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Our brand

Welcome

This guide will help you understand who we are, what we do and how we show ourselves to the world. When we have a strong and consistent brand and talk clearly about our benefits, we will attract more support for Scouting in the UK.



As Scouts, we believe in preparing young people with skills for life.

We encourage our young people to do more, learn more and be more.

Each week, we give over 460,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed, now and in the future. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

We believe in bringing people together. We celebrate diversity and stand against intolerance, always.

We're a worldwide movement, creating stronger communities and inspiring positive futures.

#SkillsForLife



Leaders Problem solvers Team players

We help young people develop and improve key life skills.

Character skills like **resilience, initiative, independence and tenacity**

Employability skills like **leadership, teamwork and problem solving**

Practical skills like **cooking, first aid and coding**

Integrity Respect Care Belief Cooperation

Our values

As Scouts we live by the values of Scouting. They underpin everything we do, how we act and the way we treat each other.





We believe that skills for life can prepare better futures:

- for young people – by giving them the character, employability and practical skills they need to succeed
- for volunteers – by equipping them with better skills, tools and support to deliver inspiring programmes
- for society – by bringing people together and improving the lives of those in our communities.

Skills for Life Belonging

Our brand position

Our brand is made up of two key elements: Skills for Life, which is our key benefit, and Belonging, which is what we feel.

Skills for Life – What we say

We believe young people deserve the character, employability and practical skills to succeed.

Belonging – What we convey

We believe in bringing people together to enjoy fun, friendship and adventure in a place they can belong.

Our brand at a glance

What we talk about	Skills for Life (character, employability and practical skills)
What we convey	A feeling of belonging
What we show	Fun, friendship and adventure
How we talk	Confident, active, challenging, inclusive and optimistic
What we call ourselves	The Scouts, or Scouts (and only 'The Scout Association' in formal documents)

Logo

Our logo is very important to us. It's the symbol that represents and unites us as a movement. Please use it consistently, to build awareness, recognition and adoption of our brand.



Stack lock-up

Please use this version when there is enough room.



Horizontal lock-up

Please use this when there isn't enough room to use the stack version.

Note: All rules apply to both horizontal and stack versions of our logotype.

Always use the supplied artwork files. These are available at scouts.org.uk/brand



The fleur-de-lis may be used alone when it is already clear it is in a Scout context.

Logo colours

The logotype should always be visible and not lost in busy backgrounds and textures. The logo should only ever be used as an image file and not recreated in text form.

Our logo should only appear in a single colour; black, white or purple, except for Scouts in the nations where the following colours should be used:

Scotland - Scout Blue

Wales - Scout Red

Northern Ireland - Scout Green or Scout Purple

Colour references can be found on pages 24-25.



Local personalisation

The logo must be used locally. It can be personalised at a local level with the addition of the name of the Group, District, County, Area or Region below it. No additional words should be added to the personalisation, for example, 'Sudbury' should be used, not 'Sudbury District' or 'Sudbury District Scouts'.

The name must appear in Nunito Sans Extra Bold.

For all local usage, regardless of location, on a purple or black background, the logo must appear in white. On a white background, the logo must appear in black or purple, apart from in the nations where the following colours should be used:

Scotland - Scout Blue

Wales - Scout Red

Northern Ireland - Scout Green or Scout Purple

Colour references can be found on pages 23-25.

The logo may also appear in white on a background palette colour, black on white, white on black and white on an image.

Group logo lock-up personalisation

District logo lock-up personalisation

County, Area or Region logo lock-up personalisation

There is a logo generator on the Scout brand centre that allows you to create and download a personalised logo free of charge.

Scouts 
1st Boxford

Scouts 
Sudbury

Scouts 
Suffolk

Group logo lock-up
personalisation



District logo lock-up
personalisation



County, Area or
Region logo lock-up
personalisation

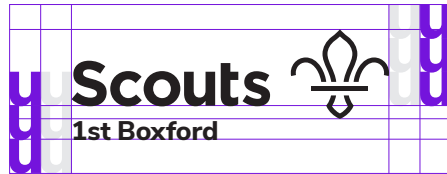
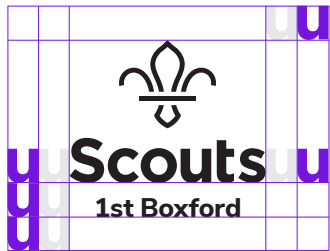


Group logo lock-up
personalisation from
each devolved nation



Clear space for our logo

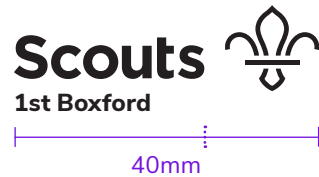
Please give our logo space to breathe.
This clear space is measured by the height and width of the letter 'u' in Scouts.



