This brand guidance training offers additional clarification related to the Scouts BSA infographic that has been shared through BSA channels.

Before starting Scouts BSA info sessions or recruitment events, please make sure to use the accompanying introduction noted in the talking points.

Please make sure to start all meetings with a Safety Moment, such as:

- Code of Conduct
- Guide to Safe Scouting
- Campout Safety
- Scouts First Helpline
- Youth Suicide Prevention
Scouts BSA Brand Guidance Training

A Step-by-Step Guide to Using BSA Brands Given GSUSA Litigation
OBJECTIVES

At the end of this session you should understand how we promote Scouts BSA in regards to:

• What materials to use and not use
• What to say and not to say in communications
• What to do and not do
LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations, including the Girl Scouts of the United States of America (GSUSA), that serve our nation’s youth and is committed to respecting the organization’s rights and programs.
FROM THE CHIEF SCOUT EXECUTIVE

“Within the Boy Scouts of America, we are witnessing momentum in our movement that is inspiring and exciting.

More and more families are eager to join us for Scouting’s adventures, and we see their enthusiasm come to life in inspiring ways - from parents sharing Scouting with their children for the first time to generations of Scouters passing on the torch to continue a tradition.

I am thankful for the unique opportunity we have right now to bring Scouting to more young people, families and communities than ever before, and all of those volunteers and staff members that are stepping up to spark the love of Scouting.”
As our organization welcomes families, boys and girls to our programs, it is important to remember and reiterate that:

- The name of our organization remains the same; we are the Boy Scouts of America (BSA).

- We work to achieve our mission of preparing young people for life through our programs, including:
  - Cub Scouts
  - Boy Scouts (Scouts BSA as of 2/1/19)
  - Venturing
  - Sea Scouts
  - STEM Scouts
  - Exploring
  - Learning for Life
WHAT TO USE ✓
Only use marketing materials located on the BSA Brand Center.
WHAT NOT TO USE
Well-intentioned self-developed assets can be problematic and are not permitted.
The GSUSA has prohibited co-branding of GSUSA and BSA.

Do NOT use the programs, marks, logos, uniform or images of the GSUSA. Ex. “Girl Scouts.”

Do NOT combine GSUSA marks, logos, uniform or images with those of the BSA Ex. “Golden Eagle” when alluding to the Gold Award.

ACTION: Pull any materials with these issues from the market.
WHAT TO SAY ✓
The separate troops can be called:

- Scouts BSA girl troops; Scouts BSA boy troops
- Troops for girls; troops for boys
- Girl troops; boy troops

For instance:
- In a recruitment setting, it is best to refer to Scouts BSA girl troops
- In a meeting setting, it is best to refer to troops for girls
WHAT NOT TO SAY
“GIRL” IN FRONT OF “SCOUT”  ☓

NEVER put the word “Girl” immediately before the word “Scout” when referring to girls who are part of the BSA.

DO NOT SAY:
Girl Scouts BSA troop
Girl Scouts

ACTION: Pull any materials with these issues from the market.
FAMILIES AND YOUR COMMUNITY. PLEASE JOIN US AS WE CELEBRATE SCOUTING AND HELP ENSURE BSA’S SPECIAL SCOUTING PROGRAMS FOR TODAY’S YOUTH.

The proceeds from the luncheon will provide funding for our Cub Scouts, Boy Scouts, Adventure Scouts, Explorer Scouts, and in the development and implementation of our New BSA Girl Scouting Programs!

Come talk to me about the Girl Scouts BSA Troops
WHAT TO DO ✔
MISSION STATEMENT

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Scout Oath
On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.

Scout Law
A Scout is:
Trustworthy
Loyal
Helpful
Friendly
Courteous
Kind

Obedient
Cheerful
Thrifty
Brave
Clean
Reverent
FOCUS ON OUR AIMS ✓

- Character Development
- Citizenship
- Leadership
- Personal Fitness
Reiterate that the BSA and GSUSA are separate organizations.

The Boy Scouts of America is the only Scouting organization in the United States that is a member of the World Organization of the Scout Movement (WOSM).
CONTINUE POSITIVE RELATIONSHIPS ✓

Background:
The GSUSA has instructed its members and volunteers not to conduct joint activities with the BSA.

Do reach out to your local GSUSA representative should you receive requests to conduct joint activities.
USE THE NATIONAL PR TEAM ✓

The national PR team includes media experts available to respond to any inquiry.

Send ALL media inquiries to PR@scouting.org.
WHAT NOT TO DO
Do not speak for or on behalf of the GSUSA or try to interpret its programs or policies for others.

Instead, refer questions to a local GSUSA council or www.GirlScouts.org.
## What to Use

**DO**
- Only BSA-sourced marketing materials from Brand Center

**DON’T**
- Locally-developed marketing materials
- GSUSA programs, marks, logos, uniforms or images

## What to Say

**DO**
- Scouts BSA girl troops
- Troops for girls
- Girl troops

**DON’T**
- girl Scouts
- girl Scouts BSA

## What to Do

**DO**
- Educate the public about the BSA, our mission and aims
- Continue positive relationships
- Notify the National PR team if contacted by media

**DON’T**
- Disparage any other youth-serving organization
- Speak on behalf of the GSUSA
LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations that serve our nation’s youth.

We believe that there is an opportunity for all such organizations to serve girls and boys in our communities.