



KUNAMOKST LODGE BRAND GUIDELINES

September 2025

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Introduction

At Kunamokst Lodge, we're committed to creating high-quality content that reflects our values and identity. To ensure consistency and excellence, we've established brand guidelines that build upon the [Order of the Arrow's brand framework](#).

Our lodge's brand is proudly represented by the elk totem, a symbol that embodies our strength and character.

Any variation, exception, or deviation from these guidelines requires the explicit permission of the Kunamokst Lodge Executive Committee.

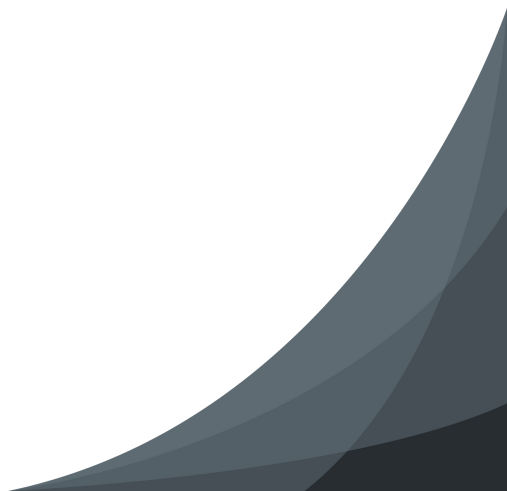
While these guidelines specifically govern the use of the Kunamokst Lodge brand, we recommend that all branding elements, including those of chapters and events, adhere to similar standards.

Kunamokst Brand Guidelines Effective September 7, 2025

These Kunamokst Brand Guidelines take effect September 7, 2025. We recommend implementing these new guidelines as soon as possible after this date to ensure a consistent brand identity.

For support and questions about the Kunamokst Lodge Brand Guidelines and how they apply to you, please contact:

branding@kunamokst.org



BRAND ELEMENTS

Primary

The primary logo is the preferred brand element of Kunamokst Lodge and may be used on all communication and materials inside and outside of the Order of the Arrow and Scouting America.



Standard



Black & White



Reversed

Variations of the primary logo have been developed to meet most needs.

See the guidelines for use for additional information.



Standard Simplified



Reversed White Arrow

Primary

Guidelines for Use

- The primary logo may be used on all lodge-branded materials, including patches, merchandise, and creative materials.
 - Please refer to the “Merchandise & Memorabilia Guidelines” section for additional information on using the primary logo in merchandise.
- Please use the primary logo in the colors shown whenever possible.
- Do not overlay graphics or shapes on top of the primary logo in designs and graphic materials.
- Use the primary logo or signature for all materials designed for audiences outside of the Order of the Arrow.
- For embroidery, use the simplified version of the primary logo

Minimum Sizes

Digital	175 px wide - use simplified primary logo if smaller
Print	2 inches wide - use simplified primary logo is smaller
Embroidered (simplified only)	2.5 inches wide - Make sure “Kunamokst Lodge” readable

Signature

The signature is a horizontal version of the primary logo and may be used on all communication and materials inside and outside of the Order of the Arrow and Scouting America and acts as a traditional corporate signature. Subordinate versions of the signature may be produced to represent chapters or lodge committees.



Standard



Black



White



Subordinate Signature Example

See the guidelines for use for additional information.

Signature

Guidelines for Use

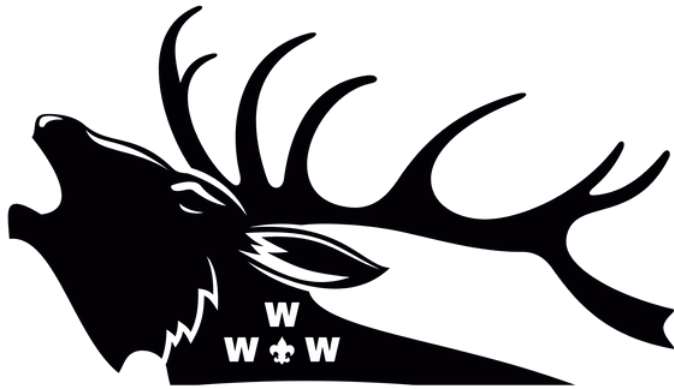
- The signature may be used on all lodge-branded materials, including patches, merchandise, official documents, and creative materials.
 - Please refer to the “Merchandise & Memorabilia Guidelines” section for additional information on using the signature in merchandise.
- Please use the signature in the colors shown whenever possible.
- Do not overlay graphics or shapes on top of the signature in designs and graphic materials.

