



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

PROMOTIONAL VERSION - SEPTEMBER 2007

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

2. Design elements

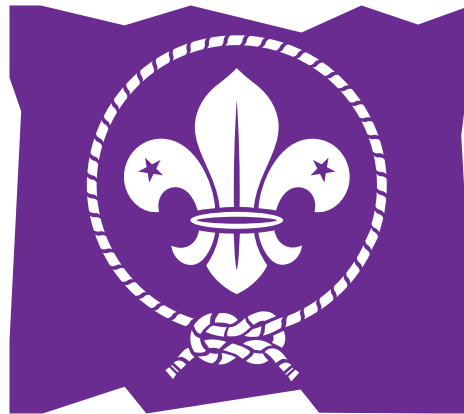
2.1 World Scout Emblem

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.



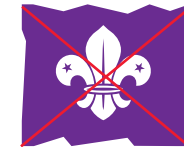
The World Scout Emblem has not changed. It is a protected symbol and is therefore subject to licensing restrictions (see Appendix | Brand protection). The correct version of the World Scout Emblem is available from the World Scout Bureau.



Don'ts



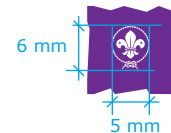
The World Scout Emblem may only be white on purple.



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

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Typefaces

2.5 Colours

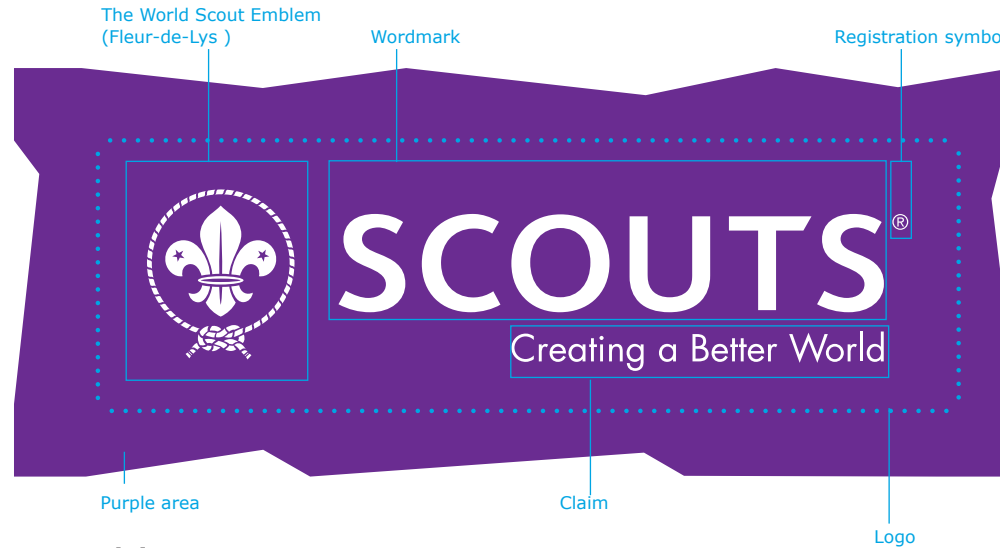
2.6 Imagery

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 logo

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

Logo Versions

Colours

Size

Position in format

Partner branding

Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

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.

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2. Design elements

2.2 Logo

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

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.

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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

2. Design elements

2.2 Logo

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.

