



The Order of the Arrow Logo through the Years

From the OA History Website: <http://history.oa-bsa.org/>

FIRST ORDER OF THE ARROW JACKET PATCH ISSUED



Prior to 1967 the Order of the Arrow did not have a jacket patch. In fact, they really did not have a logo. They had of course used American Indian themes, but there was no standardized design. That all changed with the introduction of the first jacket patch featuring a multicolored American Indian chieftain. The design had been introduced circa 1961 and was used extensively starting at the 1961 NOAC. The design is attributed to Martin Mockford. The jacket patch was an immediate hit and became iconic in Scouting. At the 1967 World Jamboree it was among the most sought after items by the rest of the world. The design was retired in 1976.

ORDER OF THE ARROW SELECTS NEW LOGO

In late 1975 the Order of the Arrow began usage of a new logo that replaced the original OA jacket patch that had been in use since 1967. There was a need for a simpler design that could more easily be re-created by local lodges and would reproduce well on the black and white photocopyers in use at the time.

Commercial artist and DSA recipient Michael Feigenbaum created the new design that featured an American Indian.



The emblem first appeared at the 1972 National Planning Meeting and was distributed as clip-art prior to the 1973 NOAC.

The design became an immediate success and became affectionately known as the “MGM Indian” logo because of its resemblance to the MGM lion logo popular at the time.

OA LOGO CHANGES



The change in the OA logo was made official by the National OA Committee as part of their adoption of the 1998 Strategic Plan. In discussing actions taken to achieve the vision spelled out in the plan, it states:

We will adopt a new logo; one focused on the Arrow rather than the Indian. The Arrow is easily the most recognizable symbol that has its origin in our first ceremony. By taking the Arrowhead from the Arrow on the sash as our logo, we unify our image and strengthen the identity embodied in our name, the Order of the Arrow.

The new logo had actually first been put into use in 1997.