Minimum Sizes

Digital	375 px wide - Make sure “Order of the Arrow” is readable
Print	3 inches wide - Make sure “Order of the Arrow” is readable
Embroidered	3.5 inches wide - Make sure “Order of the Arrow” is readable

Trademark

The trademark is a more streamlined version of our branding elements. The standalone elk head is meant to communicate the brand identity of Kunamokst Lodge with a more simplified approach. The trademark may be used as a standalone brand element for lodge communication within the Order of the Arrow.



Standard



Reversed



Simplified

See the guidelines for use for additional information.

Trademark

Guidelines for Use

- The trademark may be used on lodge-branded materials, including patches, merchandise, and creative materials.
 - Please refer to the “Merchandise & Memorabilia Guidelines” section for additional information on using the trademark in merchandise.
- Please use the trademark in the colors shown whenever possible. Other solid colors may also be used as needed to match design needs.
- Do not overlay graphics or shapes on top of the trademark in designs and graphic materials.
- For embroidery or small designs, use the simplified version of the trademark.
- For representation of the lodge outside of the Order of the Arrow, use the primary or signature brand elements.

Minimum Sizes

Digital	50 px wide
Print	0.75 inch wide
Embroidered (simplified only)	No minimum size

Totem

Similar to the trademark, the totem is an alternate simple brand element that can be used to portray and enhance the lodge brand. While the totem can serve as a standalone element in some cases, it is recommended that it is accompanied by another brand element, such as the wordmark.



Totem



Totem (reversed)



Totem with Wordmark



Alternate Totem

See the guidelines for use for additional information.

Totem

Guidelines for Use

- The totem may be used on lodge-branded materials, including patches, merchandise, and creative materials.
 - Please refer to the “Merchandise & Memorabilia Guidelines” section for additional information on using the trademark in merchandise.
- The totem may be used in any solid color variation as needed to match design needs.
- Text, shapes, and graphics may be overlaid on the totem provided it enhances the lodge or special event brand.
- The totem may be flipped horizontally so that the elk is looking toward the right or left, depending on need.
- For representation of the lodge outside of the Order of the Arrow, use the primary or signature brand elements.

Minimum Sizes

Digital	50 px wide
Print	0.75 inch wide
Embroidered	No minimum size - Arrowhead must be visible

Wordmark

The Kunamokst Lodge wordmark serves as the primary visual identity element of the lodge and can be paired with other brand elements to further support and strengthen the lodge brand.

Kunamokst

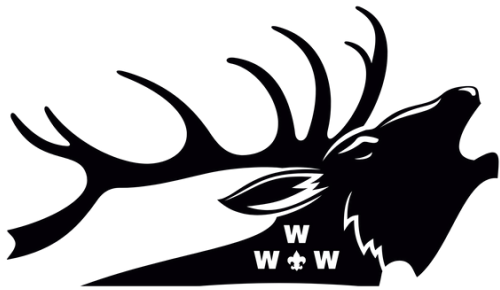
Guidelines for Use

- The wordmark should always be capitalized and spelled as shown above. It is acceptable to use the wordmark in all caps, when appropriate, to provide emphasis.
- Use the wordmark in its entirety. Do not abbreviate or modify the text.
- The wordmark can be used by itself, with other text, or with any other lodge brand elements.
- The wordmark should be used on all lodge-branded materials.
- When possible, use Order of the Arrow or lodge-branded typefaces and colors when using the wordmark.