Minimum size
Stack logotype

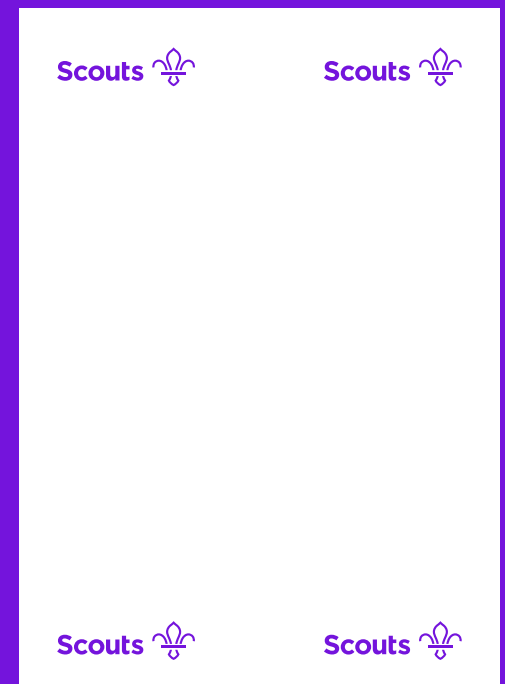
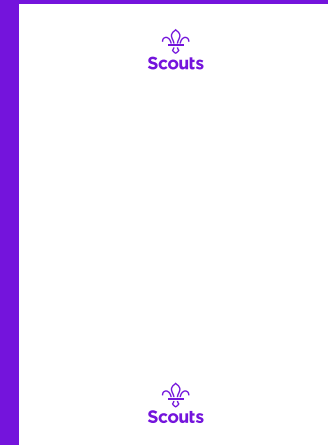


Minimum size
Horizontal logotype



Logotype placement

We have a number of preferred positions for our logo. This means our brand is always visible and consistent.



For examples of logotype placement please see our applications section pages 38-53

Colours

Primary colours

We use eight colours, plus black and white. The familiar purple will continue to be our primary colour.

The colours are best used alone, or in the pairs shown over the next three pages. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Limit the number of colours used at a time and always use the correct colour breakdowns: CMYK and Pantone® for print and Hex # for digital.

Our primary colour is purple, anchoring our brand in a familiar Scouting world.

Scouts Purple

RGB r116 g20 b220
 CMYK c72 m80 y0 k0
 Pantone Violet C
 HEX #7413dc
 Thread YJB506

Scout Teal

RGB r0 g167 b148
 CMYK c74 m0 y45 k0
 Pantone 3275 C
 HEX #00a794
 Thread YHG725

White

RGB r255 g255 b255
 CMYK c0 m0 y0 k0
 Pantone n/a
 HEX #ffffff
 Thread White

Black

RGB r0 g0 b0
 CMYK c0 m0 y0 k100
 Pantone Process Black C
 HEX #000000
 Thread Black

5%

20%

40%

60%

80%

Scouts Red

RGB r226 g46 b18
CMYK c0 m90 y100 k0
Pantone Red 032 C
HEX #e22e12
Thread YHG125

Scouts Green

RGB r35 g169 b80
CMYK c75 m0 y91 k0
Pantone 347 C
HEX #23a950
Thread YHG741

Colour pairings

These are our colour pairings. Use them to add vibrancy to your communications.

ScoutsBlue

RGB r0 g110 b224
CMYK c95 m35 y0 k0
Pantone 285 C
HEX #006ddf
Thread YHG334

Scouts Pink

RGB r255 g180 b229
CMYK c2 m30 y0 k0
Pantone 183 C
HEX #ffb4e5
Thread YHG113

Scouts Navy

RGB r0 g58 b130
CMYK c100 m88 y12 k0
Pantone 294 C
HEX #003982
Thread YHG328

Scouts Yellow

RGB r255 g230 b39
CMYK c0 m6 y90 k0
Pantone 108 C
HEX #ffe627
Thread YHG207

Typography

Our Scout brand font is Nunito Sans.

