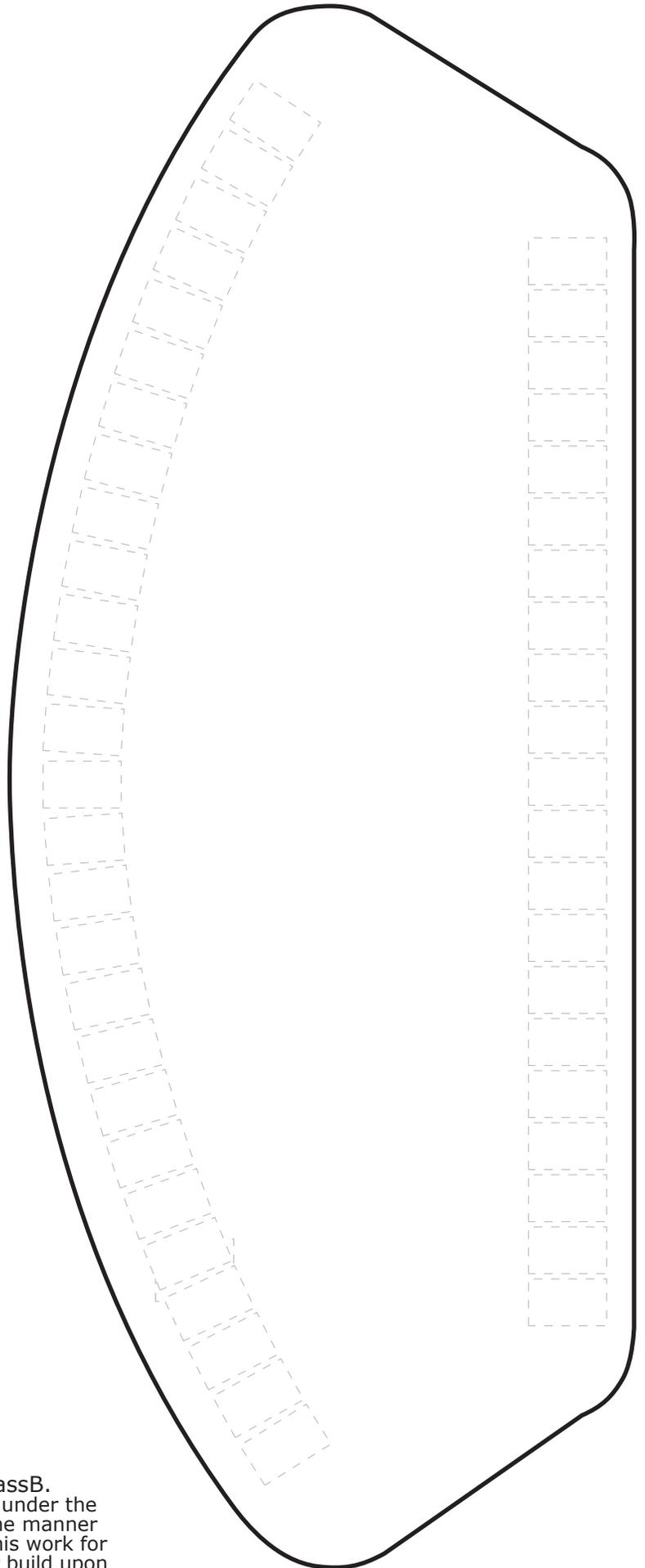
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# ClassB<sup>®</sup>

Custom Printed T-Shirts

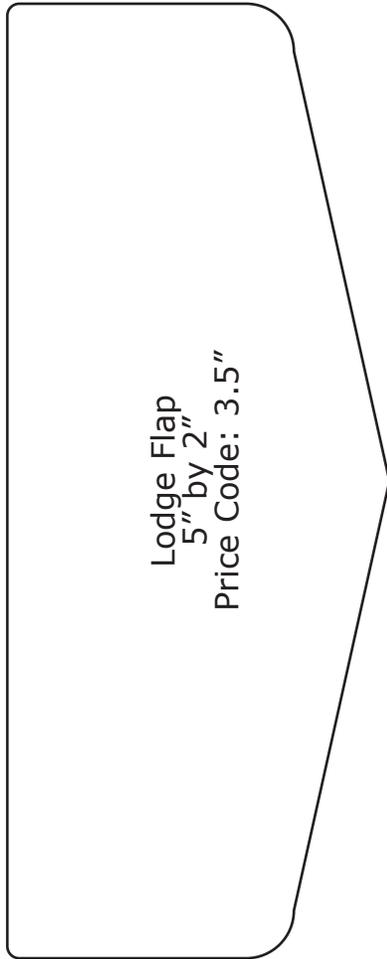


Minimum Letter Height = 1/4"

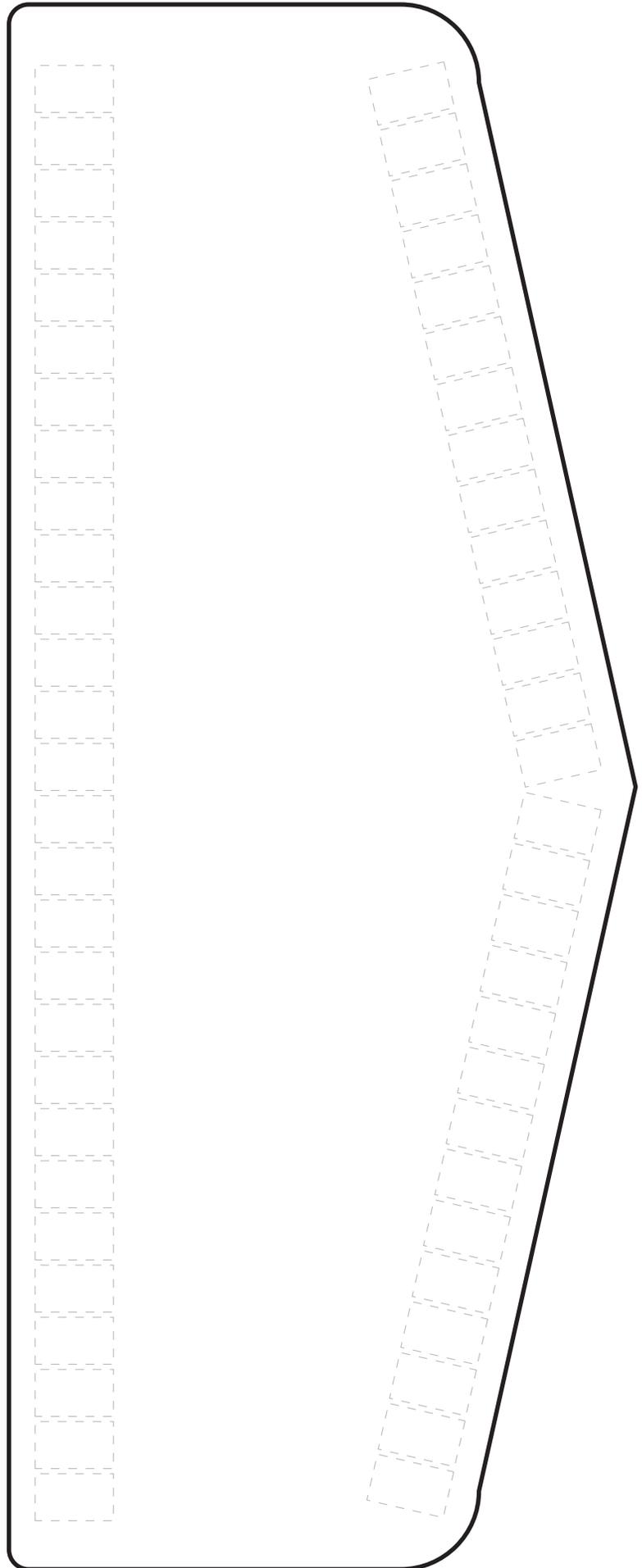


# ClassB<sup>®</sup>

Custom Printed T-Shirts



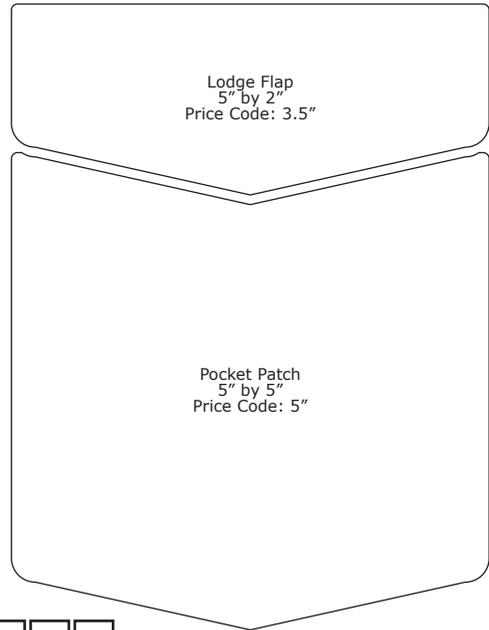
Minimum Letter Height = 1/4"