INCORRECT LOGO USE

Incorrect Use

Do Not:



Change the orientation of any brand element



Add effects or change the color or fonts of any brand element



Allow any brand element to touch the edge of a design. Must give element room to stand out.

- Overlap any brand element with another object or text (totem excluded)
- Skew, rotate or stretch any brand element
- Truncate or crop any brand element
- Display any brand element that suggests a relationship with a non-partner third party

Incorrect Use - Exceptions

Every rule always has exceptions. Sometimes a brand element can be used in a way that this guide prohibits but it adds value to the lodge's message. These exceptions usually occur in event or committee-specific materials.

If you would like to use a brand element in a way that is prohibited by this guide, please contact branding@kunamokst.org and send us an example. It will be reviewed by the lodge executive committee and a decision made.

The lodge executive committee has the sole authority to make exceptions, revise this guide, and manage the Kunamokst Lodge brand.



COLORS AND TYPOGRAPHY

Colors

Kunamokst uses a specific color palette to maintain a strong brand identity. Our primary colors align with the Order of the Arrow brand guidelines.

Primary Colors



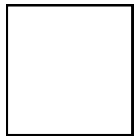
OA Red

C: 0 M: 100 Y: 81 K: 4
HEX #e31837 RGB (227,24,55)



OA Grey

C: 78 M: 62 Y: 51 K: 39
HEX #36454f RGB (54,69,79)



OA White

C: 0 M: 0 Y: 0 K: 0
HEX #ffffff RGB (255,255,255)

Secondary Colors



OA Grey 2

C: 0 M: 0 Y: 0 K: 10
HEX #e6e7e8 RGB (230,231,233)



OA OA Dark Red

C: 33 M: 100 Y: 91 K: 52
HEX #e6e7e8 RGB (230,231,233)



OA Blue

C: 100 M: 58 Y: 20 K: 21
HEX #005596 RGB (0,85,150)



OA Black

C: 40 M: 40 Y: 20 K: 100
HEX #030006 RGB (3,0,6)

Typography - Typefaces

Kunamokst Lodge primarily utilizes the Order of the Arrow branded typefaces. Please refer to the [Order of the Arrow brand guidelines](#) for use of the OA branded typefaces.

Additionally, the following typefaces are approved for use with the Kunamokst Lodge brand.

Archivo Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[]\{}|:;:'<>?.,/

This typeface is used for headings, titles, and any other elements that need a large typeface.

Archivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[]\{}|:;:'<>?.,/

This typeface can be used for content areas, especially when using paragraphs or large blocks of text.

Get this typeface for free on [Google Fonts](#)

Typography - Hierarchy

Use your best judgment to make a pleasing visual presentation when laying out documents and creating designs. You may use the following type hierarchy as a guide.

Primary Heading Text

Archivo Black

Secondary Heading Text

Archivo Bold

Special Indicator Text

Archivo Regular Italic

Content Text

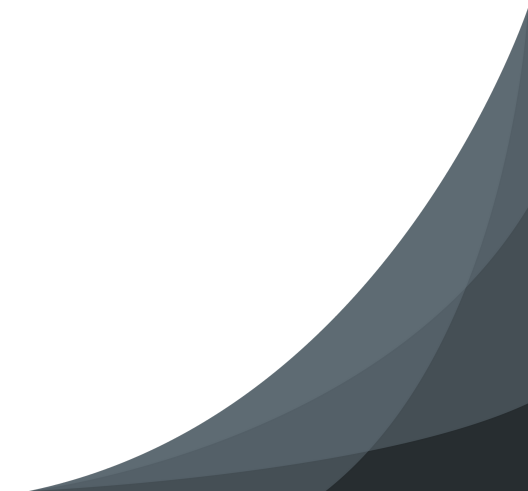
Archivo Regular

Typography Considerations:

- Use Archivo Black or Archivo Bold for heading text.
- Do not use Archivo Black as body text.
- Other font weights (i.e light, medium, bold) for Archivo may be used where appropriate.
- Avoid using text smaller than 8pt.
- The OA branded typefaces are always appropriate. Refer to the [Order of the Arrow brand guidelines](#) for additional guidance.



