

# Outdoor Experience Camp Identity Guidelines

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# Introduction

## Overview

The Dan Beard Council is the administrative body of the Boy Scouts of America in the Greater Cincinnati area. The council owns and operates four camp properties — Cub World Adventure Camp, Camp Friedlander, Camp Craig and Camp Michaels — which comprise the Dan Beard Council Outdoor Experience. Together, these camps host more than 25,000 youth over the course of the year for summer camp, seasonal events and unit outings.

To mark the centennial of Camp Friedlander, the Dan Beard Council created a unified identity system for its camps. The individual camp identities complement one another and work together as a group. Separately, each identity has graphic elements that honor the history and iconic features of that camp.

## How to Use This Guide

This guide is your compass to the use and application of the camp identities in all your marketing communications and on Scout gear. Its purpose is to help you maintain consistency in the use of each camp's identity, colors and graphic elements. The consistent and correct application of identities across all touchpoints — from signs to t-shirts to awards — ensures a cohesive brand presence.

This guide is specific to the Dan Beard Council Outdoor Experience group of camps and should be used in conjunction with the Boy Scouts of America Brand Guidelines.



BOY SCOUTS  
OF AMERICA®  
DAN BEARD COUNCIL

## Contact

If you have questions about any of the guidelines in this book, please reach out to:

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# About the Camps

|                                | Cub World                                                                                                                                  | Camp Friedlander                                                                                                                                                                       | Camp Craig                                                                                                                                                                                                           | Camp Michaels                                                                                                                                                         |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Positioning</b>             | <b>IMAGINE</b><br>the Possibilities                                                                                                        | <b>ACHIEVE</b><br>the Possibilities                                                                                                                                                    | <b>EXPLORE</b><br>the Possibilities                                                                                                                                                                                  | <b>LIVE</b><br>the Possibilities                                                                                                                                      |
| <b>Target Audience</b>         | <b>Cub Scouts &amp; Families</b><br>seeking high imagination, safe experiences                                                             | <b>1st-3rd Year Scouts</b><br>seeking to learn and achieve merit badges<br><br><b>Troops</b><br>seeking introductory high adventure experiences                                        | <b>Troops &amp; Families</b><br>seeking independence in camping and outdoor experiences                                                                                                                              | <b>Self-Reliant Campers</b><br>seeking a true wilderness experience<br><br><b>NYLT</b><br>training experience                                                         |
| <b>Core Driver</b>             | Meet kids where they are, lay the groundwork for Scouting excellence.                                                                      | Provide the structure to help Scouts achieve their best selves.                                                                                                                        | Provide unstructured nature for exploration, training and development.                                                                                                                                               | Provide opportunity for Scouts to take their skills to the next level.                                                                                                |
| <b>Character</b>               | Playful<br>Dependable<br>Mentoring                                                                                                         | Authentic<br>Grounded<br>Approachable                                                                                                                                                  | Freedom<br>Flexible                                                                                                                                                                                                  | Resourceful<br>Brave<br>Knowledgeable<br>Rugged                                                                                                                       |
| <b>Role in the Ecosystem</b>   | Help Scouts by acting as an entry point to life outside the family.<br><br>Exposure to the transitions and progression of life as a Scout. | Help Scouts by forming the skills and personal development necessary to become a solid human being and citizen.                                                                        | Help Scouts by providing accessible camping opportunities without structure.                                                                                                                                         | Help Scouts by delivering primitive camping experiences in the wilderness.<br><br>This is the highest adventure level in the council.                                 |
| <b>Features &amp; Benefits</b> | <ul style="list-style-type: none"> <li>• Learning through play</li> <li>• Theme-based approach</li> <li>• Fort and castle</li> </ul>       | <ul style="list-style-type: none"> <li>• Program-based approach to learning</li> <li>• Quality staff and location</li> <li>• 5-star camping</li> <li>• Lake, climbing tower</li> </ul> | <ul style="list-style-type: none"> <li>• Flexibility to define unique courses and freedom to explore independently</li> <li>• Fields, tents, campfires</li> <li>• Most beautiful camping of all locations</li> </ul> | <ul style="list-style-type: none"> <li>• Authentic and primal wilderness experience</li> <li>• Sustainability and education</li> <li>• High adventure prep</li> </ul> |

# About the Identities

The camp identity system is designed to create a cohesive visual experience while allowing each camp to celebrate what makes it unique.

