

# WORLD SCOUTING'S BRAND AND ITS TRADEMARKS

## Conditions of use and commercialisation

For:

- Member organisations of the World Organization of the Scout Movement
- International and official Scout events organisers
- Contractors and suppliers of the Scout Movement
- Partners of the Scout Movement

**Annex No. 1 to the World Scout Bureau Circular No. 5 /07 - April 2007**






**SCOUTS**<sup>®</sup>  
Creating a Better World

# Pack 1

## IDENTIFICATION SYSTEM FOR MEMBER ORGANISATIONS AND PARTNERS




Pack 1 is aimed at using the World Scout Emblem for non-commercial purposes, you can show that you are a part of World Scouting and you can co-brand with partners for non-profit activities.

Item	Contents of the pack	Applications	Conditions
 <p>The World Scout Emblem</p>	<ul style="list-style-type: none"> <li>Original graphic files of the World Scout Emblem</li> <li>Brand Identity Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Educational material and products</li> <li>Training material and products</li> <li>General NSO management material and products</li> <li>Scout publications</li> <li>Promotional material</li> </ul>	<p>WOSM membership</p> 
		<p>The same application for co-branding your non-profit activities with non-Scout partners</p>	<p>Ensure that any co-branding with partners does not imply a commercial use of the brand item</p> 



# Pack 2

## IDENTIFICATION SYSTEM FOR MEMBER ORGANISATIONS AND PARTNERS

Pack 2 is aimed at using the World Scout Emblem and encouraging the use of the World Scouting Brand Logo for non-commercial purposes. You can show that you are a part of World Scouting, you can co-brand with partners for non-profit activities, and you can contribute to the development of the World Scout Brand.

Items	Contents of the pack	Applications	Conditions	
 <p>The World Scout Emblem</p>	<ul style="list-style-type: none"> <li>Original graphic files of the World Scout Emblem</li> <li>Brand Identity Guidelines and Manual</li> </ul>	<ul style="list-style-type: none"> <li>Educational material and products</li> <li>Training material and products</li> <li>General NSO management material and products</li> <li>Scout publications</li> <li>Promotional material</li> </ul>	<p>WOSM membership</p> 	
 <p>The World Scouting Brand Logo</p>	<ul style="list-style-type: none"> <li>CD with the original graphic files of the World Scouting Brand Logo in the five working languages</li> <li>Access to free downloading of artwork in the graphic design section of the Media Centre of scout.org</li> <li>Brand Protection secured by the World Scout Bureau</li> <li>Legal follow-up ensured by the Brand Legal Management Unit of the World Scout Bureau</li> <li>Integration of your activities in the Global Marketing Plan</li> </ul>	<ul style="list-style-type: none"> <li>Educational material and products</li> <li>Training material and products</li> <li>General NSO Management material and products</li> <li>Scout Publications</li> <li>Promotional material</li> </ul>	<p>The pack 2 has 5 years of validity</p>	
			<p>Based on NSO World Fee Categories</p>	<p>Five-year contribution to the Brand Development</p>
			<p>Category A</p>	<p><b>USD 125</b></p>
			<p>Category B</p>	<p><b>USD 250</b></p>
			<p>Category C</p>	<p><b>USD 375</b></p>
<p>Category D</p>	<p><b>USD 500</b></p>			



Pack 3 is aimed at using the World Scout Brand and its Trademarks in a commercial way to generate additional income for a National Scout Association, a Scout shop, or a Scout event. A commercial license may be obtained under the conditions listed below. Misusing the World Scout Brand and its Trademarks is considered an act of theft. Every member of the Movement needs to take responsibility and help preserve its integrity.

Items	Contents of the pack	Applications	Conditions
 <p>The World Scout Emblem</p>	<ul style="list-style-type: none"> <li>• CD with the original graphic files of the World Scouting Brand Logo in the five working languages, graphic files of the World Scout Emblem</li> <li>• Brand Identity Guidelines and manual</li> <li>• Access to free downloading of artwork in the graphic design section of the Media Centre of <b>scout.org</b></li> <li>• Brand Protection secured by the World Scout Bureau</li> <li>• Legal follow-up ensured by the Brand Legal Management Unit of the World Scout Bureau</li> <li>• Integration of your activities in the Global Marketing Plan</li> </ul>	<p>Any application on products intended to be commercialised with the objective to generate profit margins comparable to the usual market rates.</p> <p>Application on products to be commercialised as service to members of the NSOs (or each NSA of a NSO) with a small profit margin will not be subject to royalty.</p>	<p>The commercial use of the World Scout Emblem or of the World Scouting Brand Logo is subject to the granting of a license by the World Scout Bureau, which includes a <b>10% royalty fee on the manufacturing costs of the products intended for commercialisation.</b></p> <p>Any commercial use needs to be duly registered by the World Scout Bureau and shall be authorised through the granting of a license.</p> <p>You will need to:</p> <ul style="list-style-type: none"> <li>• Obtain a license on a given product</li> <li>• Estimate production quantity</li> <li>• Declare any additional production</li> <li>• Estimate duration of life of the product</li> </ul>
 <p>The World Scouting Brand Logo</p>			

### Information

### HISTORICAL AND LEGAL BACKGROUND INFORMATION

The World Scout Brand and Trademarks have a history. By reading some of the records of the various World Scout Conference resolutions and decisions made by the World Scout Committee you can better understand the terms of use and conditions.

