WELCOME TO OUR ADVENTURE...

A Guide to The Scout Association's Brand and Visual Identity

scouts
be prepared . . .

scouts.org.uk/brand

WHAT WE STAND FOR...

WE BELIEVE THAT THROUGH ADVENTURE WE CHALLENGE INDIVIDUALS SO THAT THEY LEARN AND EXPERIENCE NEW THINGS THAT ENRICH THEIR LIVES

'Scouting has given me a range of outdoor opportunities, from hill walking to scuba diving. It didn't matter if I didn't have any particular skills, there was always someone there to support and encourage me.'

AMY, 15, BERKSHIRE

1.ABOUT OUR BRAND

INTRODUCTION
THE STORY OF OUR BRAND
OUR BRAND ESSENCE
OUR BRAND VALUES
OUR VISUAL IDENTITY

INTRODUCTION

Our identity is important. It affects how people think and feel about The Scout Association and is largely formed by what we do – offer adventure to young people.

But our communications are important too. They need to express the same Scouting values: adventure, challenge, fun, friendship, trust, confidence and being fully inclusive.

This book is about The Scout Association's brand values and communications. It gives details on how to use words and images that will help us to express and support our values. It's a corporate identity that will reinforce our presence as a strong youth charity committed to enriching the lives of young people and supporting our 100,000 adult volunteers.

THE STORY OF OUR BRAND

Adventure is at the core of Scouting. It is our personality and at the heart and soul of everything we do. It is the single most important thing about us that makes Scouting different from everyone else.

When we talk about adventure, we mean 'everyday adventure' – for everyone and at every level. Rather than sky diving, ice climbing or trips to the South Pole (although some of our Scouts have been there), the sort of adventure Scouting offers is the chance to experience something different and the opportunity to challenge ourselves. When a Beaver Scout wakes up the morning after a sleepover, or a Cub Scout has just got over her fear of heights by completing her first abseil – that's adventure.

We do some pretty amazing things in Scouting, but for us, adventure is a way of life and not just an activity or expedition. Our Scouts grow in confidence by trying out new skills and stretching themselves. Whether it's an Explorer trying out his French on an international trip or a Scout leading his Patrol for the first time, it's a step forward. When a Scout stands up to a bully, or sticks up for what they believe in, that's adventure.

WHAT IS A BRAND?

• our personality
• who we are
• what makes us unique

OUR BRAND ESSENCE

THE ESSENCE OF SCOUTING

Having a clearly defined, communicated and understood
brand essence helps us:

• project a single, strong and real image of Scouting
• increase our recognition
• market ourselves more easily
• increase our membership and support.

THE ESSENCE	Adventure
WHAT WE DO	Offer challenge
WHAT WE DELIVER	We enrich lives
OUR STRAPLINE	Be prepared
OUR VALUES	Fun, friendship, confident, inclusive and trusted

OUR BRAND VALUES

Our brand is underpinned by a set of values which makes us who we are:

ADVENTURE
We offer outdoor activities and adventure for everyone at every level.

CHALLENGE
We challenge Members to stretch themselves, try new things and discover their potential.

ENRICHING LIVES
Scouting is about making life better – our members are healthier, happier and more confident.

FUN AND FRIENDSHIP
These are the reasons people join Scouting – without it they leave.

TRUSTED
Scouting is one of the most trusted organisations in the UK. Just think, 800,000 parents trust Scouting with their children each week.

CONFIDENT
People like being part of an organisation that's confident about its aims.

INCLUSIVE
Scouting welcomes people from all backgrounds – rich and poor, black and white, young and old.

OUR VISUAL IDENTITY

'Good Scouting always looks different; bad Scouting always looks the same.'

John May, Member of the World Scout Commitee

This may be true of the way we run our programmes for young people, but when it comes to communications, consistency is everything.

There are many charities, companies, groups and organisations competing for people's attention, both locally and nationally. It is essential therefore that Scouting has a clear, easily recognisable visual identity. This helps us stand out from the crowd and helps potential supporters identify us – whether it's a poster in the window of a Post Office, a website or a TV programme.

It is important to follow these guidelines to help us project a strong and consistent image of Scouting. If used well, people should be able to tell it is a Scouting communication without even seeing the logo. This is often called the 'thumb over the logo test.' If you were to cover up the logo, would you still know it was about Scouting?

The following pages will explain how you can use and apply The Scout Association's identity.

2.BRAND ELEMENTS

INTRODUCTION

Having established The Scout Association's positioning and values, we now need to bring them to life with a visual identity and tone of voice.

The following pages explain more about the brand elements and how to use them consistently across all media and communications.

LOGO
OUR LOGO

The Scout Association logo is the cornerstone of our identity. It is our signature: the mark that signals The Scout Association's ownership of a service or message.

It needs to be used consistently and correctly.

The following pages explain more about using our logo. Please take time to understand how it is applied so it will always appear consistent across all media and communications.

