



LAST MODIFIED: JULY 6, 2009

GUIDELINES FOR CUSTOM PATCHES AND EMBLEMS

The following shall serve as guidelines for review and approval of designs incorporating Boy Scouts of America trademark words, phrases, symbols or mottoes.

For custom patches and emblems commissioned by a council, unit or other Scouting organization, a Licensee must not produce:

- Council Shoulder Patches currently stocked by the Boy Scouts of America (BSA) Supply Group.
- Generic or “stock” standard patches or emblems stocked and sold by the BSA Supply Group.
- Rank insignia, or patches/emblems substantially similar to rank insignia.
- Patrol emblems currently stocked and sold by the BSA Supply Group.
- Merit Badges or Merit Badge “knock-offs”.
- Parody patches or emblems that the BSA, at its sole discretion, would deem as reflecting poorly on the BSA or its programs.
- Patches or emblems that contain the confederate flag.
- Interpreter strips or embroidered knots stocked and sold by the BSA Supply Group.

All custom patches are also subject to the following restrictions:

- All emblems must contain a Boy Scouts of America corporate identifier: either, “BSA” without any periods, “Boy Scouts of America” or the BSA fleur-de-lis; as instructed in the BSA Insignia Guide.
- All emblems must be for a Scouting event.
- No trademarks, including the Girl Scouts of the USA (GSUSA), from others are allowed without prior authorization expressed from the trademark owner (on company letter), and written approval from the BSA.
- No text or designs over the BSA Universal Emblem or FDL, when it is the only identifier used.
- No text or designs superimposed over the American flag (either current or formerly flown), nor attached to it any mark, insignia, letter, word, figure, picture, or drawing of any nature (a stationary American flag may not be used as a patch backing, however, a “waving” American flag may be used).





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- No obscene gestures, language or slang, that the BSA, at its sole discretion, would deem as reflecting poorly on the organization, its programs and/or its members.
- No words or designs that the BSA would consider, at its sole discretion, to reflect poorly on the values of BSA or that it would deem offensive to BSA and/or its members.
- Patrol Emblems must be 2" round with a tan border / background, no letters or numbers and maximum of three colors.
- Unit, District and Council Emblems must be for a specific event such as a Camporee or Summer Camp. District patches are not authorized.
- There should not be any Political reference made on patches.
- BSA Emblems do not require a statutory markings (i.e. ®,™, ©), except in cases where the emblem or patch is of sufficient size that these marks can be produced legibly.
- Council Shoulder Patches (CSPs) cannot have the city, state on them. Only the Council name is allowed as far as identification of the unit is concerned.

For custom patches bearing third-party trademarks or imagery such as Baden-Powell / Norman Rockwell / Joseph Csatari illustrations:

- BSA strongly discourages the use of Baden-Powell images because it cannot validate the ownership of these images. To prevent the unauthorized use of another's intellectual property rights, we only authorize the portrait of Baden-Powell painted by David Jagger. See image to the right. The licensee must gain permission from the UK Scouting Association: Chris James at chris.james@scout.org.uk. Such permission must accompany the authorization submission for approval.
- If a Norman Rockwell/Csatari image is being used, terms and conditions for use of specific design applies. Please reference the illustration list. Rockwell and Csatari images require artist signatures on the design.
- Any other third-party trademark or copyrighted material being incorporated on a custom patch must be accompanied by a letter of permission on company letterhead of intellectual property owner.



For Order of the Arrow Patches & Emblems:

- Order of the Arrow (OA) Emblems with the letters WWW should not have periods between the WWW.
- OA Pocket Flap Emblems must fit the exact size and shape of the uniform pocket flap (p. 53, BSA Insignia Guide: 2009-2010).
- Any use of Native American imagery must adhere to BSA Native American Guidelines.



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For National Scout Jamboree Patches & Emblems:

Any local council desiring to incorporate a commercial, third-party mark, word or phrase into its 2010 Jamboree CSP must have both written permission from the commercial mark owner **and** the authorization of the Boy Scouts of America National Council. The most expedient way to secure this authorization is to follow the processes previously established for BSA Officially Licensed products.

As with any patch, the local council needs only to submit their designs/orders to a BSA Licensee, along with written authorizations (on company letterhead) from the third-party for use of those marks/logos. BSA's Licensed and Custom Products team will take care of gaining the proper authorization from BSA Legal as is required for such 2010 Jamboree CSP's.

- National Scout Jamboree Emblems may be produced, but the Jamboree Logo may not be included as part of the patch design.
- National Scout Jamboree should be a single phrase, using all three words.
- The maximum width and height for custom Jamboree CSP's must not exceed 5" x 2". See 2010 National Scout Jamboree Council Shoulder Insignia guidelines for specific size dimensions.
- Watch how the word Jamboree is being used. The definition is "a national or international assembly of Boy Scouts." Therefore, examples such as Jamboree District Camporee, Three Fires District Jamboree, and similar patches would not be authorized for production.

For non-custom (stock or generic) or newly created custom "fill-in" designs:

All other designs must be approved using our Licensed Product approval process.

Modified Trademark Use

The BSA understands that in some cases reproduction of certain elements of trademarks and logos in the embroidery process may be substandard due to the size, and reproduction capabilities of these elements on custom patches and emblems. If modifications are made to the BSA trademarks, they require permission from the BSA and are subject to design approval on a case-by-case basis. No third party can lay claim to any designs incorporating any elements of the BSA trademarks.

Color Restrictions

Suppliers of custom embroidered patches and emblems should be vigilant when selecting colors for elements in their designs where the BSA Trademarks are rendered. Colors that are restricted for elements of the BSA marks, words, phrases and the BSA fleur-de-lis, include neon colors, pastels and any other colors deemed inappropriate by the BSA.





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Custom Patch and Emblem Backing

Suppliers of custom embroidered patches and emblems are required to create and use, with prior approval from the BSA, a custom patch or emblem backing, incorporating the Officially Licensed Product Seal or affixing the Officially Licensed Product holographic sticker (should be present on each individual patch) as authorized by the BSA.



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