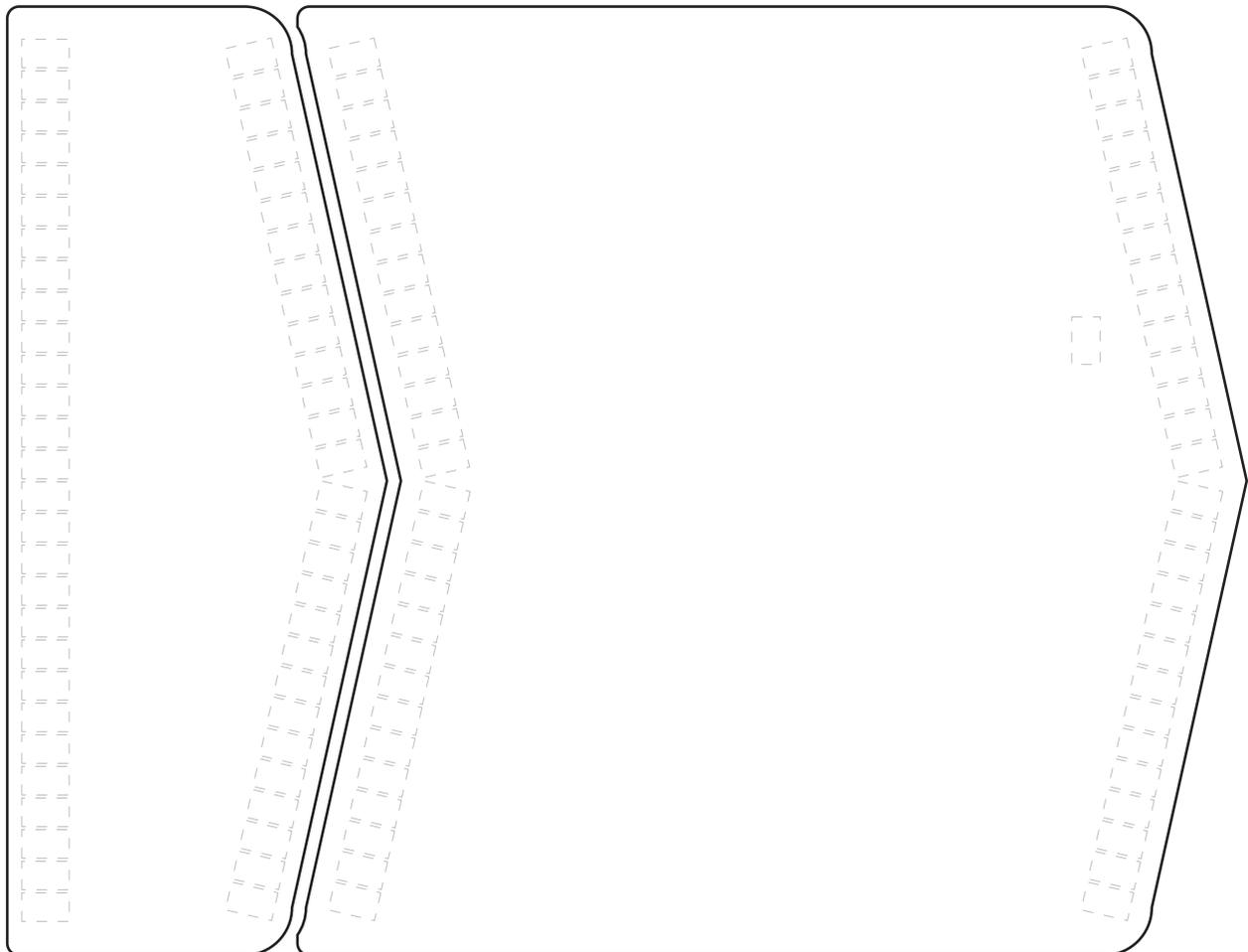
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upon this work. For any reuse or  
distribution, you must make clear to  
others the license terms of this work.

# ClassB<sup>®</sup>

Custom Printed T-Shirts

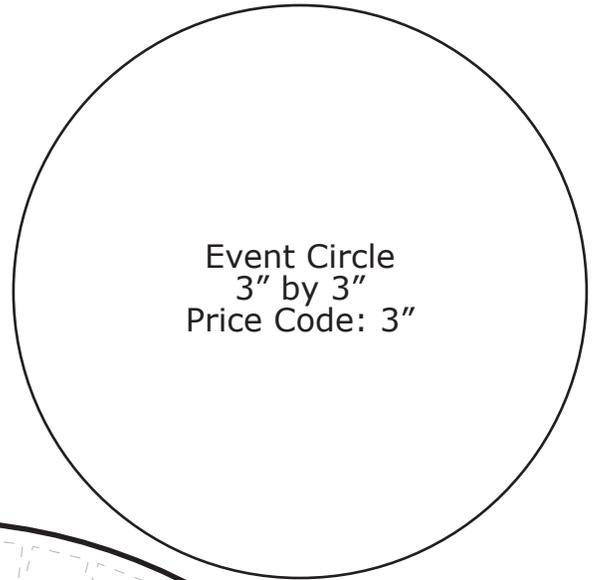


Minimum Letter Height = 1/4"

