Brand Guidelines

SCOUTING COLORADO™



LAST REVISED: 11/2026

Purpose

This is a guideline to Scouting Colorado’s brand and identity. Follow these guidelines so people everywhere will recognize Scouting Colorado every time they visit our website, read a flyer, or attend a Scouting Colorado event. By following these guidelines, Scouting Colorado will be distinguishable as both a part of the National Scouting America organization, but also as its own council. Understanding the Scouting Colorado vision, mission, values, and culture helps us understand how to communicate our organization’s goals. Keep the following in mind when crafting messaging. This creates a strong brand personality.



Our Purpose

To inspire all youth to discover their potential through fun, adventure, service, and leadership.

Brand Structure

Scouting Colorado

Main Brand

Colorado Adventure Point

Sub-brand

McNeil Scout Ranch at Peaceful Valley

Sub-brand

Scouting America
Greater Colorado Council

Registered Council Name

Brand Identities

The primary and overarching brand that encompasses all other sub-brands, brand extensions, **e**tc. This brand should be the focal point in most communications. These logos should be central to most communications. All communications from all departments should use the Scouting Colorado name and logo.

Scouting America, Greater Colorado Council is the registered name of Scouting Colorado. This logo/name is to be used on official documents such as tax documents.

Scouting America has a new eagle emblem. Check for 3 talons per foot, not 2.

Colorado Adventure Point, or CAP, is a sub-brand of Scouting Colorado. CAP is a facility used for education and adventure located at the Scouting Colorado office offering activities ranging from rock climbing to cooking and merit badge courses.

A sub-brand of Scouting Colorado, McNeil Scout Ranch at Peaceful Valley is the primary camp run by the council.

Scouting Colorado Logo Usage



- Use for official branding, marketing materials, and primary website placement.
- Best for high-visibility applications like signage, brochures, and event banners.
- Preferred when full-color printing is available and the background allows for clear contrast.



- Use for informal branding, merchandise, or materials where space is limited.
- Ideal for social media, apparel, and casual Scouting-related content.
- Works well when the audience is already familiar with the full brand name.



Solid-Color Logo

- May only use with full “Scouting Colorado” text
- Use for black-and-white printing, engraving, or embroidery.
- Best for high-contrast needs on dark or busy backgrounds.
- Suitable for professional documents, watermarks, and subtle branding applications.

Primary Events

Sports Breakfast is Scouting Colorado's largest externally facing fundraising. The event invites the Denver business community and features a keynote speaker who is typically a well known sports personality.

The "Drive a Scout to Camp" Golf Classic is an annual fundraising golf tournament held at the exclusive Sanctuary Golf Course. This event includes a round of golf and other golfing activities.

The Sporing Clays Invitational is an annual fundraising event held at McNeil Scout Ranch at Peaceful Valley. It is a shooting competition that features 15 shooting stations set up around a two-mile course. This logo is NEW for 2026.

Vale La Pena, translating to "Worth the Effort" is an event aiming to provide opportunities for the Hispanic/Latino youth and families to participate in Scouting Colorado programs and services. The event is intended to promote cultural diversity, inclusivity, and engagement.

Districts



Alpine District
serves the following school districts: Jefferson County, Gilpin County, Clear Creek County and Platte Canyon School District. It's a big footprint from 5,000 ft to 14, 265 ft (Mt. Evans)!



Centennial District
serves the following school districts: Aurora Public School, Bennett School District, Byers School District, Cherry Creek School District, Deer Trail School District, and the Strasburg School District.



Black Feather District
District serves the following school districts: Douglas County, Littleton, Sheridan, Englewood, and Elbert County Schools.



Valley District
serves Brighton, Adams 12 and Adams 14, Mapleton, Westminster 50, and the Boulder Valley School Districts.



Majestic Mesas District
is located on the Western Slope and covers the Grand Junction, Delta, Montrose, Gunnison, Ridgway, Ouray, Telluride, Naturita, and Norwood areas.



Frontier District
serves the Denver County and Denver Public Schools.



