National Capital Area Council (NCAC) Logo Usage Guidelines

Effective Jan. 1, 2012

The logo includes both the "dome" - the silhouette of the Capitol with the BSA *fleur de lis* inside a blue circle - and formatted text "Boy Scouts of America National Capital Area Council." Note that the dome and type are used as a unit. The spatial relationship between the two elements must be maintained and not modified in any way, nor should the text spacing, font, or color be altered.

Following are acceptable ways to display the logo:

BOY SCOUTS OF AMERICA®
NATIONAL CAPITAL AREA COUNCIL

BOY SCOUTS OF AMERICA
NATIONAL CAPITAL AREA COUNCIL

BOY SCOUTS OF AMERICA®
NATIONAL CAPITAL AREA COUNCIL

BOY SCOUTS OF AMERICA®
NATIONAL CAPITAL AREA COUNCIL

BOY SCOUTS OF AMERICA®
NATIONAL CAPITAL AREA COUNCIL

Whenever possible, use the entire logo. There may be circumstances when using the dome seems best, but understand that using incomplete versions of the logo diminishes the NCAC brand. Consider using the dome by itself if:

- There is sufficient space to establish NCAC details (Council name, website, etc.) elsewhere in the piece.
- There are severe space constraints, such that the full logo would become difficult to recognize, and Council information is made available elsewhere on the piece.
- Permission is obtained from NCAC Marketing Director Curtis Pruett (Curtis.Pruett@Scouting.org / 301-214-9114).

Colors
One Color: Black on a light background
Two or Four Color: **Pantone 294C (CMYK: 100, 82, 27, 19 – RGB: 0, 55, 119)**
Pantone 186C (CMYK: 13, 100, 90, 4 – RGB: 174, 18, 49)
Reversed: White on a dark background

Font
There are two fonts approved by National BSA and adopted by NCAC: Times New Roman for printed materials and Arial for digital use.

Files
JPEGs can be downloaded at http://www.BoyScouts-NCAC.org/TOOLBOX. For high-resolution files, contact NCAC Marketing Director Curtis Pruett (Curtis.Pruett@Scouting.org / 301-214-9114).