It must always be reproduced from the master artwork. Different artworks have been created for different applications; these can be downloaded from
www.scouts.org.uk/brand

Brand Centre
Local logos can also be created at **scouts.org.uk/create**

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LOGO
USAGE

The correct logo to use is:
Scoutlogo_pur.eps

In 4 colour process the correct logo to use is:
Scoutlogo_4pur.eps

In 3 colour for web the correct logo to use is:
Scoutlogo_3pur.jpg

This is our primary logo.

This is also the preferred version – Scout Purple on a white background.

The logo must always be one colour only. Generally this will be in Scout Purple. Occasionally it can be a Scout secondary colour. This has to be the 100% colour and not a shade.

Brand Centre
Additional colours and local logos can also be created at **scouts.org.uk/brand**

LOGOTYPE

USAGE

MINIMUM SIZE

The logotype should never be too small to read. We've set a minimum size of 15 mm.

scouts.org.uk
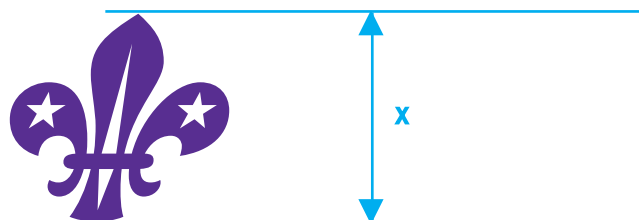
EXCLUSION ZONE

We've defined an exclusion zone that prevents other graphic elements interfering with The Scout Association logo. The only exception to this is a web address or Group, County or District name, as these are considered a logo element.

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LOGO
POSITIONING

RECRUITMENT MATERIALS

For recruitment material the logo will generally sit on the bottom left at right angles to the project title.

Always follow the exclusion zone rule when positioning the Scout logo around the edges of a page or when you are combining it with other graphic elements.

The logo preferably has to live in the bottom left hand corner, but this may not be possible in every instance. (Please take care to create well balanced and considered compositions.)

Brand Centre
Local posters, flyers can be created at **scouts.org.uk/create**

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LOGO
POSITIONING
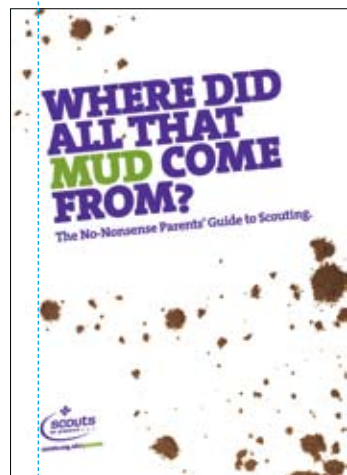
6 degree angle

INTERNAL MATERIALS

For general Scouting literature the logo will generally sit on the bottom left at a 6 degree angle in alignment with the project title. On some items, you may find that a logo without the angle is a better solution.

Always follow the exclusion zone rule when positioning The Scout Association logo around the edges of a page or when you are combining it with other graphic elements.

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LOGO
COLOURS

To keep our brand fresh and exciting the logo is available in six colours. The Scout Association logo can only be produced from these colours. Do not create logos in other colours.

When producing material for audiences outside Scouting (eg recruitment) please use the purple version.

For internal Scouting material, please vary the colour logo to fit in with the title of the project colours.

For sectional materials (eg Beaver, Cub, Scouts) please use the purple, black or white logo versions in accordance to their individual guidelines.

NOTE: On the rare occasion the logo has to be placed on a solid colour please use the white logo.

Brand Centre
Find all logos at **scouts.org.uk/brand**

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LOGO
COLOURS

The correct logo to use is:

Scoutlogo_neg

Although our logo will generally be a solid colour on a white background, we have created a negative logo (white) for when this is not possible.

Brand Centre
Always reproduce the logos at **scouts.org.uk/brand**

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LOGO
WEB ADDRESS

6 degree angle

On most Scout literature it is important that we show a web address; it is also important that this doesn't appear to be an after-thought and ties in with the logo.

Above

Two examples of how to use a web address with the logo.

LOGO
LOCAL LOGOS

6 degree angle

It is extremely important that the consistency of our logo is adhered to at a local level. The Groups, Districts, Counties and so on, should appear part of the Scout Association and not stand alone. This in turn will strengthen the Scouting brand.

Above
Two examples of how a local Scout Group and County can effectively use our logo.

Brand Centre
You can generate a local logo on **scouts.org.uk/brand**
Changing or redesigning of the Scout logo or local logos is strongly discouraged.

LOGO
SPONSORSHIP

On occasion, Scout projects will be sponsored or produced in partnership. It is important to remember that it is first and foremost Scouting material and our logo must always be more prominent, as in the example opposite.

Understandably it is important to adhere to the sponsors guidelines, however it should not overshadow our brand.

If there are several organisations contributing to a publication or flyer we recommend the sponsorship logos appear on the back cover. Too many logos can make the cover look busy and may distract the reader from the title.

Left
An example of how to use a supporting logo.

Brand Centre
You can generate posters, flyers, invitations and banners and customize them to your local group at **scouts.org.uk/create**

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LOGO
ELEMENTS IN PARTNERSHIP

The logo will generally be a solid colour on a white background; however there will be instances where our logo will have to sit on material that is produced by other organisations with other colour schemes and design styles.