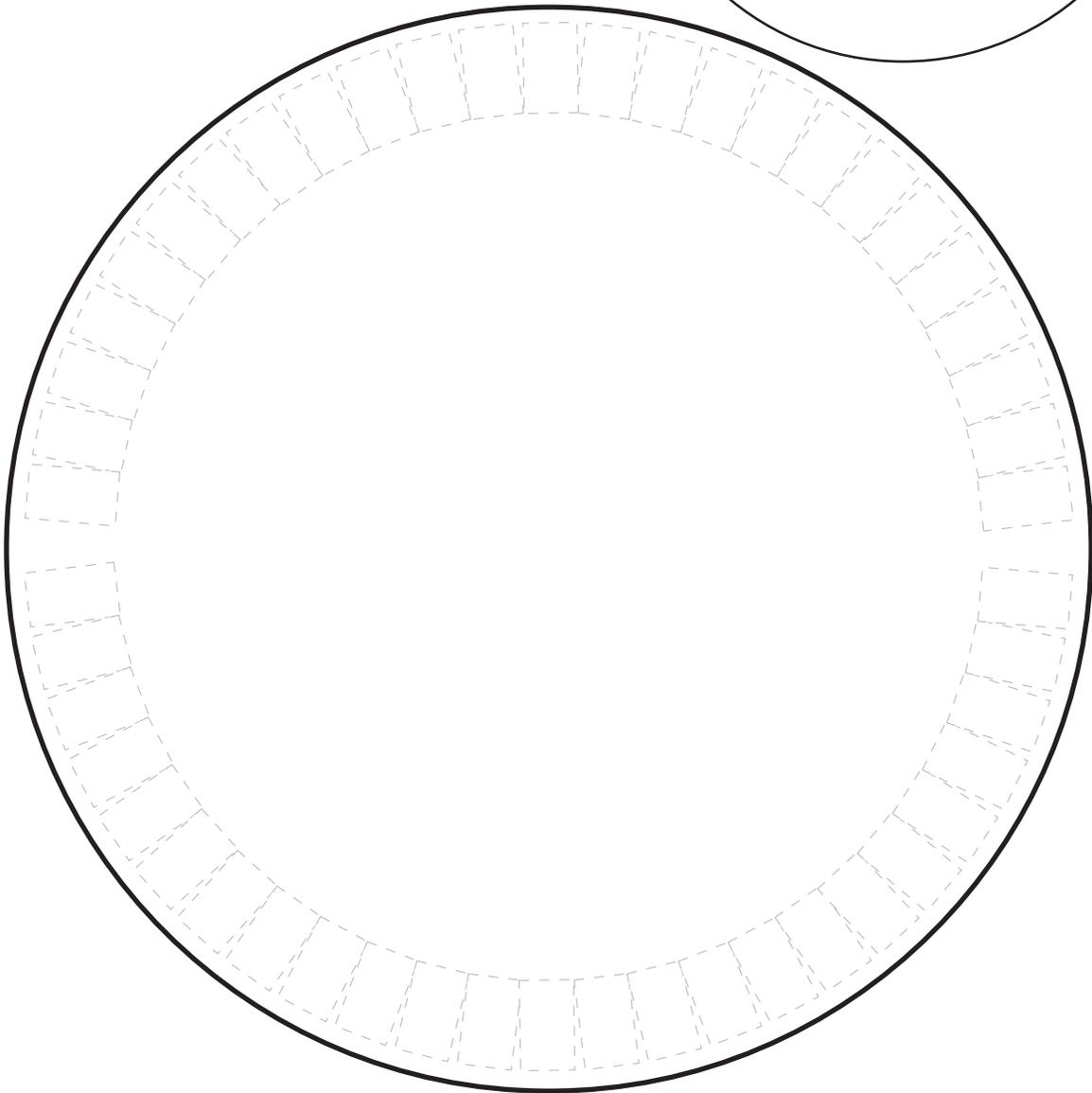


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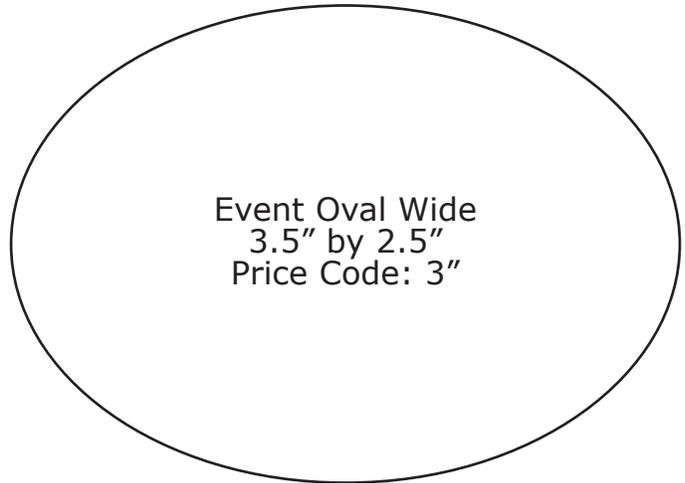


Minimum Letter Height = 1/4 inch

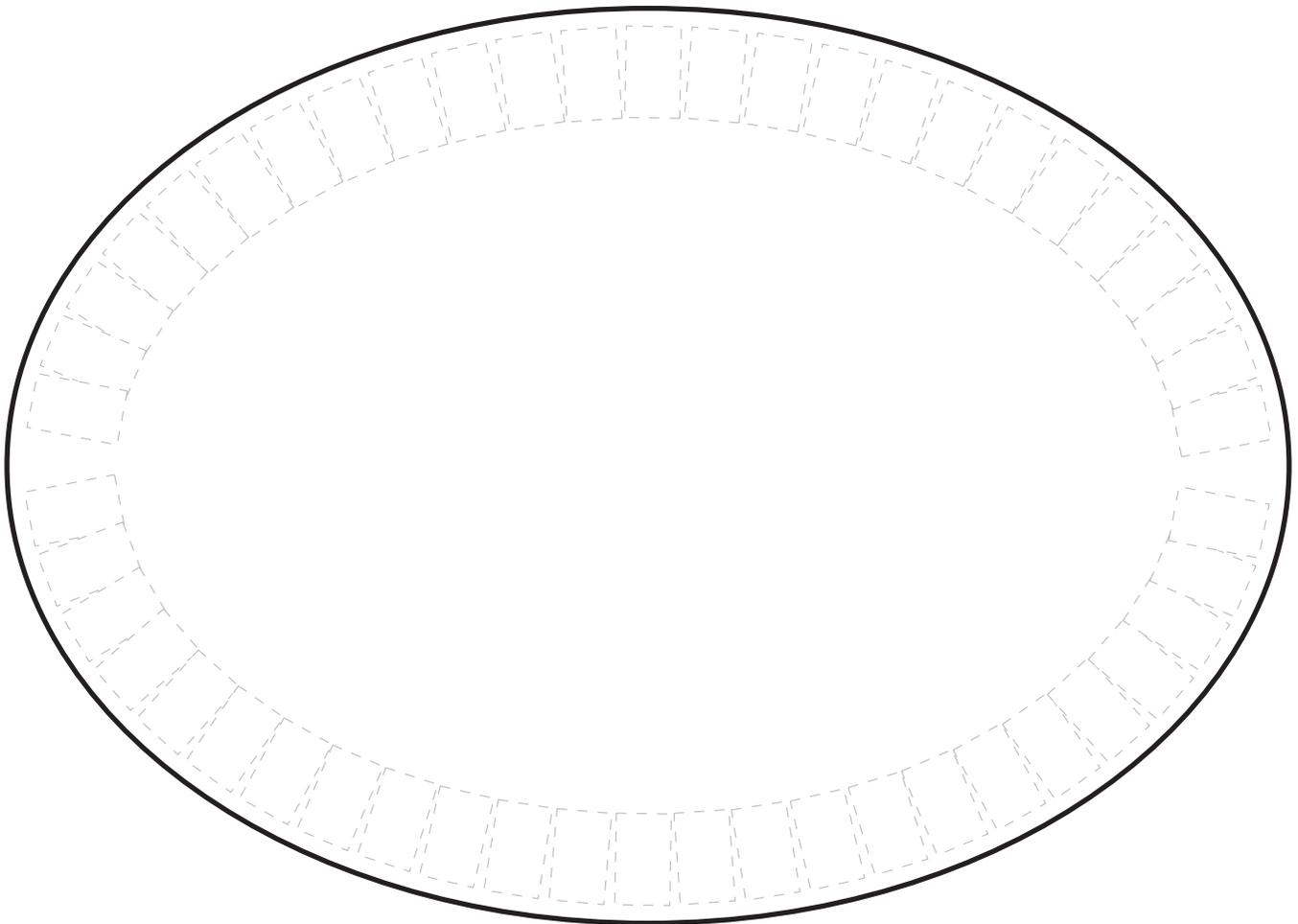


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Custom Printed T-Shirts



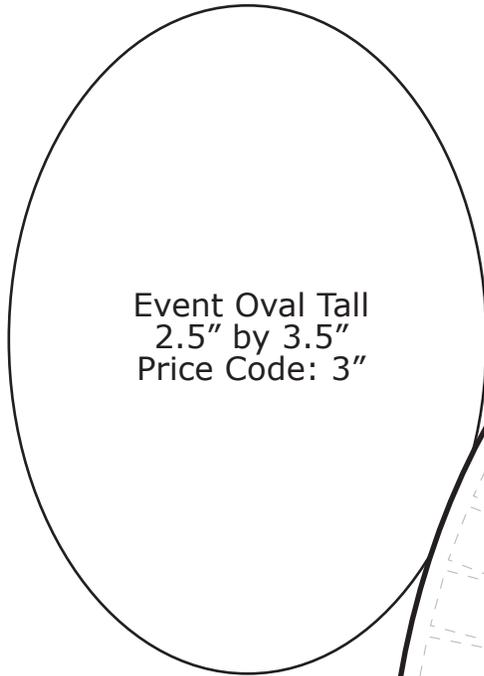
Minimum Letter Height = 1/4"