Each of the Dan Beard Council's four camps is distinct in many ways, including the age group it appeals to and its variety of activities, natural attractions and physical structures. Each camp's identity (or logo) features an illustration that reveals one or more of the unique characteristics that give it a special place in the hearts of Scouts and appeal to its target audience.

While the identities are different, all four feature colors from a complementary palette and use the same typeface and naming structure to create a unified brand family.



# Cub World – Primary Identity



## About the Identity

The Cub World identity is all about action and adventure. The illustration — an adventure map — represents young Scouts' excitement and imagination as they explore what may be the first campground of their life. The dashed line marks their progress as they discover the camp's iconic castle and fort structures as well as life outside their family. Cub World Adventure Camp pays homage to the camp's original name and to its legacy as the first Cub resident camp in the nation.

## Personality

Playful, Dependable, Mentoring

## Target Audience

- Cub Scouts (K-5)
- Families

*Note: Please do not alter, modify or try to recreate the logo in any situation. Always use the approved high-resolution art files, which are available in AI, PNG, EPS and SVG formats.*

## Colors



Cub Blue

PANTONE 7685  
C90 M66 Y0 K0  
HEX #225193  
R34 G81 B147



Cardinal Red

PANTONE 484  
C1 M90 Y92 K33  
HEX #952B1B  
R149 G43 B27

## Fonts

**MEMPHIS  
EXTRA BOLD**

**MONTSERRAT  
SEMIBOLD**

# Cub World – Identity Versions

## Color Versions



### Full Color (Primary)

This is the preferred version of the logo and should be used in all applications when possible.



### One Color

This version should be used when printing capabilities are limited and the logo needs to be shown in one color.



### One Color Reversed

This version should be used when applications require a simplified graphic to ensure readability, for example, on a wood engraving or other dark background.

## Variations



### Graphic Mark

The adventure map can be used alone, but it must be used in context with or in close proximity to the full camp name.

## Patch



This version of the logo has been optimized to work as an embroidered patch. In this application, the logo is contained in a rectangular shape with a colored border.

# Cub World – Identity Usage

## Clear Space

To maintain its integrity, the logo requires a minimum area of clear space around it. This clear space is equal to the length of one of the “Since 2000” ribbons. No graphics or type should be placed within this area around the logo.



## Minimum Size

To ensure readability, the smallest size the logo should be shown is 1” in width.



## Use with Photography

When used on a photo, the logo should be placed in an area with adequate visual clear space. This helps maintain its integrity and ensures readability.



### Light Background

On a light-colored photo background, the full-color version of the logo should be used.



### Dark Background

On a dark-colored photo background, the one-color reversed version of the logo should be used.

## Unacceptable Usage



Do not stretch, skew or distort the logo in any way.



Do not change the colors in the logo.



Do not alter or change the font of the logo type.



Do not adjust the proportions of the elements.



Do not add any effects such as shadows or glows.



Do not add any additional graphic elements.

# Camp Friedlander – Primary Identity



## About the Identity

When thinking of the traditions, celebrations and memories that are shared as Scouts, nothing exemplifies these things more than the closing campfire at the amphitheater at Camp Friedlander. The amphitheater looks over Lake Marge towards the tree line on the horizon and is as iconic a landmark as the climbing tower and established campsites. The campfire has brought generations of Scouts together through friendship and fellowship, and the spirit of fun, cooperation and learning is rekindled every time Scouts gather at this special place at Camp Friedlander.