Remember that these resources are not primarily for The Scout Association, but the following points should be adhered to.

A. The Scout Association logo should be prominent as any other supporting logos.

B. All the rules of the logotype should be followed, such as exclusion zones, minimum sizes and uses of colour etc.

C. The rotated logo should not be used.

D. Only the purple, white or black logo should be used.

LOGO
USAGE ON SECTION BRANDED MATERIAL

Scouting has a number of sub-brands, which should be closely linked to The Scout Association's parent (main) brand. These include: Beaver Scouts, Cub Scouts, Scouts, Explorer Scouts, Scout Network and Scout Active Support.

The look and feel should primarily reflect the sub brands and not The Scout Association. Ideally The Scout Association primary logo should appear on the reverse of the material only, although this is not always possible eg on one sided material. If the Scout logo is on the front of any literature it should appear secondary in importance to the relevant sub-brand.

Left
An example of how to use The Scout Association logo on a Scout section brand flyer.

Brand Centre
You can generate posters, flyers, invitations and banners and customize them to your local group at **scouts.org.uk/create**

LOGO
USAGE ON PHOTOGRAPHY

The Scout Association logo should never be used on a photographed background for any parent Scout Association materials.

The only time The Scout Association logo can be used on photography is for materials that are produced in partnership with other companies or section branded materials as the sample shown opposite.

For visual prominence and legibility, we only use the transparent white version of the logo on dark images.

For visual prominence and legibility, we only use the black version of the logotype on light images.

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LOGO
DON'TS

To help we have highlighted some things that should never be done to our logo.

1. Do not use the old logo or colours.

2. Do not recreate the logo in two colours.

3. Do not use the white logo on a light photograph or background.

4. Do not use the a dark logo version on a dark photograph or background.

5. Do not stretch the logo.

6. Do not rotate the logo at any angle except 6 degrees.

7. Do not place a graphic element or logo within the exclusion zone.
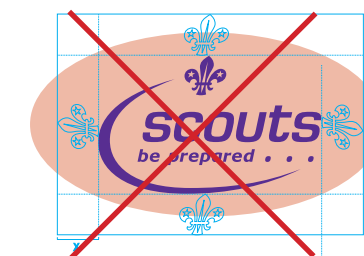
8. Do not place a graphic element within the exclusion zone.

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COLOUR
PALETTE

There are two core Scouting colours for Scouting and a palette of six secondary colours.

PRIMARY COLOURS
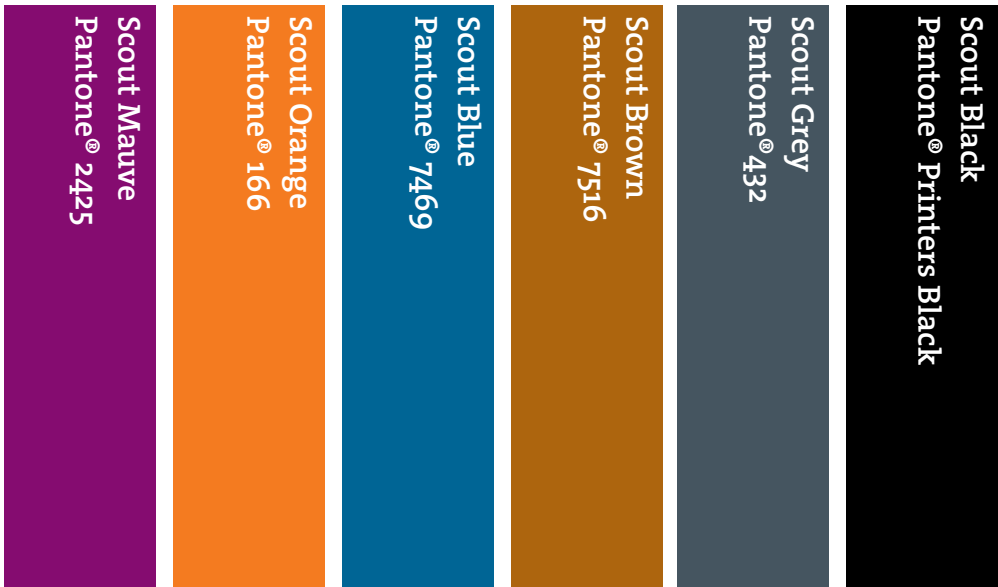
SECONDARY COLOURS

	Scout Purple Pantone® 2597	Scout Green Pantone® 377	Scout Mauve Pantone® 2425	Scout Orange Pantone® 166	Scout Blue Pantone® 7469	Scout Brown Pantone® 7516	Scout Grey Pantone® 432	Scout Black Pantone® Printers Black
C	82	45	37	0	100	28	23	60
M	100	0	100	64	20	71	2	0
Y	0	100	0	100	0	92	0	0
K	0	24	26	0	40	20	77	100
R	77	132	139	237	0	157	65	0
G	33	164	0	119	105	85	90	19
B	119	11	102	3	144	45	104	35

COLOUR
USAGE – EXTERNAL RECRUITMENT

There are generally two forms of literature. These are external facing (normally recruitment) and internal facing for Scouting Members. The overall look and feel for all materials should be clean and have good use of white space and typography throughout. Although there is no strict restriction of colour usage, please consider the preferred use of our strong primary and secondary colour pallette.

