SECTION E17
Order of the Arrow

Branding Guidelines

Section E17 Brand Usage Guidelines

September 2025

Eastern Region Section 17 | Order of the Arrow | Scouting America

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Introduction

This document is intended to serve as a section-level branding guide in conjunction with the current versions of the Scouting America Brand Identity Guide and the Order of the Arrow Branding and Style Guide.

The purpose of these brand guidelines is to provide guidance and examples of how to best represent Section E17, Order of the Arrow through brand identity.

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Questions?

Any and all questions regarding Section E17, Order of the Arrow branding and usage should be referred to the Section E17 Communications Committee.

comms@oae17.org

Section Logo
Primary Logo

The Section E17 primary logo is meant to be used in most contexts as the most commonly used logo to represent Section E17 visually on graphics, merchandise, publications, etc.

Please also make note of the spacing diagram indicating how much space should be left empty around the logo.

There shall be no changes or alterations to the primary logo such as cropping, conjoining, overlapping, or other general modifications.

'O' in the word "Section" on the logo

Standard Primary Logo
(on white or light backgrounds)

Outlined Primary Logo
(on black or dark backgrounds)

Section Logo
Monochrome Logos

In the rare case that only one (1) color may be used to display the primary logo such as the case in merchandise design, it is acceptable to use a proper monochrome variation of the primary logo. This is the only acceptable use of the monochrome variations of the primary logo.

When using these variations, please try to choose the best monochrome variation that fits the style of the design and would stand out on the background it is printed on.

Besides these five (5) colors, the monochrome variation of the primary logo cannot be altered without prior permission from the Section E17 Communications Team.

Section Logo
Logo Icon

In the case of limited space where the primary logo would not be able to be read or recognized clearly, the Section E17 logo icon can be used in its place. Like the monochrome variations, the logo icon must be used sparingly.

Use cases include but are not limited to: thumbnails, favicons on websites, and general icon usage.

This icon cannot be cropped or modified and under no circumstances can the flame asset be used on its own.

Section Logo
Standard Signature

The Section E17 horizontal signature is intended for use in a professional context such as official publications, documents, meeting agendas/minutes. This is the nationally-provided subordinate brand that can be generated from the national Order of the Arrow website.

If generated from the Order of the Arrow website, the signature **must** bear "Eastern Region Section 17" at the top with no deviations.

The three acceptable color variations are shown here: red, black, and white.

The decision to use the horizontal or vertical signature is at the discretion of the designer.

EASTERN REGION SECTION 17
ORDER OF THE ARROW

Standard Signature

EASTERN REGION SECTION 17
ORDER OF THE ARROW

Alternate Signature

EASTERN REGION SECTION 17
ORDER OF THE ARROW

Inverted Signature

Section Logo
Standard Signature

The Section E17 vertical signature is intended for use in a professional context such as official publications, documents, meeting agendas/minutes. This is the nationally-provided subordinate brand that can be generated from the national Order of the Arrow website.

If generated from the Order of the Arrow website, the signature must bear "Eastern Region Section 17" at the top with no deviations.

The three acceptable color variations are shown here: red, black, and white.

The decision to use the horizontal or vertical signature is at the discretion of the designer.

EASTERN REGION SECTION 17
ORDER OF THE ARROW
Standard Signature

EASTERN REGION SECTION 17
ORDER OF THE ARROW
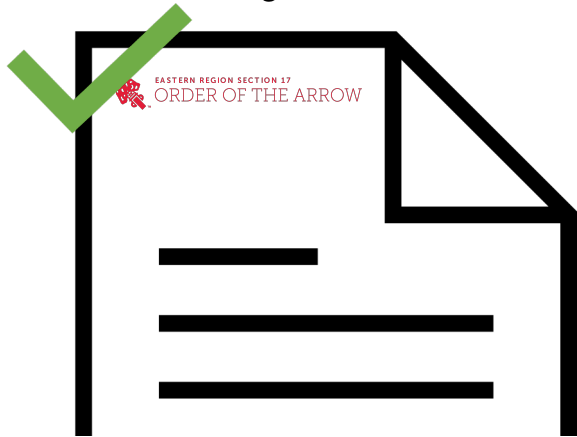**Alternate Signature**

EASTERN REGION SECTION 17
ORDER OF THE ARROW
Inverted Signature

Section Logo
Usage Examples

The following are just some examples of correct and incorrect usage of various Section E17 logos with explanations as to why they violate these branding guidelines.