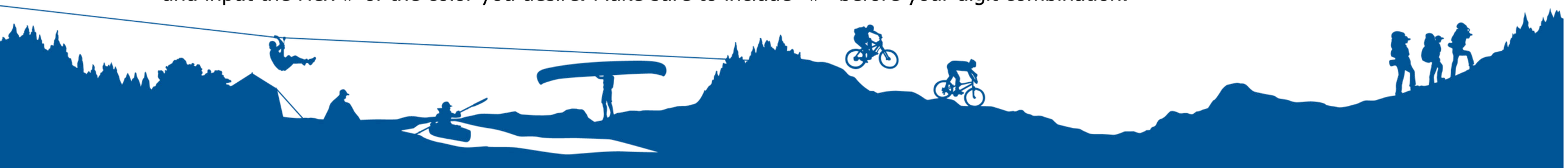
Three Rivers District
serves over 20,000 square miles in the Northern Western Slope. This includes Steamboat Springs, Summit County, Vail Valley, and Roaring Fork Valley.

Color Palette

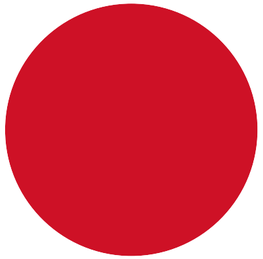
The color palette sets a visual tone for the Scouting Colorado brand. Colors can also create a strong brand recall when it is associated with your brand.

Color palette guidelines

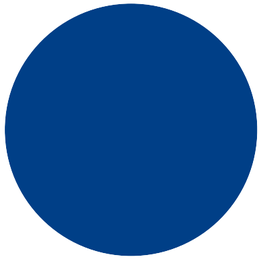
- The primary color palette is to be used on all marketing materials for Scouting Colorado
- The primary color palette is inspired by the iconic Scout Uniform. It includes an American Flag red and blue, paired with a uniform beige and warm button grey.
- The secondary color palette may be used to complement the primary palette but never to substitute.
- Consistent use is important.
- Use the HEX # to easily look up these colors when creating a document. Use the CMYK # (measured in percentages) when color printing.
    - A Hex #, or color-hex, is a six-digit combination of numbers and letters defined by its mix of red, green, and blue. In order to find & use a specific color within a document such as Word, highlight the section you want to color, select a “Color” > “More Colors,” and input the Hex # of the color you desire. Make sure to include “#” before your digit combination.



Primary Color Palette

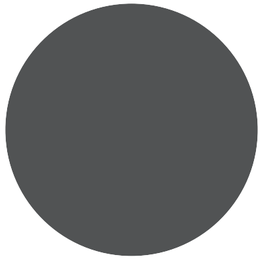


Scouting Red
HEX: #CE1126
CMYK: C:12 M:100 Y:98 K:3

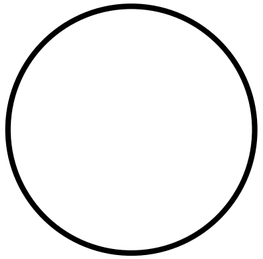


Scouting Blue
HEX: #003F87
CMYK: C: 100 M:85 Y:19 K:5

Scouting Tan
HEX: #D6CEBD
CMYK: C:16 M:15 Y:24 K:0

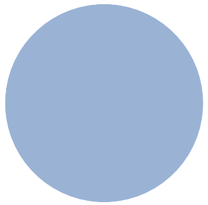


Scouting Warm Grey
HEX: #515354
CMYK: C:66 M:56 Y:55 K:32

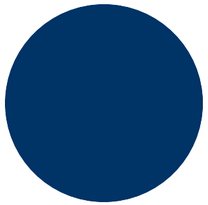


White
HEX: #FFFFFF
CMYK: C:0 M:0 Y:0 K:0

Secondary Color Palette

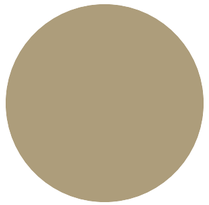


Scouting Pale Blue
HEX:
#9AB3D5
CMYK:
C:39 M:22
Y:4 K:0

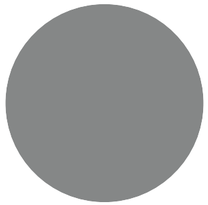


Scouting Dark Blue
Hex:
#003366
CMYK:
C:100
M:87 Y:33
K:23

Scouting Light Tan
Hex:
#E9E9E4
CMYK:
C:8 M:5
Y:8 K:0



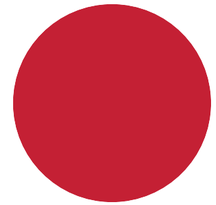
Scouting Dark Tan
Hex:
#AD9D7B
CMYK:
C:33 M:33
Y:56 K:2