This is a free Google font. It offers flexibility while being clean, contemporary and highly legible. It also expresses our personality and is confident and inclusive.

The font can be downloaded from fonts.google.com/specimen/Nunito+Sans and used at no cost.

Nunito Sans Regular
 AaBbCcDdEeFf
 GgHhIiJjKkLlMm
 NnOoPpQqRrSsTt
 UuVvWwXxYyZz
 — 0123456789
 #!@£\$€%&*()::;?•

Character set

Black for headlines and
 hashtags

Extra Bold for local
 personalisation within
 our logotypes

Bold for highlighting
 information in body text

Regular for body text
 when on a solid colour
 background

Light can be used for
 body text when on a
 white background

Nunito Sans
5 weights
Black
Extra Bold
Bold
Regular
Light

Nunito Sans is available at
[fonts.google.com/specimen/
 Nunito+Sans](https://fonts.google.com/specimen/Nunito+Sans)

Typography usage

There are a number of different weights in the Nunito Sans font family. For main headers we recommend Nunito Sans Black. For body copy, we recommend Nunito Sans Regular. Use Nunito Sans Bold for your call to action and contact details.

Only use *Italicised* versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.

Nunito Sans Black
34pt 36pt

Nunito Sans Regular
10pt 12pt

Nunito Sans Bold
10pt 12pt

Nunito Sans Bold
Nunito Sans Black
16pt 24pt

The leaflet example shown on page 29 demonstrates how to use our Nunito Sans family of fonts.



**Do more.
Share more.
Be more.**

Put your skills to use, learn new ones, and contribute to an amazing life-experience for you and your local community.

Volunteering is easier than you think. With full support and training, you can volunteer on a flexible basis.

Give young people the skills they need to succeed in life and discover how being a part of the Scouting family can be as rewarding for you as it is for them.

scouts.org.uk/join
#SkillsForLife



Scouts

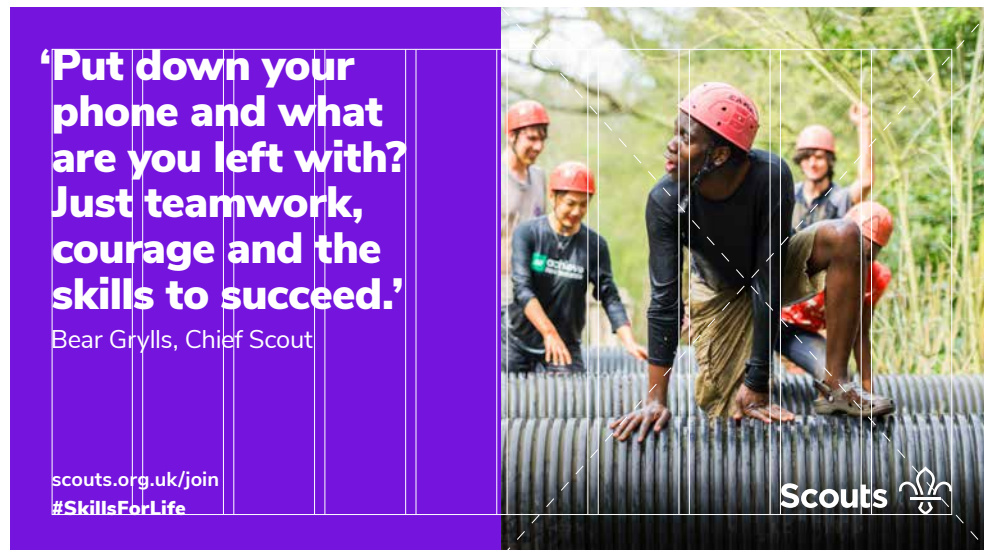
Typography and grids

Grids bring order to the page; they allow for the consistent organisation of text, graphics and photographic elements.

