



2024 National Order of the Arrow Conference

Session: Patch Creation and Design

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Session Length: 45 minutes

Session Description

Scouting and patches go together and always have. This session will give participants guidance on how to design a patch that is not only visually appealing, but that contains deeper importance and meaning to the event, activity, or group it represents. A patch that delivers on the idea of spirit will triumph over a patch that doesn't have meaning or purpose.

Learning Outcomes

[What should participants take away from your training? Your ACVC may have provided a brief starting point, feel free to build upon those as necessary or add additional outcomes]

Outcome 1: Learn new best practices for designing both visually appealing and meaningful patch designs

Outcome 2: Review the guidelines and restrictions governing the creation of patches in the BSA

Outcome 3: Understand the process of getting your patch produced from its initial concept to physical delivery

Theme Connection: Seek New Heights

[The theme of the 2024 NOAC is Seek New Heights, emphasizing the drive for excellence that characterizes the OA and our daily lives. How will your session incorporate this theme?]

BSA and OA patches are 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.

Facility and Material Needs

[Please put all material and facility needs in this section. We recommend completing this portion last after the rest of the lesson plan is completed. **The more specific you are with your material and facility requests, the better we can accommodate!**]

Facility Needs

Is this session remote delegate-compatible? [Yes]
(ie. can the material be engagingly taught via live stream)

Does this session need audio/video (AV) capabilities? (ie. projector) [Yes – laptop or hookup, projector/screen]

Are there any other specific facility needs for this session? (ie. movable chairs, panel-style seating, etc.) [None]

Material Needs

[Please put “NOAC Training Committee” under “Source” if you need a material and cannot source it yourself - we will try to source it for you. Please note that we would strongly prefer training materials to be in a digital format and would advise against flipcharts and other physical materials. If you need microphones, extension cords, etc., please also specify those needs here.]

Material	Quantity	Source
Laptop (or hookup), and projection system.		University or NOAC Training Committee

Session Preparation Steps

[Please list all steps you or another trainer would need to take to be prepared to teach this session. For example, if the trainer needs to add personal experiences, print handouts, or prepare items for a game, those should be listed here. **The goal is for someone to be able to read this syllabus and understand how to teach your session in the future!**]

Step 1: Review the syllabus and slide materials

Step 2: Familiarize yourself with the documents in the Appendix section

Step 3: Update the slides with pictures of new relevant patches or flaps. Check for updates to the Appendix attachments.

Additional Staff Members

[If you are having additional trainers assist you with your session, please fill out their contact information below. Please note that due to the conference sell-out, we are limited in our ability to register additional staff members on the training committee. We recommend that your additional trainers come from contingents or other staff members that can break from their duties to facilitate the session.]

Trainer Name	Email	Phone #
Abby Thibodeau	abbythibodeau23@gmail.com	
Kenneth White	kawhite11@gmail.com	

Lesson Plan

[The main body of your presentation should be here. Remember to adjust the timing for each session as you add/edit topics. **Remember, be as specific as possible - the goal is for someone to be able to read this syllabus and understand how to facilitate your session in the future!**]

Helpful Templates:

Activity

Copy and paste this box wherever you have an activity in this session!

Materials Needed: [materials]

Length of Activity: # [min]

Activity Description: [description]

Trainer Action

If at any point the trainer needs to complete an action (play a video clip, prompt questions, etc.) copy paste this box and edit this text to specify what!

Introduction

5 minutes

Slides [#1]-[#6]

Welcome to our session on Patch Creation and Design.

Introduce presenters.

The Boy Scouts of America began creating patches more than a century ago for Scouts to earn, wear, display and collect. The standard is, of course, the Eagle Scout badge. Patches are universally recognized as a symbol of Scouting success, achievement, participation, history, milestones, completion of requirements or tasks.

Our learning objectives for the session are:

- To learn new best practices for designing both visually appealing and meaningful patch designs
- Review the guidelines and restrictions governing the creation of patches in the BSA

- Understand the process of getting your patch produced from its initial concept to physical delivery
- Take a look at some of the best patch designs throughout our history

Topic I - Best practices for designing both visually appealing and meaningful patch designs

20 minutes

Slides [#7]-[#13]

“Where were you when?”

Q: Have you ever been in a situation when a song comes on the radio and it brings back a memory of a special event or a place in time?

Q: Many of you are not old enough, but where were you when Neil Armstrong landed on the moon?

Q: What were you doing when you first heard about the Twin Towers?

The point is that, special and memorable events remain in the back of our minds. We don't always think about them, but a trigger brings back all the memories, and hopefully we smile and reflect positively about that time.

Q: How many of you trade or collect patches? Now I'm sure some of you may have never traded patches until you came to NOAC!

Q: What patches interest each of us is different. Some people want to collect all the flaps and patches their lodge has ever produced. Others may be interested in patches from all the lodges in their Section.

