



# SCOUTS®

Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

## BRAND MANUAL

PROFESSIONAL VERSION - SEPTEMBER 2007

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#### **Vision**

SCOUTS are driven by a big idea, we have the vision of creating a better world.

#### **Mission**

To realize our big idea, we follow our mission of educating young people to play a constructive role in society.

## 1. Our philosophy

# 1.1 Vision | Mission

The vision, mission and strengths are presented in a condensed form. They are in line with Scouting's Constitution and are taken from the Strategy for Scouting approved by past World Scout Conferences.

#### **Vision**

**Creating a better world.**

#### **Mission**

**Educating young people to play a constructive role in society.**

#### **How can we use it?**

The vision and mission enable us to express Scouting's ideals and work in just a few seconds.

The vision and mission can help start or end a speech, answer a journalist's question, propose a title for a newspaper article or audio-visual presentation.

## 1. Our philosophy

### 1.1 Vision | Mission

### 1.2 Strengths

## 1. Our philosophy

# 1.2 Strengths

### What is the purpose of brand strengths?

Brand values or strengths are the qualities we need to live our big idea. They are the personality of the brand. They answer the simple question: "Who am I?"

### When can we use these words for orientation?

- Defining the look of the brand, the design elements (logo, ropes, colours, type, images).
- Creating the character of the communication (tonality, style, sender, etc.).
- Selecting giveaways.

To live our big idea we focus on our strengths.

### Involving



#### How...

- Engaging in activities
- Learning and teaching by doing
- Asking for personal commitment
- Emotional ownership
- Creating opportunities to take part in building something
- Encouraging diversity, promoting equality and practising tolerance
- Mutual respect on an individual level

### Exciting



#### How...

- Actively attracting people by offering new dimensions and exciting alternatives
- Evoking passion and commitment
- Initiating discoveries
- Experiencing friendship ("brotherhood and sisterhood")
- Leading and looking ahead

### Empowering



#### How...

- Developing social, physical, spiritual and leadership potential of the individual
- Enabling individuals and groups by establishing and practising democratic principles and structures
- Giving responsibility
- Conveying ethical values
- Strengthening personal and social maturity

## 1. Our philosophy

### 1.1 Vision | Mission

### 1.2 Strengths

### What is the significance of the World Scout Emblem?

The World Scout Emblem is the distinctive symbol of our Movement and is worn by Scouts worldwide. It is one of the best known symbols on the planet.



## 2. Design elements

### 2.1 World Scout Emblem

#### 2.2 Logo

#### 2.3 Ropes

#### 2.4 Colours

#### 2.5 Typefaces

#### 2.6 Imagery

## 2. Design elements

# 2.1 World Scout Emblem

The World Scout Emblem has not changed. It is a protected symbol and is therefore subject to licensing restrictions (see Appendix | Brand protection). The correct version of the World Scout Emblem is available from the World Scout Bureau.



### Don'ts



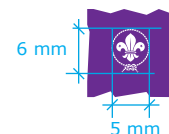
The World Scout Emblem may only be white on purple.



The World Scout Emblem may not be used without the rope.



Do not distort the World Scout Emblem in any way.



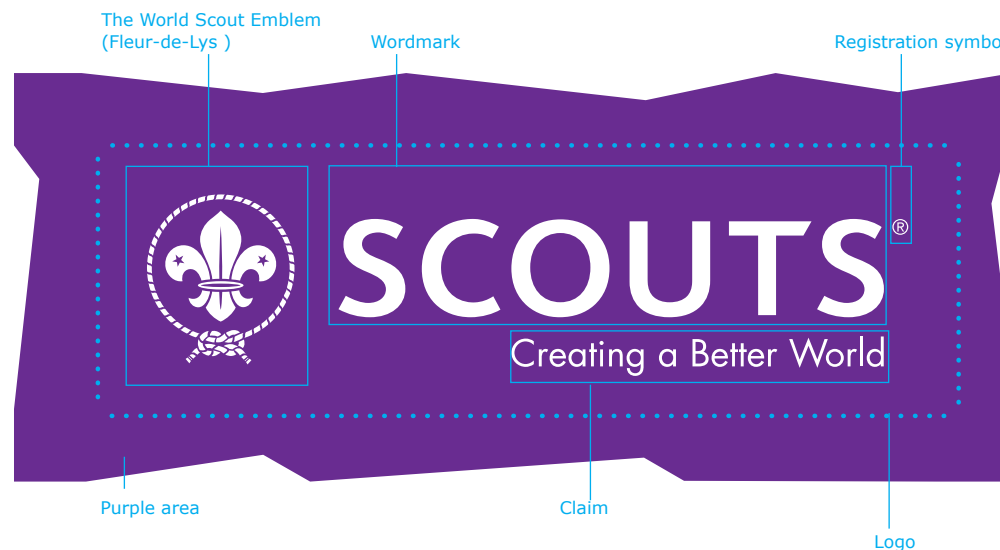
The smallest usage size of the emblem is 6 mm high or 5 mm wide.

## 2. Design elements

# 2.2 Logo

The SCOUTS logo is made up of the emblem, the wordmark "SCOUTS", the registration sign and the claim. The name "SCOUTS" has replaced the former usage of "World Organization of Scout Movement."

**Please note** that neither the wordmark nor the claim can be used separately.



### Claim

The "B" of "Better" and the "W" of "World" are capitalised because the SCOUTS claim is written as a title not as a sentence.

### Legal Use

Please see Appendix | on "Brand protection" for specific information regarding brand protection and the legal use of the SCOUTS log

### Don'ts



Do not use the wordmark and claim without the World Scout Emblem.



The logo is never used for regional identification.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

- Colours
- Construction
- Clear space
- Construction of the claim
- Size
- Position in format
- Partner branding
- Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

### Can a colour define a brand?

Next to the logo, the typeface, the name or the claim, colour is important to the brand recognition and is a brand image element to be considered. Basically, colour can help send out a message about the brand, or make it easier to remember, or to associate with. It can be used to evoke emotion and build that all-important connection with the people who surround your brand.

You can use colour to further differentiate your organization from your competitors, and engage and unite your members, partners and audience. When you go beyond the traditional use of colour, you can make incredible strides in achieving your goals.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

#### Colours

#### Construction

#### Clear space

#### Construction of the claim

#### Size

#### Position in format

#### Partner branding

#### Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

## 2. Design elements

# 2.2 Logo

### Colours

The logo appears in white on a purple background.



White logo on purple background.

As an exception, a purple on white background can be used. A white on black background version of the logo can be used for non-colour applications, e.g. for newspaper ads.



Purple logo on white background.



White logo on black background.



Note:  
Due to the limitations of certain methods of reproduction (such as a photocopy) the positive logo may appear in black.

### Don'ts



No other background colours may be used except purple or white.



No other logo colours may be used except purple or white. Do not mix colours within the logo.

### Don'ts



### Don'ts



Because this is a protected BRAND, please:

Never replace the World Scout emblem with your National Scout Organization Emblem

Never replace the word Scouts with another word, even translations

#### What is a wordmark?

A "wordmark" is used in the SCOUTS logo. It is not a font, but rather a specially designed piece of artwork. The foundation of the SCOUTS wordmark is the Futura typeface which has been modified, to make it more unique and give it personality.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

#### Colours

#### Construction

#### Clear space

#### Construction of the claim

#### Size

#### Position in format

#### Partner branding

#### Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

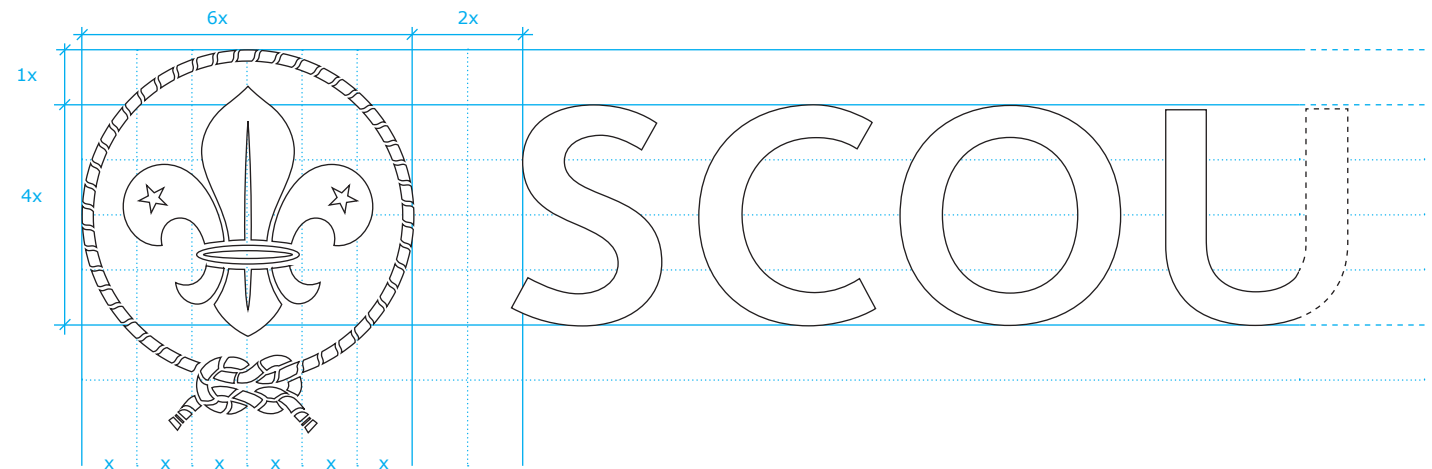
## 2. Design elements

# 2.2 Logo

### Construction

The grid for the logo is defined by the width of the Fleur-de-Lys. The width is divided into six equal units (6x).

#### Grid for logo construction



**Please do not reproduce the SCOUTS logo or wordmark without the proper digital logo files.**

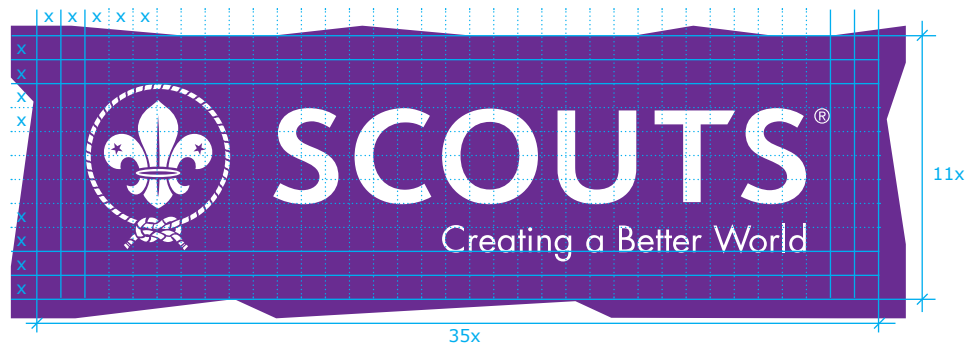
## 2. Design elements

# 2.2 Logo

### Clear space

Clear space around the logo is at least 2x.  
Minimum clear space ensures there is no interference with other elements. The distance between the Fleur-de-Lys and the wordmark is fixed.

#### Clear space on purple background



#### Examples



Clear space is 2x.

#### Clear space in co-branding/partner situations



Clear space is 2x.

This purple rectangle is the minimum purple background for the SCOUTS logo.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

Colours

Construction

Clear space

Construction of the claim

Size

Position in format

Partner branding

Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

## 2. Design elements

# 2.2 Logo

### Why do we need a claim?

The claim text gives you an idea what the brand stands for or believes in. It strengthens and clarifies our position in the eyes of our audience.