When using colour for recruitment material, please consider that the Scout Green and Purple is already externally recognised and has strong link to Scouting. (Below are typical examples of good use of the primary palette).
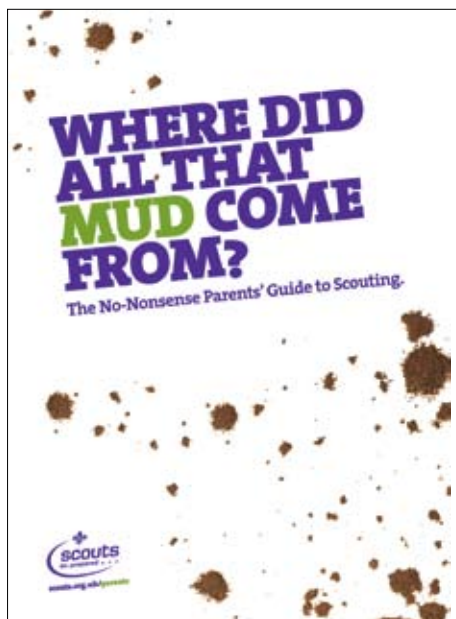
Right
An example of good use of the primary palette.

COLOUR
USAGE – EXTERNAL AUDIENCE

If the material is for an external audience, it is always preferable to use Scout Green and Scout Purple as these already have strong visual links to Scouting.

Above
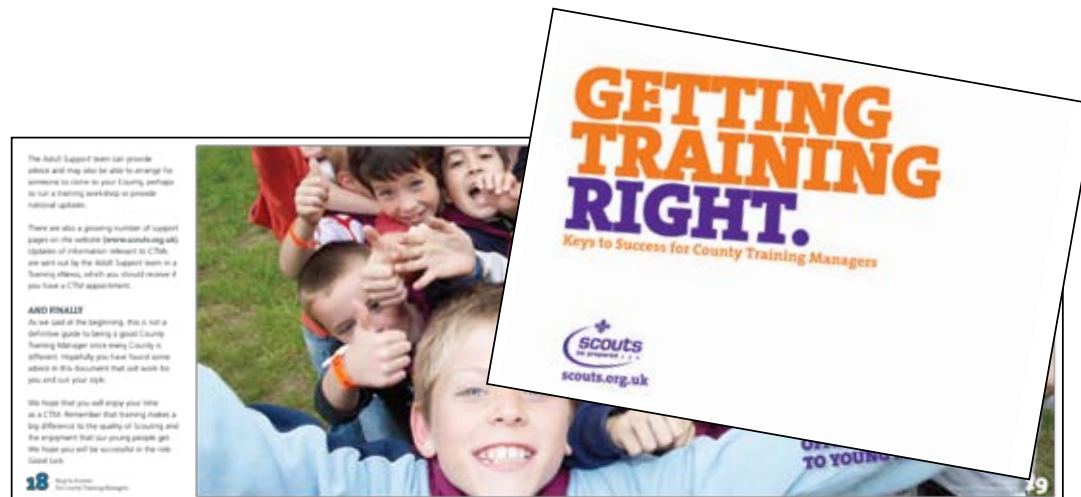An example of good use of the primary and secondary palette.

COLOUR
USAGE – INTERNAL AUDIENCE

Below are examples of good use of the primary and secondary palette for an internal audience. The general ruling is to always use at least one primary colour and at least one secondary colour, although there are exceptional cases where no primary colours will be used.

Above left

An example of where a primary colour isn't used. Colours chosen where to complement the existing Queen's Scout Award badge.

Above right

An example of good use of the primary and secondary palette for an internal audience.

TYPOGRAPHY
THE TYPEFACES

Typography is a crucial element of the visual identity. Using our brand typefaces consistently makes Scouting highly recognisable. It pulls together Scouting communications and makes them more distinctive.

The Serif font family is The Scout Association's primary typeface; it should be used for titles and headlines. For body text please use in conjunction with the Frutiger family.

The Scout Association's secondary font is Frutiger family that can be used as body text when The Serif isn't available. If you don't have a copy of either family please use Arial.

For web body text please use Verdana.

THE SERIF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

FRUTIGER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY
USING THE TYPEFACES

TITLES

Use The Serif Black Caps UPPERCASE with a kerning value of generally minus 20. Please always refer to other projects to maintain consistency. There is no set leading or kerning value, but please refer to other projects to maintain consistency. Titles should always end with a form of punctuation and reflect the tone of voice to create impact (refer to tone of voice).