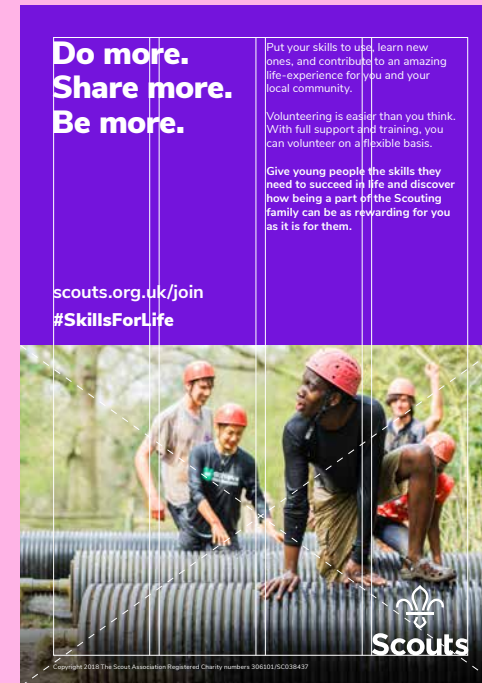
In both print and digital communications, we need to allow key elements space to breathe. This means not trying to cram too much on a page.

With smaller print communications, we recommend a four column grid. For larger banners and billboards, this may increase to allow for more elements.

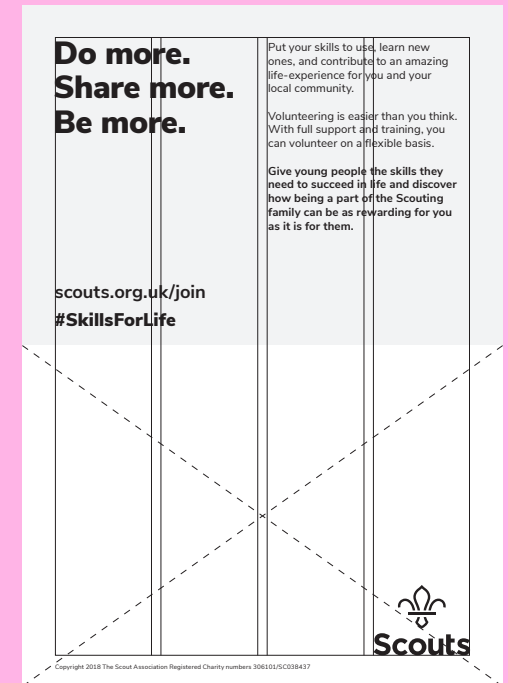
Visit the digital style guide for guidelines on how to use grids on websites and apps at scouts.org.uk/styleguide



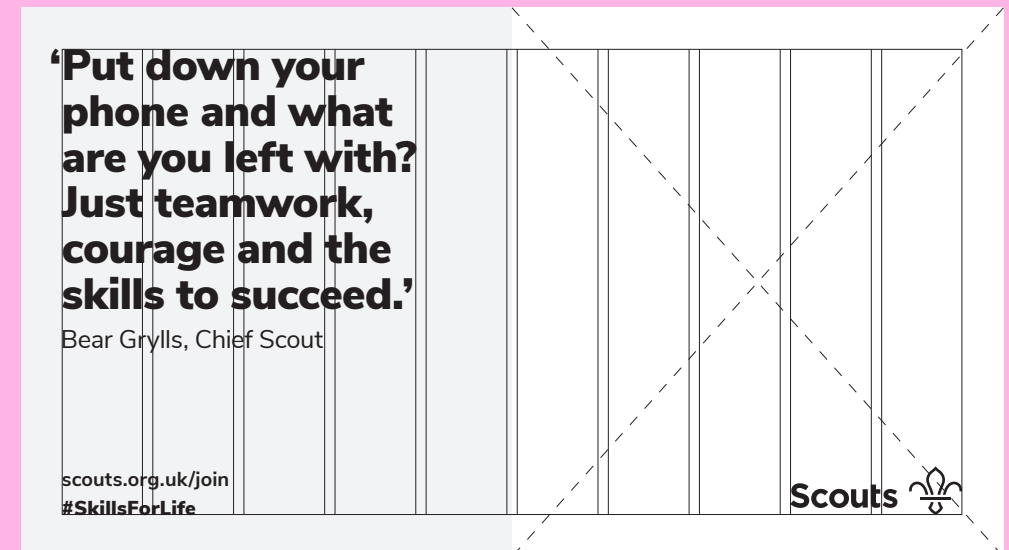
Large format example



Leaflet example



2 – 4 column grid



5 – 10 column grid

Photography

Inspiring photography is at the heart of our brand. Our photography should show fun, friendship and adventure but above all, convey belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.



Photography is all about capturing a moment in time.

It could be the moment you fell in the water while kayaking for the first time, or reaching the summit of a mountain, or the moment someone thanks you for a job well done.