### Construction of the claim

For SCOUTS, the claim is part of the logo. There are specifically defined applications which appear without the claim, e.g. for signage or usage where the width of the logo is smaller than 40 mm width.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

Colours

Construction

Clear space

Construction of the claim

Size

Position in format

Partner branding

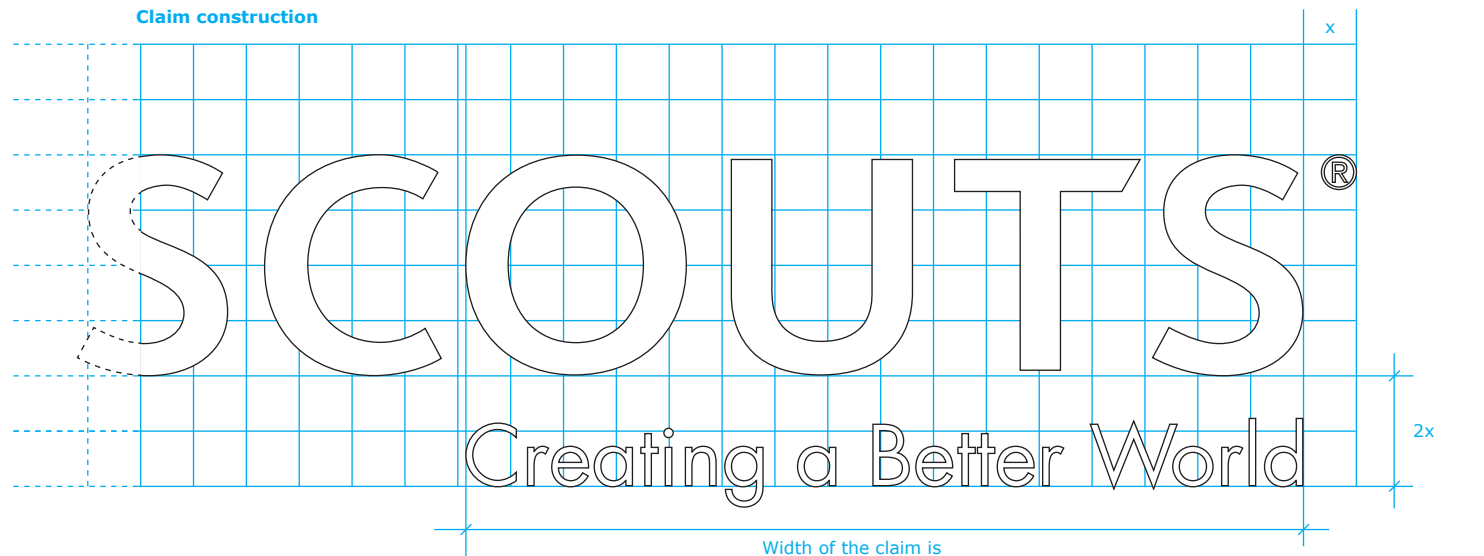
Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery





What is too small?

Minimum size is based on the legibility of the claim and the clarity of the Fleur-de-Lys. When printed or reproduced in any application it should look clear and be readable.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

- Colours
- Construction
- Clear space
- Construction of the claim

Size

- Position in format
- Partner branding
- Examples of application

2.3 Ropes

2.4 Colours

2.5 Typefaces

2.6 Imagery

2. Design elements

# 2.2 Logo

Size

The minimum size of the logo with the claim is 40 mm wide or 30 mm wide without the claim.

Below are standards for the optimal size for various formats.

Formats

Width of logo

DIN Formats

|    |                |        |
|----|----------------|--------|
| A2 | 420 x 594 mm   | 100 mm |
| A3 | 297 x 420 mm   | 64 mm  |
| A4 | 210 x 297 mm   | 64 mm  |
| A5 | 148.5 x 210 mm | 50 mm  |
| A6 | 105 x 148.5 mm | 40 mm  |

|    |                |        |
|----|----------------|--------|
| A2 | 594 x 420 mm   | 100 mm |
| A3 | 420 x 297 mm   | 64 mm  |
| A4 | 297 x 210 mm   | 64 mm  |
| A5 | 210 x 148.5 mm | 50 mm  |
| A6 | 148.5 x 105 mm | 40 mm  |

US Formats

|         |                             |       |
|---------|-----------------------------|-------|
| Letter  | 8.5 x 11 in. (216 x 279 mm) | 64 mm |
| Tabloid | 11 x 17 in. (432 x 279 mm)  | 64 mm |

Minimum size with the claim



Logo without the claim



|                           |
|---------------------------|
| <b>2. Design elements</b> |
| 2.1 World Scout Emblem    |
| 2.2 Logo                  |
| Colours                   |
| Construction              |
| Clear space               |
| Construction of the claim |
| Size                      |
| Position in format        |
| Partner branding          |
| Examples of application   |
| 2.3 Ropes                 |
| 2.4 Colours               |
| 2.5 Typefaces             |
| 2.6 Imagery               |

2. Design elements

# 2.2 Logo

**Position in format**

The standard position for the logo is left aligned at the bottom or the top corner of the purple area closest to the edge of the page.

The clear space of the logo is used for the space to the edge of the page or purple area. Alternatively a non-printing space (of at least 8 mm) must be taken into account for binding or the non-printing area of sheet printers.

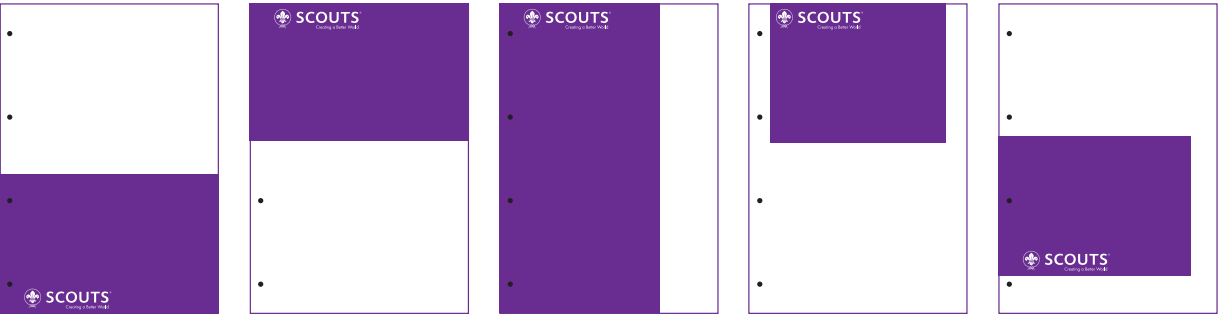
The white area represents a “flexible” portion of the layout that may be used for images, illustrations, colour or other design elements.

Please see section 4. “Print Media” for more detailed information regarding the layout.

**Examples**



**Examples with “safe area” for binding**



## 2. Design elements

# 2.2 Logo

### Partner branding

In all partnership situations the SCOUTS will honour the co-branding specifications of our partners. In return we expect our partners to respect our specifications for correct usage of the SCOUTS logo.

The SCOUTS partner logo is within a fixed proportions purple rectangle.

#### Partner logo and minimum clear space



#### Examples



In some cases a positive logo (purple logo on white) may be used to ensure proper contrast with a dark background.



The minimum size is 40 mm.  
(See 2.2 Logo | Size)

Note:  
Due to the limitations of certain methods of reproduction (such as a duotone) the brand may appear in black.

#### Don'ts



Do not use the positive logo.



Do not use the purple logo in a low contrast situation.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

Colours

Construction

Clear space

Construction of the claim

Size

Position in format

Partner branding

Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

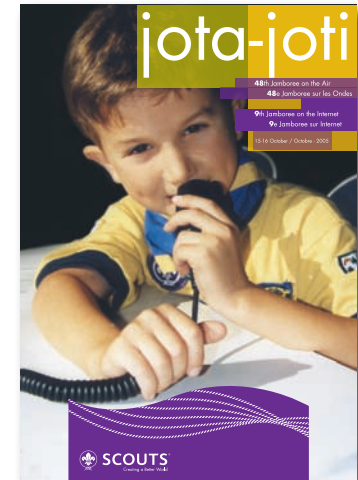
### 2.6 Imagery

## 2. Design elements

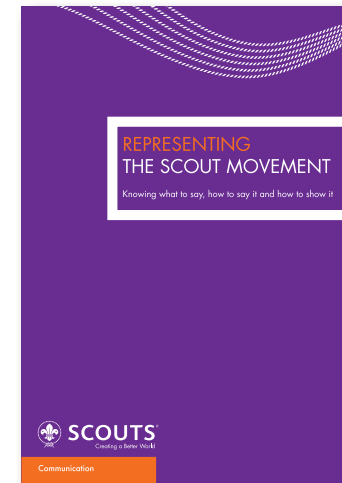
# 2.2 Logo

### Examples of application

SCOUTS branded items should all have a consistent look and feel.



International events, special programmes and projects, etc.



## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

Colours

Construction

Clear space

Construction of the claim

Size

Position in format

Partner branding

Examples of application

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

#### What is a secondary design element?

An additional graphic which communicates the brand in a reduced and flexible way is referred to here as a "secondary element".

Our secondary element, the ropes, shows the symbolic connection within the world of SCOUTS in a flexible way. It is a graphic interpretation of our brand strengths: involving, exciting, empowering. It also conveys movement and thus is the "movement".

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

- Usage & Colours
- Size | Clear space
- Construction

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

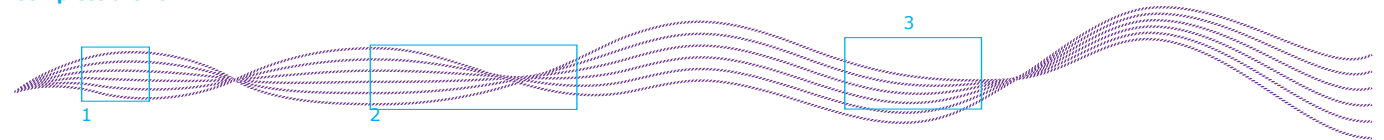
## 2. Design elements

# 2.3 Ropes

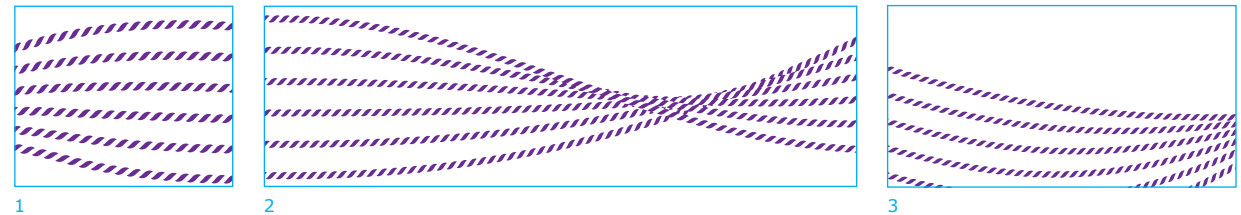
The ropes are to be used as a consistent design element throughout all SCOUTS applications. The use of this flexible yet distinct element is open to the creativity of all designers, but there are some rules to follow.

In any given application the rope artwork should be recognisable yet abstract. Only a section of the whole ropes element is used in any given application, as detailed below.

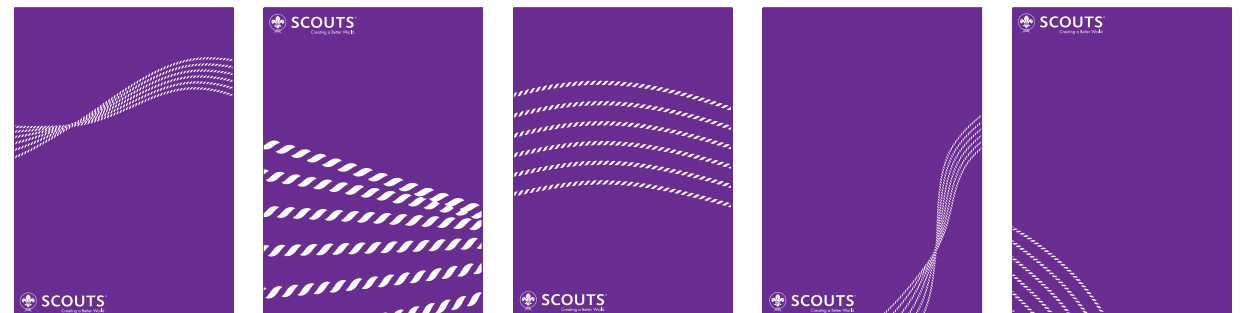
#### Complete artwork



#### In detail



#### Examples



2. Design elements

# 2.3 Ropes

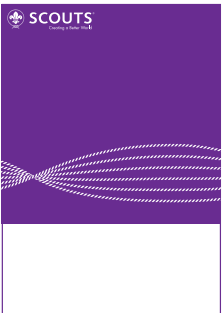
## Usage & Colours

As with the logo there are two colours available for the ropes, purple or white. The ropes may also be used in a tint of purple or in transparent white (see example 4 below).

### Parts of usage



1



2



3



4

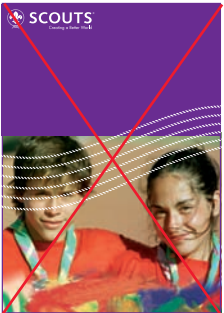
The ropes always bleed off two sides of any layout format. They can be used with or without the logo.

### Examples

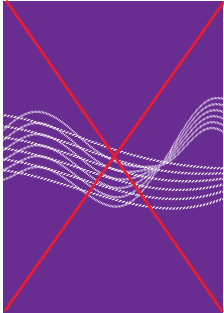


Rotation and the use of two sections of the rope is possible.

### Don'ts



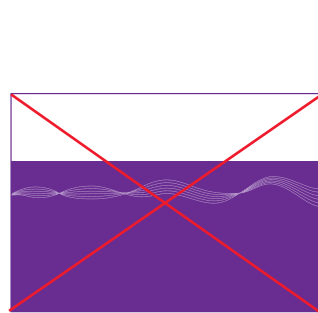
Never put the ropes in front of the Faces



Overlapping and/or scaling the ropes disproportionately is not allowed.