SUB HEADING

Use The Serif Semi Bold. There are no specific tracking, kerning or leading values. Please always refer to other projects to maintain consistency.
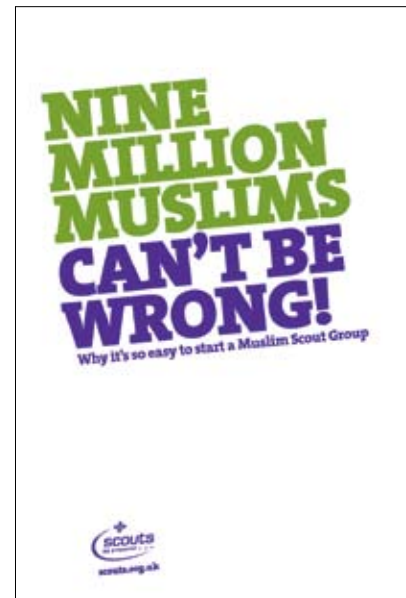
Right

Good examples of how to use the typefaces for titles and sub titles.

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TYPOGRAPHY
USING THE TYPEFACES

BODY TEXT

Always use lower case for body text, uppercase should only be used for headers, sub-headers and pull quotes.

Above

A good example of how to use body text.

TYPOGRAPHY
LAYOUTS

Layouts should be clean and simple. To achieve this you should avoid combining too many sizes of text. Layouts should use simple grids. There are no set rules to allow the look and feel to develop but please always refer to other resources to maintain consistency.

Do not use other fonts with The Scout Association's brand font.

Do not clutter the layout with too many elements. Avoid combining too many sizes of text.

Do not use long, wide columns of text.

Above
Two good examples of how to use text in layout.
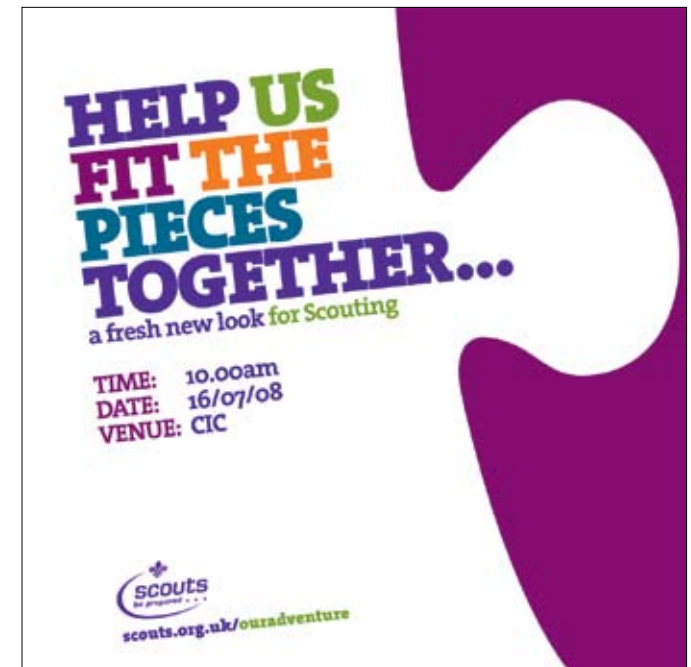
PHOTOGRAPHY
INTRODUCTION

Photography is an important element of The Scout Association's visual identity.

Our imagery should be active, thought provoking, inspiring and aspirational. We want to show the unexpected and surprising aspects of Scouting. It is important that the photography complements our typography across all materials.

Try to avoid the use of staged presentation shots ('grip and grin'), static group shots, shots of people's backs, or excessive use of uniform shots and marching.

Good example

Bad example

This shows someone having fun while participating in an adventurous Scouting activity. Static uniform shots do not demonstrate our brand – that we are adventurous and engaging.

Image Library
Images can be downloaded from the image library at **tsa.thirdlight.co.uk**

PHOTOGRAPHY
RECRUITMENT

Recruitment materials generally always use cut out images on a white background alongside strong use of eye-catching headers.

Above
Two good examples of how to use imagery on recruitment materials.

Brand Centre
You can generate posters, flyers, invitations and banners and customize them to your local group at **scouts.org.uk/create**

PHOTOGRAPHY
GENERAL

Images and visuals should be active, thought provoking, inspiring and aspirational. We want to show the unexpected and surprising aspects of Scouting. Avoid static poses and football style group shots.

Above
Four good examples of how to use imagery on Scout materials.

TONE OF VOICE
WHAT IS TONE OF VOICE?

The way we talk about ourselves counts for a lot. When we tell someone we're passionate or committed we need to prove it in the language we use and the examples we give. When it comes to giving a positive impression of Scouting, what we say is as important as how we look.

People often make a judgement not just on what we say, but the way we say it. If we all use the same, positive tone in our communications, our Scouting personality will shine through clearly and consistently.

Our tone of voice is based on our brand values, which are:

'ADVENTURE'

'CHALLENGE'

'FUN'

'FRIENDSHIP'

'INCLUSIVE'

'TRUSTED'

'CONFIDENT'

You will not be able to get every one of these values across in what you say, but have them in the back of your mind when writing any copy.