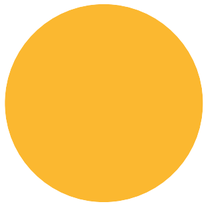
Scouting Pale Grey
HEX:
#858787
CMYK:
C:50 M:41
Y:41 K:5



Scouting Dark Grey
Hex:
#23252B
CMYK:
C:76 M:68
Y:59 K:67



Scouting Colorado Red
HEX:
#C42034
CMYK:
C:18
M:100
Y:82 K:7



Scouting Colorado Yellow
Hex:
#FBB830
CMYK:
C:2 M:35
Y:92 K:0

Fonts

Arial is always a great go-to when conveying information that may be lengthy. The key is to go for fonts that are legible and applicable. Below are other wonderful options that we use often.

TT Family

Examples:

TT Bells

TT Barrels

TT Nooks

TT Slabs

Roboto Family

Examples:

Roboto

Roboto Condensed

Roboto Mono

Roboto Slab

Helvetica Family

Examples:

Helvetica

Helvetica Now

Helvetica World

Helvetica Now Display

When using bold fonts like:

Berthold Block

for headings or flyers or to create fun (we are a youth organization - flyers should be fun!), think outside the box. Be sure it is legible. If you are not sure about your choice, ask.

Use of AI

AI can be a great tool, but if it's not controlled, it can dilute brand quality quickly, especially when lots of different people are creating content.

Scouting Colorado recognizes that Artificial Intelligence (AI) tools can be helpful in brainstorming, drafting, and design. AI may be used as a support tool, but all final content representing Scouting Colorado must meet our brand standards for quality, accuracy, and authenticity.

AI-generated content must always be reviewed, edited, and approved by a human before it is published or distributed.

Content that appears obviously AI-generated, inaccurate, generic, or inconsistent with Scouting Colorado's voice and visual standards should not be used.

Writing

Requirements
All AI-assisted writing must:

- Be edited by a human before publication
- Match the voice, tone, and style of Scouting Colorado
- Be fact-checked for accuracy
- Be tailored to the specific event, audience, or program

Not Acceptable
Content should not be published if it:

- Sounds generic, robotic, or overly formal
- Includes inaccurate or fabricated information
- Uses vague or repetitive language
- Clearly appears to be unedited AI output
- If AI-generated text requires significant editing, it should be rewritten rather than lightly modified.

Image Generation

Requirements
All AI-assisted visuals must:

- Follow the Scouting Colorado brand standards
- Use official logos and colors correctly
- Be reviewed for accuracy, realism, and quality
- Be edited or rebuilt in design software if necessary

Not Acceptable
The following should not be used in Scouting Colorado materials:

- AI images with obvious visual errors (distorted hands, faces, uniforms, badges, etc.)
- AI-generated Scouts, uniforms, or insignia that are inaccurate
- Flyers or graphics that look clearly AI-generated or unpolished
- Designs that misuse official logos or brand colors

Real photos of Scouts, volunteers, and events should always be prioritized over AI-generated imagery.

Event Flyer Checklist

Use this Checklist when creating any event flyer to ensure all important information is included.

- Event Logo displayed at top prominently without obstruction
- Scouting Colorado Logo displayed somewhere on document
- Event or Document Title large and prominent
- Keep wording as short & concise as possible (recommended maximum word count of 40)
- No more than three approved fonts used per flyer
- Branded Scouting Colorado - **Not** Boy Scouts of America
- Information such as contact info, compliance statements, etc. should be put in small print on bottom of document
- **Important Details to Include:**
  - Who is involved/invited? What District (if not GCC-wide)
  - What is the event/program, etc.
  - Where will this be or what is Zoom info?
  - Date(s) of event/program
  - Time
  - QR Code (if applicable)

SCOUTING COLORADO™

Resources

The Scouting Colorado Brand Guidelines align with the National Scouting America standards. You can find the National Brand Guidelines at Scoutingwire.org

Scouting Colorado Contact Information:

- Scouting Colorado Main Office: (303) 455-5522
- Marketing and Branding Inquiries: coinfo@scouting.org

***Disclaimer: Do not ever abbreviate Scouting America**