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



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2. Design elements

2.2 Logo

Position in format

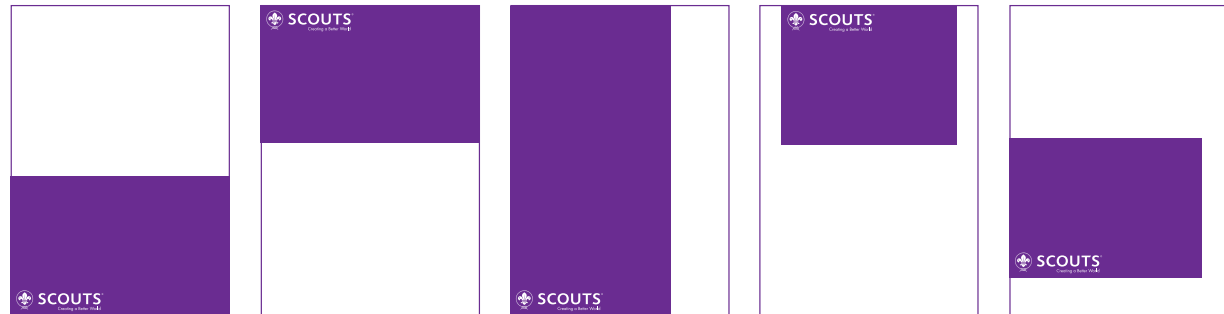
The standard position for the logo is left aligned at the bottom or the top corner of the purple area closest to the edge of the page.

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.

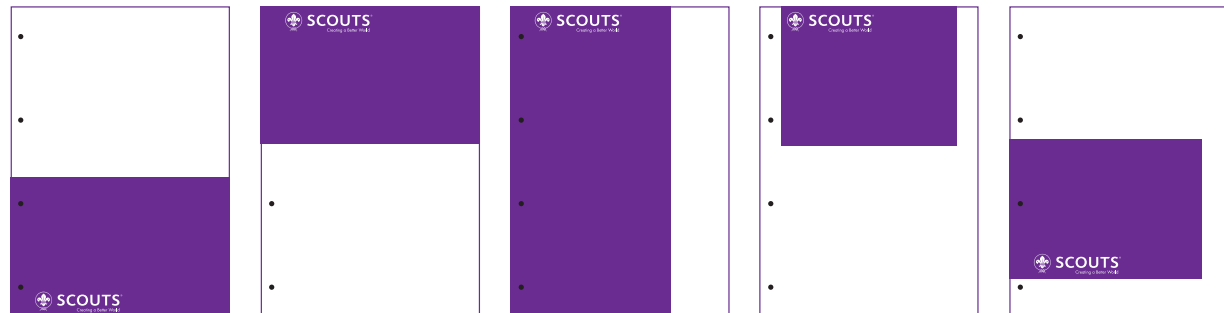
Examples

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 with "safe area" for binding



2. Design elements

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2. Design elements

2.2 Logo

Partner branding

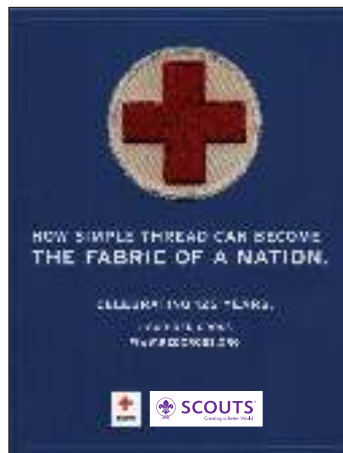
In all partnership situations the SCOUTS will honour the co-branding specifications of our partners. In return we expect our partners to respect our specifications for correct usage of the SCOUTS logo.

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

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2. Design elements

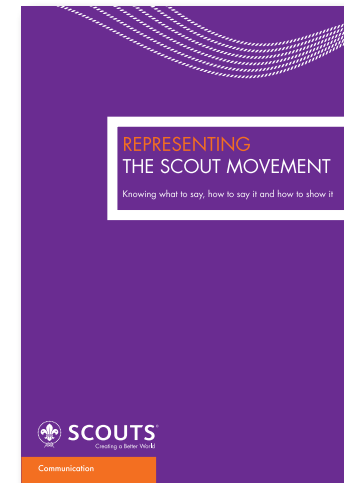
2.2 Logo

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

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2. Design elements

2.3 Ropes

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".

