

Chief Seattle Council Identity Guidelines

The Scouts Meet Here identity conveys the youthful energy and adventurous spirit of the Chief Seattle Council of the Boy Scouts of America. The identity brings a modern style and message to the traditional elements of the BSA brand.

Logo Specifications

Clear space

To maintain the integrity of the logo, it must be enclosed in a certain amount of clear space. This separates the logo from other objects, including but not limited to type, photography, borders, edges, and other logos. Minimum clear space for the logo should be 3x the width of the circle stroke defined as “X.”



Minimum size

The minimum width for the logo is .75” measured by the diameter of the circle. It is very important that all of the words included in the logo are legible and clear.



Typeface Family

In the Chief Seattle council identity Rockwell Extra Bold is used. Created in the 1930s, Rockwell retains a modern look and feel for short headlines and subheads and is a popular choice for connecting with the attitudes and personalities of younger audiences.

Rockwell Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @#\$%^&*()<>?:“”

Franklin Gothic is intended to be used in display text, headlines, and body copy.

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @#\$%^&*()<>?:“”

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @#\$%^&*()<>?:“”

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @#\$%^&*()<>?:“”

Color Palette

The palette gives Chief Seattle Council flexibility through all campaign communications and integrates with other logos in the Boy Scouts of America brand.



PMS 2945

CMYK 100 / 50 / 0 / 20

RGB 0 / 63 / 135

HEX #003F87

PMS 186

CMYK 0 / 100 / 70 / 0

RGB 206 / 17 / 38

HEX #CE1126

PMS Process Black

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #000000

Full-color



Grey Scale



The logo is also available in a one-color version that can be used in black or white. No other colors should be used. The one-color logo should be used when it is impossible to use the full-color logo or when printing a one-color job.

One-color black



One-color white



Improper Uses of the Logo

Below are examples of how the logo should not be used.

No rotation of elements



No colorizing or color shifts



No scaling or repositioning elements



No screening



No placing the logo over an image or a busy background



No placing any other elements too near the logo