When the ropes are too large they are no longer recognisable.



Do not use large sections or the whole ropes artwork.

- 2. Design elements
- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes

- Usage & Colours
- Size | Clear space
- Construction
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery

## 2. Design elements

# 2.3 Ropes

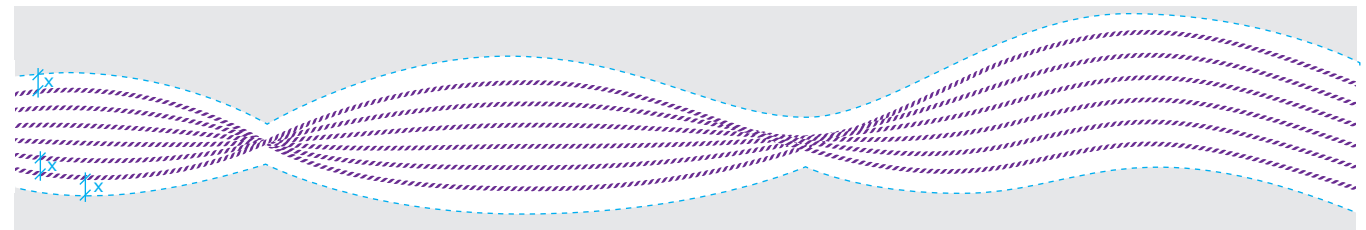
### Size

The ropes are applied at a scale of approximately 60% to 120% of the original size. If smaller, the smallest details will not print well. If the magnification is too high, then the ropes lose recognisability.

### Clear space

Clear space is the space surrounding the solid coloured ropes in which no items such as the logo, headlines, or bodytext are placed. The ropes are placed so that no other layout elements are negatively affected.

### Clear space



### Examples



Ropes: 60%



Ropes: 100%



Ropes: 120%

The clear space is defined as the size of one additional rope on both sides.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

#### Usage & Colours

#### Size | Clear space

#### Construction

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery



## 2. Design elements

# 2.3 Ropes

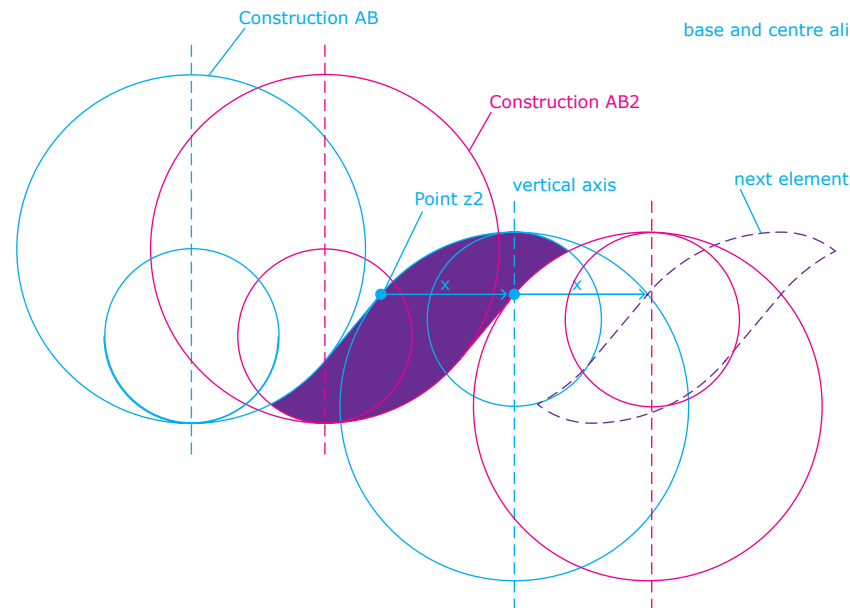
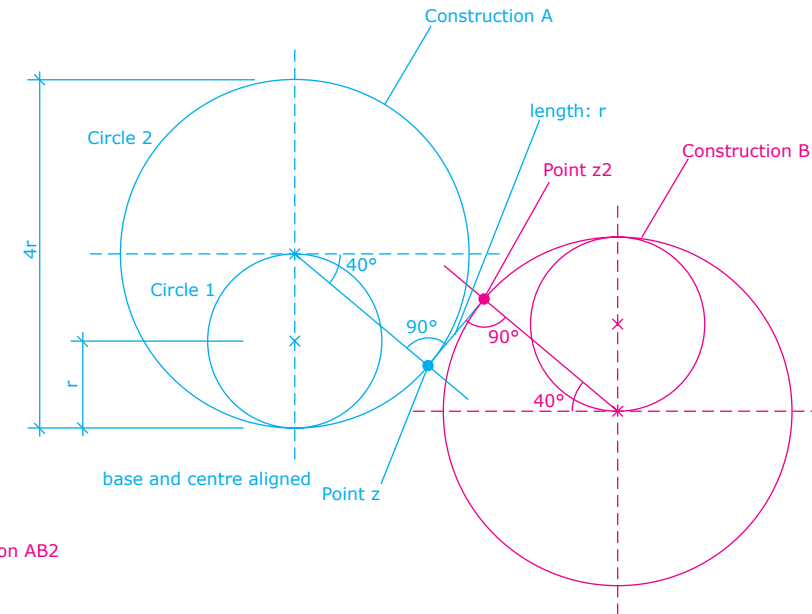
### Construction

For non-print applications it may be necessary to reconstruct the ropes, e.g. for an animation or video application. In principle, the form of the ropes is not changed.

#### Step 1

Draw a circle (1) with a radius "r". Draw another circle (2) twice the size base and centre aligned to Circle 1. From the centre of Circle 2, draw a line at an angle of  $-40^\circ$  to find Point z on Circle 2. From Point z, draw a tangent line the length of the radius "r". This is Construction A.

From the midpoint of the tangent line, rotate a copy of the Construction A  $180^\circ$ . This becomes the second construction (B). Point z of Construction B should attach to the free end of the tangent line. The new point is called Point z2.



#### Step 2

Copy the whole construction (AB) of step 1 and move it to horizontally distance x, so Point z2 is aligned on the vertical axis of the Circle 2 Construction B.

Cut the final rope shape from the lines as shown in the drawing. To correctly place the next rope element, copy Construction AB (AB2) and move it the same distance (x) again.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

Usage & Colours

Size | Clear space

Construction

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery



#### How can we make the most of our colour?

To make the most of our colour, ensure that it...

- 1 Is always the same shade and hue
- 2 Is visible to all members of your brand community, inside and outside the company
- 3 Is understood and appropriately used by all employees
- 4 Is featured on all your communications materials and educational tools
- 5 Is different from your competitors' colours
- 6 Works in all parts of the world where you plan to do business
- 7 Is applied to more than just your logo
- 8 Comes with guidelines on its use for partners and affiliates

#### What is the significance of the colour purple?

The meaning of purple is associated with wisdom, dignity, independence, creativity, mystery, and magic. According to surveys, almost 75 percent of pre-adolescent children prefer purple to all other colours.

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolises power, nobility, luxury, and ambition.

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

### 2.4 Colours

#### Coding system

### 2.5 Typefaces

### 2.6 Imagery

## 2. Design elements

# 2.4 Colours

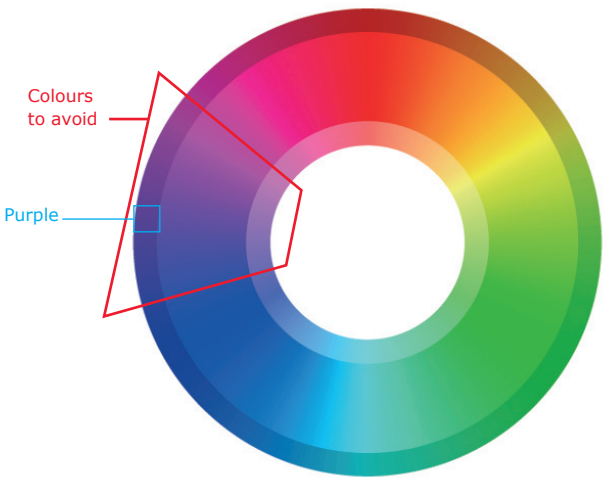
### Primary Colours

The main colours for SCOUTS communication are purple and white.

Any additional colour can be used in SCOUTS communication except colours near to the SCOUTS purple on the colour spectrum. There must be significant contrast between the SCOUTS purple and other colours.

#### Colour spectrum

On the inner circle are the lighter colours, on the outer are the darker colours of the spectrum.



### Colour specifications

|                                                                                     |        | PANTONE®<br>(solid colour, one ink) | CMYK<br>(four colour process) | RGB decimal<br>(screen applications) | RGB hexadecimal<br>(web applications) |
|-------------------------------------------------------------------------------------|--------|-------------------------------------|-------------------------------|--------------------------------------|---------------------------------------|
|  | Purple | 527 C / U / M                       | C79 M94 Y0 K0                 | R98 G37 B153                         | #622599                               |
|  | White  | –                                   | C0 M0 Y0 K0                   | R255 G255 B255                       | #FFFFFF                               |

Specifications for all reproduction methods must be matched as closely as possible to the PANTONE colour. Close attention should be paid at the time of printing to ensure the best reproduction of the colour purple on all paper types and other substrates, e.g. textiles and foils.

#### Note regarding PANTONE 527:

The PANTONE Colour Formula Guide is printed with the same colour references (or formula) on coated, uncoated and matte paper. The suffix indicates the type of paper the colour is printed on. "C" for coated paper, "U" for uncoated paper and "M" for Matte coated paper. For a given color, e.g. PANTONE 527 C vs. PANTONE 527 U vs. PANTONE 527 M, the ink formula is identical. The visual difference is caused by the ink reaction to the substrate.

### Why is there a coding system?

There is a coding system to structure the publications from SCOUTS. Please find more information in the section: "Print media".

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

### 2.4 Colours

#### Coding system

### 2.5 Typefaces

### 2.6 Imagery

## 2. Design elements

# 2.4 Colours

### Coding system

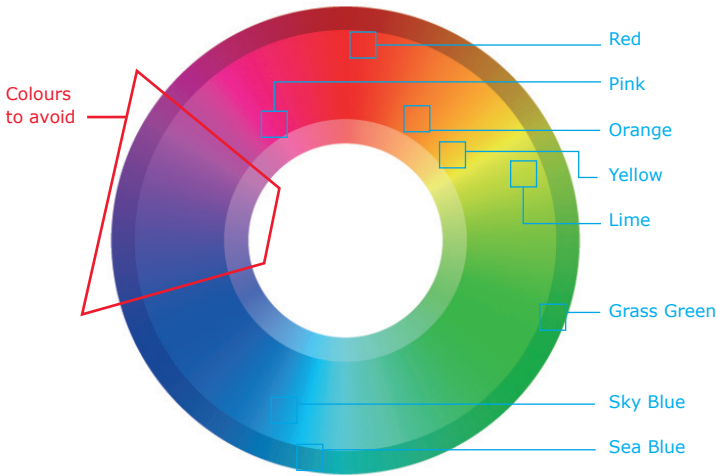
There are eight colours reserved for the coding system. Five are specified here:

|                    |               |
|--------------------|---------------|
| Strategy           | Communication |
| Youth Programme    | Finance       |
| Adults in Scouting |               |

The remaining colours may be used as needed for future applications. (\*)  
**Request authorization usage**

### Colour spectrum

On the inner circle are the lighter colours, on the outer are the darker colours of the spectrum.



### Colour specifications

|                                                                                     | PANTONE®<br>(solid colour, one ink) | CMYK<br>(four colour process) | RGB decimal<br>(screen applications) | RGB hexadecimal<br>(web applications) |
|-------------------------------------------------------------------------------------|-------------------------------------|-------------------------------|--------------------------------------|---------------------------------------|
|  | Sea Blue 314                        | C100 M0 Y10 K30               | R0 G84 B160                          | #0054A0                               |
|  | Lime 398                            | C5 M0 Y100 K25                | R170 G186 B10                        | #AABA0A                               |
|  | Orange 152                          | C0 M70 Y100 K0                | R221 G117 B0                         | #DD7500                               |
|  | Red 1795                            | C0 M100 Y90 K0                | R226 G61 B40                         | #E23D28                               |
|  | Grass Green 363                     | C80 M15 Y100 K5               | R61 G142 B51                         | #3D8E33                               |
|  | Sky Blue* 7460                      | C100 M0 Y0 K5                 | R0 G165 B227                         | #3399FF                               |
|  | Pink* 226                           | C0 M99 Y0 K0                  | R237 G13 B134                        | #FF3399                               |
|  | Yellow* 7406                        | C0 M25 Y100 K0                | R252 G209 B22                        | #FCD116                               |
|  | Grey* 7544                          | C10 M1 Y0 K40                 | R158 G162 B167                       | #999999                               |

**What are the characteristics of Futura?**

Futura is timelessly modern; in 1928 it was striking, tasteful, radical – also today it continues to be a popular typographic choice to express strength, elegance, and conceptual clarity.

