



# Great Lakes Centennial Jamboree

## *Scouting into the Next Century*

Bay-Lakes 🦋 Gateway Area 🦋 Hiawathaland  
Milwaukee County 🦋 Potawatomi 🦋 Samoset 🦋 Southeast  
Sept 25-27, 2009 🦋 Oshkosh, WI

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**TO:** GLCJ Steering Committee February 29, 2008

**FROM:** Pete Fronsee  
Chairman, Admin Committee

**SUBJECT:** GLCJ 'Logo' Guidelines

An action item from the February 27 steering committee meeting was to provide a communique regarding the guidelines, specifications, and timing for designing the GLCJ logo.

1. Logo
  - The design must be an eye-catching, icon that when seen represents the GLCJ event and the 100<sup>th</sup> year anniversary of Boy Scouts.
  - To be used on stationary, correspondence, signs, advertisements, promotional items, etc. used to promote and signify the GLCJ event.
2. Targeted Audience
  - The 7 BSA Council scouts, leaders and friends within WI and U.P. of Michigan
  - Businesses, Corporate sponsors, and friends of scouting within the 9 Council area
3. Logo Guidelines
  - Simple design is better
  - Draw, color and word the logo as if it were a finished product
  - Colors: Designer's discretion (must define all colors)
  - Font: Designer's discretion
  - Logo to include: icon and description (For example: Great Lakes Centennial Jamboree, or Celebrating 100 Years of Scouting, etc)
4. Communication Strategy:
  - All Councils are invited and encouraged to participate in this logo design initiative
  - Each Council to communicate to their Districts and Units to solicit participation
  - All logo designs are to be submitted to:
  - Pete Fronsee:
    - Via email at: [peter.fronsee@plexus.com](mailto:peter.fronsee@plexus.com); or
    - Mail: Pete Fronsee  
3206 E. Sableridge Drive  
Appleton, WI. 54913
5. Time table:
  - May 1
    - All logo designs to be submitted.
  - May (mid May)
    - Designs to be reviewed and final chosen at Steering Committee meeting.
  - 3<sup>rd</sup> week of May
    - Communicate final design to all Councils as well as timing for logo use to promote event.

All the best to everyone-

Pete