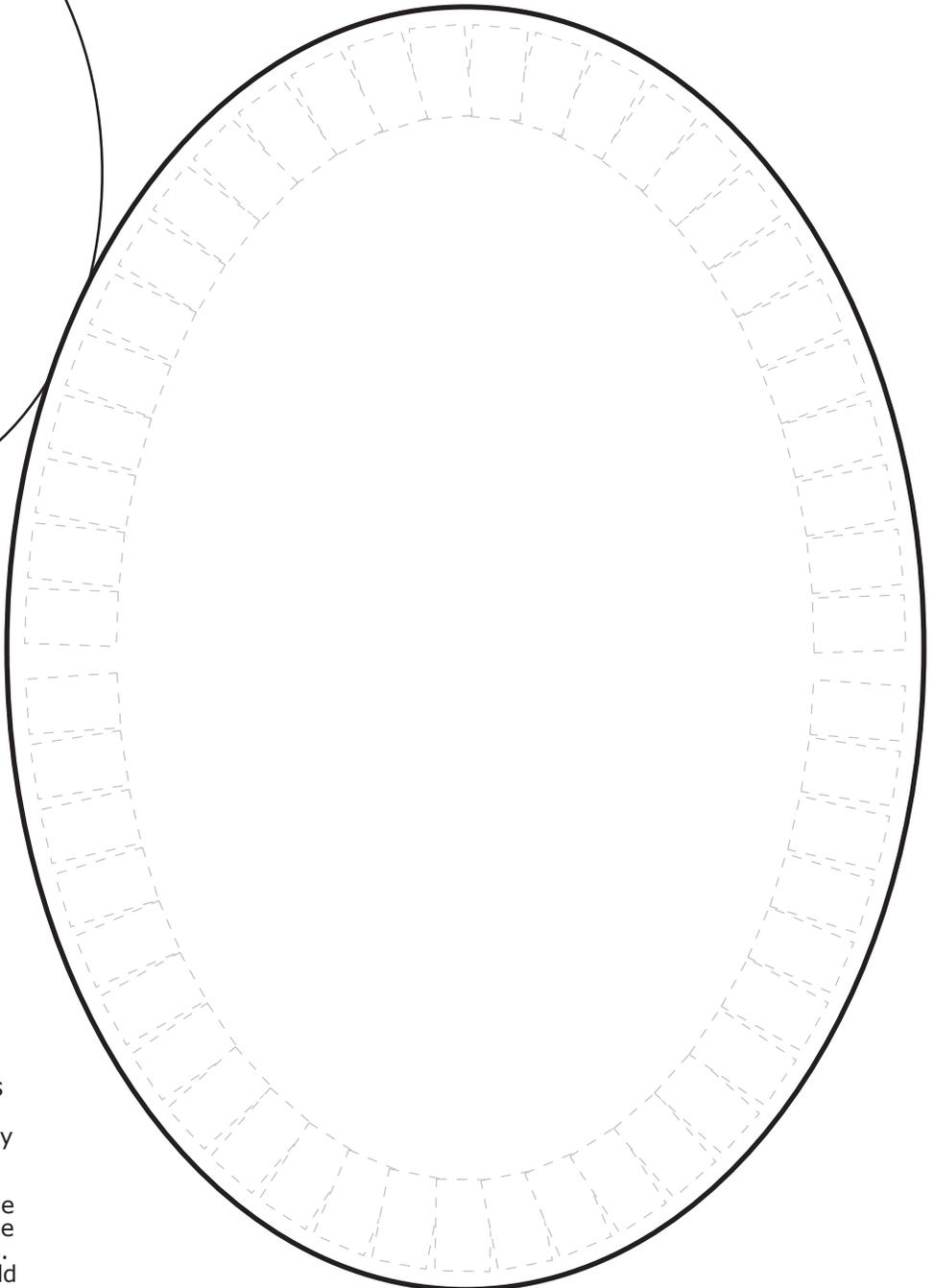
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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



Event Oval Tall  
2.5" by 3.5"  
Price Code: 3"



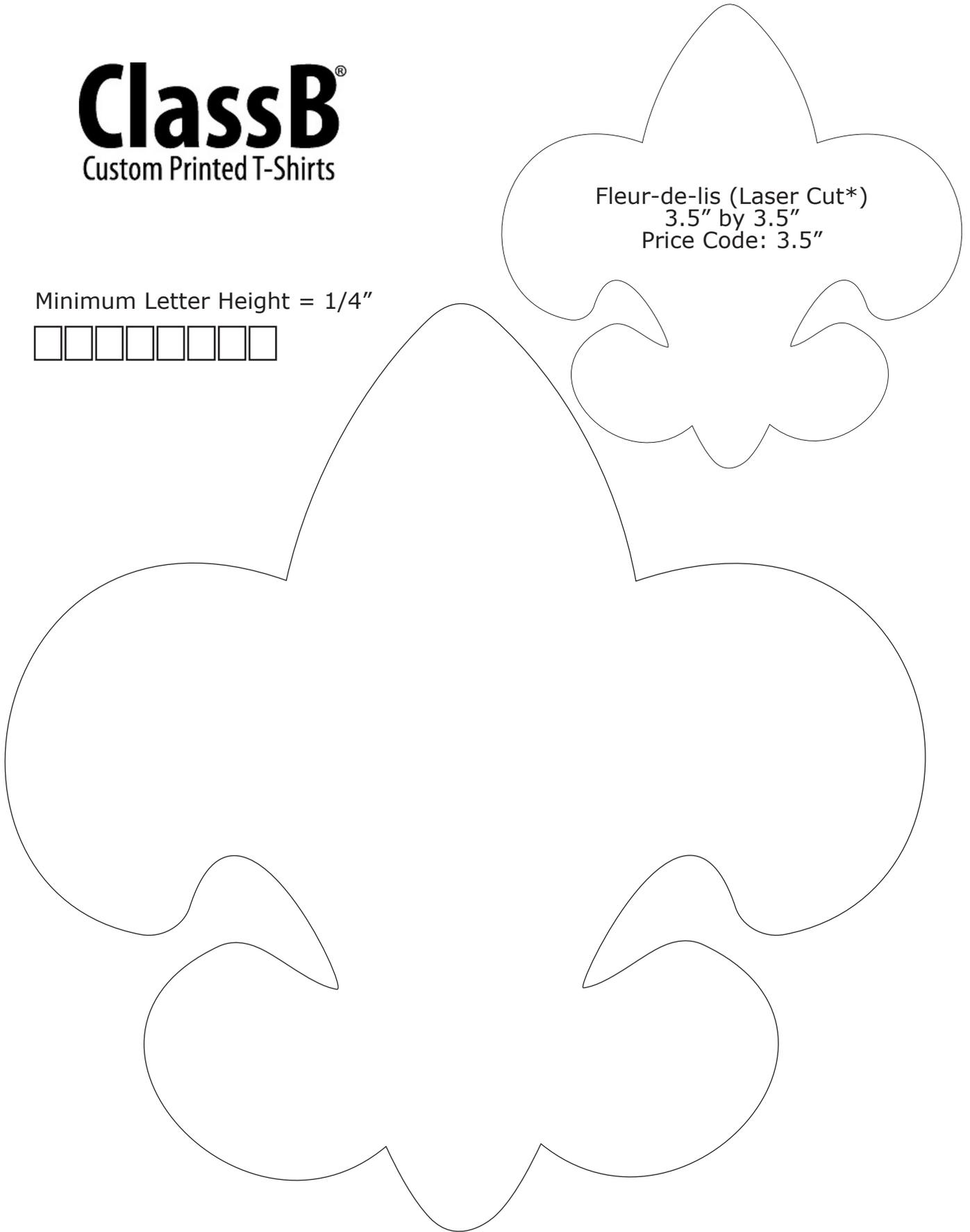
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Custom Printed T-Shirts

Fleur-de-lis (Laser Cut\*)  
3.5" by 3.5"  
Price Code: 3.5"

Minimum Letter Height = 1/4"



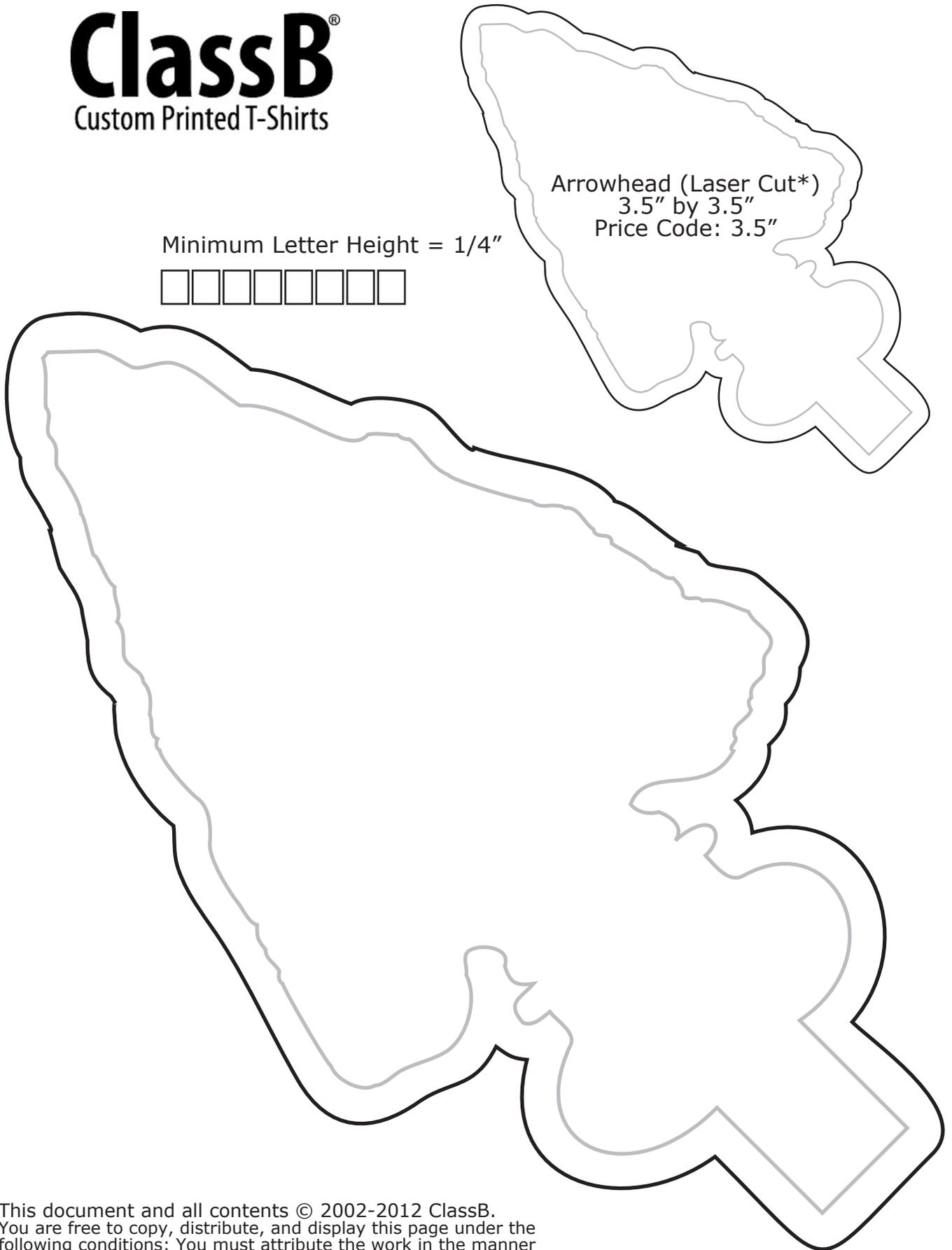
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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



