



**Scouting
America**

Montana Council

Montana Council Brand Identity Guide

Updated Jan. 2, 2025



Purpose of This Document

The Scouting uniform is one of the most recognizable elements of the Scouting America brand. Timeless, classic ... and uniform.

Scouts across Montana – and America – wear the same tan twill shirt, the same badges of rank, and the same style of neckerchief. This uniformity creates familiarity, and with it, admiration.

In that same spirit, we want to present a unified look and feel in our brand “uniform.” **This document is meant to assist and help guide a unified and cohesive vision for the Montana Council brand and image as we present ourselves to the public.** It reflects and follows the Boy Scouts of America National Brand Guidelines.

If we follow these guidelines, parents whose Scouts pick up a flier or visit the Montana Council and National BSA websites will know they can trust it when they see its distinctive logos and color palette. Scouts will know exactly which button to press when they want to share a photo with a fellow Scout. Donors will see their money spent efficiently, and without waste.

"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford



Helpful Links

- [Scouting America Brand Guidelines](#)
- [Brand Center](#)
- [BSA Digital Assets](#)
- [BSA Digital Design System](#)
- [Language of Scouting](#)
- [BSA Social Media Guidelines](#)

- [Council Photo Archive](#)
- [Montana Council "Start" Page](#)

Deliverables

The Montana Council marketing department wants to provide deliverables and materials that help the staff, districts and volunteers deliver cohesive and impactful messaging. Advantage should first be taken of what is provided by the Scouting America National Organization in the Brand Center and Digital Assets. However, we will work to produce Montana Council and district-specific materials as much as we are able.

As assets are created, we will be adding them to the Montana Council Marketing Hub on our website or via the shared drive on OneDrive and Google Drive, depending on need and application.



Council Responsibility

The Montana Council staff is responsible for the volunteer oversight and creation of proper council and district marketing and messaging whether forward-facing or internal. This includes, but not is limited to, district social media, websites, council/district newsletters, press releases and marketing materials.

In best practice, any messaging concerning an event, outreach or otherwise, on behalf of a district or the council, should be first reviewed by the district executive or director of marketing and communication before dissemination.

We need everyone's help. The director of marketing and communications takes responsibility for the dissemination of accurate and appropriate information. We ask that the district leadership help deliver accurate information to the public and maintain an up-to-date website and social media channels. We will, to the best of our ability, provide any guidance or deliverable materials that can assist in achieving goals.

As a council, we should be hypervigilant in proper logo use, language and terminology, Guide to Safe Scouting guidelines and how they are depicted publicly through text or imagery and how Scouting is presented as a whole. We look to staff to lead by example.

"Talent wins games, but teamwork and intelligence win championships." – Michael Jordan

Council Logos

These are the only council logos approved by the Montana Council and the Boy Scouts of America. Please refrain from creating additional district logos or logos associated with the district and the Boy Scouts of America.

Montana Council Logo	Council Extensions	
 	    	<p>Montana Council and Scouting America National Council logos – and national program extension logos (Scouts BSA, Cub Scouts, Venturing, Exploring & Sea Scouts) – are the intellectual property of the Boy Scouts of America.</p> <p>The use of council or national logos and their extensions, for any purpose, should be reviewed by the district executive or director of marketing and communication.</p> <p>If you have questions, please contact the director of marketing and communications.</p> <p>For details on the Boy Scouts of America national logos, architecture and trademark, visit the BSA Brand Guidelines.</p>
<p>Logos available upon request.</p>		

Stationery and Signature

As with the Boy Scouts of America uniforms, consistency in our corporate communications is important to our professional look and feel. These templates are our standard — it's your duty to follow them.

Letterhead



Business Cards



National Council Executive Stationery



Montana Council letterhead, envelopes and business cards are provided by the council.

They should use the council corporate logo and the address should be the appropriate service center.

For district events, press releases, or any external messaging, **please do not create additional letterhead.** We would rather no letterhead is used.

If you believe there is a reason for a different letterhead, contact the director of marketing and communication.

Notes On Social Media

Social media is an important tool for marketing, messaging and communication. Here are a few key points to keep in mind while using social media. Staff and volunteers should reference Scouting's [Social Media Guidelines](#) for the full list of internet safety guidelines and general considerations for social media use.

- To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public.
- Abiding by the “two-deep” leadership policy that governs all Scouting activities also applies to the use of social media. As it related to social media, there should be no private messaging and no one-on-one contact through email or messenger applications, etc.
- Social media should be monitored. A qualified staff member or volunteer should have the responsibility of monitoring channels and backup administrators/monitors should be designated so there is no gap in monitoring.
 - The district in charge of the channel is responsible for accurate content, updates and upkeep.
- Be Scout-like. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it’s becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.
- Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.
- Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or the director of marketing and communication.

