

Conclave Branding Guide

2024



2025

Section E20 Conclave Branding Guide

Logos

In visual Section E20 Conclave related promotions, one of the following logos should be used.

Phoenix



E20 Standard



Conclave Standard



Conclave Text

*Conclave 2025:
The Tides of Brotherhood*



Coloring

In Section E20 Conclave related promotions, color #003366 should be the main color, with any of the other colors below as an accent.



Photo Resources

Please use [this link](#) to access a drive of photos that can be used to promote Conclave.

Additionally, lodges may use their own photos, so long as they represent the ideals of Scouting.

If using their own photos, lodges are encouraged to use bright, clear photos of Scouting in action.

Fonts

If used as a heading, the words Conclave 2025: The Tides of Brotherhood should use the below font, as shown on page 2.

Florida Vibes Regular

For any other text, all OA brand font is acceptable. The following fonts are encouraged.

Museo Sans

Museo Sans

Museo Sans

Museo Sans

Museo Sans

Museo Slab 700

Information about the OA brand fonts can be found on [the national OA website](#).