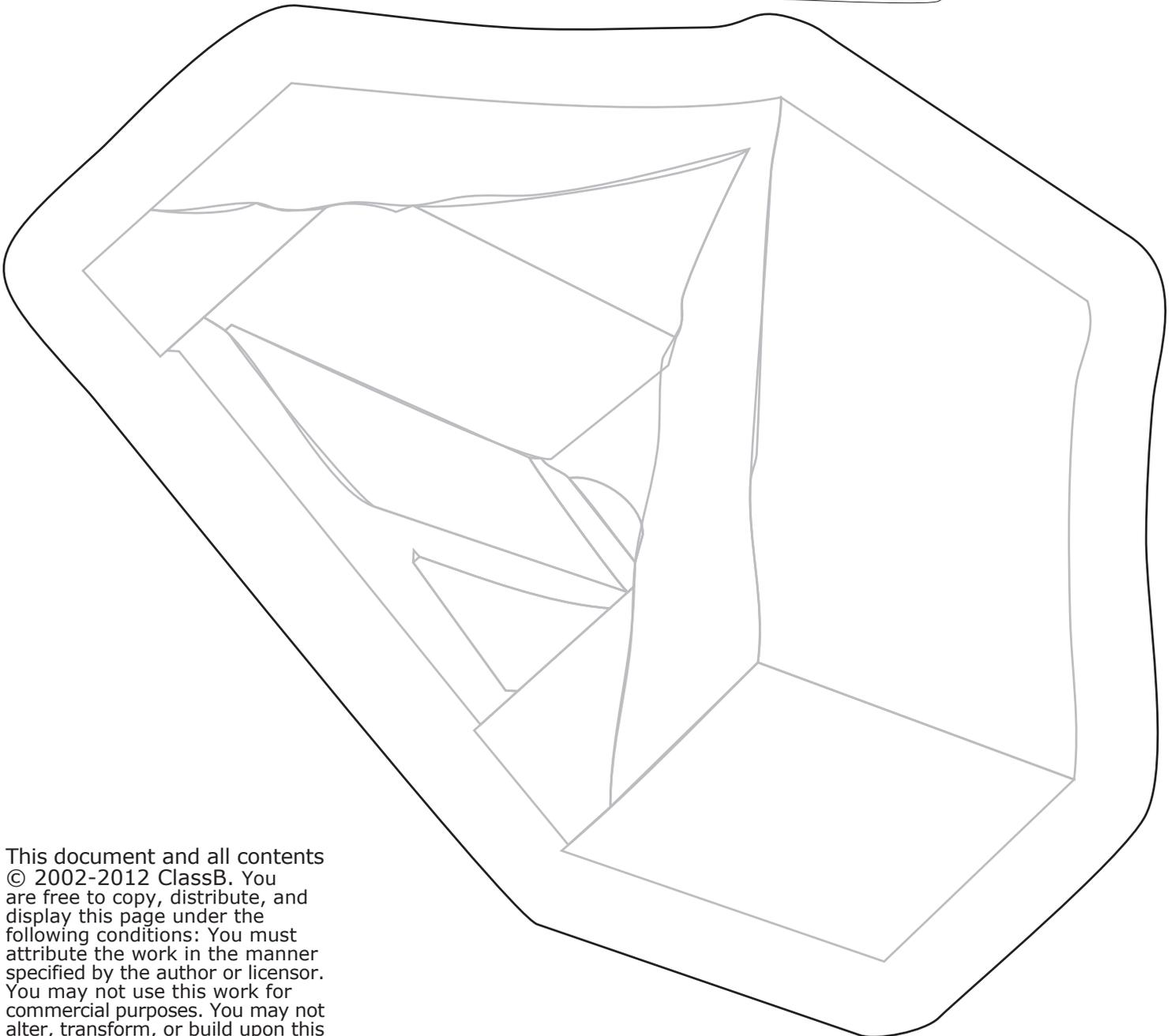
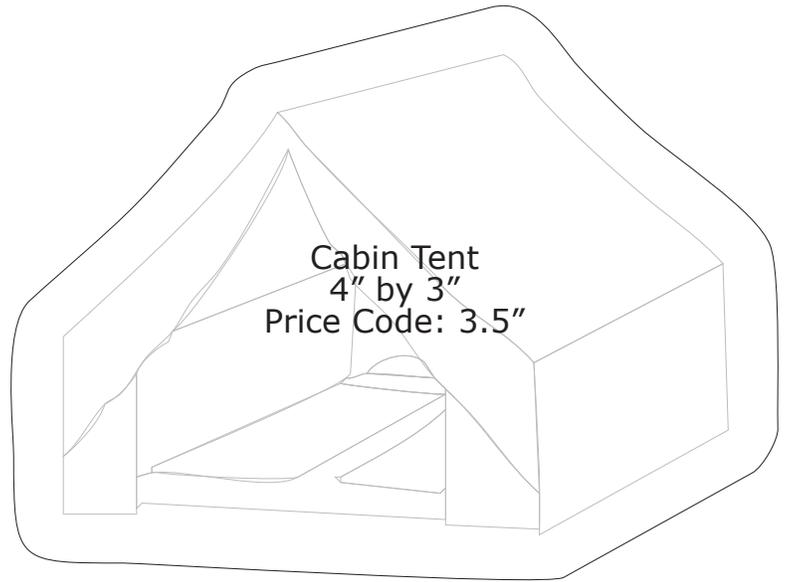
Arrowhead (Laser Cut\*)  
3.5" by 3.5"  
Price Code: 3.5"



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Custom Printed T-Shirts

Minimum Letter Height = 1/4"