TONE OF VOICE
OUR TONE OF VOICE

The tone of voice is a set of characteristics that support our brand values:

Challenging	We don't just climb mountains, we move them.
Impactful	Scouting changes lives. That's a fact.
Positive	Help someone learn how to smile again.
Optimistic	If they can do it, you can do it.
Committed	You can't change the world in a day. But together we can.
Informal	Got a few seconds? It might just change your life.
Humorous	Where did all that mud come from?
Friendly	Up to much on Thursday? Fancy 28 million new friends?
Surprising	Eleven of the twelve people to walk on the moon were Scouts. Surprised?
Striving	Let's give young people a chance – one by one.
Inspiring	Two things matter in life: Follow your dreams and look after your friends. (Bear Grylls)

We believe in what we do and say what we mean. We focus on great ideas and positive results. We don't go in for long descriptive paragraphs, unexplained abbreviations or unnecessary detail. If a picture can say something better than words, then use a picture instead. We don't just write to fill up space on a page. What we say should be simple, truthful and make people think again about what we do.

We are a positive Movement, dedicated to supporting young people. We are about looking to the future and making things better a little bit at a time. This should come across in text.

TONE OF VOICE
WE ARE NOT

Smug, formal, boastful, secretive, exclusive, impersonal, cold.

FOR EXAMPLE – *WRONG*

Explorer recruitment day –
Young people are invited to attend a water activities day to sample Scouting activities, including the construction of rafts. They are advised that a change of clothes will be required and we cannot take responsibility for items of clothing that become wet or damaged. Scouting experience is not required.

CHARACTERISTICS –

'IMPERSONAL'

'FORMAL'

'UNEXCITING'

'NO MENTION OF ADVENTURE'

'TALKS DOWN'

TONE OF VOICE
WE ARE

*FOR EXAMPLE – **CORRECT***

Explorer recruitment day –

One river, four barrels, one hour. Up for it?
We've got the equipment if you've got the time. Join young people your age and tackle one of the toughest river crossing challenges in the UK. You don't have to be an expert (and you don't have to be a Scout) but yes, you will get wet. Bring your friends and find out what adventure really means.

CHARACTERISTICS –

'CHALLENGING'

'FRIENDLY'

'WELCOMING'

'MENTIONS ADVENTURE'

'THE TONE IS 'PEER TO PEER'

3.
APPLICATIONS

INTRODUCTION

The following section brings all of the identity elements together to show The Scout Association's brand in practice.

RECRUITMENT

Below and right
Examples of a selection of our student recruitment materials.

RECRUITMENT

Below

An example of our banner for the OS Outdoors Show.

RECRUITMENT

Below
Example of a recruitment postcard.

EXTERNAL

Below

Example of our Annual Report 2007/8 which was printed in 'broadsheet' format.

EXTERNAL

Below
Example of a pack sent to parents of Scouts.
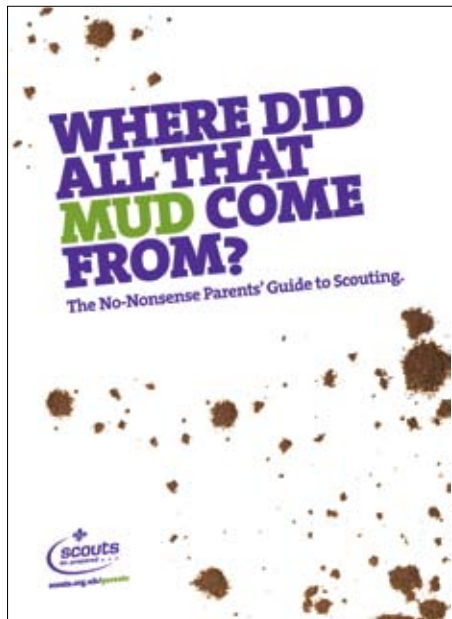
EXTERNAL

Below and right

Our new clothing range, which although for an internal audience promotes Scouting externally in a fresh modern light.

These items are available from **www.scouts.org.uk/shop**

INTERNAL

Below and right

An example of a cover and spread for those tackling the Queen's Scout Award.

INTERNAL

Below and right

A report on Scouting's youth participation at the Party Political Conferences 2008.