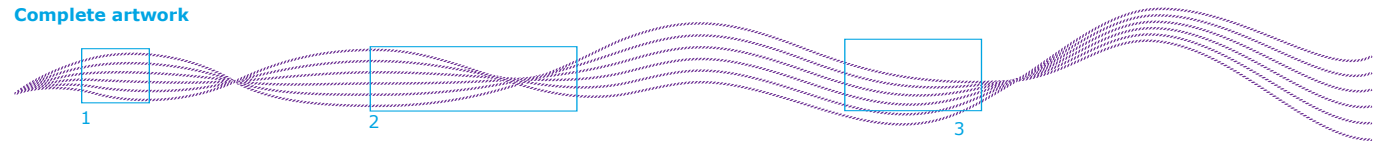
Usage & Colours

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.

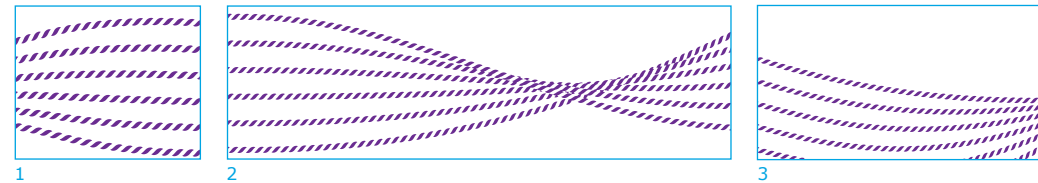
As with the logo there are two colours available for the ropes, purple or white. The ropes may also be used in a tint of purple or in transparent white.

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



Overlapping and/or scaling the ropes disproportionately (i.e. only vertically or only horizontally) is not allowed.

Examples



Don'ts



Never put the ropes in front of the Faces

2. Design elements

2.1 World Scout Emblem

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2.6 Imagery

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.

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).

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- 2.2 Logo
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2. Design elements

2.4 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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 , . : - ! ? @ () ...**

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 , . : - ! ? @ () ...

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 , . : - ! ? @ () ...**

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 , . : - ! ? @ () ...

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 Typefaces
- 2.5 Colours
 - Coding system
- 2.6 Imagery

2. Design elements

2.5 Colours

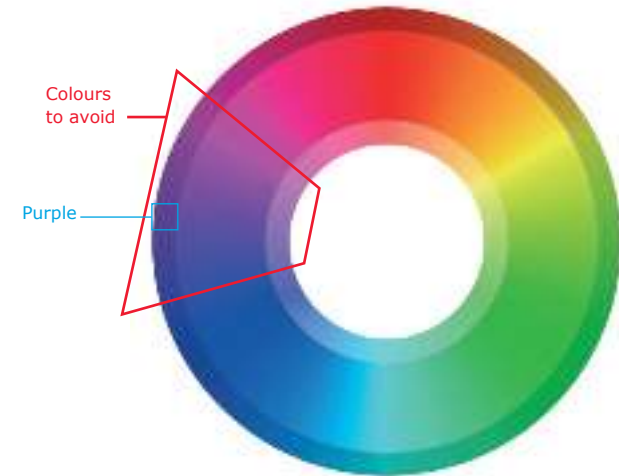
Primary Colours

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® <i>(solid colour, one ink)</i>	CMYK <i>(four colour process)</i>	RGB decimal <i>(screen applications)</i>	RGB hexadecimal <i>(web applications)</i>
	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.

2. Design elements

2.5 Colours

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".

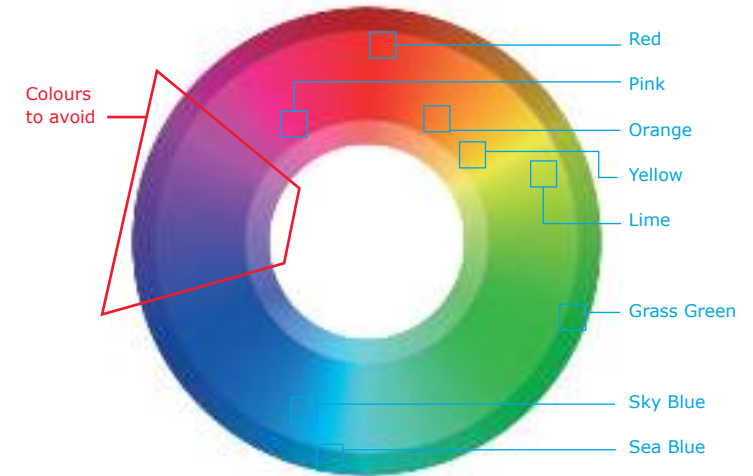
Coding system

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



Colour spectrum










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



The remaining colours may be used as needed for future applications. (*)