Its long ascenders and descenders benefit from generous line spacing and thus, is very legible. The range of weights and styles make it a versatile family.

**2. Design elements**

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Colours

2.5 Typefaces

Verdana

2.6 Imagery

2. Design elements

# 2.5 Typefaces

**Futura**

This font is used to reproduce the official name of the World Organization of the Scout Movement in English, French and Spanish. This font changes when the official name appears in Arabic or in Russian, in which case we require the use of a font which shares the similar non-serif characteristics. The Futura font family is also used in graphic elements and headlines on the web site of World Scouting.

**Futura Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,.-!@()...**

**Futura**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

**What are the characteristics of Verdana?**

Verdana has been created specifically to address the challenges of on-screen display. It exhibits new characteristics, derived from the pixel rather than the pen, the brush or the chisel. The balance between straight, curve and diagonal has been meticulously tuned to ensure that the pixel patterns at small sizes are pleasing, clear and legible.

Another reason for the legibility of these fonts on the screen is their generous width and spacing.

The name “Verdana” is a mix of verdant (something green, as in the Seattle area and the Evergreen state, Washington), and Ana (the name of Virginia’s eldest daughter).

**2. Design elements**

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Colours

2.5 Typefaces

Verdana

2.6 Imagery

2. Design elements

# 2.5 Typefaces

**Verdana**

This font is used for the bodytext of all World Scout Committee, World Scout Bureau, and Secretary General documents, such as circulars and letters. This same font is used for most text on scout.org.

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,.-!/?@()...**

**Verdana**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,.-!/?@()...

### Content vs. Style

There are two topics which are to be considered: the content and the style of the images. The focus for SCOUTS images is on content rather than style.

#### Example



#### Content:

- Youth
- Large tent
- Craft activity

#### Style:

- Bright light
- Colourful
- Shallow depth of field

## 2. Design elements

### 2.1 World Scout Emblem

### 2.2 Logo

### 2.3 Ropes

### 2.4 Colours

### 2.5 Typefaces

### 2.6 Imagery

People | SCOUTS heritage

Style

Activities

Combinations

Checklist

Examples

## 2. Design elements

# 2.6 Imagery

Our goal is to improve the quality of the message communicated through Scouting's imagery. The SCOUTS image concept is easy to understand to help young people produce photos themselves. We have defined simple rules for the creation and use of images.

### We need balance and diversity.

**Gender:** We show girls and boys, as well as women and men.

**Age:** We are a movement of young people, but intergenerational activities are part of our appearance.

**Cultures:** The global movement is visible.

**Activities:** The strengths and energy of our young people is clear.

**Environment:** In a conference room or on a field, the SCOUTS are active everywhere, let's show it!



### Our behaviour is portrayed with purpose and credibility.

This means young people in action on the ground in their daily life, not only smiling, but participating and reflecting the social impact of Scouting's. We avoid static images with too much protocol or images that are too posed or too staged and thus obviously not real. Our images simply reflect real SCOUTS and their projects.

### We always challenge stereotypes.

## 2. Design elements

# 2.6 Imagery

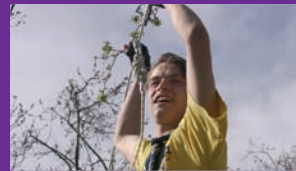
### People

There are people – as individuals or in a group – in the image. Avoid close-ups, e.g. just hands, this does not portray the SCOUTS character.

Group



Individual



People

Two Scouts from two cultures laughing while sharing a musical experience. A single Scout challenging himself and having fun.



Objects

This stone is meaningful only when we see someone is reading the inscription. The building is nothing without the people inside. Show the people.

### SCOUTS heritage

The image is identified as a SCOUTS image. The people are Scouts, wearing scarfs, hats, and uniforms.

Group



Individual



Scouts

The hands of youth making the timeless gesture of Scouting. A happy Scout wearing a hat unique to his region.

Group



Individual



Non-Scouts

Each image is not obviously about Scouting. The clasping of hands, although symbolic, is not a natural gesture. The boy shows little emotion and his baseball hat is not a unique symbol of his culture.

## 2. Design elements

- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery

People | SCOUTS heritage

Style

Activities

Combinations

Checklist

Examples



## 2. Design elements

# 2.6 Imagery

### Style

Style is not the focus of SCOUTS imagery. Content is the main issue. Keep in mind that SCOUTS imagery is natural and not posed or staged. Avoid abnormal camera angles and perspectives.

| Group                                                                              | Individual                                                                          |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |
| Natural Colours                                                                    |                                                                                     |

| Group                                                                               | Individual                                                                          |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |
| Artificial colours or surroundings                                                  |                                                                                     |

Natural setting with a wide perspective.

Artificially coloured images distract the viewer's attention from the image content. By removing the background, the context of the picture is lost and the motive of the subject is unclear.

| Group                                                                                | Individual                                                                            |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |
| Real                                                                                 |                                                                                       |

| Group                                                                                 | Individual                                                                            |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |
| Posed or staged                                                                       |                                                                                       |

Images that appear authentic and uncontrived support the SCOUTS message with a true moment in the SCOUTS world. Scouts are real people in real situations.

Posed images that look orchestrated and forced do not tell a good story, or inspire our audience.

### 2. Design elements

- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery

People | SCOUTS heritage

Style

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Checklist

Examples

## 2. Design elements

# 2.6 Imagery

### Activities

All imagery reflects the idea of the brand strengths: Exciting, involving and empowering.

|                                                                                                                                      |                                                                                                         |                                                                                                                                 |                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <p>Group</p>  <p>Exciting</p>                      | <p>Individual</p>    | <p>Group</p>                                 | <p>Individual</p>  <p>Boring</p>        |
| <p>Movement is visible in the images. They are action-packed and dynamic.</p>                                                        |                                                                                                         | <p>Looking bored and tired, these Scouts are not exciting anyone.</p>                                                           |                                                                                                                            |
| <p>Group</p>  <p>Involving</p>                    | <p>Individual</p>   | <p>Group</p>                                | <p>Individual</p>  <p>Passive</p>      |
| <p>Working together, these Scouts are fully engaged in their activities.</p>                                                         |                                                                                                         | <p>The Scouts shown here are stiff and passive. These images simply do not portray Scouting's strengths.</p>                    |                                                                                                                            |
| <p>Group</p>  <p>Empowering</p>                  | <p>Individual</p>  | <p>Group</p>                               | <p>Individual</p>  <p>Controlling</p> |
| <p>This diverse group of Scouts are proud to be working with a respected partner – the Red Cross. Public speaking takes courage.</p> |                                                                                                         | <p>This strict and controlled military formation is not conveying a strong individual. Leadership should not be aggressive.</p> |                                                                                                                            |

### 2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Colours

2.5 Typefaces

2.6 Imagery

People | SCOUTS heritage

Style

Activities

Combinations

Checklist

Examples



## 2. Design elements

# 2.6 Imagery

### Diversity in combinations

When images are combined they portray diversity of cultures, gender and age.



Multi-cultural

The World Organization of the Scout Movement shows Scouts from all over the world.



Mono-cultural

When combined these images only show one culture.



Multi-generational

Old and young are engaged and working together.



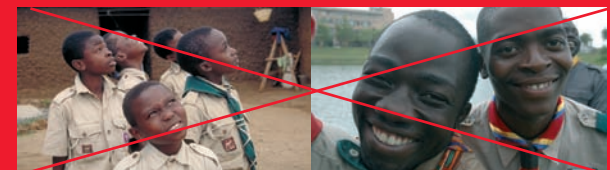
Single age

These Scouts are all the same age and are inactive or posed.



Boys and girls, men and women

Boys and girls are constructively working together.



Single gender

These Scouts are only boys, the same age, and not obviously participating in a constructive activity.

### 2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Colours

2.5 Typefaces

2.6 Imagery

People | SCOUTS heritage

Style

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Checklist

Examples

2. Design elements

# 2.6 Imagery

**Checklist**

Use the checklist as a tool to help choose the right image(s) to show the ideal character of SCOUTS.

IMPORTANT: To represent the World Scouting. It is mandatory to be very strict in the selection of images.

| Image Checklist     |                     | yes         | no |
|---------------------|---------------------|-------------|----|
| People              |                     | <div></div> |    |
| SCOUTS heritage     |                     | <div></div> |    |
| Choose both         | Style               |             |    |
|                     | Natural Colours     | <div></div> |    |
|                     | Not posed or staged | <div></div> |    |
| Choose at least two | Activities          |             |    |
|                     | Exciting            | <div></div> |    |
|                     | Involving           | <div></div> |    |
|                     | Empowering          | <div></div> |    |
| Choose at least two | Diversity           |             |    |
|                     | Cultures            | <div></div> |    |
|                     | Age                 | <div></div> |    |
|                     | Gender              | <div></div> |    |
| Approved            |                     | <div></div> |    |

This part of the checklist is used for qualifying a combination of images, e.g. for a newsletter, flyer, or brochure.

2. Design elements

- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery
  - People | SCOUTS heritage
  - Style
  - Activities
  - Combinations
  - Checklist
  - Examples

2. Design elements

# 2.6 Imagery

Examples

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Approved            | ●   |    |



Approved image



Rejected image

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              |     | ●  |
| SCOUTS heritage     |     | ●  |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           |     | ●  |
| Empowering          | ●   |    |
| Approved            |     | ●  |

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            | ●   |    |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Approved            | ●   |    |



Approved image



Rejected image

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged |     | ●  |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           | ●   |    |
| Empowering          |     | ●  |
| Approved            |     | ●  |

2. Design elements

- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery

- People | SCOUTS heritage
- Style
- Activities
- Combinations
- Checklist
- Examples

2. Design elements

# 2.6 Imagery

Examples

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Approved            | ●   |    |



Approved image



Rejected image

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged |     | ●  |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           | ●   |    |
| Empowering          |     | ●  |
| Approved            |     | ●  |

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Approved            | ●   |    |



Approved image



Rejected image

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            |     | ●  |
| Involving           |     | ●  |
| Empowering          |     | ●  |
| Approved            |     | ●  |

2. Design elements

- 2.1 World Scout Emblem
- 2.2 Logo
- 2.3 Ropes
- 2.4 Colours
- 2.5 Typefaces
- 2.6 Imagery

- People | SCOUTS heritage
- Style
- Activities
- Combinations
- Checklist
- Examples

2. Design elements

# 2.6 Imagery

Examples

| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            | ●   |    |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Diversity           |     |    |
| Cultures            | ●   |    |
| Age                 | ●   |    |
| Gender              | ●   |    |
| Approved            | ●   |    |



Approved images



Rejected images



| Image Checklist     | yes | no |
|---------------------|-----|----|
| People              | ●   |    |
| SCOUTS heritage     | ●   |    |
| Style               |     |    |
| Natural Colours     | ●   |    |
| Not posed or staged | ●   |    |
| Activities          |     |    |
| Exciting            | ●   | ●  |
| Involving           | ●   |    |
| Empowering          | ●   |    |
| Diversity           |     |    |
| Cultures            | ●   |    |
| Age                 |     | ●  |
| Gender              |     | ●  |
| Approved            |     | ●  |

2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Colours

2.5 Typefaces

2.6 Imagery

People | SCOUTS heritage

Style

Activities

Combinations

Checklist

Examples



3. Stationery

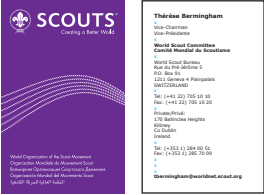
3.1 Overview

Principles

The design in purple is pre-printed and the contents in black are provided as templates to be downloaded. This design applies directly for the stationery of WOSM bodies.

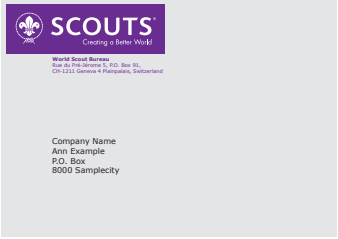
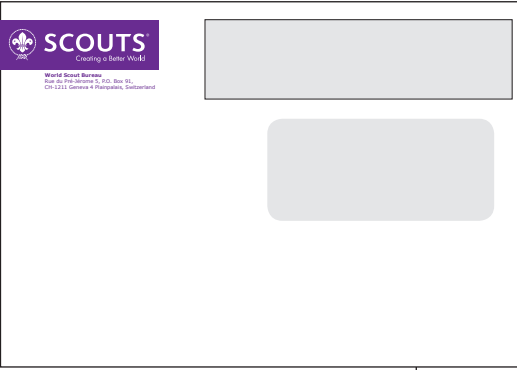


Letterhead



Business card (front & back)

Window envelope



Blank envelope with label

3. Stationery

- 3.1 Overview
- 3.2 Logo with 5 languages
- 3.3 Letterhead
- 3.4 Business card
- 3.5 Envelope
- 3.6 Label

### 3. Stationery

### 3.2 Logo with 5 languages

## Logo with 5 languages

There is a special masthead used primarily for stationery and web pages with the legal names in the 5 languages (English, French, Spanish, Russian and Arabic) for the World Organization of the Scout Movement.