Remember we don't have to show uniforms or a neckerchief in every photo, but we should show fun, friendship and adventure, and convey a sense of belonging.



Tone of voice

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice. It helps us cut through the noise and stand out from the crowd.

Our new voice is confident, active, challenging, inclusive and optimistic.

We call this **optimism with attitude**.

When talking to the public, a more challenging tone, provoking an emotional response will help our voice be heard and ensure our benefits are understood.

When speaking to members of the movement, we can be less challenging (and more supportive) but still active, inclusive and confident.

Visit the style guide for guidance on how to translate our tone of voice into print and digital experiences at scouts.org.uk/styleguide

Examples of our tone of voice

Confident

As Scouts, we believe in empowering young people with skills for life.

Active

Volunteer and help young people gain skills to succeed.

Challenging

We stand against intolerance, always.

Inclusive

'If you have any questions, please phone us' *instead of* 'If there are any points that require explanation we shall be glad to furnish additional details by telephone.'

Optimistic

We create stronger communities and inspire positive futures.

Confident
Active
Challenging
Inclusive
Optimistic

Application

Our visual identity is bold, clean and contemporary. It has greatest impact when we use it confidently and with simplicity. Here are some examples of bold and effective usage.

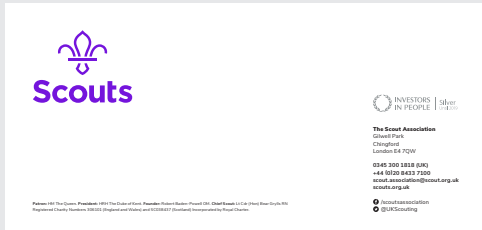
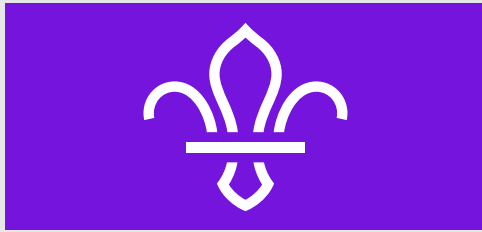
Branded merchandise is available from scouts.org.uk/shop



Application



Letterhead



Compliment slip



Business cards

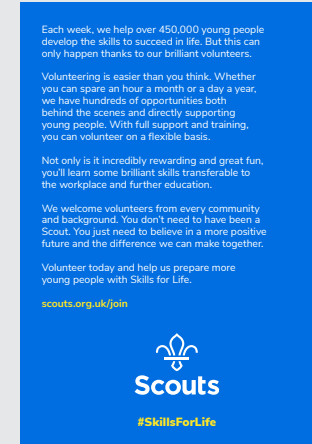
Templates are available on the Scouts brand centre at scouts.org.uk/brand

Application



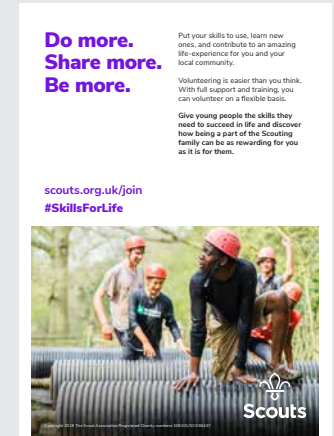
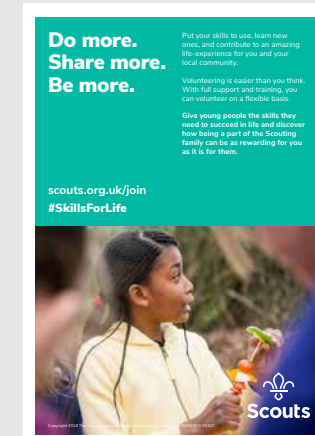
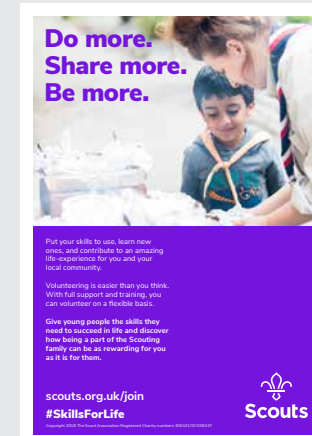
Name badge