Request authorization usage

Colour specifications

	PANTONE® (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (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

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Coding system

2.6 Imagery

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

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People | SCOUTS heritage

Style

Activities

Combinations

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 at international level.

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		Objects	

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

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	Group	Individual
			
Scouts		Non-Scouts	

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

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.

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- 2.2 Logo
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People | SCOUTS heritage

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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	Group	Individual
			
Natural Colours		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	Group	Individual
			
Real		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.

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People | SCOUTS heritage

Style

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2. Design elements

2.6 Imagery

Activities

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

Group	Individual	Group	Individual
			
Exciting			Boring





Movement is visible in the images. They are action-packed and dynamic.

Looking bored and tired, these Scouts are not exciting anyone.

Group	Individual	Group	Individual
			
Involving			Passive

Working together, these Scouts are fully engaged in their activities.

The Scouts shown here are stiff and passive. These images simply do not portray Scouting's strengths.

Group	Individual	Group	Individual
			
Empowering			Controlling

This diverse group of Scouts are proud to be working with a respected partner – the Red Cross. Public speaking takes courage.

This strict and controlled military formation is not conveying a strong individual. Leadership should not be aggressive.

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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.

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2.3 Ropes

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3. Stationery

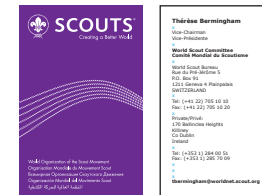
3.1 Overview

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.

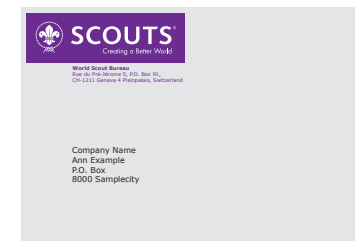
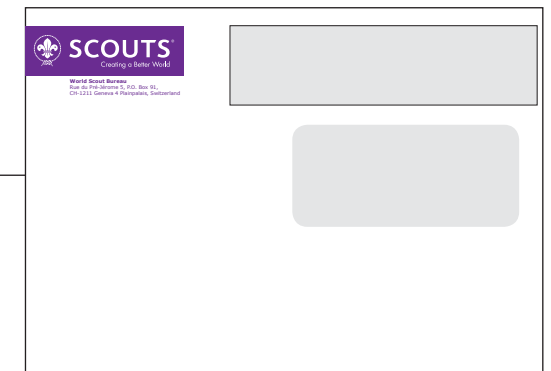


Letterhead



Business card (front & back)

Window envelope



Blank envelope with label

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.

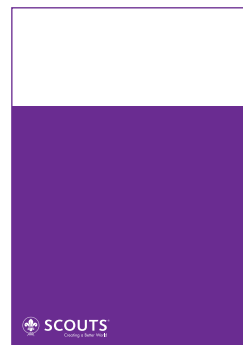
Medium: Project branded

International events, special programmes and projects, etc.

