



## Custom Patch Policy

### National Council Awards & Insignia Policies

The *Mayflower Council Custom Patch Policy* follows the National Council's established policies. This Guide is to provide additional guidance on areas where the National Guidelines provide leeway for councils to establish local policies.

[www.scouting.org/resources/insignia-guide/](http://www.scouting.org/resources/insignia-guide/)

### Special Local Badges and Insignia

Mayflower Council may adopt special badges and insignia as awards for particular purposes in harmony with National policies and to permit their use upon the official uniform in accordance with the Rules and Regulations of the National Council.

### Custom Council Patches

All Mayflower Council patches must be approved by the Council Marketing Committee in consultation with the Council Director of Field Service prior to production. In addition, the Council requests that all patch purchases are placed by the council using the preferred council vendor which is BSA Supply Group. It should be noted that the Council puts the patch purchasing out to bid every 18 months.

### Council Shoulder Patch (CSP)



A custom, multicolor Council shoulder emblem has been designed and authorized as the Official Mayflower Council Shoulder Patch by the Council Executive Board. It identifies us as members of the Mayflower Council and embodies the traditions of our geographic region.

The design is copyrighted and owned by the Mayflower Council, Inc.

### Custom Mayflower Shoulder Patches

It is the intent of the Council Marketing Committee to protect the Council CSP brand and heritage by limiting re-designs of the CSP.

- Special designs identifying a unit, community or district are not permitted.
- The CSP may not be re-designed to accommodate a volunteer or professional position. Official position patches are worn on the left sleeve below the Council CSP.
- Official Council Special Events may warrant a special CSP issue providing they are applicable Council-wide. Special CSP issues may include: State, National and World- Jamborees, National High Adventure Expeditions, Annual Eagle Scout Classes, etc.
- Only approved Mayflower Council CSP's may be worn on the official BSA uniform or used as fundraisers for recognized Mayflower Council programs.

When a temporary CSP re-design is being considered, a discussion should first be had with the Marketing Committee to insure that the proposed design adheres to the Council Brand Standards. A temporary CSP should only be worn for a fixed period of time to celebrate the special purpose it represents, and under no circumstances longer than one year.



For consideration, the Marketing Committee prefers that a Mayflower CSP includes the following elements:

- The words Mayflower Council, Massachusetts
- The silhouettes of the Puritan and Native American
- The water and land-mass background
- One of the following: corporate name (Boy Scouts of America); BSA fleur-de-lis (universal with Eagle or plain one-color)
- Size and shape should be consistent with the permanent CSP

For questions and approvals, the Mayflower Marketing Committee can be reached at:  
[Marketing@MayflowerBSA.org](mailto:Marketing@MayflowerBSA.org) Please allow at least 30 days for the Committee to respond.

Any unauthorized Mayflower Council Shoulder Patches produced, worn, or sold can be confiscated.

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