

Last Modified: January 15, 2007

GUIDELINES FOR CUSTOM PATCHES AND EMBLEMS

The following shall serve as guidelines for review and approval of designs incorporating Boy Scouts of America trademark words, phrases, symbols or mottoes.

For additional information on the approval process of patches and emblems, please refer to the current version of the Licensee Handbook and your License Agreement.

For custom patches and emblems commissioned by a council, unit or other Scouting organization, a Licensee must not produce:

- Council Shoulder Patches currently stocked by Boy Scouts of America (BSA) Supply Group;
- Generic or “stock” standard patches or emblems stocked and sold by BSA Supply Group;
- Rank insignia, or patches/emblems substantially similar to rank insignia;
- Patrol emblems currently stocked and sold by BSA Supply Group;
- Unit numerals;
- Merit Badges or Merit Badge “knock-offs”, and;
- Parody patches or emblems that BSA, at its sole discretion, would deem as reflecting poorly on BSA or its programs.

Custom patches are also subject to the following restrictions:

- All emblems must contain a BSA identifier: either, “BSA”, “Boy Scouts of America” or the standard fleur-de-lis;
- No trademarks from others are allowed without prior written approval from BSA;
- No text or designs over the BSA Universal Emblem, when used;
- No obscene gestures or foul language, and;
- No words or designs that BSA would consider, at its sole discretion, to reflect poorly on the values of BSA or that it would deem offensive to BSA and/or its members.

Non-custom (stock or generic) or newly created custom “fill-in” designs

All other designs for must be approved using our Licensed Product approval process.