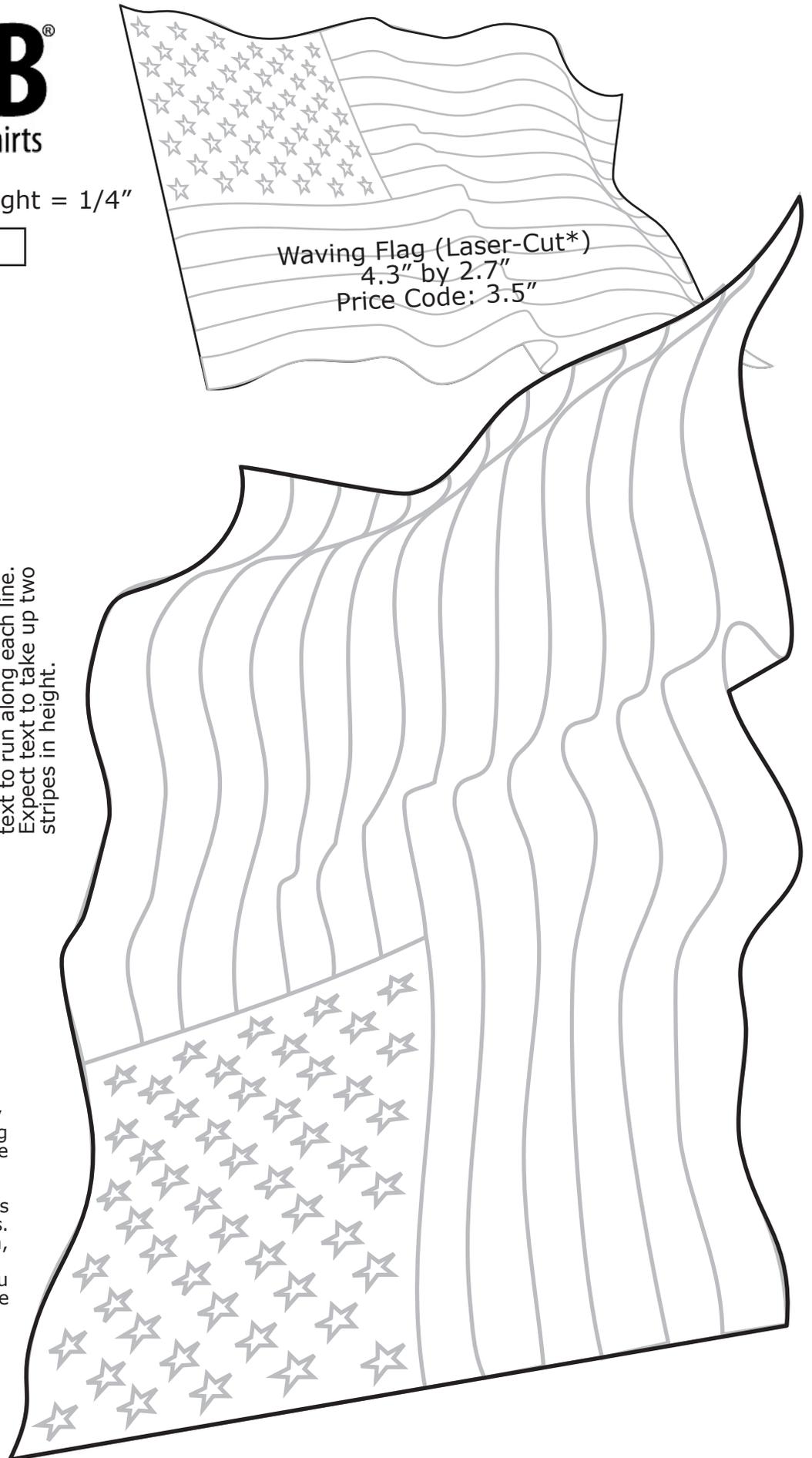
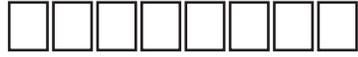


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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



Waving Flag (Laser-Cut\*)  
4.3" by 2.7"  
Price Code: 3.5"

The stripes on the flag are slightly too short to allow text to run along each line. Expect text to take up two stripes in height.

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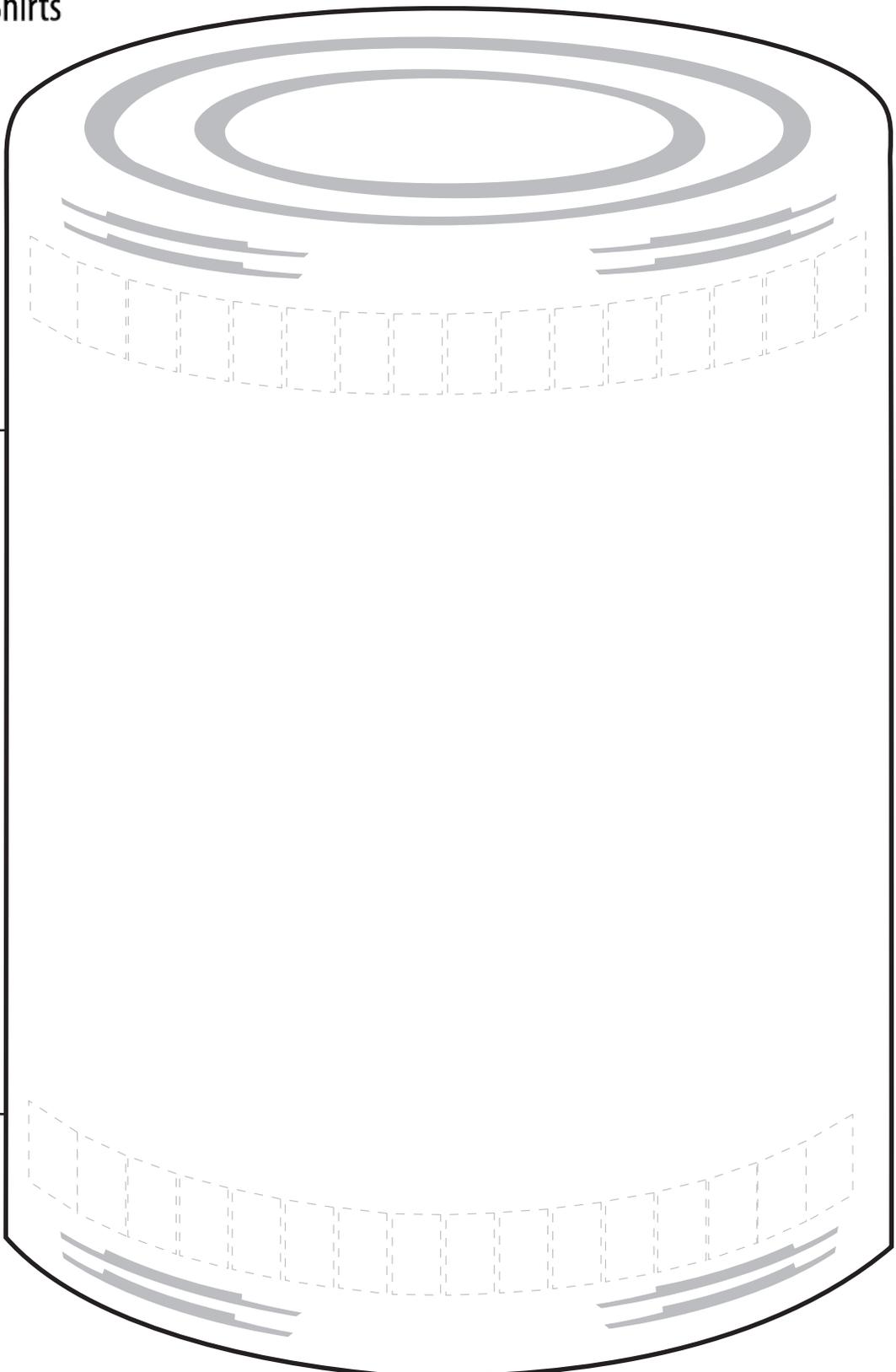
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Minimum Letter Height = 1/4"