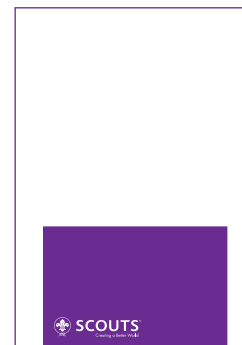
Low: Partner branded

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

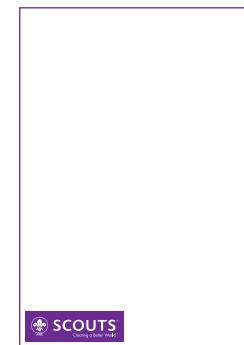
Examples



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

Categorisation

Partner and Scout branded

4.2 Applications

4. Print media

4.1 Principle of purple.

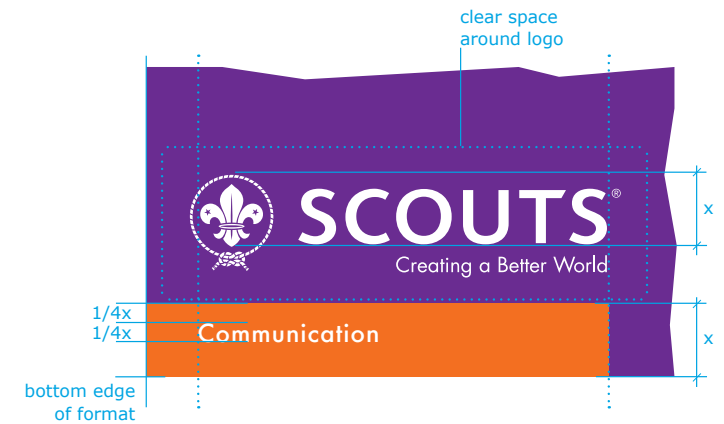
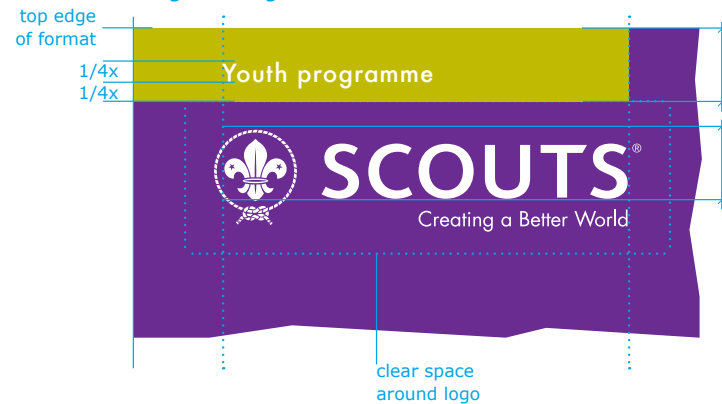
Categorisation of SCOUTS branded applications

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

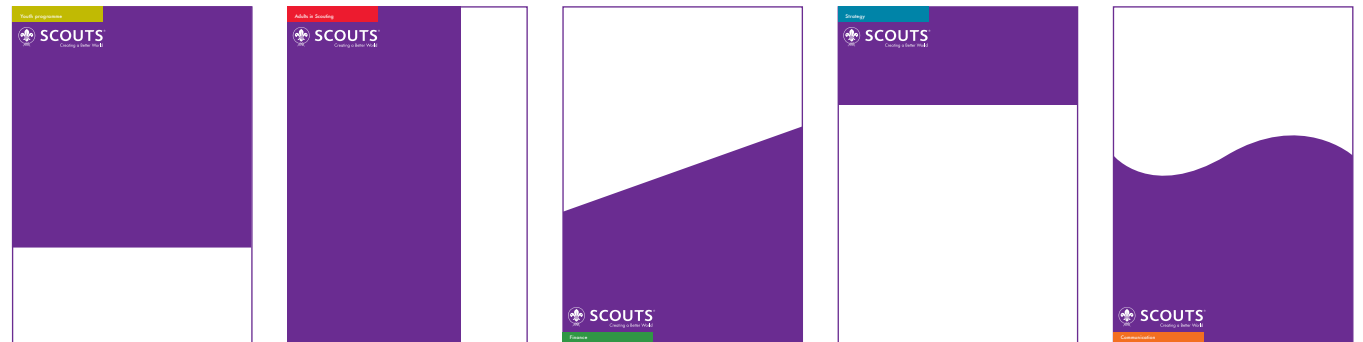
- Strategy
- Youth programme
- Adults in Scouting
- Communication
- Finance

