



## **FREQUENTLY ASKED QUESTIONS ABOUT THE RENAMING TO SCOUTING AMERICA®**

### **Q: Why make this change?**

A: Updating the organization's name is one more way to demonstrate a full commitment to serving all youth and preparing them for life. The Boy Scouts of America welcomed girls into Cub Scouts and Scouts BSA more than five years ago.

### **Q: When is the change official?**

A: Scouting America will become official on February 8, 2025, the organization's 115<sup>th</sup> anniversary. All councils will make the shift on or before that date. All platforms should reflect the new name, logo, and identity on or before February 8, 2025.

### **Q: What else is going to change?**

A: Though our name will be new, our mission remains unchanged: we are committed to teaching young people to be Prepared. For Life.

### **Q: How are we letting people know about this change?**

A: Beginning May 7, 2024, the National Council is launching a communications campaign to inform families about Scouting America and invite them to join the adventure of Scouting.

### **Q: Where do I find the new logos and guidelines on their use?**

A: Logos and the new brand guide are available on the Brand Center [here](#).

### **Q: Can we begin making changes immediately?**

A: Yes.

### **Q: Are all councils changing to the new logo at the same time?**

A: Yes. All councils nationwide are changing to the new rebranding system, with physical assets to be determined respectively according to their own resources.

### **Q: Why is brand consistency important?**

A: Our marks and logos are critical shorthand for the brand, so we must be consistent in the presentation of our logo and name. As the nation's premier youth serving organization, it is critical that we present a united and consistent brand presence.

### **Q: Do I need to change printed materials and existing inventory right away?**

A: Consistency is important. Update the marks as materials are replaced or reordered.

### **Q: What should I do with existing items with the Boy Scouts of America name?**

A: A transition to the new name will take time and resources. It will take time to phase out the Boy Scouts of America items.

**Q: Can we adjust the logo or font to meet our local needs?**

A: Consistency in the presentation of the logo and name is paramount. The Scouting America brand guide provides information about how to use the marks and logos, as well as the approved typefaces. Changes to the mark or treatment beyond what is specified in the brand guide are not permitted.

**Q: Can I combine the logo with other Scouting graphics on patches?**

A: BSA Licensing can provide direction and advice on how best to incorporate Scouting America into custom products using approved licensed vendors. Reach out to BSA Licensing at [licensing@scouting.org](mailto:licensing@scouting.org).

**Q: Is the name of the Scouts BSA program also changing?**

A: No. Scouts BSA will remain the name of the Scouting program serving youth ages 11-17.

**Q: Do we have a district version of the logo?**

A: You can combine the council format to create a district version.

**Q: My community has a street/park/landmark/etc. with the “Boy Scout” name in it – should I try to work with local officials to update that?**

A: If it makes sense locally, yes, but there is no mandate to change legacy names such as those associated with parks, roads, etc.