<input type="checkbox"/>

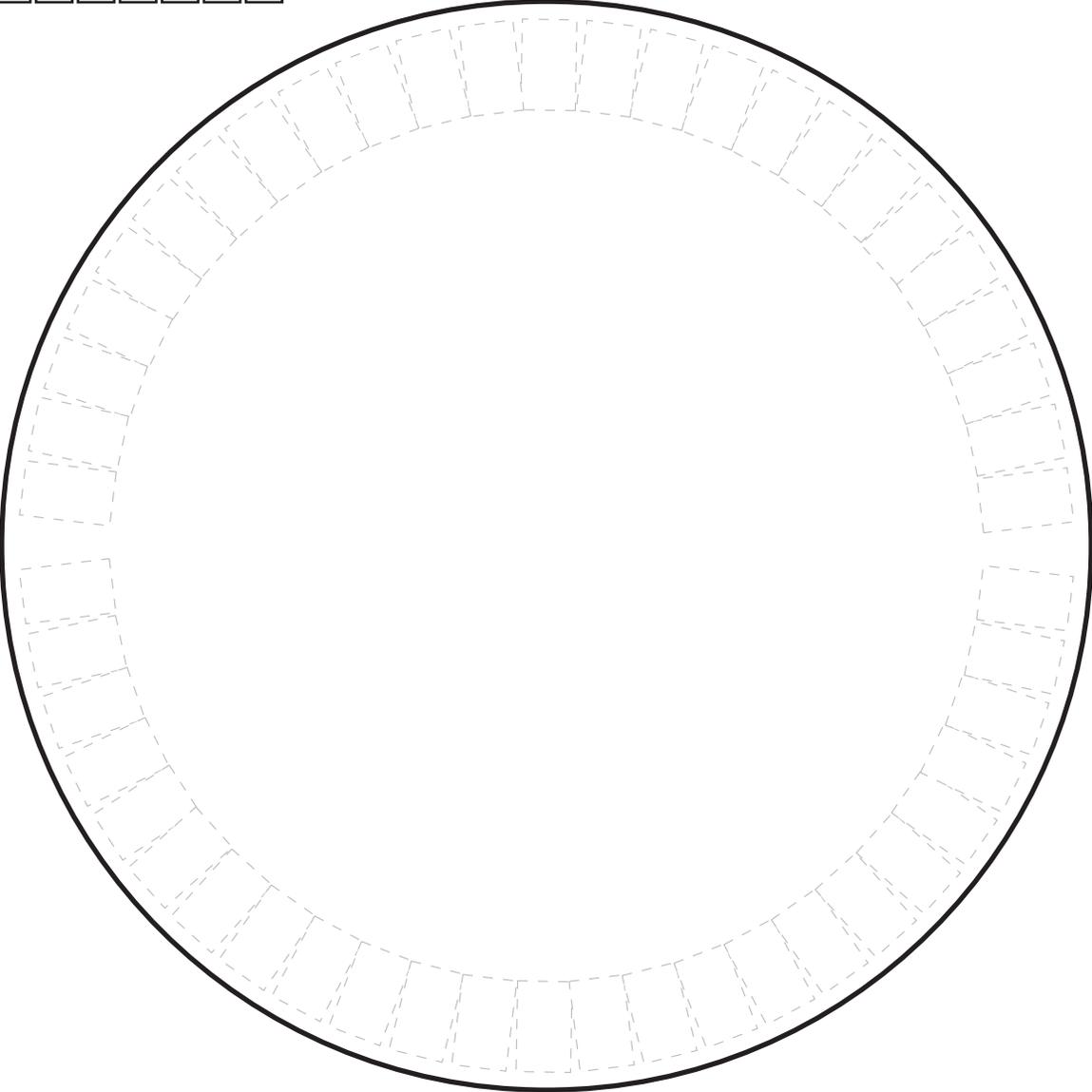


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Minimum Letter Height = 1/4"



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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



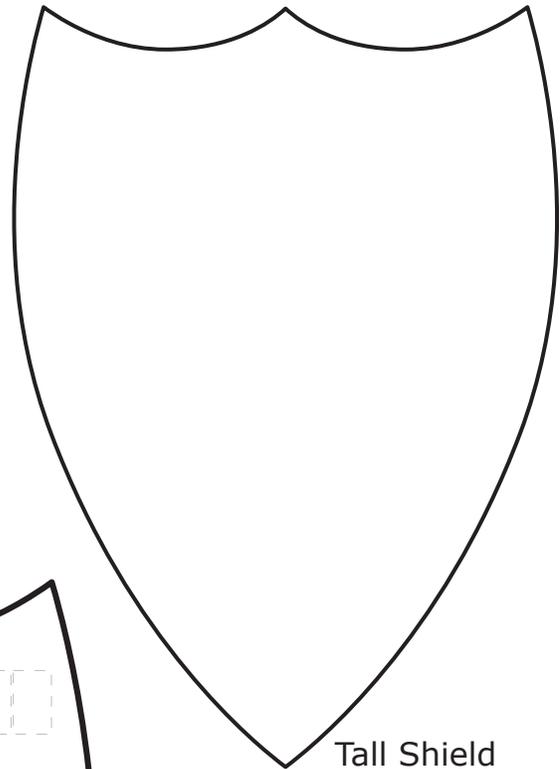
Hiking Boot  
4" by 3"  
Price Code: 3.5"



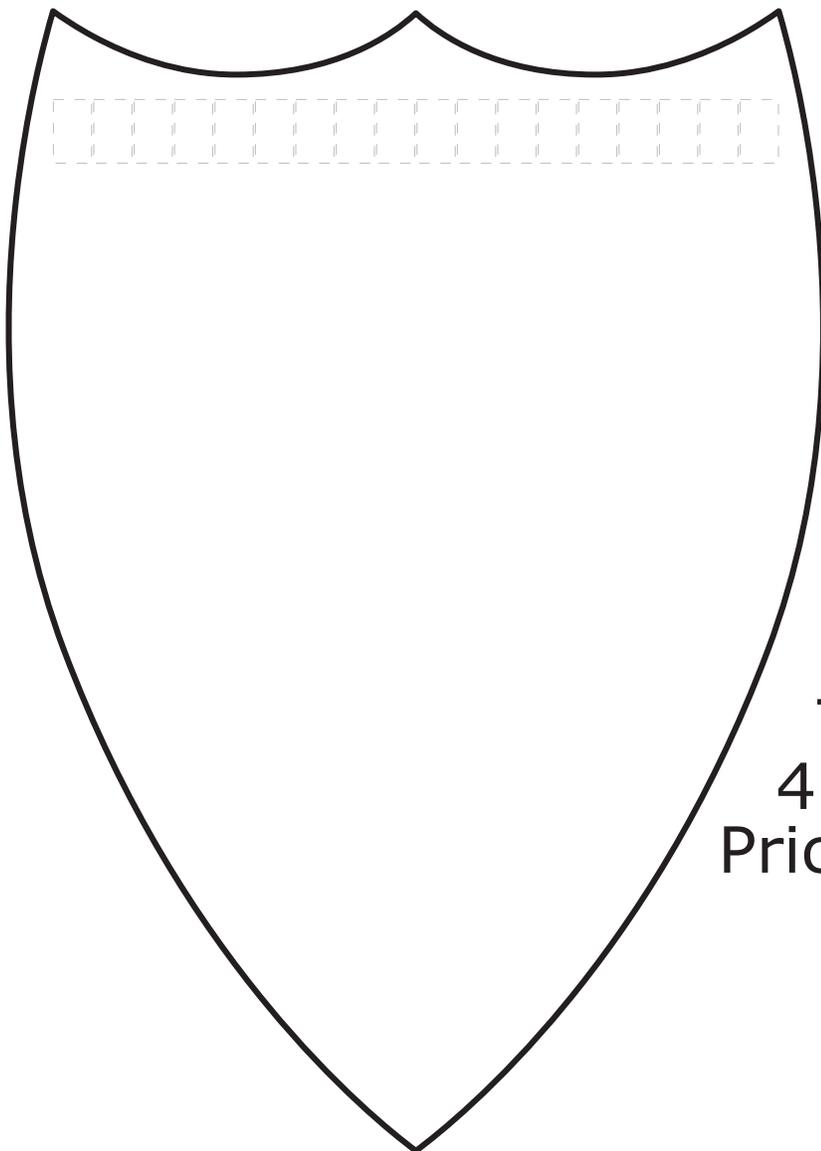
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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



Tall Shield  
4" by 2.875"  
Price Code: 3.5"

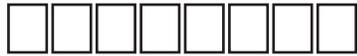


Tall Shield  
4" by 2.875"  
Price Code: 3.5"

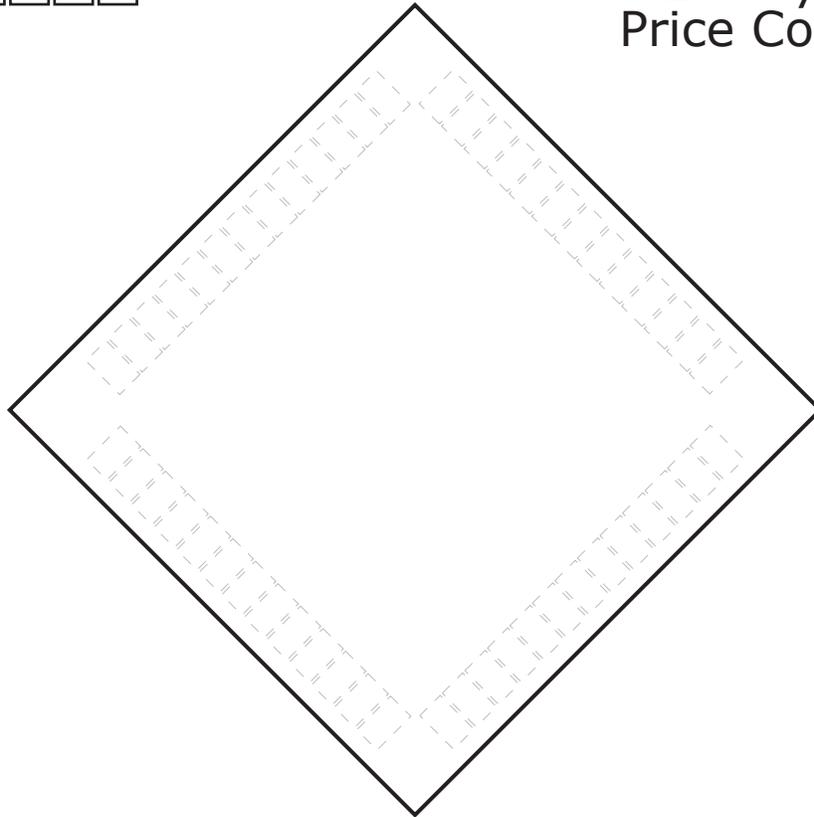
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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



