



SECTION CONFERENCE

BRANDING GUIDE

E5.OA-SCOUTING.ORG/CONFERENCE

2026 Section E5 Conference Theme and Logo



The 2026 Section Conference theme, “Be the Leader That You Would Follow,” challenges each of us to reflect on what true leadership looks like—and to become that example for future Arrowmen.

Leadership is a core principle of the OA, and this year we are taking time to examine and strengthen our own leadership styles.

Throughout the weekend, participants are encouraged to reflect on how they lead, identify areas for growth, and commit to becoming the kind of leader they would choose to follow.

Key Guidelines and Resources for Section Conference Communications

Purpose:

This branding guide is intended for use in all Section Conference 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 Section Conference promotional content, please ensure that the link **e5.0a-scouting.org/conference** is included, which directs to the official event website with all information and registration. 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 2026 Section Conference 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.

2026 Section Conference

Color Palette

The following colors provided comprise the official color palette of the 2026 Section Conference 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.

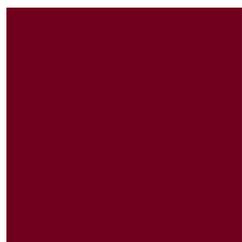
These colors are found in our logo and can be used for background elements, text, and other design features in your own materials. Utilizing this color palette will help maintain a cohesive visual identity across all communications.



Conference
Black
#000000



Conference Blue
#2a4063



Conference
Maroon
#70001d



Conference Orange
#d45c1c



Conference Brown
#482219



Conference tan
#d0af88

2026 Section Conference

Typography

PRIMARY TYPEFACE

HERTICAL ROUGH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Secondary Typeface

Etna Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Tertiary Typeface

Noto Serif Ethiopic Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



WWW

SECTION CONFERENCE



Aal-Pa-Tah

E5

2026

Host

BE THE LEADER

YOU WOULD FOLLOW