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

Usage of categorisation label



Examples



4. Print media

4.1 Principle of purple

Categorisation

Partner and Scout branded

4.2 Applications

4. Print media

4.1 Principle of purple.

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 2. Design elements | 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

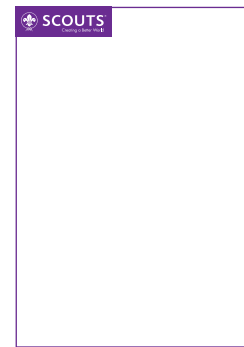
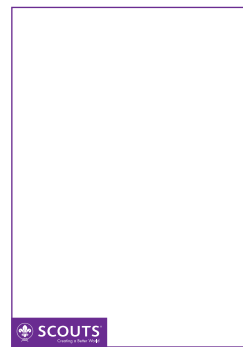
The white area represents a "flexible" portion of the layout that may be used for images, illustrations, colour or other design elements.

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

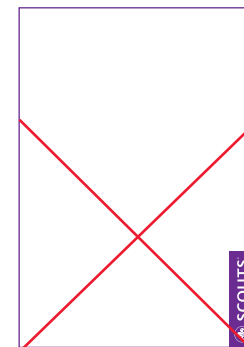
Partner and Scout branded

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

Minimum principle



Don'ts



Never change the orientation of the logo.



Download our official link in the media center at: www.scout.org/media



4. Print media

4.1 Principle of purple

Categorisation

Partner and Scout branded

4.2 Applications

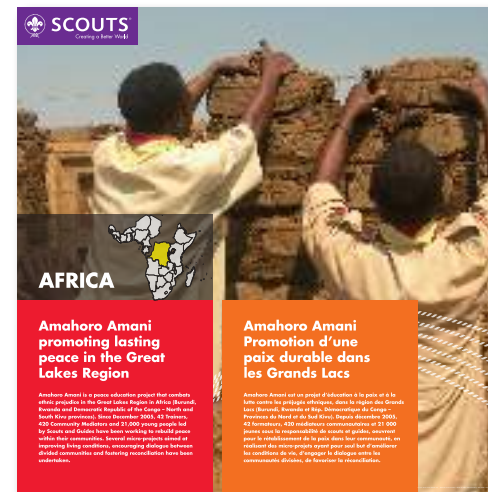
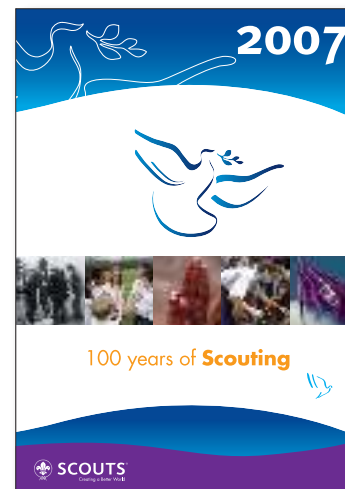
4. Print media

4.2 Applications

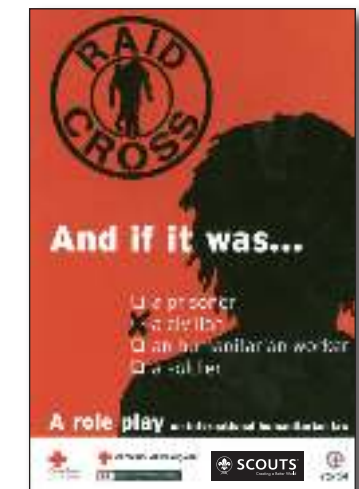
SCOUTS branded



Project branded



Partner branded



4. Print media

4.1 Principle of purple

Categorisation

Partner and Scout branded

4.2 Applications

A. Appendix

A.1 Brand protection

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.

"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



A. Appendix

A.1 Brand protection

A.2 The adaptation of the brand is optional but possible.

A.2 Adaptation to the brand at a national level

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.

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.



A. Appendix

A.1 Brand protection

A.2 The adaptation of the brand is optional but possible.



SCOUTS[®]

Creating a Better World

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Communications & Media
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