

## Gulf Stream Council, Boy Scouts of America Event Publications Guidelines

The following guidelines are required for all promotional materials and literature published for district and council events. This includes “Save the Date” Flyers, Leader’s Guides, etc.

1. Include the Gulf Stream Council logo (A) or signature (B). High definition versions of these logos can be found on the “Gulf Stream Council Logos” OneDrive linked to the event planning page on [www.gulfstreamcouncil.org/event-planning](http://www.gulfstreamcouncil.org/event-planning)



*Avoid using previous signatures, such as below:*



2. Include any relevant BSA Insignia or program logos. Current BSA Insignia and Logos can be found on the BSA Brand Center. You must register an account. Please download directly from this archive, and do not disseminate digital files apart from this site. Make sure that appearances of BSA logos falls in accordance with the BSA Branding Guidelines.
3. Certain program branding can be found on their website
  - a. Order of the Arrow (<https://oa-bsa.org/branding>)
  - b. Wood Badge (<http://www.woodbadgebsa.org/#2559825>)



*Avoid using out-of-date logos or symbols*

4. The flyer must be clean, organized, and eye catching. Care should be taken to avoid excess wording. Clean action photos of previous events should be included where appropriate.

5. Include instructions on how to register or RSVP. If registration is done online, include a link to the council website. For example:
  - a. "Register online at [www.gulfstreamcouncil.org](http://www.gulfstreamcouncil.org)"
  - b. "RSVP using the online form at [www.gulfstreamcouncil.org](http://www.gulfstreamcouncil.org)"
  
6. Provide contact information for the Event Director and Event Staff Adviser.
  - a. "Questions? Contact [eventdirector@email.com](mailto:eventdirector@email.com)"
  - b. "For registration help, contact the event staff adviser at [staffadviser@email.com](mailto:staffadviser@email.com)"

***Avoid publishing the contact information of youth officers***

All promotional material must be approved by the Event Staff Adviser and Gulf Stream Council Camping Director, Alec Connolly, prior to distribution. Flyers should be sent for approval in an editable format to be easily converted into a PDF or .JPEG as needed.

**Questions?**

**Contact Robert Ulrich, Gulf Stream Council Program Assistant at  
[robert.ulrich@scouting.org](mailto:robert.ulrich@scouting.org)**