

NOAC 2024

CU Boulder



Patch Creation and Design

Bob Walz • Abby Thibodeau • Kenny White

Meet Your Trainer

- Pocumtuc Lodge
- Belchertown, MA
- Stayed at Gilwell Park and Brown Sea Island



Bob Walz



Meet Your Trainer

- Pocumtuc Lodge
- Southampton, MA
- Section E20 Secretary



Abby Thibodeau



Meet Your Trainer

- Pocumtuc Lodge
- Longmeadow, MA
- ATV Instructor at Moses Scout Reservation



Kenny White



Learning Objectives

1. Learn new best practices for designing both visually appealing and meaningful patch designs
2. Review the guidelines and restrictions governing the creation of patches in the BSA
3. Understand the process of getting your patch produced from its initial concept to physical delivery



BSA and OA Patches

- Universally recognized as symbols of Scouting achievements, participation, history, milestones and events.
- The best and truly memorable patches highlight our spirit and drive for excellence in all we do as individuals and lodges.





1. Best Practices



Has it ever happened to you?

- Many times something triggers a memory that takes you back
 - An old song comes on the radio
 - You see a show or picture about a historical event
 - Neil Armstrong stepping onto the moon
 - Hank Aaron rounding the bases with his 755th homerun
 - Space Shuttle Columbia
 - A Facebook post
 - A phone call from an old friend
- Can you name a few more?
- Memorable events remain in the back of our minds



What about Patches

- Trading and collecting patches
 - Individual interests differ
- At NOAC, you'll see patches that cover the entire spectrum:
 - Those that catch our eye and look great (I've got to have one!)
 - Others where you just wonder...
- What's HOT this NOAC?



Your Favorite Patches

- Think about one of your favorite patch or flap
 - What makes it one of your favorites?
- Let's highlight some of the factors and reasons why people are drawn to specific patches



Why Lodges Create Patches

- Fellowship weekends
- Ordeals
- Conclaves
- Fundraising
- Summer camp
- NOAC
- Jamborees
- For some lodges, **any** event is an opportunity for a patch!



We Need a New Patch...

- Gather initial design thoughts and ideas
 - Event thematics can help
 - Discuss at a fellowship or LEC
 - Use brainstorming technique
 - Colors options are endless
 - Loops or button holes
 - Materials
- Patch companies have resources to guide you



We Need a New Patch...

- Group reviews the options and selects the winner
- Final approvals differ by lodge. They can include:
 - Youth members
 - LEC
 - Committees
 - Adviser
 - Staff Adviser
 - Supreme Chief of the Fire





2. Guidelines & Restrictions



Branding Guidelines

- A set of design rules that **must** be followed
- Some examples include:
 - What must be on the flap (WWW, fleur-de-lis, etc.)
 - Dimensions
 - Restrictions on trademark words, symbols, mottos, etc.
- Be familiar with the guidelines **before** your design sessions
- Let's look at the Guidelines for Custom Patches and Emblems
 - BSA Brand Guidelines
 - <https://filestore.scouting.org/filestore/pdf/310-0231.pdf>
 - Guidelines for Custom Patches and Emblems
 - https://filestore.scouting.org/filestore/pdf/33066/33066_Guidelines_for_Custom_Patches_And_Emblems.pdf



Samples - Commemorative



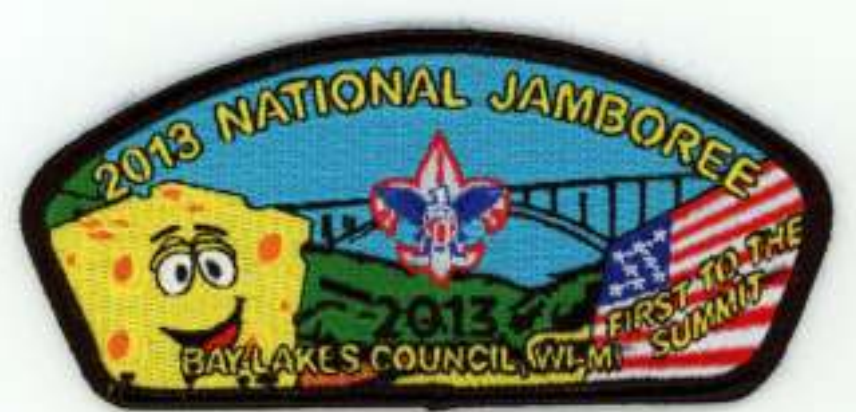
Samples - COVID



Samples – Eagle Scout



Samples – Mixed



Samples – Ordeal / Brotherhood / Vigil (OBV)



Samples - Photochromatic



Samples - Variegated Borders



When is a Patch not a Patch?





3. Patch Creation Process



From Order to Receipt

- Approved designs are sent to the National Supply Group or a patch design company (must have a BSA license)
 - www.licensingbsa.org
 - Complete list of approved companies and what they're licensed to produce
- Sketches are digitized and prototypes are sent back for lodge acceptance
- Physical “sew-outs” are available (rare now with digital artwork)
- Average turnaround is 8 weeks except during peak demand (NOAC, Jamboree), plus customs



Takeaway Challenge

- Think about your current & future roles in the OA, Scouting and at home.
- Write down 3 key takeaways that will enable you to Seek New Heights in these roles.
- For example, what significant take-away thoughts from NOAC 2024 can be the central theme of your next lodge patch?
- Share these ideas with others in your lodge.