3 INCH DIAMOND  
4.24" by 4.24"  
Price Code: 3"

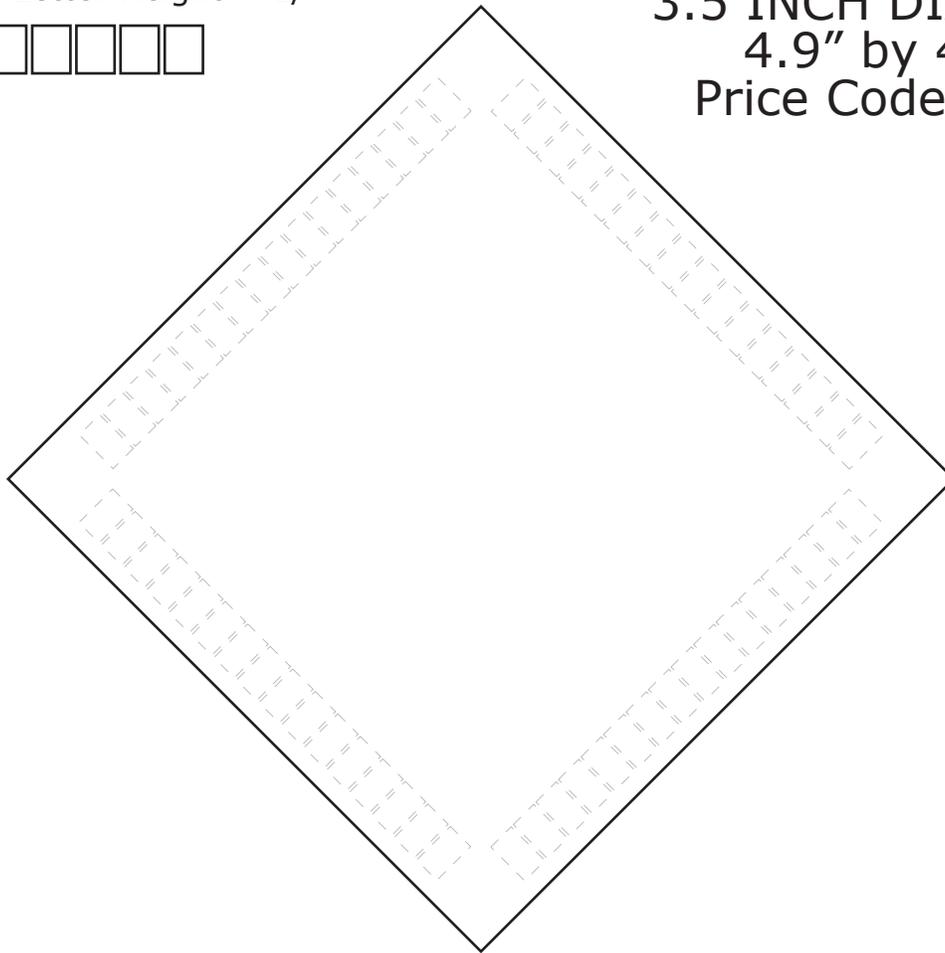
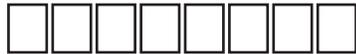


Diamonds are measured, for pricing purposes on their side as a square NOT on their tip as the text is oriented.

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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



3.5 INCH DIAMOND  
4.9" by 4.9"  
Price Code: 3.5"

Diamonds are measured, for pricing purposes on their side as a square NOT on their tip as the text is oriented.

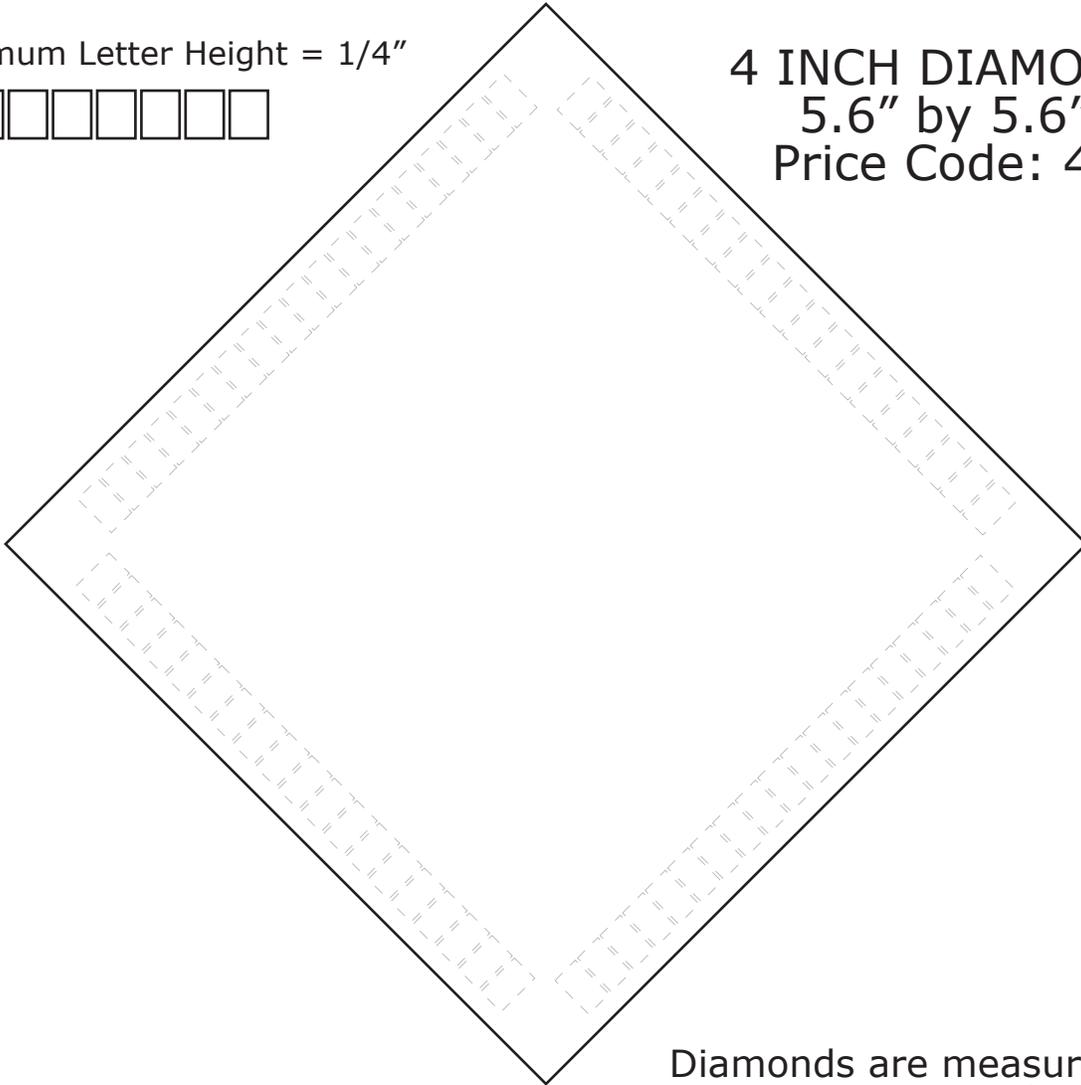
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Custom Printed T-Shirts

Minimum Letter Height = 1/4"



4 INCH DIAMOND  
5.6" by 5.6"  
Price Code: 4"



Diamonds are measured, for pricing purposes on their side as a square NOT on their tip as the text is oriented.



Last Modified: December 10, 2012

## 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 not produce:**

- 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 word, “Shakedown”;
- 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](http://www.scouting.org)  
[www.scoutstuff.org](http://www.scoutstuff.org)

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**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 Csatsari illustrations:

- If a Normal Rockwell/Csatsari image is being used, terms and conditions for use of specific design applies. Please reference the illustration list. Rockwell and Csatsari 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.
- Use of the words “SBR” or “Summit Bechtel Reserve” will be authorized but only in conjunction with the words “2013 National Scout Jamboree” or “2013 National Jamboree”.
- All JSPs must be 2" x 5" or 3" 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.