The 5 language appendix can be used separated from the SCOUTS logo but not without the logo, see "Business cards".

### Construction and clear space



For the construction of the logo and the claim see chapter 2.2 “Logo”.

This 5 languages appendix is primarily used for stationery and web pages.

When used together, the 5 languages appendix is only separated from the logo in special circumstances where the size of the format restricts the normal usage.

### 3. Stationery

### 3.1 Overview

### 3.2 Logo with 5 languages

### 3.3 Letterhead

### 3.4 Business card

### 3.5 Envelope

### 3.6 Label

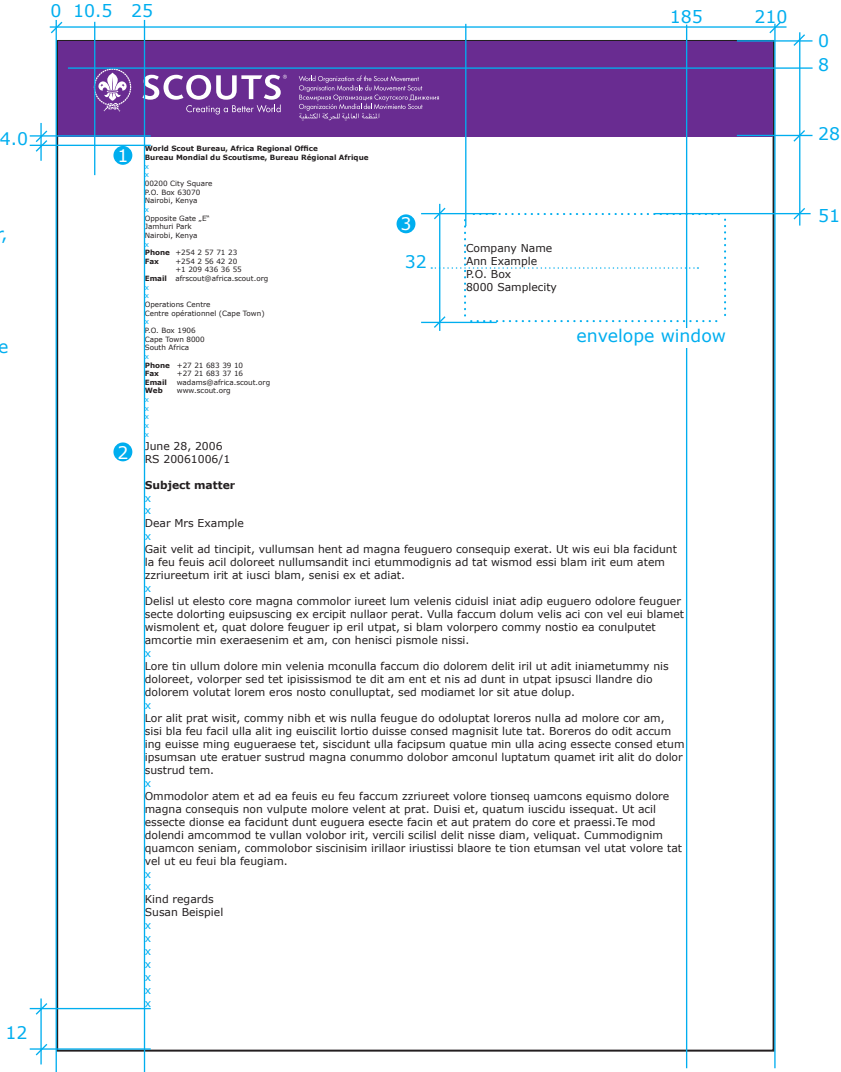


3. Stationery

3.3 Letterhead

Construction of letterhead

Format A4 210 x 297 mm; Scale: 45% of original size



For the standard letter, the purple header is pre-printed.

For a letter which is sent as PDF, the purple header is part of the template.

**Please note:**  
The size or design of the header can not be altered.

1 Type face: Verdana Regular or Bold  
Type size: 6 pt  
Leading: automatic

2 Type face: Verdana Regular or Bold  
Type size: 9 pt  
Leading: automatic

3 Type face: Verdana Regular  
Type size: 9 pt  
Leading: automatic  
Position: vertically centred within box (for envelope window placement)

3. Stationery

- 3.1 Overview
- 3.2 Logo with 5 languages
- 3.3 Letterhead
- 3.4 Business card
- 3.5 Envelope
- 3.6 Label

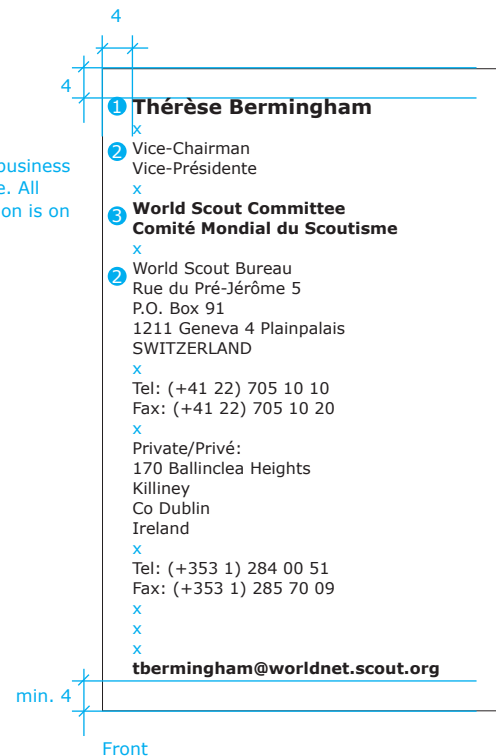
### 3. Stationery

## 3.4 Business card

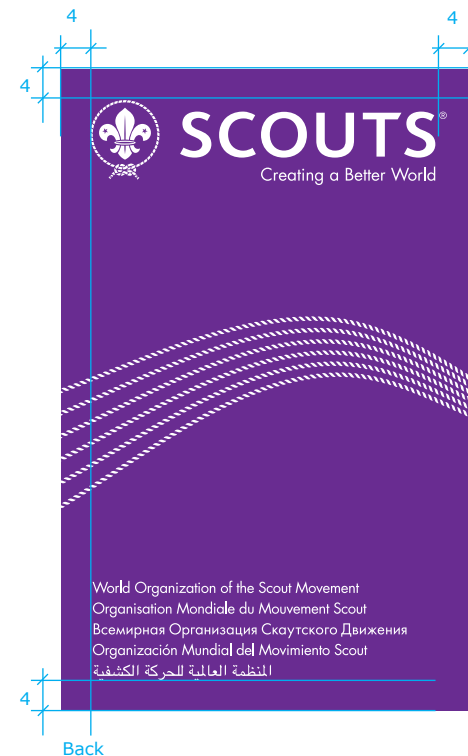
#### Construction of business card

Format 54 x 85 mm; Scale: Original size

The front of the business card is black type. All contact information is on this side.



The back of the business card is pre-printed and can not be altered.



The 5 language appendix is identical in size to the letterhead.

### 3. Stationery

- 3.1 Overview
- 3.2 Logo with 5 languages
- 3.3 Letterhead
- 3.4 Business card
- 3.5 Envelope
- 3.6 Label

- 1 Type face: Verdana Bold  
Type size: 7.5 pt  
Leading: 7.5 pt
- 2 Type face: Verdana Regular  
Type size: 6 pt  
Leading: 7.5 pt
- 3 Type face: Verdana Bold  
Type size: 6 pt  
Leading: 7.5 pt

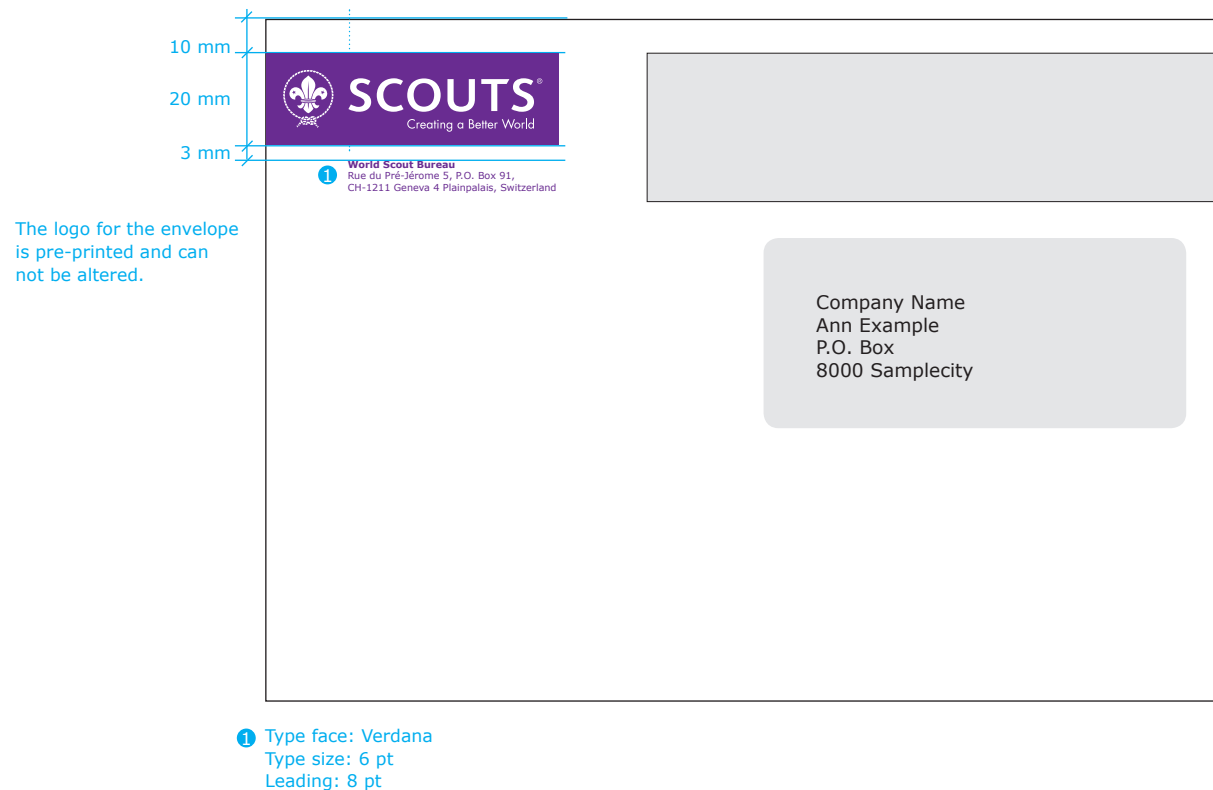
All measurements in mm

### 3. Stationery

## 3.5 Envelope

#### Construction of envelope

Format C5 228 x 162 mm; Scale: 56% of original size



### 3. Stationery

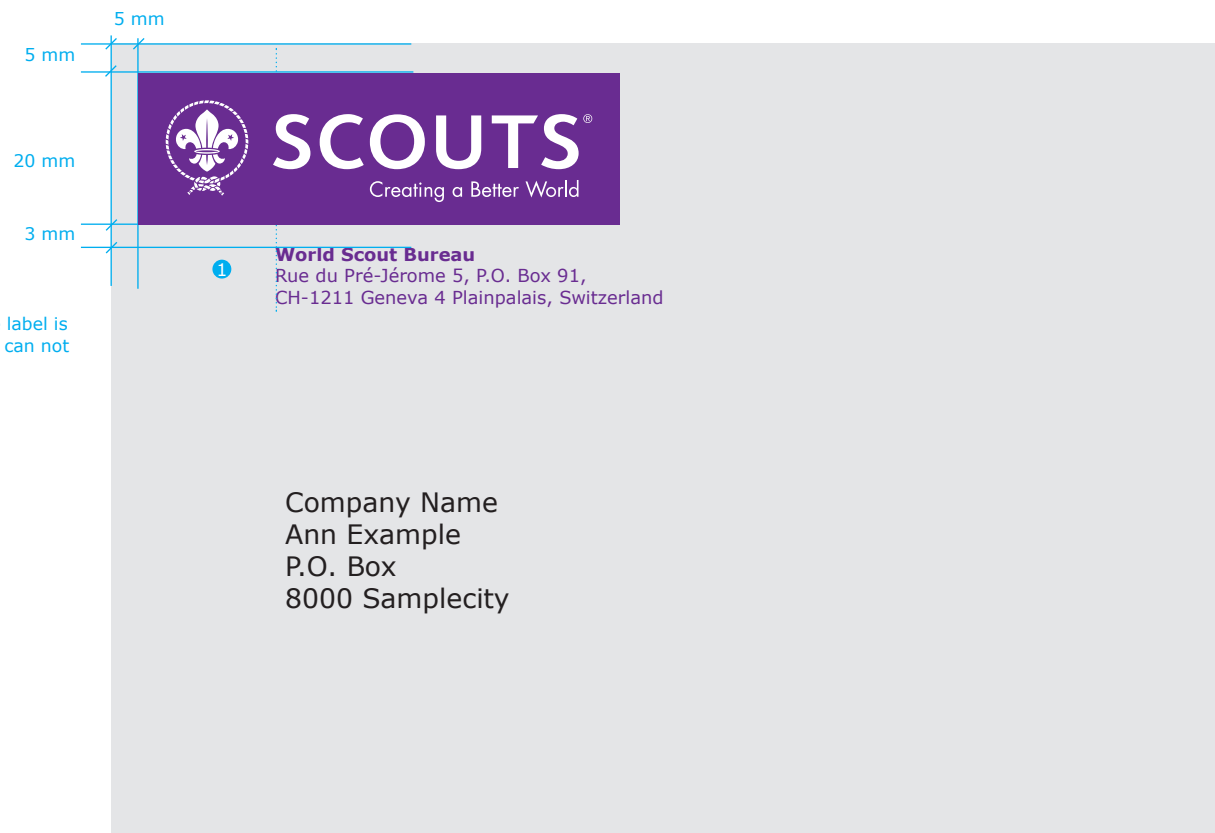
- 3.1 Overview
- 3.2 Logo with 5 languages
- 3.3 Letterhead
- 3.4 Business card
- 3.5 Envelope
- 3.6 Label

