Momentum Launch Brand Guidelines

The Momentum Launch logo includes the elements shown on the right.

For both the full and abbreviated logos, the primary element is a stylized Newton’s cradle. The Newton’s cradle demonstrates conservation of momentum and energy using three swinging spheres. When one sphere at the end is lifted and released, it strikes the stationary spheres, transmitting a force through the stationary spheres that pushes the last sphere upward.

The WWW (Wimachtendienk, Wingolauchsik, Witahemui) placed in these spheres suggests how our Brotherhood of Cheerful Service provides the momentum needed by our members and the Order of the Arrow to move forward.

The full logo should be used is the primary mark used to identify and promote the virtual Momentum Launch event.

An abbreviated Momentum Launch logo has also been developed and can be used when a simpler version of the logo is preferred such as in presentations and video materials.

**Color Specifications**

A defined color pallet has been adopted for Momentum Launch. These are the only colors to be used on the logos.

These colors can also be used for supporting elements including graphics, backgrounds, icons and text on both digital and printed materials.

### Momentum Launch Color Specifications

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CYMK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Dark Gray</td>
<td>7545C</td>
<td>58C, 32M, 18Y, 54K</td>
<td>R66, G85, B99</td>
<td>425563</td>
</tr>
<tr>
<td>Launch Red</td>
<td>186C</td>
<td>2C, 100M, 85Y, 6K</td>
<td>R200, G16, B46</td>
<td>C8102E</td>
</tr>
<tr>
<td>Launch Light Gray</td>
<td>7543C</td>
<td>24C, 9M, 8Y, 22K</td>
<td>R152, G164, B174</td>
<td>98A4AE</td>
</tr>
<tr>
<td>Launch White</td>
<td>White</td>
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</tbody>
</table>

NOTE: This is supplemental to the Order of the Arrow’s Brand Guidelines which can be found here:  [https://oa-bsa.org/branding](https://oa-bsa.org/branding)
Correct & Incorrect Logo Usage
The Momentum Launch Brand Guidelines apply to any material that uses the theme or any associated logos or artwork.
These guidelines must be followed in their entirety. The style employed is a way to inform participants that the information they received is official and related to the virtual Momentum program.
These images must be used in their entirety. They are not to be edited, combined or repurposed for any additional use. Do not attempt to create different versions of the logos. Several examples of incorrect uses are shown on the right.
Both full and abbreviated logos in color, black and white and in various file formats are available. Only use those approved, supplied logos.
**Typefaces**

We encourage the use of the following typefaces whenever possible in order to strengthen the identity of OA communication materials.

**Primary Typeface – Museo Slab 700**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*()+[]{}|:;'"<>?,./

**Secondary Typeface – Museo Sans 300**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*()+[]{}|:;'"<>?,./

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**Typography**

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

**Typography Considerations:**

- Tracking is a consideration for designers using professional software such as Adobe InDesign or Illustrator.
- Avoid using Museo Slab as body text. You may use Museo Sans as body text.
- Avoid using text smaller than 8pt.

<table>
<thead>
<tr>
<th>Primary Headline Text</th>
<th>Secondary Headline Text</th>
<th>Tertiary Headline Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museo Slab 700</td>
<td>Museo Slab 300</td>
<td>Museo Sans 700</td>
</tr>
<tr>
<td>Tracking: 20</td>
<td>Tracking: 20</td>
<td>Tracking: 20</td>
</tr>
</tbody>
</table>

*Special Indicator Text*

<table>
<thead>
<tr>
<th>Museo Sans 300 Italic</th>
<th>Museo Sans 300</th>
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</thead>
<tbody>
<tr>
<td>Tracking: 10</td>
<td>Tracking: 30</td>
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</table>