## Personality

Authentic, Grounded, Approachable

## Target Audience

- 1st-3rd Year Scouts
- Troops

*Note: Please do not alter, modify or try to recreate the logo in any situation. Always use the approved high-resolution art files, which are available in AI, PNG, EPS and SVG formats.*

## Colors



Light Amber

PANTONE 158  
C0 M62 Y97 K0  
HEX #E47113  
R228 G113 B19



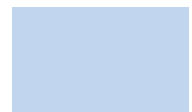
Forest Green

PANTONE 342  
C93 M4 Y75 K43  
HEX #006242  
R0 G98 B66



Burnt Amber

PANTONE 7583  
C1 M67 Y88 K12  
HEX #C05D25  
R192 G93 B37



Light Blue

PANTONE 2707  
C21 M7 Y0 K0  
HEX #BED3ED  
R190 G211 B237

## Fonts

**MEMPHIS  
EXTRA BOLD**

**MONTSERRAT  
SEMIBOLD**

# Camp Friedlander – Identity Versions

## Color Versions



### Full Color (Primary)

This is the preferred version of the logo and should be used in all applications when possible.



### One Color

This version should be used when printing capabilities are limited and the logo needs to be shown in one color.



### One Color Reversed

This version should be used when applications require a simplified graphic to ensure readability, for example, on a wood engraving or other dark background.

## Variations



### Vertical Stacked

This version of the logo provides flexibility to work with various compositions and applications.



### Graphic Mark

The illustration can be used alone, but it must be used in context with or in close proximity to the full camp name.

## Patch



This version of the logo has been optimized to work as an embroidered patch. In this application, the logo is contained in a rectangular shape with a colored border.

# Camp Friedlander - Identity Usage

## Clear Space

To maintain its integrity, the logo requires a minimum area of clear space around it. This clear space is equal to the length of one of the "Since 1919" ribbons. No graphics or type should be placed within this area around the logo.



## Minimum Size

To ensure readability, the smallest size the logo should be shown is 1" in width.



## Use with Photography

When used on a photo, the logo should be placed in an area with adequate visual clear space. This helps maintain its integrity and ensures readability.



### Light Background

On a light-colored photo background, the full-color version of the logo should be used.



### Dark Background

On a dark-colored photo background, the one-color reversed version of the logo should be used.

## Unacceptable Usage



Do not stretch, skew or distort the logo in any way.



Do not change the colors in the logo.



Do not alter or change the font of the logo type.



Do not adjust the proportions of the elements.



Do not add any effects such as shadows or glows.



Do not add any additional graphic elements.

# Camp Craig – Primary Identity



## About the Identity

Camp Craig is all about family camping with down-to-earth, beautiful campsites in a natural setting. The camp celebrates life in the outdoors: wilderness, pitching tents, family hikes, roasting marshmallows, and telling stories around the campfire. Scouts do a lot of activities at Camp Craig, but the campsite is the heart of it all.

## Personality

Freedom, Flexible

## Target Audience

- Troops
- Families

*Note: Please do not alter, modify or try to recreate the logo in any situation. Always use the approved high-resolution art files, which are available in AI, PNG, EPS and SVG formats.*

## Colors



Deep Teal Water

PANTONE 315  
C100 M0 Y17 K44  
HEX #00637B  
R0 G99 B123



Grass Green

PANTONE 576  
C48 M6 Y79 K17  
HEX #709742  
R112 G151 B66

## Fonts

**MEMPHIS  
EXTRA BOLD**

**MONTSERRAT  
SEMIBOLD**

# Camp Craig – Identity Versions

## Color Versions



### Full Color (Primary)

This is the preferred version of the logo and should be used in all applications when possible.



### One Color

This version should be used when printing capabilities are limited and the logo needs to be shown in one color.



### One Color Reversed

This version should be used when applications require a simplified graphic to ensure readability, for example, on a wood engraving or other dark background.

## Variations



### Vertical Stacked

This version of the logo provides flexibility to work with various compositions and applications.



### Graphic Mark

The illustration can be used alone, but it must be used in context with or in close proximity to the full camp name.

## Patch

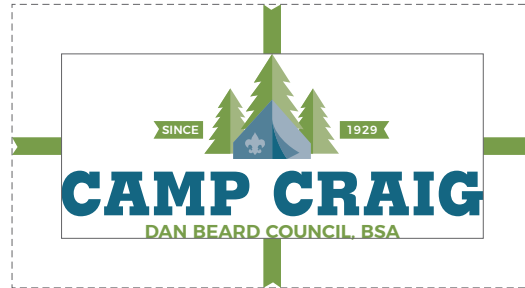


This version of the logo has been optimized to work as an embroidered patch. In this application, the logo is contained in a rectangular shape with a colored border.