IN PARTNERSHIP

Below
D of E resources supported by The Scout Association.
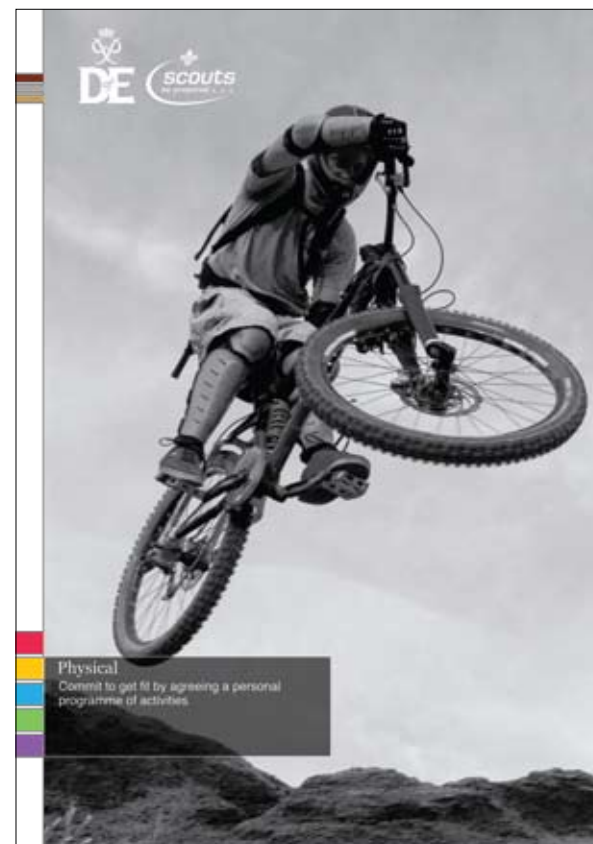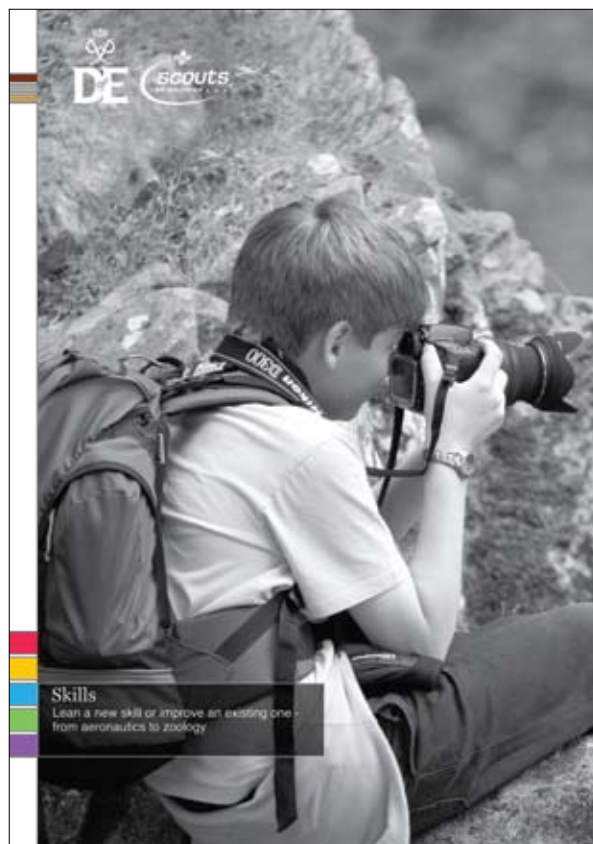
IN PARTNERSHIP

Below

An NSPCC resource supported by The Scout Association.

4.
RESOURCES

INTRODUCTION
LOCAL LOGOS
LOCAL STATIONERY
LOCAL TEMPLATES
POWERPOINT
WEB BANNERS
USEFUL INFORMATION

INTRODUCTION

Scouting happens locally and it is vital that local communication materials are exciting, inspiring and on brand.
We need to show that we are all part of a single Movement in the UK and that we are joined up locally and nationally.
Ultimately this will increase our recognition and participation. This section contains advice on producing these local communications.

LOCAL LOGOS

To help The Scout Association promote the same 'look and feel' nationally and locally we have provided a local logo generator tool. This will allow you to produce a personalised Group, District or District logo.

6 degree angle

Above
Two samples of logos created on the logo generator.

Brand Centre
Create your own logos at **scouts.org.uk/brand**

LOCAL STATIONERY

Again, when communicating, it is important that the 'look and feel' of The Scout Association remains consistent.

Left
Letterhead and business card samples.

Above
The address area can also be personalised.

Brand Centre
Create your own stationery at **scouts.org.uk/create**

LOCAL TEMPLATES

Local Scouting always requires posters, flyers and other communications. To help maintain the same 'look and feel' we have created a template system where you can create personal promotional literature, invites, posters and flyers for every Scouting activity. If we don't have what you want, let us know. We're always looking to develop ideas that will support local Scouting. Email brand@scout.org.uk

Left
Letterhead and business card samples.

Brand Centre
Create your flyers, posters, banners, newsletters etc at
www.scouts.org.uk/create
This is a resource that will grow over time.

LOCAL TEMPLATES

You can also create local signage, exhibition banners and vehicle livery, again helping to keep the same 'look and feel'.

Left
Penguin banner samples.

