

BSA Brand Colors and Fonts 033124.xlsx

Colors and Fonts in Bold Frames are Primary

Scouting Red				
HEX:	#CE1126			
RGB:	206	17	38	
CMYK:	0	100	81	4
Pantone®	186			

Scouting Yellow				
HEX:	#FFCC00			
RGB:	255	204	0	
CMYK:	0	20	100	0
Pantone®	012			

Venturing Green				
HEX:	#006B3F			
RGB:	0	107	63	
CMYK:	100	0	90	40
Pantone®	349			

Cub Scout/Venturing Yellow				
HEX:	#FCD116			
RGB:	252	209	22	
CMYK:	0	10	100	0
Pantone®	116			

Scouting Blue				
HEX:	#003F87			
RGB:	0	63	135	
CMYK:	100	58	0	21
Pantone®	294			

Scouting Pale/Light Blue				
HEX:	#9AB3D5			
RGB:	154	179	213	
CMYK:	34	17	0	7
Pantone®	271			

Scouting Dark Blue				
HEX:	#003366			
RGB:	0	51	102	
CMYK:	100	72	27	33
Pantone®	281			

Cub Scout Blue				
HEX:	#003F87			
RGB:	0	63	135	
CMYK:	100	48	0	44
Pantone®	287			

Scouting Tan				
HEX:	#D6CEBD			
RGB:	214	206	189	
CMYK:	0	4	12	16
Pantone®	400			

Scouting Light Tan				
HEX:	#E9E9E4			
RGB:	233	233	228	
CMYK:	0	0	2	9
Pantone®	642			

Scouting Dark Tan				
HEX:	#AD9D7B			
RGB:	173	157	123	
CMYK:	0	9	29	32
Pantone®	402			

Scouts BSA Olive				
HEX:	#243E2C			
RGB:	36	62	44	
CMYK:	58	0	29	76
Pantone®	560			

Scouting Warm Gray				
HEX:	#515354			
RGB:	81	83	84	
CMYK:	4	1	0	67
Pantone®	411			

Scouting Pale Gray				
HEX:	#858787			
RGB:	133	135	135	
CMYK:	1	0	0	47
Pantone®	402			

Scouting Dark Gray				
HEX:	#232528			
RGB:	35	37	40	
CMYK:	13	7	0	84
Pantone®	Neutral Black			

Scouting Black				
HEX:	#000000			
RGB:	0	0	0	
CMYK:	0	0	0	100
Pantone®	Black			

Brown				
HEX:	#996633			
RGB:	153	102	51	
CMYK:	50	80	100	30
Pantone®	463			

Scouting Light Brown				
HEX:	#B39475			
RGB:	179	148	117	
CMYK:	0	21	38	34
Pantone®	465			

Scouting Dark Brown				
HEX:	#330000			
RGB:	51	0	0	
CMYK:	0	61	100	3
Pantone®	4975			

Scouting White				
HEX:	#FFFFFF			
RGB:	255	255	255	
CMYK:	0	0	0	0
Pantone®	White			

Order of the Arrow Red				
HEX:	#E31837			
RGB:	227	24	55	
CMYK:	0	100	81	4
Pantone®	032			

Order of the Arrow Blue				
HEX:	#36454F			
RGB:	54	69	79	
CMYK:	78	62	51	39
Pantone®	518			

International Scouting Purple				
HEX:	#622599			
RGB:	98	37	153	
CMYK:	79	94	0	0
Pantone®	527			

BSA CORPORATE PRINT FONTS				
Times New Roman	Arial	Helvetica Narrow Bold	LTC RECORD TITLE	TRAJAN (alternate)
BSA DIGITAL FONTS				
Font Size Usage	Preferred	Better	Acceptable	
Primary (>16 px)	Adelle	Roboto Slab	Trebuchet MS	
Secondary	Alternate Gothic	Roboto Condensed	Arial Black	
Tertiary (<12 px)	Helvetica Condensed	Roboto Condensed	Arial Regular	
ORDER OF THE ARROW FONTS				
Headlines	Museo Slab, Museo Sans, Rockwell, Gill Sans	Text	Museo Sans/Gill Sans Light	
BSA INTERNATIONAL FONTS				
Headlines	Futura Bold	Futura	Text	Verdana