Valid use of signature on document

Appropriate use of monochrome logo

Correct use of outlined logo on black

Incorrect color on dark background
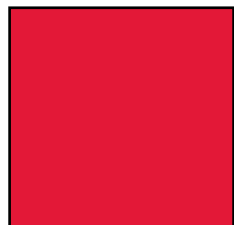
Cannot modify/addon/merge to logo

Illegal color for monochrome variation

Brand Components
Color Palette

Section E17 branding follows the standard color palette outlined by the national Order of the Arrow Branding Guidelines. This includes both primary and secondary colors with the addition of brown in the primary logo.
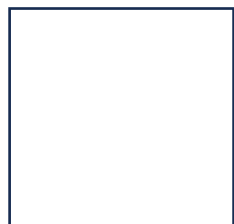
Primary Colors

OA Red
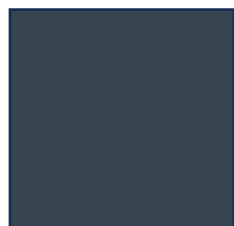HEX: #E31837
RGB: 227, 24, 55
CYMK: 5, 100, 83, 1

OA White
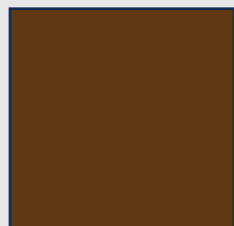HEX: #FFFFFF
RGB: 225,225,225
CYMK: 0, 0, 0, 0

OA Grey
HEX: #36454F
RGB: 54, 69, 79
CYMK: 78, 62, 51, 39

E17 Brown
HEX: #603913
RGB: 96, 57, 19
CYMK: 40, 70, 100, 50

Secondary Colors

OA Dark Red
HEX: #650812
RGB: 101, 8, 18
CYMK: 34, 99, 87, 52

OA Grey 2
HEX: #E6E7E8
RGB: 230, 231, 232
CYMK: 8, 6, 6, 0

OA Black
HEX: #030006
RGB: 3, 0, 6
CYMK: 75, 70, 64, 87

OA Blue
HEX: #005596
RGB: 0, 85, 150
CYMK: 98, 73, 13, 2

Brand Components
Typography

Such as mentioned in the [Order of the Arrow Branding Guidelines](#), Section E17 encourages the use of the following typefaces whenever possible to strengthen OA branding.

	Primary Typeface Ideally, this primary typeface should be used whenever possible for OA documents, publications, graphics, etc.	Secondary Typeface In the case that the primary typeface is not available, such as Google Drive, one should use this secondary typeface instead whenever possible.
Headers	**Museo Slab 700** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 =~!@#$%^&*()+[]{}|:;':"<>?,./	**Rockwell Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 =~!@#$%^&*()+[]{}|:;':"<>?,./
Body	**Museo Sans 300** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 =~!@#$%^&*()+[]{}|:;':"<>?,./	**Gill Sans Light** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 =~!@#$%^&*()+[]{}|:;':"<>?,./

More information about purchasing a license for the Museo font family or about finding the Rockwell or Gill Sans Light fonts for your lodge can be found online at the OA branding page or by reaching out to the Section E17 Communications Team.

Brand Components
Terminology

No dash between E & 17

Section E17
Section Name

Eastern Region Section 17
Full Section Name (Used in professional context)

[YEAR] Section E17 Conclave
Official Conclave Name

Conclave [YEAR]
Shorthand Conclave Name

[YEAR] Section E17 Leadership Conference
Official SLC Name

SLC [YEAR]
Shorthand SLC Name

It is incredibly important to be uniform with the terminology used to reference Section E17 and our events.

In addition to the Language of Scouting and Language of the OA, a few additional terms have been outlined to ensure a uniform brand identity.

Questions? Just Ask!

Contact the Section Communications Team
for the following to:

o Check if a design follows these branding
  guidelines

o Request alternate files/formats

o Ask for help with a design

Communications Team
comms@oae17.org