### 3. Stationery

## 3.6 Label

#### Construction of label

Format A6 148 x 105 mm; Scale: Original size



The logo for the label is pre-printed and can not be altered.

1 Type face: Verdana  
Type size: 6 pt  
Leading: 8 pt

### 3. Stationery

- 3.1 Overview
- 3.2 Logo with 5 languages
- 3.3 Letterhead
- 3.4 Business card
- 3.5 Envelope
- 3.6 Label

## 4. Print media

# 4.1 Principle of purple.

### Basics

To categorise and structure the print media there is a defined principle based on the usage of purple area, with the aim to maintain individuality and creativity. There are three levels of branded communication:

#### Maximum: SCOUTS branded

Strategy, Youth Programme, Adult Resources, Governance, Communication, Management, Policies, Periodicals and Circulars, etc.

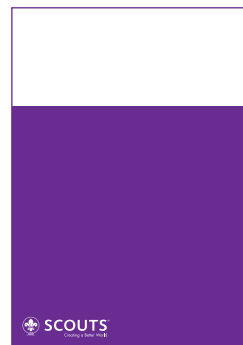
#### Medium: Project branded

International events, special programmes and projects, etc.

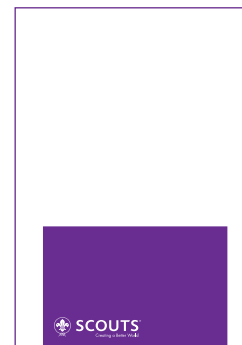
#### Low: Partner branded

Partnership advertising, world association partners, NSO publications, etc.

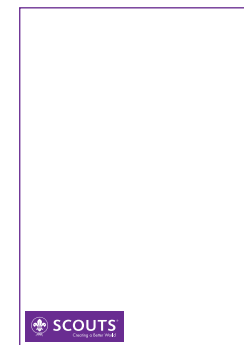
### Examples



SCOUTS branded



Project branded



Partner branded

The white area represents a “flexible” portion of the layout that may be used for images, illustrations, colour or other design elements.

## 4. Print media

### 4.1 Principle of purple

- SCOUTS branded
- Categorization
- Regional identification
- Project branded
- Partner branded
- Scout Partner branded

### 4.2 Grid

### 4.3 Typography

### 4.4 Applications

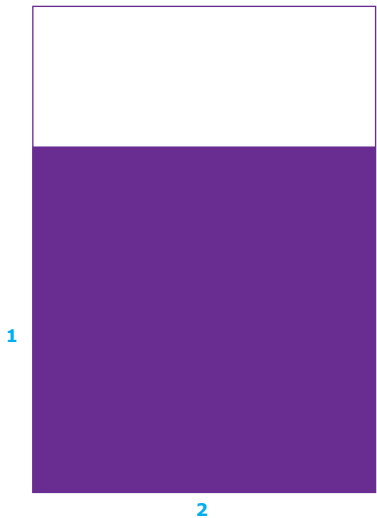
4. Print media

# 4.1 Principle of purple.

**SCOUTS branded**

For maximum branded applications, the sender is always and clearly SCOUTS.

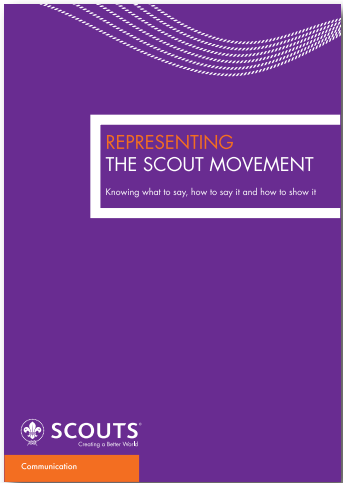
**Maximum principle**



The layout principle:  
The purple area always touches **three** sides of the format. The logo is left-aligned in a corner.



**Example**

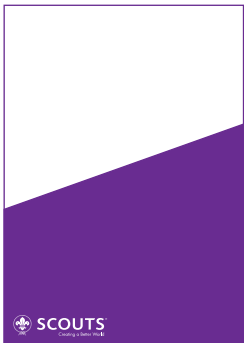


Strategy, Youth Programme, Adults in Scouting, Governance, Communication, Management, Policies, Finance, Periodicals and Circulars, etc.

**Examples**



Vertical layout.



Diagonal layout.



Top horizontal layout.



Curved shape layout.



Full purple layout.

The white area represents a “flexible” portion of the layout that may be used for images, illustrations, colour or other design elements.

**4. Print media**

4.1 Principle of purple

SCOUTS branded

Categorisation

Regional identification

Project branded

Partner branded

Scout Partner branded

4.2 Grid

4.3 Typography

4.4 Applications

## 4. Print media

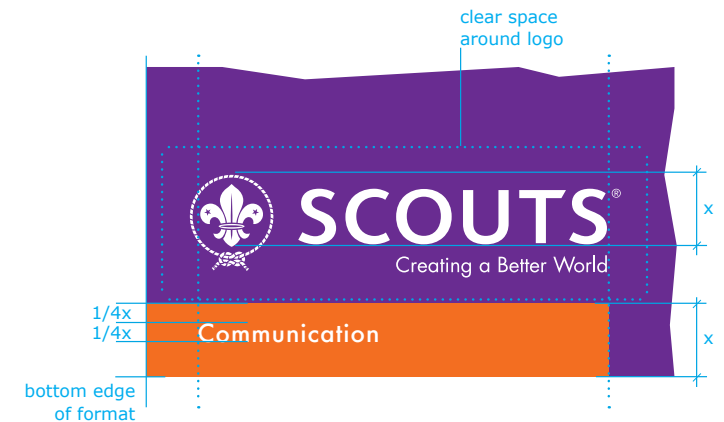
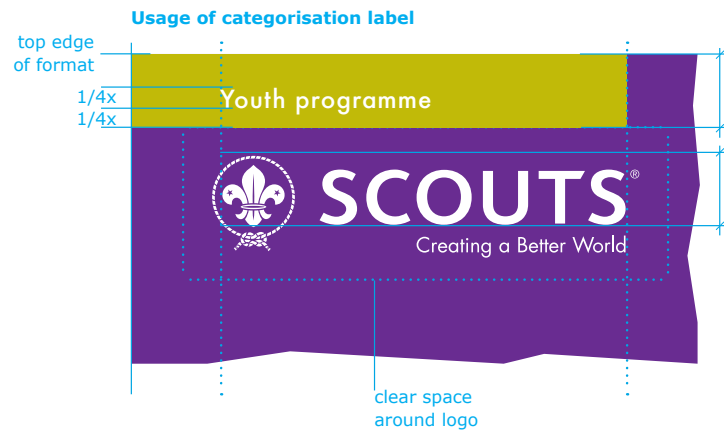
# 4.1 Principle of purple.

### Categorisation of SCOUTS branded applications

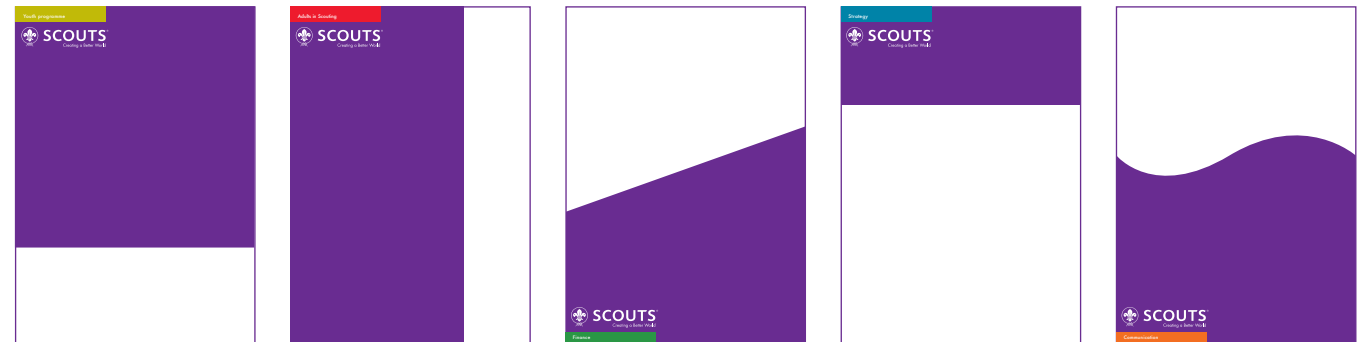
To give more clarity in the print media, we use a categorisation system. There are four themes to structure the media:

- Strategy
- Youth programme
- Adults in Scouting
- Communication
- Finance

The additional colours are used to differentiate them visually, see section 2. "Design elements Colours".



### Examples



## 4. Print media

### 4.1 Principle of purple

SCOUTS branded

Categorization

Regional identification

Project branded

Partner branded

Scout Partner branded

### 4.2 Grid

### 4.3 Typography

### 4.4 Applications



## 4. Print media

# 4.1 Principle of purple.

### Regional identification

The text for regional identification will appear only below the World Scout Bureau title on the back cover of publications.



### Back covers



Without SCOUTS logo.

With SCOUTS logo.

### Don'ts



The logo is never used for regional identification.

## 4. Print media

### 4.1 Principle of purple

SCOUTS branded  
Categorisation

Regional identification

Project branded

Partner branded

Scout Partner branded

### 4.2 Grid

### 4.3 Typography

### 4.4 Applications

## 4. Print media

# 4.1 Principle of purple.

### Project branded

Events and special programmes may have their own identity, but it is consistent and clear that the sender is the SCOUTS.

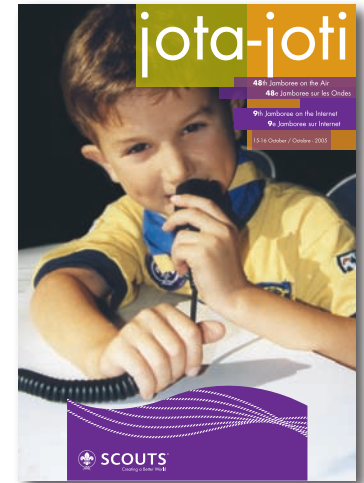
#### Medium principle



1 side

The layout principle:  
The purple area only touches **one** side of the format. The logo is left-aligned in the lower or upper corner of the purple area.

#### Example



International events, special programmes and projects, etc.

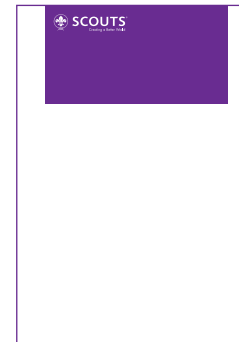
#### Examples



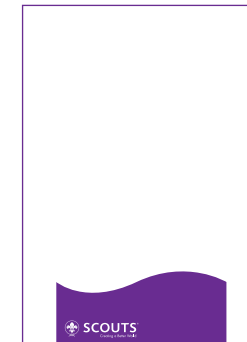
Vertical block layout.



Diagonal layout.



Top block layout.



Curved shape layout.

The white area represents a "flexible" portion of the layout that may be used for images, illustrations, colour or other design elements.

