

2020 CAMPAIGN

CASCADE PACIFIC COUNCIL

DIRT WASHES OFF. GRIT LASTS FOREVER.

Voice:

Confident, Genuine, Thoughtful, Positive, Fun

Colors:

Chosen from BSA brand palette.



Fonts:

New "gritty" font but very similar to national park signage font

Headlines:

CALDER DARK
CALDER DARK GRIT

Display:

CALDER DARK GRIT SHADOW

SubHeads:

DIN CONDENSED BOLD

Body:

Din 2014 Regular

WE CLIMB FOR
THE PERSPECTIVE,
NOT THE VIEW.

DIRT WASHES OFF,
BUT THE GRIT
LASTS FOREVER.

IT'S NOT TYING
KNOTS. IT'S
ABOUT FORMING
BONDS.