Appearing As Endorsements

Scouting America's commercialism policy does not permit our employees, members, or representatives to endorse products or services.

Rules And Regulations Of The BSA: II. Policies

Excerpt from the BSA Commercialism Policy

- No Scouter; member, employee, or representative of the Boy Scouts of America; or any local council or unit is authorized to enter into a contract or relationship of a commercial character directly involving or obligating the Boy Scouts of America or that uses the seal, emblems, badges, descriptive marks, words, or phrases associated with or referring to the Boy Scouts of America unless duly authorized by the Chief Executive Officer.
- Any use of a Boy Scouts of America designating mark by a local council must avoid appearing to be an endorsement of any commercial product or venture except in connection with approved corporate sponsorships entered into by the National Council as authorized by the Chief Executive Officer.

If a unit or an individual is asked to take part in advertising of any nature – print, television, online or other – and have questions about this policy, please contact the Marketing Director.

If the Marketing Director is unavailable, refer questions to the Director of Support Services.

Email Signatures

When sending everyday correspondence, a professional-looking email signature reinforces the Scouting brand but also serves a more utilitarian purpose, providing useful means by which the recipient can reach the sender. A clean, organized signature is critical to communicating this information successfully.

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SCOUTING AMERICA

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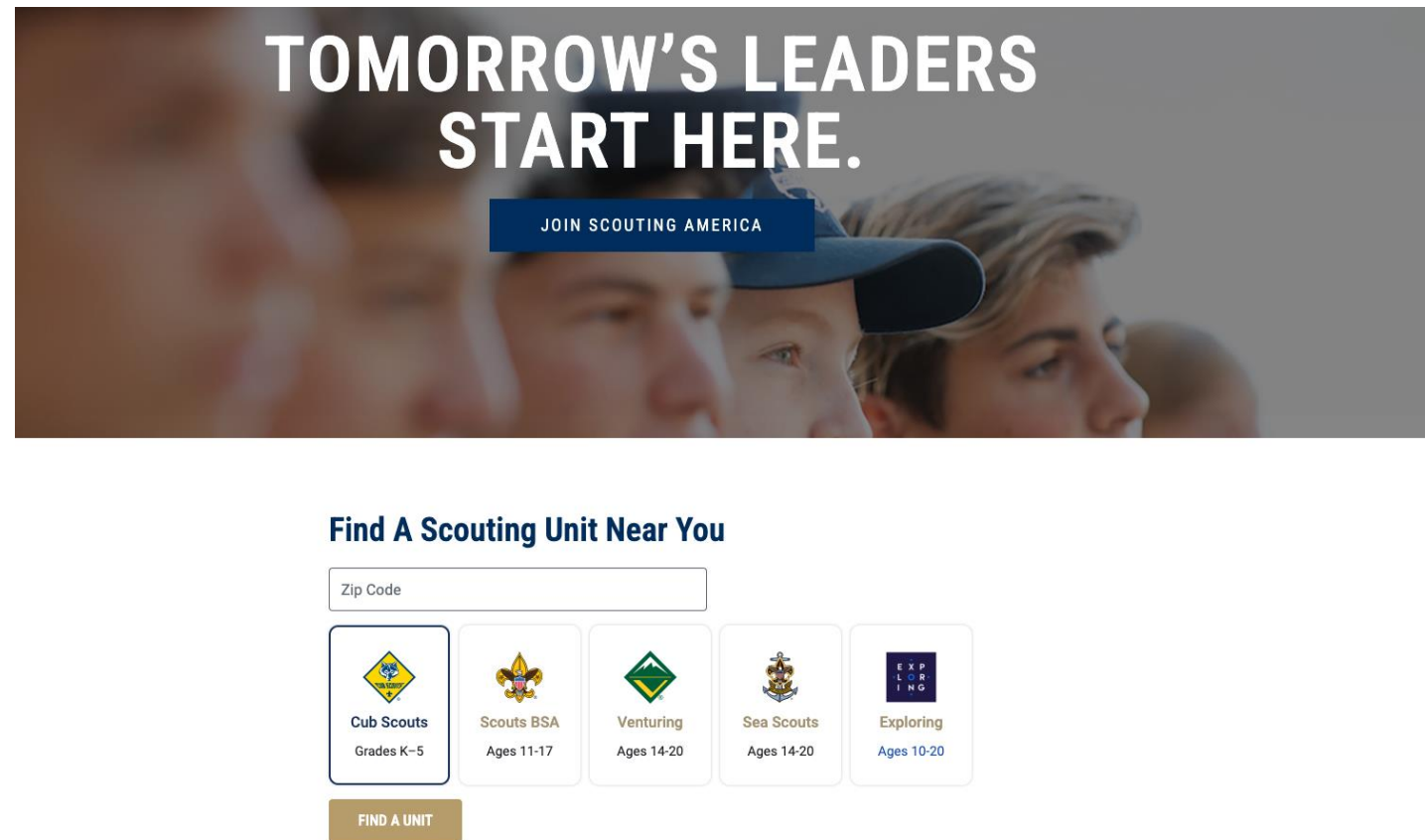
Email signatures should follow the national branding guidelines and should use the following format.