## 4. Print media

- 4.1 Principle of purple
  - SCOUTS branded
  - Categorisation
  - Regional identification
  - Project branded
  - Partner branded
  - Scout Partner branded
- 4.2 Grid
- 4.3 Typography
- 4.4 Applications

## 4. Print media

# 4.1 Principle of purple.

### Partner branded

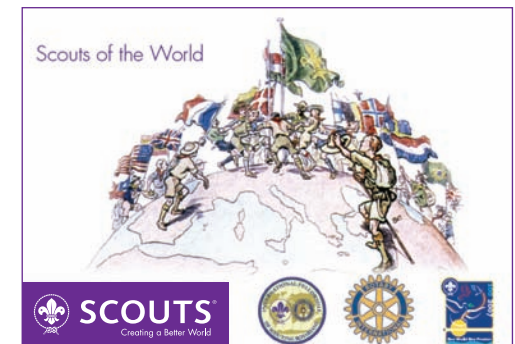
The SCOUTS are represented in a consistent and systematic way by using the partner logo.

#### Minimum principle

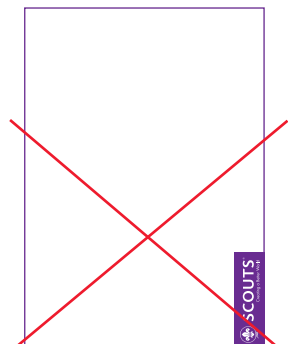
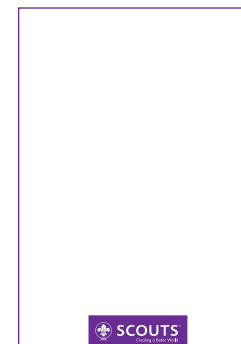
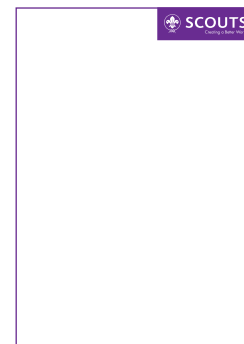


The layout principle:  
The partner logo is placed in any location on the cover of an application. Always use the clear space as specified in section 2. "Design elements | Logo".

#### Example



#### Examples



#### Don'ts

Never change the orientation of the logo.

The white area represents a "flexible" portion of the layout that may be used for images, illustrations, colour or other design elements.

## 4. Print media

- 4.1 Principle of purple
  - SCOUTS branded
  - Categorization
  - Regional identification
  - Project branded
  - Partner branded
  - Scout Partner branded
- 4.2 Grid
- 4.3 Typography
- 4.4 Applications

## 4. Print media

# 4.1 Principle of purple.

### Scout branded

The SCOUTS are represented in a consistent and systematic way by using the partner logo.



Always use the purple logo if you have a publication printed in full color.

Adaptation to your local language can be made in consultation with the WSB



Download our official link in the media center at:  
[www.scout.org/media](http://www.scout.org/media)



Due to the limitations of certain methods of reproduction / printing (such as duotone) the brand may appear in black



## 4. Print media

- 4.1 Principle of purple
- SCOUTS branded
- Categorisation
- Regional identification
- Project branded
- Partner branded
- Scout Partner branded

## 4.2 Grid

- 4.3 Typography
- 4.4 Applications

Why is it useful to use a grid?

Grids provide visual organisation. Grids do not appear on the printed piece but their influence may be evident in the widths of column texts, the uniformity of space around photographs, or the consistent placement of repeating elements from page to page in a magazine. They are a series of guidelines that determine the margins of the piece, space between page elements (headlines, text body, photographs, etc.), and let you know where to put things on the blank page.

A grid, used consistently on all pages of a multi-page document, makes it easier for the designer to provide the consistent look that readers often expect. A carefully conceived grid system also allows the designer to introduce variations without forsaking readability or consistency. It also speeds layout because it takes the guesswork and "look back to see what we did before" out of where to place elements from one page to the next.

#### 4. Print media

4.1 Principle of purple

4.2 Grid

Construction

4.3 Typography

4.4 Applications

#### 4. Print media

## 4.2 Grid

### Introduction

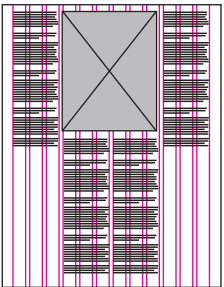
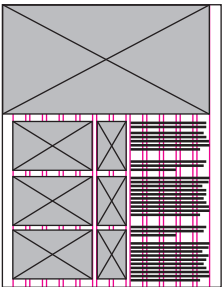
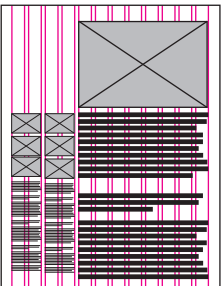
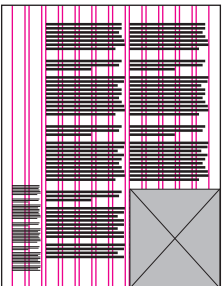
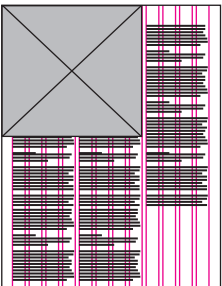
The grid is an invisible structure used to guide the placement of elements on the page and brings visual unity and cohesiveness to a collection of brochures, display ads, newsletters, etc.

### Principle

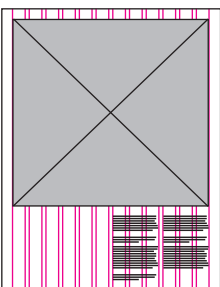
There is one grid for every format. Only the margins and number of columns are being modified, see examples below.

The number of columns offers greater flexibility for publications with text, photos, and other graphic elements and a mix of long and short articles.

### Examples



In a single piece that has many disparate elements (blocks of text, headlines, photographs, drawings) the grid helps organise these elements on the page.



4. Print media

# 4.2 Grid

**Construction**

For every format, the column width is 12.6 mm and the column spacing is 4 mm.

For formats not specified below, use a margin of at least 8 mm (because of the non-printing area of most printers), then choose the number of columns appropriate for the content.

| Formats | Margins | No. of columns |
|---------|---------|----------------|
|---------|---------|----------------|

**DIN Formats**

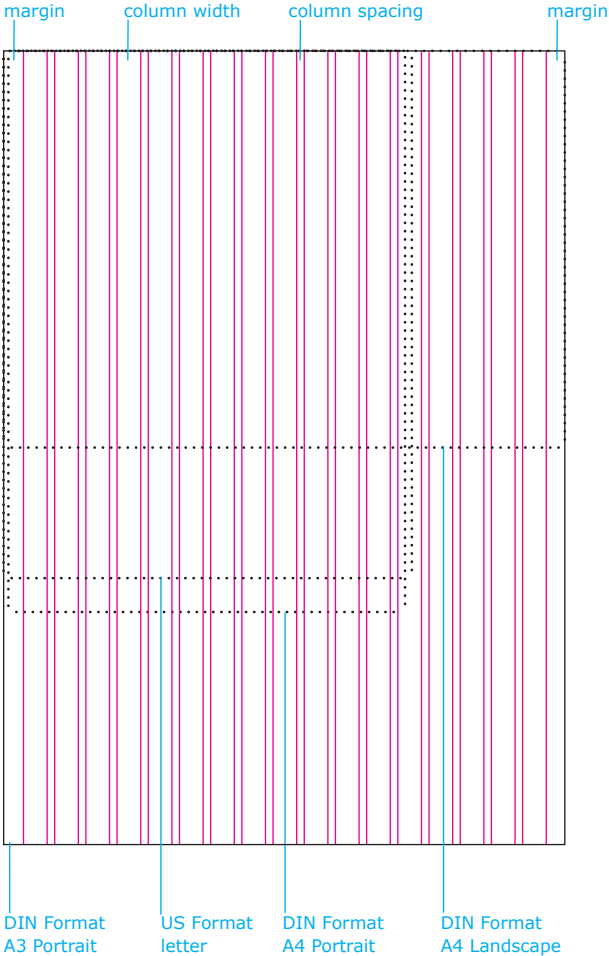
|                   |          |    |
|-------------------|----------|----|
| A2 420 x 594 mm   |          |    |
| A3 297 x 420 mm   |          |    |
| A4 210 x 297 mm   | 8 mm     | 12 |
| A5 148.5 x 210 mm | 10.25 mm | 8  |
| A6 105 x 148.5 mm |          |    |

|                   |          |    |
|-------------------|----------|----|
| A2 594 x 420 mm   |          |    |
| A3 420 x 297 mm   |          |    |
| A4 297 x 210 mm   | 10.25 mm | 17 |
| A5 210 x 148.5 mm |          |    |
| A6 148.5 x 105 mm |          |    |

**US Formats**

Letter 8.5 x 11 in

Letter 11 x 8.5 in



**4. Print media**

4.1 Principle of purple

4.2 Grid

Construction

4.3 Typography

4.4 Applications

#### 4. Print media

## 4.3 Typography

SCOUTS typography should be simple, clean and structured. It uses Futura, a strong elegant typeface, or Verdana in an ordered grid system. A mix of bold and regular text is acceptable.

Design work should not require additional typefaces and should not have busy or cluttered layouts.

#### Examples

**Right aligned  
typography is OK**

**Left aligned  
typography is OK**

**Centre aligned  
typography is OK**

#### Don'ts

~~DO NOT USE  
TYPEFACES  
OTHER THAN  
FUTURA AND  
VERDANA~~

Only use Futura or  
Verdana typeface.

~~DO NOT  
RANGE  
TYPOGRAPHY  
WITHIN A  
SHAPE~~

Do not wrap typography  
into or around a shape.

~~Do not set leading  
more than 120%  
of the type size~~

Leading is set at 120%  
of the typeface size  
(Auto).

~~DO NOT SKEW  
TYPOGRAPHY~~

Do not alter the  
typography by skewing  
or distorting.

~~FOR VERTICAL TYPE  
DO NOT ROTATE  
CLOCKWISE~~

Do not set the vertical  
type arrangements  
clockwise - they should  
always be set counter-  
clockwise.

~~D S T  
O T Y  
A P  
N C E  
T~~

Do not use vertical  
stacked typographic  
arrangements.

#### 4. Print media

4.1 Principle of purple

4.2 Grid

4.3 Typography

4.4 Applications



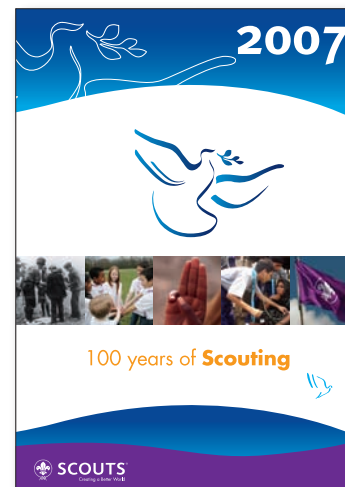
## 4. Print media

# 4.4 Applications

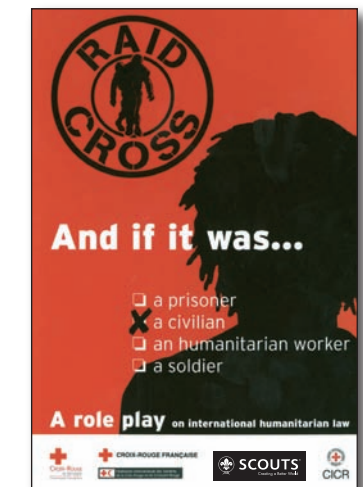
### SCOUTS branded



### Project branded



### Partner branded



## 4. Print media

4.1 Principle of purple

4.2 Grid

4.3 Typography

4.4 Applications



#### Special Translation

Translation into unofficial languages is permitted, however you must make a request to the World Scout Bureau Central Office, and you will be provided with the logo and the translated claim. Under no circumstances can the logo be used with a translation that has not been approved by the World Scout Bureau.

Changing the claim is also not permitted unless expressly approved by the World Scout Bureau.

NB: The word 'Scouts' cannot be translated under any circumstances.

#### 4. Print media Artwork Reference

##### Logo Versions

File naming structure for Logo

File naming structure for Rope

File naming structure for Scout Emblem

# Artwork Reference

## Logo Versions

The claim 'Creating a better world' is currently available in the two official languages of WOSM (English & French) and the three additional working languages (Arabic, Russian & Spanish).

