

Three Harbors Council Branding and Messaging

When using the following in any type of writing, always use:

- “Three Harbors Council”
 - NOT THC
 - NOT 3HC
- The council address is “South 84th Street”, NOT S. 84th St. or any other variation.
- The council logo font is LTC RECORD TITLE.
- All other companion fonts are a part of the Arial Family.
- List the counties in this order:
Kenosha, Milwaukee and Racine counties (alphabetical order).
- Do not break words with wrap around.
- When listing a series of items, there is never an “Oxford comma” before the last item.
 - Example:
 - Incorrect: The young people went skiing, sledding, and snowboarding.
 - Correct: The young people went skiing, sledding and snowboarding.
- When talking about the people we serve, it is never “kids.” Use “young people” or “youth” instead and use “volunteers” over the word “adults.”
- Scout and Scouting are ALWAYS capitalized.
- Unless at the beginning of a sentence or followed by a number, pack, troop and crew are not capitalized.
 - Example:
 - The pack went to summer camp.
 - Pack 357 is attending summer camp.
 - He is a member of Troop 154.