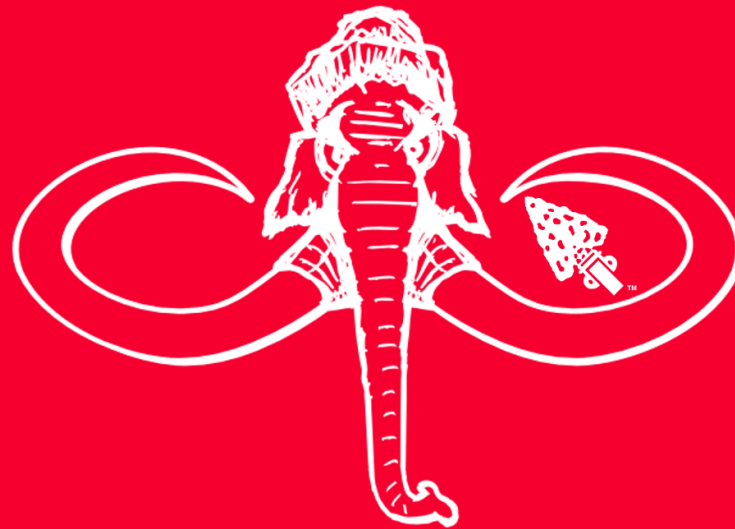


SECTION W-2N BRANDING GUIDE



Section W-2N

WESTERN REGION ORDER OF THE ARROW

Table of Contents

Branding Guidelines:.....	1
Brand Elements:.....	2
The Signature:.....	2
The Main Logo:	2
Section Leadership Summit:.....	4
.....	4
Conclave:	4

BRANDING GUIDELINES:

Having branding allows us to stay consistent in everything that we do, from when we type stuff out, to when we make posters or pictures. They also allow us to have a sense of pride in our brand.

Section W-2N Branding Guidelines Effective January 1, 2018.

The name of the Section will be known as Section W-2N, effective immediately.

BRAND ELEMENTS:

The Signature:

The signature is used to give a sense of professionalism to the section, as well as tie us into the branding of our Order. All versions are found below.

Standard Horizontal

(minimum size: 0.5x3.5)



WESTERN REGION SECTION 2N

ORDER OF THE ARROW



Standard Vertical

(minimum size: 1.4x3.5)

WESTERN REGION SECTION 2N

ORDER OF THE ARROW

Alternate Horizontal

(minimum size: 0.5x3.5)



WESTERN REGION SECTION 2N

ORDER OF THE ARROW



Alternate Vertical

(minimum size: 1.4x3.5)

WESTERN REGION SECTION 2N

ORDER OF THE ARROW

Reversed Horizontal

(minimum size: 0.5x3.5)



WESTERN REGION SECTION 2N

ORDER OF THE ARROW



Reversed Vertical

(minimum size: 1.4x3.5)

WESTERN REGION SECTION 2N

ORDER OF THE ARROW

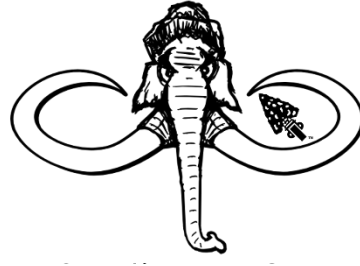
The Primary Logo:

The mammoth head is the main logo and face for Section W-2N. Below are the main colors and variations that can be used.



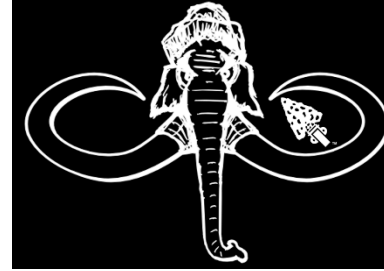
Standard

(minimum size: 1.38x2)



Alternate

(minimum size: 1.38x2)



Reversed

(minimum size: 1.38x2)

The Alternate Logo:

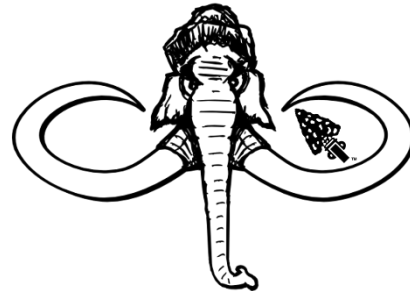
The full logo can be used as a way to show the name of Section W-2N and can be used instead of the primary logo.



Section W-2N
Order of the Arrow

Standard

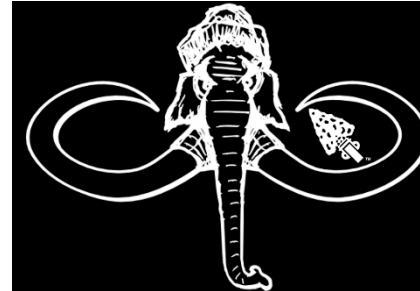
(minimum size: 2x2.21)



Section W-2N
Order of the Arrow

Alternate

(minimum size: 2x2.21)



Section W-2N
Order of the Arrow

Reversed

(minimum size: 2x2.21)

Section Leadership Summit:

Section Leadership Summit uses 2 logos below. The standard logo uses 3 peaks with a sun in the background. The dates are found on the bottom. The alternate logo just has the 3 peaks and the sun.



Standard

(minimum size: 2.72x2)



Alt

(minimum size: 1.35x2)

Conclave:

The conclave branding guidelines will be up to the discretion of the Council of Chiefs.

TYPOGRAPHY:

Section W-2N will use the following fonts for all material outside of Conclave.

Century Gothic: Titles, Headings:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$%^&*()

Century Schoolbook: Body:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$%^&*()