MERCHANDISE AND MEMORABILIA



General Guidelines

All merchandise and memorabilia produced by the lodge must adhere to the Kunamokst Lodge brand guidelines to ensure consistent use of the lodge brand. This includes items produced for sale, prizes, or recognition by the lodge executive committee, chapters, committees, events, or any officer or adviser.

DO:

- Use the trademark or totem and wordmark as the primary brand element on patches and other embroidered items.
- Consider using the primary color palette as foundational colors in merchandise items.
- Follow typography guidelines whenever possible.

DO NOT:

- Embroider any brand element so small that the text in the brand element cannot be easily read.
- Use the totem as a standalone brand element in merchandise.
- Use brand elements on any inappropriate items or items that do not align with the lodge or OA image.

NOTE: Approval may be required to produce lodge-branded merchandise. Please contact branding@kunamokst.org to inquire about the approval process.

The lodge and OA brands are trademarks of Scouting America and must comply with all Scouting America licensing requirements and guidelines, including the use of [official Scouting America licensees](#). Please abide by these guidelines and any other Scouting America policies to ensure that the lodge brand is used consistently and appropriately.

Patch Guidelines

All Kunamokst Lodge patches must meet the following criteria

- Contain the lodge name / wordmark, "Kunamokst"
- Contain an lodge brand element (such as the trademark or totem)
- Contain "WWW" OR the OA Arrowhead
- Contain the Scouting America fleur-de-lis
- Meet all [Scouting America licensing guidelines](#).
- Designs must be approved by the lodge executive committee.

Non-Patch Guidelines

All non-patch merchandise and memorabilia, including gift and recognition items, must meet the following requirements.

- Contain the lodge name / wordmark, "Kunamokst"
- Contain a lodge brand element
- Meet all [Scouting America licensing guidelines](#)

While non-patch items do not require approval of the lodge executive committee, they must still be official items issued by a lodge officer, adviser, chapter, or committee.



ONLINE PRESENCE

Online Presence

The online image of Kunamokst Lodge is an important aspect of the lodge brand.

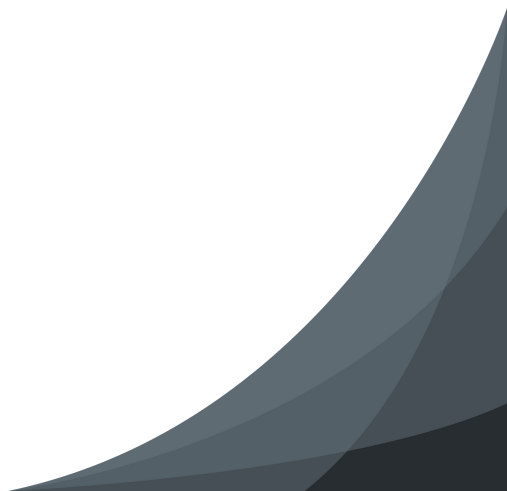
Any online account that portrays or represents Kunamokst Lodge in an official capacity must be approved by the lodge executive committee. This includes, but not limited to, chapters and events.

All online accounts and websites must follow all Order of the Arrow and Scouting America website and social media guidelines and policies and must have a minimum of two adults with admin-level access.

Chapter Accounts

Chapters may create social media and other accounts to help aid chapter operations and communication. Chapter accounts must adhere to all lodge guidelines outlined in this guide. Additionally, chapter social media accounts must be administered under the lodge's technology infrastructure (e.g. Facebook / Instagram accounts connected to the lodge's Meta Business Suite with admin privileges) to maintain compliance with Scouting policies and manage volunteer turnover.

Contact communications@kunamokst.org for additional information on getting started with chapter accounts.



BRANDING RESOURCES

Branding Resources

[Order of the Arrow Brand Guidelines](#)

[Language of the OA](#)

[Section G16 Brand Guidelines](#)

[Scouting America Licensing](#)

branding@kunamokst.org

Unsure? Have questions? Ask us first!