# Camp Craig – Identity Usage

## Clear Space

To maintain its integrity, the logo requires a minimum area of clear space around it. This clear space is equal to the length of one of the “Since 1929” ribbons. No graphics or type should be placed within this area around the logo.



## Minimum Size

To ensure readability, the smallest size the logo should be shown is 1" in width.



## Use with Photography

When used on a photo, the logo should be placed in an area with adequate visual clear space. This helps maintain its integrity and ensures readability.



### Light Background

On a light-colored photo background, the full-color version of the logo should be used.



### Dark Background

On a dark-colored photo background, the one-color reversed version of the logo should be used.

## Unacceptable Usage



Do not stretch, skew or distort the logo in any way.



Do not change the colors in the logo.



Do not alter or change the font of the logo type.



Do not adjust the proportions of the elements.



Do not add any effects such as shadows or glows.



Do not add any additional graphic elements.

# Camp Michaels – Primary Identity



## About the Identity

Known for its rustic wilderness, Camp Michaels is the council's primitive camp in the backwoods of Northern Kentucky. The compass illustration celebrates the hikes, orienteering, and camping expeditions that take place at Camp Michaels. It also supports the campground's National Youth Leadership Training (NYLT) program by symbolizing that Scouts are "headed in the right direction" now and in the future with the development of the new training center.

## Personality

Resourceful, Brave, Knowledgeable, Rugged

## Target Audience

- Self-Reliant Campers
- NYLT

*Note: Please do not alter, modify or try to recreate the logo in any situation. Always use the approved high-resolution art files, which are available in AI, PNG, EPS and SVG formats.*

## Colors



Magnetic Blue

PANTONE 7706  
C96 M22 Y8 K29  
HEX #00658A  
R0 G101 B138



Cardinal Red

PANTONE 484  
C1 M90 Y92 K33  
HEX #952B1B  
R149 G43 B27

## Fonts

**MEMPHIS  
EXTRA BOLD**

**MONTSERRAT  
SEMIBOLD**

# Camp Michaels – Identity Versions

## Color Versions



### Full Color (Primary)

This is the preferred version of the logo and should be used in all applications when possible.



### One Color

This version should be used when printing capabilities are limited and the logo needs to be shown in one color.



### One Color Reversed

This version should be used when applications require a simplified graphic to ensure readability, for example, on a wood engraving or other dark background.

## Variations



### Vertical Stacked

This version of the logo provides flexibility to work with various compositions and applications.



### Graphic Mark

The compass can be used alone, but it must be used in context with or in close proximity to the full camp name.

## Patch

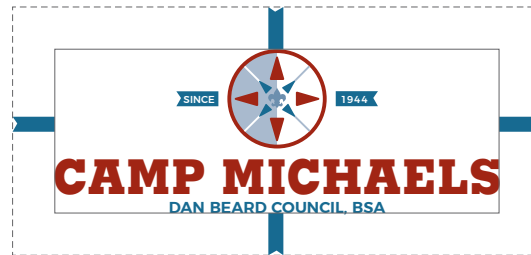


This version of the logo has been optimized to work as an embroidered patch. In this application, the logo is contained in a rectangular shape with a colored border.

# Camp Michaels – Identity Usage

## Clear Space

To maintain its integrity, the logo requires a minimum area of clear space around it. This clear space is equal to the length of one of the “Since 1944” ribbons. No graphics or type should be placed within this area around the logo.



## Minimum Size

To ensure readability, the smallest size the logo should be shown is 1" in width.



## Use with Photography

When used on a photo, the logo should be placed in an area with adequate visual clear space. This helps maintain its integrity and ensures readability.



### Light Background

On a light-colored photo background, the full-color version of the logo should be used.



### Dark Background

On a dark-colored photo background, the one-color reversed version of the logo should be used.

## Unacceptable Usage



Do not stretch, skew or distort the logo in any way.



Do not change the colors in the logo.



Do not alter or change the font of the logo type.



Do not adjust the proportions of the elements.



Do not add any effects such as shadows or glows.



Do not add any additional graphic elements.