



CAMP SHANDS

11/14-11/16



E5*OA-SCOUTING*ORG/SLS

2025 Section E5 Leadership Summit

Theme and Logo



Strengthening the Ties of Brotherhood

The theme for the 2025 Section Leadership Summit is to ignite the spirit of brotherhood through transformative leadership training.

Brotherhood is a core principle of the OA, and it's essential that we actively reinforce these bonds when we come together. Each moment spent with one another is an opportunity to deepen our relationships and support each other.

As we engage throughout this weekend, let's keep our purpose and intent in mind. Why are we here? Can we achieve our goals alone? How can I best serve my lodge? By focusing on strengthening the ties of brotherhood, we can find answers to these questions and create a meaningful experience together.

Key Guidelines and Resources for SLS Communications

Purpose

This branding guide is intended for use in all SLS communications moving forward. Following this guide will help maintain consistent messaging and branding across the section. It is important to note that deviations from these guidelines will weaken our message, and therefore it is urged for everyone to refer to this guide to support clear and effective communications.

Proper Display of Registration Link

In all SLS promotional content, please ensure that the link **e5.0a-scouting.org/sls** is included, which directs to the official SLS website. This link should be the **only one used**, as it contains essential information about the event program and everything participants need to know.

Canva Usage

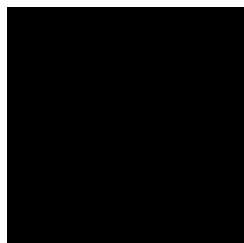
The 2025 SLS branding kit is designed using fonts, colors, and tools from Canva, which are available under “Brand.” If your lodge doesn’t have access to a Canva Pro account, please reach out to communications@e5.0a-scouting.org. The section provides complimentary access to all lodges.

2025 Section E5 Leadership Summit

Color Palette

The following colors provided comprise the official color palette of the 2025 SLS brand. These specific colors will be used in all section promotional materials to ensure consistency in our brand. While you may choose to use similar colors, it is important to adhere to this official palette.

These colors are found in our logo and can be used for background elements, text, and other design features in your own materials. Utilizing this color palette will help maintain a cohesive visual identity across all communications.



SLS BLACK

#000000



SLS BROWN

#4A130E



SLS DARK ORANGE

#D94E25



SLS ORANGE

#F69052



SLS LIGHT ORANGE

#F7E9C5



SLS CREME

#FAC488

Section Leadership Summit 2025

Typography & Borders

Primary Typeface - TS Country NP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Secondary Typeface - Shining Bright

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Tertiary Typeface - Bevan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Border

Each post/graphic should have a border in SLS Brown around the graphic for uniformity. The border shall be constructed on Canva by adding a rectangle and increasing the stroke weight of the perimeter to 34.

STRENGTHEN THE TIES OF BROTHERHOOD

SECTION E 5

LEADERSHIP

2025

SUMMIT

