

CONCLAVE 2025

BRAND GUIDELINES



Updated February 2025

Conclave 2025 Brand Guidelines

A Note About These Guidelines

The purpose of this guide is to demonstrate how the 2025 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 2025 Section G16 Conclave brand or you need alternative brand elements, please contact the Section G16 Communications Team at communications@sectiong16.org.



ORDER OF THE ARROW
SECTION G16



Conclave 2025 Theme and Logo

"RAIDERS OF THE LOST ARROW"

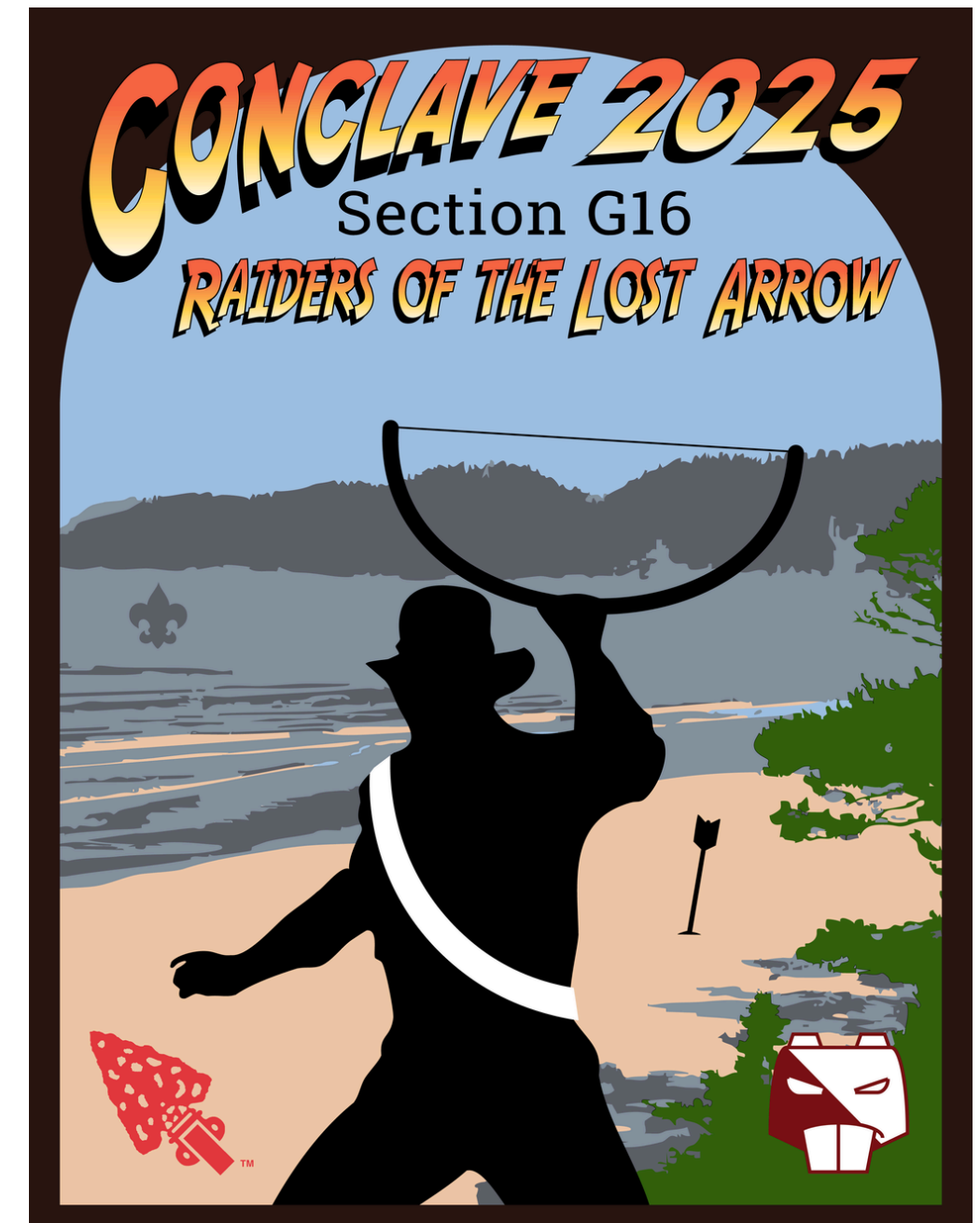
Key Message: Discover the Arrow

This year's theme, Raiders of the Lost Arrow, takes inspiration from the legendary explorer Indiana Jones and his quest for the ultimate treasure.

As Arrowmen, we're on a journey to discover the true meaning of the Arrow. It's a path that requires courage, perseverance, and brotherhood. Just like Indy, we'll face challenges and obstacles along the way, but together, we'll overcome them and emerge stronger.

As we embark on this adventure, remember that every journey starts with one step. The road to discovery may be treacherous, but with our bonds of brotherhood and a willingness to take the first step, we'll uncover the secrets of the Arrow.

Together, let's discover the Arrow!



2025 Conclave Logo



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Conclave 2025 Colors

The following color palette has been adopted for the 2025 Section G16 Conclave. These are the only colors to be used with the conclave logo.

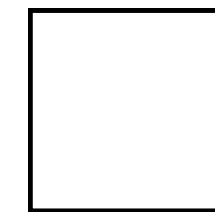
These colors may also be used for supporting elements including graphics, backgrounds, icons, and text on both digital and printed materials.



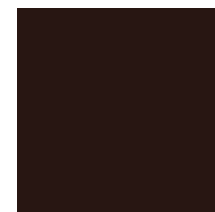
Conclave Gold
#ffd34f



Conclave Green
#32620e



White
#ffffff



Conclave Brown
#281612



Conclave Blue
#121154



Black
#000000



Conclave Orange
#f56444



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Conclave 2025 Typography

We encourage the use of the following typefaces whenever possible to strengthen the identity of the 2025 Section G16 Conclave communication materials.

The 2025 Section G16 Conclave typefaces are best used for headings. The standard section or OA typefaces should be used for all other text accompanying the 2025 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.

2025 Conclave Primary Typeface – SF Fedora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2025 Conclave Secondary Typeface – Adventure Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2025 Conclave Tertiary Typeface – Museo Sans 300 or 700*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Open Sans or or Gill Sans may be used in place of Museo Sans.



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Conclave 2025 Styling

Text Styling

- Should be Raiders of the Lost Arrow
- Capitalize as shown above or all caps.
- Do not put the theme in italics or quotations
- Do not use an apostrophe (ex: Raider's)
- The theme text may be broken into two lines.
- When referring to the "Arrow" or the "Lost Arrow," capitalize as shown.

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: 275x356 px
 - Printed: 1.5x2 inches



CORRECT

Raiders of the Lost Arrow
RAIDERS OF THE LOST ARROW

RAIDERS OF THE
LOST ARROW



INCORRECT

Raider's of the Lost Arrow
"Raiders of the Lost Arrow"
raiders of the lost arrow



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