Ideally, the “ARIAL” font should be used

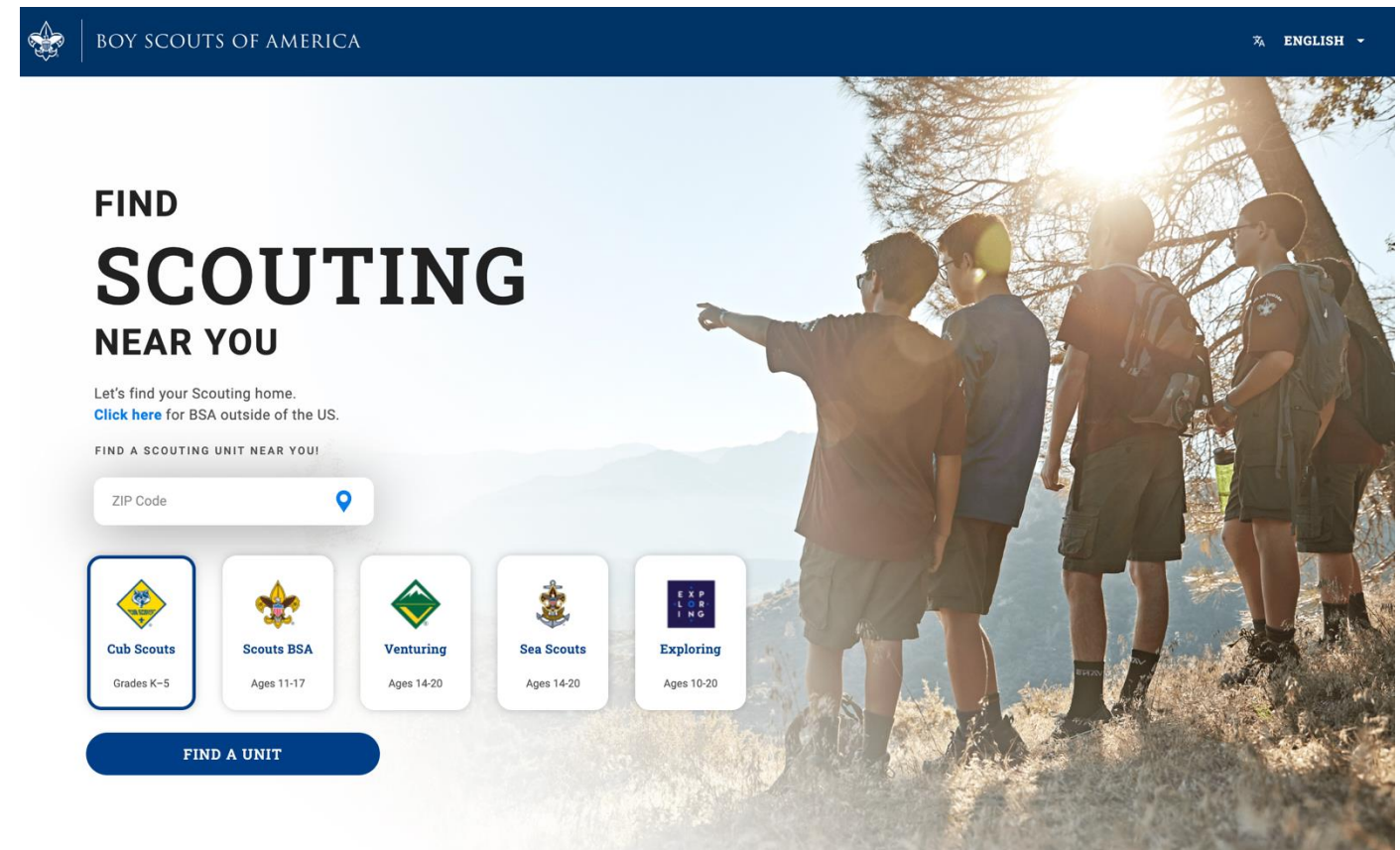
For plain text or mobile email signatures, duplicate the format. The color, however, will not translate and it will be in black text.

Calls To Action (CTA)

When creating materials that use QR codes and/or links, it is important to keep in mind the Call to Action (CTA) – what actions are you asking someone to take and for what purpose. For general membership CTA, we recommend using the Montana Council “Start” Page – built specifically for the new membership audience in mind – and the Be A Scout portals.



[Montana Council Discover Page](#)



[Be A Scout](#)



**Scouting
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