As you walk around the campus, you see people who want to collect whatever is hot this NOAC. Maybe your interest lies in airplanes, so you're looking for any patch that has an airplane on it. Maybe you're drawn to the colors or are looking for glow-in-the-dark patches. The point is that everyone has different tastes.

This session reviews the process to create a patch from the initial design concept through receiving the patches in the mail, but the emphasis is on the upfront design work. We've all seen patches that catch our eyes and look great, and we've also seen patches that are quite the opposite. At NOAC this week, you'll see the whole spectrum.

Our challenge is to design patches that are both visually appealing, and represent or symbolize something memorable for our brothers.

Let's take a minute to think about one of your favorite patches or flaps. Pause...

Q: What is it that makes it one of your favorites?

If there's a whiteboard, list some of the factors and reasons why people are drawn to specific patches. (identify 5-6 factors)

Possible responses:

- Represents a historical or significant event in the chapter/lodge/council
- charter member for lodge mergers
- new member
- fun event
- first flaps
- honor flaps
- **add more**

All the patches that our lodge creates are special, but as we've just seen, those that are more significant are those that are more memorable

Most lodges create patches for fellowship weekends, Ordeals, events, conclaves, summer camp, NOAC, Jamborees, etc.

When it's time for a lodge to create a new patch, we should think about and consider what makes it special. Anytime you can apply thematics to an event, everything will be centered around the theme – promotion materials, activities, food, costumes, and of course, the patches.

Now that we've got some initial thoughts about what the patch intent is, we need to start coming up with potential designs or sketches. Some lodges have artistic members, which makes this process easier, but the patch companies can help you design great artwork with the simplest sketches. Many times, potential ideas can be brought up and discussed at a fellowship or LEC where there are lots of people. There are different techniques to solicit

ideas such as brainstorming. When one person comes up with an idea, it triggers a follow-up thought.

In addition to the theme and design of the patch, you want to consider colors. Many patch companies give you 8-12 color choices. Thread color options are endless including glow-in-the-dark and ghosting. If you can think it, they can create it.

Do you want a loop or button hole? These are great for event patches if you want everyone at the event wearing one vs. waiting to be sewn on at a later date.

Patches can be made from many different materials including cotton, twill or polyester. The options are endless.

Once the list of ideas has been reviewed and a few options are still on the table, the group can decide the most popular choice.

Once a concept has been decided, it must be approved by the lodge. This may include the youth, LEC, committees, Adviser, Staff Adviser and the Supreme Chief of the Fire. The next Topic covers restrictions and guidelines that apply to BSA patches and flaps. Your Lodge Chief, Adviser or Staff Adviser are most likely familiar with these rules, and would bring them up during the design session.

Topic 2 – Review the guidelines and restrictions governing the creation of patches in the BSA

10 minutes

Slides [#14]-[#23]

One design consideration is the BSA and the Order of the Arrow branding guidelines. These are a set of design rules that must be adhered to for an official lodge flap. Some examples include what must be on the flap such as the WWW, fleur-de-lis as well as its dimensions.

There are also restrictions on trademark words, symbols, mottos, etc.

Someone should be familiar with these guidelines in advance of the design session. It's better to know about any restrictions before a vote on a patch or flap so you don't have to go back to the drawing board. Some items may not be allowed, while others may be required.

- Review the “Guidelines for Custom Patches and Emblems” for all the rules. Highlight a few of the key elements.

Topic 3 - Understand the process of getting your patch produced from its initial concept to physical delivery

7 minutes

Slides [#24]-[#25]

Approved designs are sent to the National Supply Group or a patch design company. These companies must have a license with the BSA. A complete list of approved companies and what they're licensed to produce can be found at www.licensingbsa.org. These companies can help you with the process from initial design to final production. Even rough sketches are a starting point. Sketches are digitized and prototypes are sent back to the lodge for acceptance. If requested, they can create physical "sew-outs" of a patch for your review but this will cost extra. These days, the digital artwork companies produce is so advanced it gives you a very realistic image to review.

The average time to complete a patch from initial thought to production is 8 weeks, except when there is an upcoming national event such as NOAC or the National Jamboree, so don't run out of time.

Conclusion & Takeaway Challenge

3 minutes

Slides [#26]

[Each session should end with a challenge for every participant to write down key points to take with them and encourage them to reflect upon the session. The wording of the takeaway challenge will depend upon the session. For example:]

Please take out your notebook and pen. For the final three minutes, think about your current and future roles in the OA, in Scouting, and in life. Write down three key takeaways from this session that will enable you to Seek New Heights in those current and/or future roles. For example, what significant take-away thoughts from the 2024 NOAC can be the central theme of your next lodge patch? Later today, feel free to share these key ideas with others in your chapter or lodge.

Appendix: Resources and Source Material

[Please add all referenced sources or handouts that would be useful to share with session attendees.]

Patch Creation and Design | Training Syllabus

Resource	Link
Order of the Arrow, Mission & Purpose	Available online at: https://oa-bsa.org/about/mission-purpose
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
Design Tips for Custom Patches	https://abemblem.com/design-tips/