

NEXT

Overview

NEXT is an intersection — of ideas, leadership and people, and of two centuries of this organization. The goals of NEXT, and of the NEXT visual brand, can be distilled to: **membership**, which happens at the *intersection* of connection and fellowship, **program**, which happens at the *intersection* of leadership and skills, and

innovation, which happens at the *intersection* of new ideas.

Accordingly, the NEXT brand relies on the concept of “the intersection.” The Intersection is simple and powerful. It implies movement, overlap and connection. It illustrates a network. It implies the crossroads

at which the OA finds itself on the dawn of its new century. And it is epitomized by the “X” of the NEXT logo. This guide outlines how the NEXT visual elements must be used uniformly to convey this idea in the most powerful way possible. Deviation from these standards only weakens our message.

Logo Images

Standard Logo



Full Color

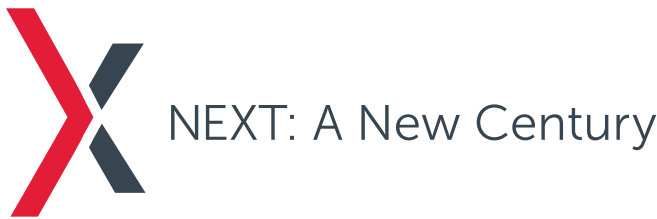


Black



White & Red Reversed

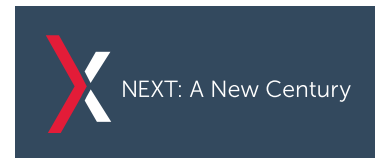
Signature Logo



Full Color



Black



White & Red Reversed

Icon Logo



Full Color



Black



White & Red Reversed



Reversed

Image Usage

The Standard Logo, Signature Logo and Icon Logo are the only three images of the NEXT Brand that may be used; other versions or iterations may not be used.

The Standard Logo should be the primary image on appropriate event material. The Signature Logo is useful on brand collateral such as PowerPoint templates and letterhead templates (which will be

provided as resources). The Icon Logo is useful on social media, or in other instances where a smaller image is needed.

The NEXT images should be used independently from any other logos or brand identity, other than the Order of the Arrow or Boy Scouts of America official logos (when needed). These images are not to compete for guests'

attention; they are the focal point of any branded materials that include them.

The logos may be used in full color, in black, in white and red reversed from the Brotherhood Blue brand color (as displayed on the previous page) or in full white reversed out of either primary brand color. Avoid other color iterations.

Colors

Primary



Scouting Red
HEX: #E31837
C:0 M:100 Y:81 K:4

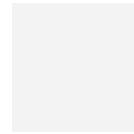


Brotherhood Blue
HEX: #34495D
C:83 M:66 Y:43 K:29

Secondary



Charcoal
HEX: #404041
C:0 M:0 Y:0 K:90



Light Gray
HEX: #F1F1F1
C:4 M:3 Y:3 K:0

The primary colors may be used as backgrounds for the reversed white NEXT logos. When using the logo this way, the color field must be at least 50% wider than the logo on

all sides. The primary colors may also be used for text headlines on a white background, but paragraph text color should be black on a white background. Secondary colors may be

used in secondary design accents, such as lines or color blocks. Secondary colors may not be used for any text, or as a background for the reversed NEXT logos.

Typography

Typeface use for NEXT should be aligned with the standards of the OA Brand Guidelines, specified below:

Primary Headline Text

Museo Slab 700
Tracking: 20

Secondary Headline Text

Museo Slab 300
Tracking: 20

Tertiary Headline Text

Museo Sans 700
Tracking: 20

Special Indicator Text

Museo Sans 300 Italic
Tracking: 10

Body Text

Museo Sans 300
Tracking: 30

Questions or Concerns?

For additional help with branding and clarification on or questions about these guidelines, please contact the Branding Team at branding@oa-bsa.org