### Examples



ENGLISH



RUSSIAN



FRENCH



ARAB



SPANISH



SCOUTS

# Artwork Reference

## File naming structure for Logo

| Source                                    | Item                                                | Version                                                                                                                                                           | variations                                                                                                                           | Colour mode                                                                                                                                                                                                                    | variations                                                                                                                                              | Format                                                                                                                                                            |
|-------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SCT</b>                                | <b>_Logo</b>                                        | <b>_EN</b>                                                                                                                                                        | <b>_lan</b>                                                                                                                          | <b>_cmyk</b>                                                                                                                                                                                                                   | <b>_pos</b>                                                                                                                                             | <b>.svg</b>                                                                                                                                                       |
| <b>SCT</b><br>SCOUTS official design file | <b>Logo</b><br><br><b>Rope</b><br><br><b>Emblem</b> | <b>EN</b><br>Claim english<br><br><b>FR</b><br>Claim french<br><br><b>SP</b><br>Claim spanish<br><br><b>CY</b><br>Claim cyrillic<br><br><b>AR</b><br>Claim arabic | <b>lan</b><br>the additional 5 languages<br><br>This variation is only available for the World Scout Bureau and his regional Offices | <b>cmyk</b><br>4-colour mode for print applications<br><br><b>rgb</b><br>3-colour mode for screen applications<br><br><b>527</b><br>Pantone Colour 527 <b>for direct ink applications</b><br><br><b>blk</b><br>black and white | <b>pos</b><br>purple or black logo version on a white background<br><br><b>co</b><br>background colour is purple for partner and cobranding situations. | <b>SVG</b><br><br><b>EPS</b><br><br><b>PNG</b><br><br><b>JPG</b><br>To know more about this, please follow:<br><b>B. Appendix A guide to Graphic File formats</b> |

### Examples



SCT\_Logo\_EN\_527\_co.eps



SCT\_Logo\_EN\_blk\_co.eps



SCT\_Logo\_527.eps



SCT\_Logo\_EN\_527\_pos.eps



SCT\_Logo\_EN\_blk\_pos.eps

#### 4. Print media

##### Artwork Reference

Logo Versions

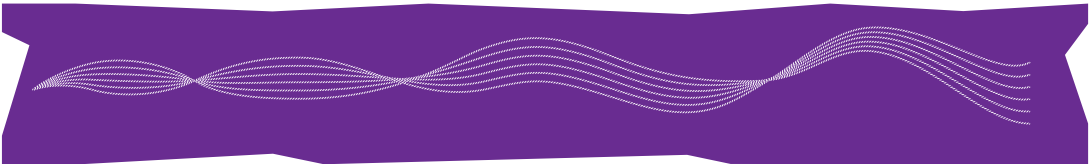
File naming structure for Logo  
File naming structure for Rope  
File naming structure for Scout Emblem

# Artwork Reference

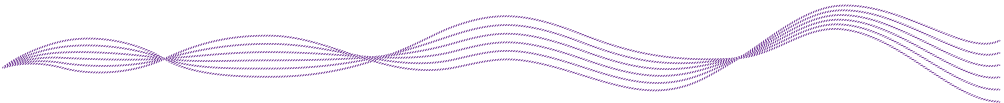
## File naming structure for Rope

| Source                                       | Item                                                | Colour mode                                                                                                                                                                                                                                             | variations                                               | Format                                                                                                                                                                                                |
|----------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SCT</b>                                   | <b>_Rope</b>                                        | <b>_cmyk</b>                                                                                                                                                                                                                                            | <b>_pos</b>                                              | <b>.eps</b>                                                                                                                                                                                           |
| <b>SCT</b><br>SCOUTS official<br>design file | <b>Logo</b><br><br><b>Rope</b><br><br><b>Emblem</b> | <b>cmyk</b><br>4-Colour<br>mode for print<br>applications<br><br><b>rgb</b><br>3-Colour mode<br>for screen<br>applications<br><br><b>527</b><br>Pantone Colour<br>527 <b>for direct</b><br><b>ink applications</b><br><br><b>blk</b><br>black and white | <b>pos</b><br>purple version<br>on a white<br>background | <b>SVG</b><br><br><b>EPS</b><br><br><b>PNG</b><br><br><b>JPG</b><br>To know more<br>about this, please<br>follow:<br><b>B. Appendix</b><br><b>A guide to</b><br><b>Graphic File</b><br><b>formats</b> |

### Examples



SCT\_Rope\_cmyk.eps



SCT\_Rope\_527\_pos.eps

NB: The background  
colour is not part of the  
ropes artwork.

# Artwork Reference

## File naming structure for Scout Emblem

| Source                                       | Item           | Colour mode                                                                | variation                                                                  | Format                                                                                                                            |
|----------------------------------------------|----------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>SCT</b>                                   | <b>_emblem</b> | <b>_cmyk</b>                                                               | <b>_badge</b>                                                              | <b>.eps</b>                                                                                                                       |
| <b>SCT</b><br>SCOUTS official<br>design file | <b>Logo</b>    | <b>cmyk</b><br>4-Colour<br>mode for print<br>applications                  | <b>cmyk</b><br>4-Colour<br>mode for print<br>applications                  | <b>SVG</b>                                                                                                                        |
|                                              | <b>Rope</b>    |                                                                            |                                                                            | <b>EPS</b>                                                                                                                        |
|                                              | <b>Emblem</b>  | <b>rgb</b><br>3-Colour mode<br>for screen<br>applications                  | <b>rgb</b><br>3-Colour mode<br>for screen<br>applications                  | <b>PNG</b>                                                                                                                        |
|                                              |                | <b>527</b><br>Pantone Colour<br>527 <b>for direct<br/>ink applications</b> | <b>527</b><br>Pantone Colour<br>527 <b>for direct<br/>ink applications</b> | <b>JPG</b>                                                                                                                        |
|                                              |                | <b>blk</b><br>black and white                                              | <b>blk</b><br>black and white                                              | To know more<br>about this, please<br>follow:<br><b>B. Appendix</b><br><b>A guide to</b><br><b>Graphic File</b><br><b>formats</b> |

### Examples



SCT\_emblem\_527.eps



SCT\_emblem\_527\_badge.eps



SCT\_emblem\_blk.eps



SCT\_emblem\_blk\_badge.eps

#### 4. Print media Artwork Reference

Logo Versions

File naming structure for Logo

File naming structure for Rope

File naming structure for Scout Emblem

# A guide to Graphic File formats

PNG, JPEG, GIF, SVG, EPS, Pantone 527, cmyk and rgb – what are they and which one should I use?

## Raster graphics file formats

### PNG

Portable Network Graphics (PNG) is a bitmapped image format that employs lossless data compression. PNG was created to improve upon and replace the GIF format, as an image-file format not requiring a patent license.

PNG supports palette-based (palettes of 24-bit RGB colors) or greyscale or RGB images. PNG was designed for transferring images on the Internet, not professional graphics, and so does not support other color spaces (such as CMYK).

### JPEG

JPEG is at its best on photographs and paintings of realistic scenes with smooth variations of tone and color. In this case it usually performs much better than purely lossless methods while still giving a good looking image.

### GIF

Graphics Interchange Format (GIF) is an 8-bit-per-pixel bitmap image format that was introduced in 1987 and has since come into widespread usage on the World Wide Web due to its wide support and portability.

The format uses a palette of up to 256 distinct colors from the 24-bit RGB color space. It also supports animations and allows a separate palette of 256 colors for each frame. The color limitation makes the GIF format unsuitable for reproducing color photographs and other images with continuous color, but it is well-suited for more simple images such as graphics or logos with solid areas of color.

### PNG vs JPEG

PNG is a better choice than JPEG for storing images that contain text, line art, or other images with sharp transitions. Where an image contains both sharp transitions and photographic parts a choice must be made between the large but sharp PNG and a small JPEG with artifacts around sharp transitions. JPEG also does not support transparency.

### PNG vs GIF

On most images, PNG can achieve greater compression than GIF. PNG also gives a much wider range of transparency options and a much wider range of color depths than GIF, allowing for greater color precision, smoother fades, etc. However, GIF supports animation while PNG does not.

PNG images are widely supported, but not as widely supported as GIF images.

# A guide to Graphic File formats

PNG, JPEG, GIF, SVG, EPS, Pantone 527, cmyk and rgb – what are they and which one should I use?

## Vector graphics file formats

### WHAT IS A VECTOR GRAPHICS FORMAT?

Vector graphics (also called geometric modeling or object-oriented graphics) is the use of geometrical primitives such as points, lines, curves, and polygons, which are all based upon mathematical equations to represent images in computer graphics. It is used in contrast to the term raster graphics, which is the representation of images as a collection of pixels, and used as the sole graphic type for actual photographic images.

The main advantage is that they are rather small files compared to high-quality raster (pixel) images. They contain graphics that can be almost infinitely scaled in size without degrading the output because they are vector based (resolution independent).

### SVG

Scalable Vector Graphics (SVG) is a text-based graphics language that describes images with vector shapes, text, and embedded raster graphics.

SVG files are compact and provide high-quality graphics on the Web, in print, and on resource-limited handheld devices. They contain graphics that can be almost infinitely scaled in size without degrading the output because they are vector based. In addition, SVG supports scripting and animation, so is ideal for interactive, data-driven, personalized graphics. SVG is a royalty-free vendor-neutral open standard developed under the W3C (World Wide Web Consortium) Process, moreover SVG is interoperable.

### EPS

Encapsulated PostScript, or EPS, is a DSC-conforming PostScript document with additional restrictions intended to make EPS files usable as a graphics file format. In other words, EPS files are more-or-less self-contained, reasonably predictable PostScript documents that describe an image or drawing, that can be placed within another PostScript document. The EPS format contains graphics that can be almost infinitely scaled in size without degrading the output because they are vector based.

# A guide to Graphic File formats

PNG, JPEG, GIF, SVG, EPS, Pantone 527, cmyk and rgb – what are they and which one should I use?

## A guide to Colour Models

**Pantone (527), CMYK, and RGB** – why are there three colour models and which one should I use?

Your choice of colour model should be determined by what you intend to use the artwork element for.

### **Pantone (527)**

The Pantone Colour Matching System expands upon existing colour reproduction systems such as the CMYK process and enables the possibility to print special colours. This is achieved by using one solid colour ink (as opposed to the CMYK process, which generates a colour by mixing the four inks). However, it is also possible to combine the CMYK and Pantone methods on a single publication.

As different surfaces reflect light in varying manners, Pantone also takes into account the type of surface you are printing on (coated, matte or uncoated). Therefore, this is why you should always use a Pantone solid colour when colour is critical.

If you intend to print any of the artwork, then you must use the CMYK or Pantone options.

### **CMYK**

Printing is based on the use of cyan, magenta, yellow and black (CMYK) ink instead of RGB light, and therefore produces a different range of colour.

When working with the artwork, the CMYK and RGB version will not look the same on your screen, as CMYK is meant to be printed onto a surface to produce the correct colours.

### **RGB**

Scanners, digital cameras and computer monitors use red, green and blue (RGB) light to display colour.

You should choose RGB if you wish to use the artwork for electronic displays eg video, projector, DVD.

#### What does the ® mean?

A registered trademark confers a bundle of exclusive rights upon the registered owner, including the right to exclusive use of the mark in relation to the products or services for which it is registered. The law in most jurisdictions also allows the owner of a registered trademark to prevent unauthorised use of the mark in relation to products or services which are similar to the "registered" products or services, and in certain cases, prevent use in relation to entirely dissimilar products or services.

## B. Annex

# B.1 Brand protection

### "We are the pirates of our own brand"

This Brand Logo is the signature of World Scouting. It is composed of the World Scout Emblem (the fleur-de-lys), the word "SCOUTS" (our name is our fame), and our vision "Creating a Better World" (our big idea). This brand logo is an internationally protected registered trademark. Misusing it is an act of piracy. The conditions of use and commercialisation of this brand can be found in Circular n° 5/07 and its annexes "World Scouting's Brand & Its Trademarks". Every member of the Movement must take responsibility to preserve its integrity. For more information, email: [brand@scout.org](mailto:brand@scout.org)



## B. Annex

### B.1 Brand protection

### B.2 Adaptation



#### Mark of identity and sense of belonging

WOSM encourages the adoption of the brand by National Scout Organisations that wish to use it in order to improve its greater visibility, as well for members of these national organisations to signify their belonging to a great international youth movement that is World Scouting.

### B. Annex

## B.2 Adaptation to the brand at a national level

### Conditions

This adaptation must follow the rules that are outlined within this manual, and is subject to a written agreement between the World Scout Bureau and the organisation wishing to adapt the graphical elements of the brand to a national version. The conditions of adaptation can also be found in Circular n° 5/07 and its annexes "World Scouting's Brand & Its Trademarks, conditions of use and commercialisation".

### Possible variations

1. The first possible variation concerns the adaptation of the Brand Logo in relation to the translation of the claim "Creating a Better World" into the national language. This can be done in accordance to the conditions proposed in Section 2.2 page 6.
2. A second variation can be done by following the rules of co-branding already presented in Section 2.2 page 10.
3. A third variation involves the insertion of the name of the country into the Brand Logo, as presented through the example of South Africa.



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**SCOUTS®**  
Creating a Better World

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