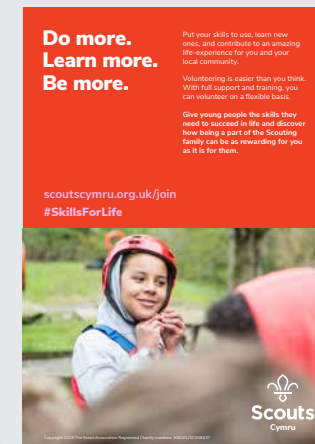


Double-sided adult recruitment flyer

Single-sided flyer with border and low ink coverage



Single-sided adult recruitment flyer with border



Single-sided adult recruitment flyer





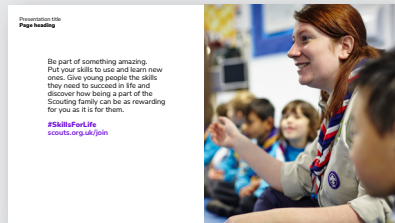
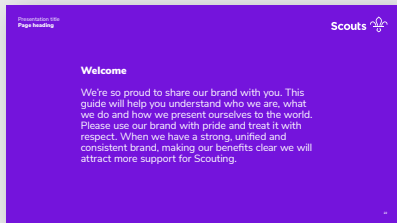
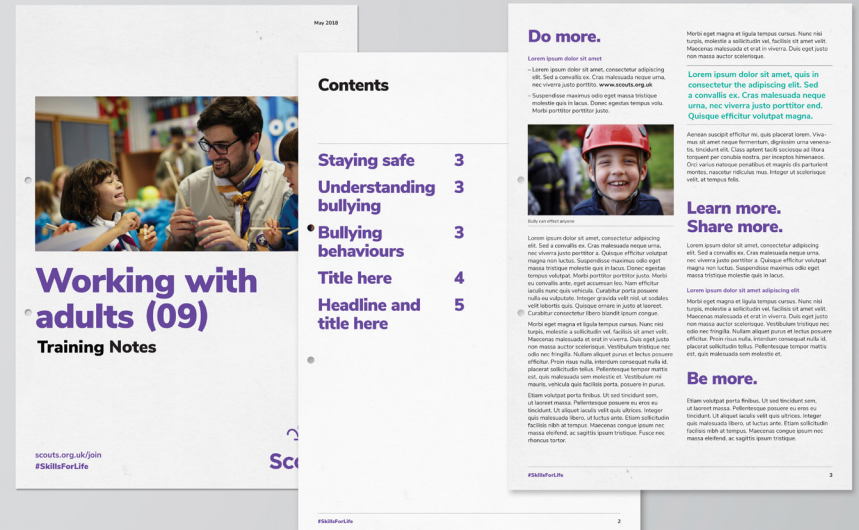
Sign

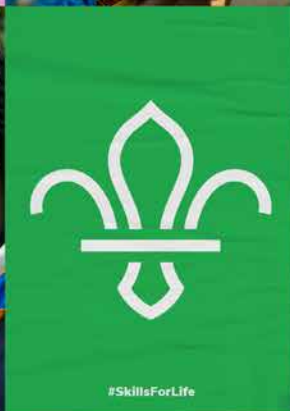


Feather flags



Pull-up banners





**'Put down your
phone and what
are you left with?
Just teamwork,
courage and the
skills to succeed.'**

Bear Grylls, Chief Scout

scouts.org.uk/join
#SkillsForLife



Scouts 



Vehicle livery



Pin badges



Resources

Brand centre

We want to make creating on-brand Scout materials as easy as possible. Our brand centre scouts.org.uk/brand contains a wide range of templates, tools and resources to support communications and recruitment, including:

- brand guidelines
- logo artwork
- local logo generator
- web to print templates (including banners, posters, flyers, certificates, stationery)
- social media templates
- MS Office templates
- photo library
- videos

Style guides

To ensure we're consistent across the Movement in the way we write and present our communications, visit our editorial and digital style guides at scouts.org.uk/styleguide

Permissions

The Scout Association's trademarks (including the fleur-de-lis and section logos) may be used by local Scouting in the operation and promotion of Scouting. However, our trademarks may only be used commercially under licence from The Scout Association.

To request a licence, please apply with details to communications@scouts.org.uk

Got a question or suggestions? Please let us know at communications@scouts.org.uk



Get in touch

We're always happy to help. Contact us at communications@scouts.org.uk

facebook.com/scoutassociation
instagram.com/scouts/
twitter.com/UKScouting

scouts.org.uk/brand

#SkillsForLife

