

# Conclave Branding Guide

2025



2026

# Section E20 Conclave Branding Guide

## Logos

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

Phoenix

AmeriCLAVE 2026 Phoenix



E20 Standard

Conclave Standard



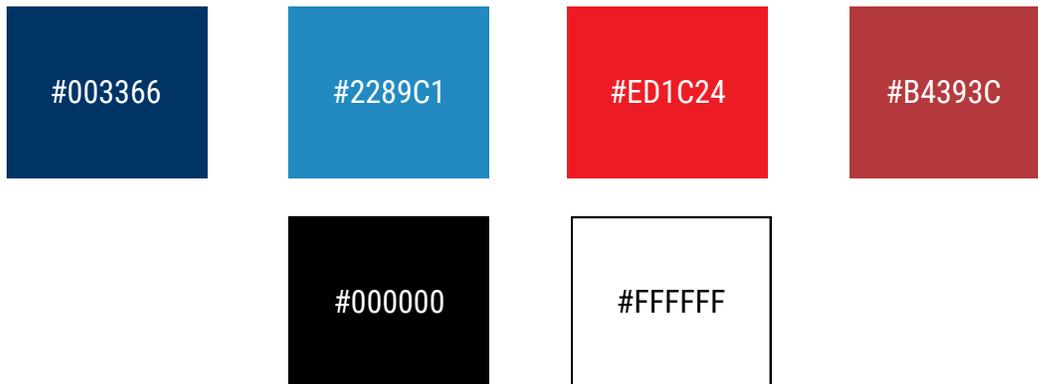
Conclave Text

**AMERICLAVE 2026**



## 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 Americlave 2026 should use the below font, as shown on page 2.

***Knewave***

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](#).