Items	Resolutions, decisions and circulars
 <p>The World Scout Emblem</p>	<p><b>World Scout Conference Resolution 12/1961</b> Conception of the World Scout Emblem (WSE)</p> <p><b>World Scout Conference Resolution 5/1969</b></p> <ul style="list-style-type: none"> <li>- Defined the emblem</li> <li>- Defined the role of the World Scout Bureau to act on behalf of the Movement to control protection of the Emblem and to license whenever appropriate its reproduction in any form intended for sale</li> <li>- Encouraged Members to wear it as a sign of Unity</li> <li>- Provided merchandising articles for the NSOs</li> </ul> <p><b>World Scout Bureau Circular 4/1974</b> Established a use policy for the WSE – free usage for identification purposes (« Cat. A ») and 10% royalties on manufacturing costs for commercial purposes (« Cat. B »)</p> <p><b>World Scout Conference Resolution 10/1988</b> Called for the NSOs to cooperate by ensuring proper legal protection of the WSE in their country on behalf of WOSM.</p> <p><b>World Scout Bureau Circular 40/1988</b> Was sent out urging NSOs to register the WSE. A questionnaire, dealing with matters of use and status of registration was included with the circular.</p> <p><b>World Scout Committee Decision, Meeting 09/2006</b> Reaffirmed that the World Scout Emblem is the property of the World Scout Bureau.</p> <p><b>World Scout Committee Decision, Meeting 03/2007</b> Decided on the conditions of use and commercialisation of the World Scout Emblem contained in this document.</p>
 <p>The World Scouting Brand Logo</p>	<p><b>World Scout Committee Decision, Meeting 04/2006</b> The World Scouting Brand Logo was developed in 2006 by the World Scout Bureau within the frame of the new Brand Strategy. It is a registered trademark which belongs to the World Scout Bureau (legal entity representing the World Organization of the Scout Movement). The World Scout Bureau is the owner and entity in charge of the management of the World Scouting Brand and its trademarks.</p> <p><b>World Scout Committee Decision, Meeting 09/2006</b> Affirmed that the World Scouting Brand Logo is the property of the World Scout Bureau.</p> <p><b>World Scout Committee Decision, Meeting 03/2007</b> Decided on the conditions of use and commercialisation of the World Scouting Brand Logo contained in this document.</p>

The World Scout Shop (Scout Resources Sàrl) enjoys a monopoly over sales of official Scout items such as the World Scout Badge, the World Scout Flag and the World Scout Pin. You can either buy these items at the World Scout Shop or get a specific licence to produce them under special conditions.

Items	You buy them at the World Scout Shop	You want to produce and sell
 <p>The World Scout Badge</p>	<p>The conditions of sales are available on the website of the World Scout Shop</p> <p><a href="http://www.worldscoutshop.org">www.worldscoutshop.org</a></p> <p>The World Scout Shop is the official commercial entity of the World Organization of the Scout Movement</p>	<p>The commercial use of the World Scout Emblem or of the World Scouting Brand Logo is subject to the granting of a license by the World Scout Bureau, which includes a <b>10% royalty fee on the manufacturing costs of the products intended for commercialisation.</b></p> <p>Any commercial use needs to be duly registered by the World Scout Bureau and shall be authorised through the granting of a license.</p> <p>You will need to:</p> <ul style="list-style-type: none"> <li>• Obtain a license on a given product</li> <li>• Estimate production quantity</li> <li>• Declare any additional production</li> <li>• Estimate duration of life of the product</li> </ul>
 <p>The World Scout Flag</p>	<p>Scout Resources Sàrl Les Longeray Boréal FR - 74730 Metz-Tessy France</p> <p><a href="mailto:score@worldscoutshop.org">score@worldscoutshop.org</a></p>	<p>You will then:</p> <ul style="list-style-type: none"> <li>• Get a specific licence according to the conditions of Pack 3</li> <li>• Adhere to precise production specifications</li> <li>• Obtain authorisation to begin production after quality control has been completed by the Brand Legal Management Unit of the World Scout Bureau</li> </ul>
 <p>The World Scout Pin</p>		

## Support

### SERVING OUR MEMBERS, SUPPORTING OUR PARTNERS

The Brand Legal Management Unit of the World Scout Bureau is the entry point for any questions you may have. You can also receive our support for the creation of designs and their protection in your country... We look forward to hearing your suggestions and your requests.

Support	Contact	More information
<ul style="list-style-type: none"> <li>- Legal protection and follow-up</li> <li>- Design creation</li> <li>- Audiovisual creation</li> <li>- Licensing contracts</li> <li>- Customisation of products</li> </ul>	<p>Brand Legal Management World Scout Bureau Rue du Pré-Jérôme P.O. Box 91 CH - 1205 Geneva Switzerland</p> <p><a href="mailto:brand@scout.org">brand@scout.org</a></p>	<p>More information and FAQs are available on line at</p> <p><a href="http://www.scout.org/media">www.scout.org/media</a></p>



**SCOUTS**<sup>®</sup>  
Creating a Better World