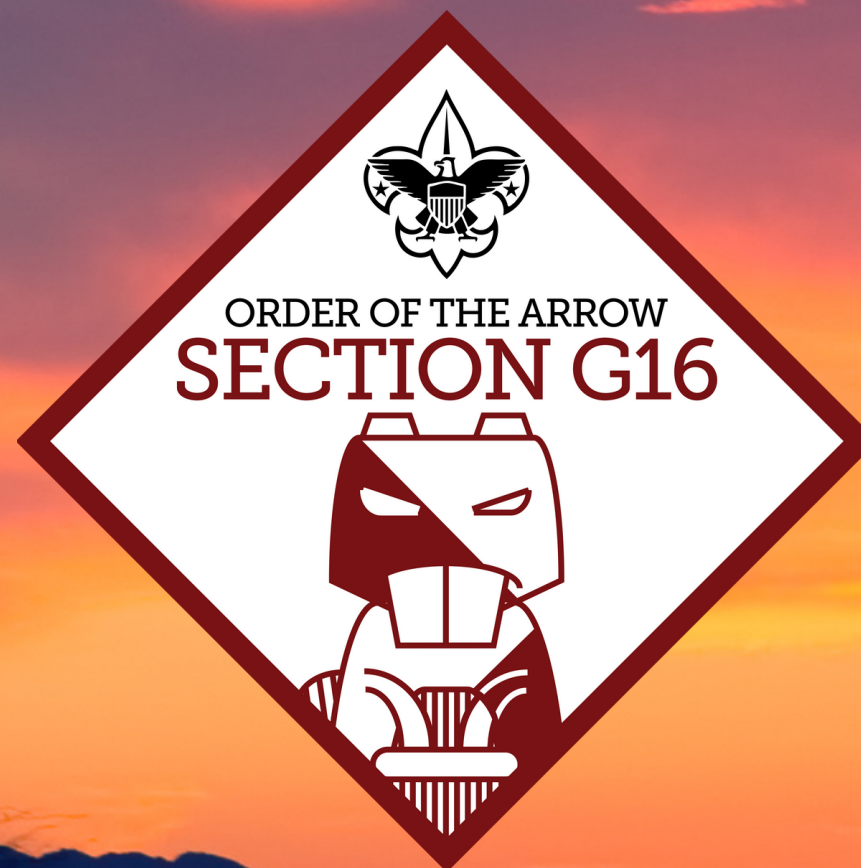


# CONCLAVE 2024

## Brand Guidelines



Updated January 2024

# Conclave 2024 Brand Guidelines

## A Note About These Guidelines

The purpose of this guide is to demonstrate how the 2024 Section G16 Conclave visual elements should be used uniformly to convey the theme in the most powerful way possible. Deviation from these standards will weaken our message.

## Questions

If there are any questions about the 2024 Section G16 Conclave brand, please contact the Section G16 Communications Team at [communications@sectiong16.org](mailto:communications@sectiong16.org).



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# Conclave 2024 Theme and Logo

## RIDIN' WITH THE BROTHERHOOD

The theme, Ridin' with the Brotherhood, is based on the Wild West and guests will identify many meanings that connect to their life.

"If you climb in the saddle, be ready for the ride." – Unknown

Every journey begins with one step. The road to the West was paved by people who dared to take action despite the enormous challenges that lay in front of them, much like an Arrowman exhibits courage to take the first step to seek the Arrow.

The road may be difficult at times but together, through our bonds of brotherhood and a little self-sacrifice, we can achieve anything.

Let's ride!

"Courage is being scared to death and saddling up anyway!"  
– John Wayne



2024 Conclave Logo

# Conclave 2024 Colors

The following color palette has been adopted for the 2024 Section G16 Conclave. These are the only colors to be used with the conclave logo.

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

	Black Rooster #341012		Golden Mary #f0ba3c		Glittering Sun #d5ac7a
	Sundown #f4cb9e		Muskelmanbraun #a47346		Korma #804e2e
	Oregon Hazel #926039		OA Black #030006		

# Conclave 2024 Typography

We encourage the use of the following typefaces whenever possible to strengthen the identity of the 2024 Section G16 Conclave communication materials.

The 2024 Section G16 Conclave typefaces are best used for headings. The standard section or OA typefaces should be used for all other text accompanying the 2024 conclave typefaces.

Use your best judgment to make a pleasing visual presentation when laying out documents and creating designs.

Please refer to the [Section G16 Brand Guidelines](#) and [OA Brand Guidelines](#) for additional guidance regarding OA typography.

2024 Conclave Primary Typeface – BOU Western Regular

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

2024 Conclave Sedondary Typeface – Cowboys 2.0 Regular

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

\*When used with the logo, Cowboys 2.0 Regular should be used for the theme name.



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# Conclave 2024 Styling

## Text Styling

- “Brotherhood” should always be capitalized
- Use full caps or sentence case, not all lowercase
- Do not put the theme in italics or quotations
- It is Ridin’ NOT Riding
- The theme may be broken into two lines.

## Logo Styling

- The logo should not be altered in any fashion without approval from the communications team. This includes changes to colors, fonts, spacing, aspect ratio, transparency, etc.
- Minimum Sizes:
  - Digital: 450x376 px
  - Printed: 2x1.75 inches



**CORRECT**

Ridin’ with the Brotherhood  
RIDIN’ WITH THE BROTHERHOOD

RIDIN’ WITH THE  
BROTHERHOOD



**INCORRECT**

Riding with the Brotherhood  
ridin’ with the brotherhood



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