Brand Centre
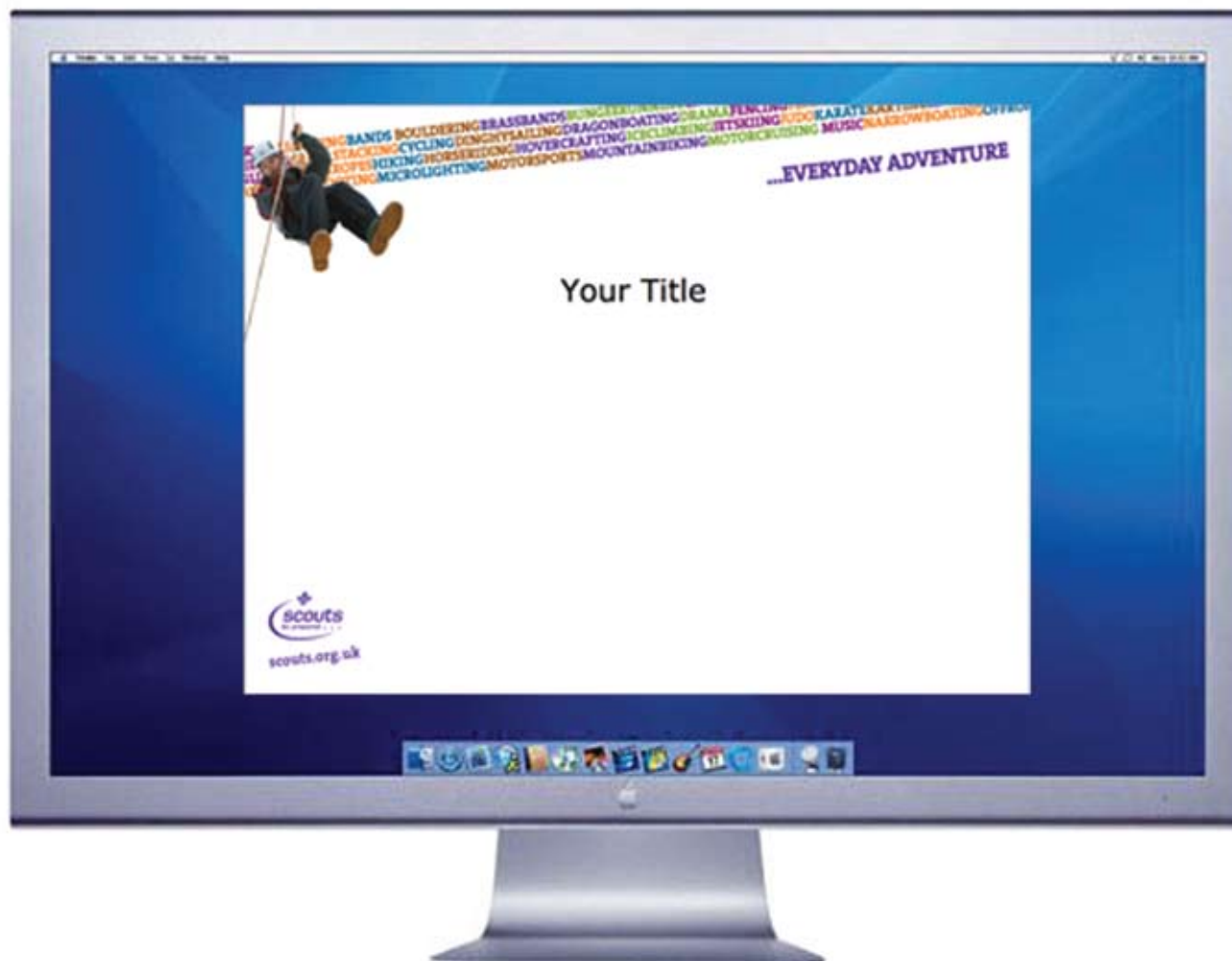Create your flyers, posters, banners, newsletters etc at
www.scouts.org.uk/create
This is a resource that will grow over time.

POWERPOINT

We have fully adaptable PowerPoint templates ready to use at **www.scouts.org.uk/brand**

Left
PowerPoint example.

WEB BANNERS

Make your local website on brand using our web banners.
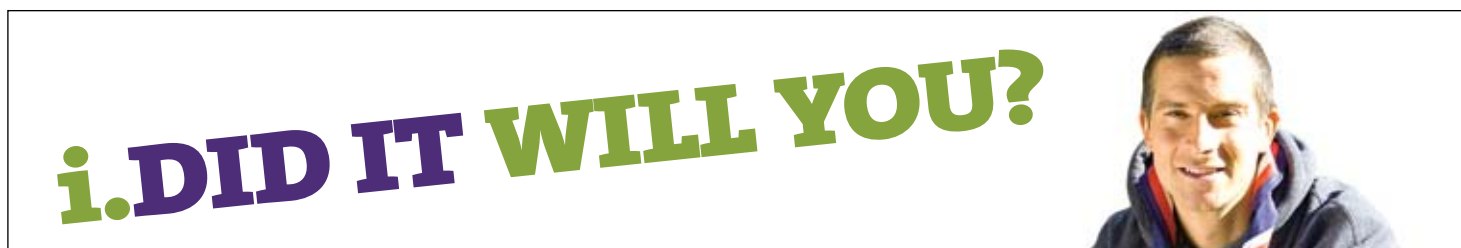
Above
A web banner example.

Brand Centre
Download web banners and icons at
www.scouts.org.uk/brand
This is a resource that will grow over time.

USEFUL INFORMATION

Our website **www.scouts.org.uk/brand** also contains additional resources and information that we think you will find useful.

Please visit it for:
– Templates (banners, flyers, certificates, invites, posters, newsletters, letterheads, business cards etc)
– Word templates
– Logotype artwork
– Logotype creator
– Brand photo library
– Key contacts
– Links and information

Your feedback welcome
For additional information and feedback please contact the Communications Team at **communications@scout.org.uk** and a member of the team will endevour to reply.

Your suggestions welcome
For additional suggestions and ideas please contact the communications team at **communications@scout.org.uk**.

Please Note
The Communications Team can help and advise, but we are unable to produce new materials on your behalf outside the template system.