



Momentum Launch Brand Guidelines

Order of the Arrow

Revised July 16, 2020

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 as 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 Full Logo



Momentum Launch Abbreviated Logo



NOTE: This is supplemental to the Order of the Arrow's Brand Guidelines which can be found here: <https://oa-bsa.org/branding>

Momentum Launch Color Specifications

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

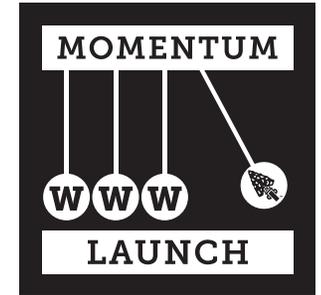
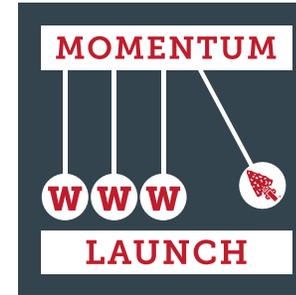
Correct & Incorrect Logo Usage

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.



DO NOT modify the colors of any of the logo components.



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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

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

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.

Primary Headline Text

Museo Slab 700

Tracking: 20

Special Indicator Text

Museo Sans 300 Italic

Tracking: 10

Secondary Headline Text

Museo Slab 300

Tracking: 20

Body Text

Museo Sans 300

Tracking: 30

Tertiary Headline Text

Museo Sans 700

Tracking: 20