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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

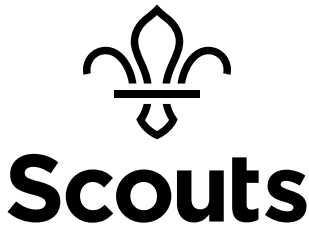
We believe in bringing people together to enjoy fun, friendship and adventure in a place they can belong.

## 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](https://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.



**Scouts** 

**Scouts** 

**Scouts** 

### 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.

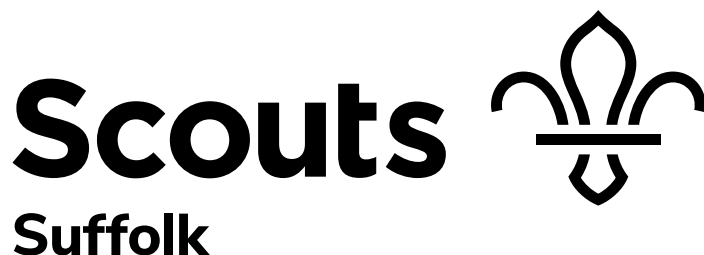
The logo may also appear in white on a background palette colour, black on white, white on black and white on an image.

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.



Group logo lock-up  
personalisation



District logo lock-up  
personalisation



County, Area or  
Region logo lock-up  
personalisation

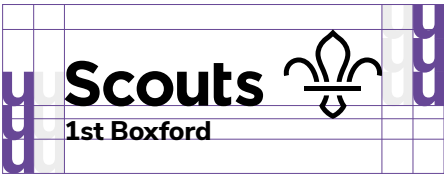
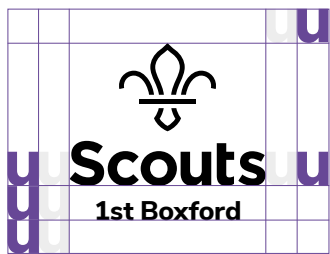


Group logo lock-up  
personalisation from  
each devolved nation



**Clear space for our logo**

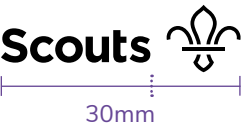
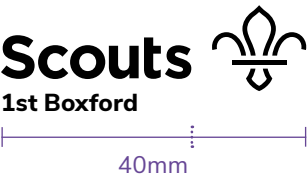
Please give our logo space to breathe.  
This clear space is measured by the  
height and width of the letter 'u' in Scouts.



**Minimum size**  
Stack logotype

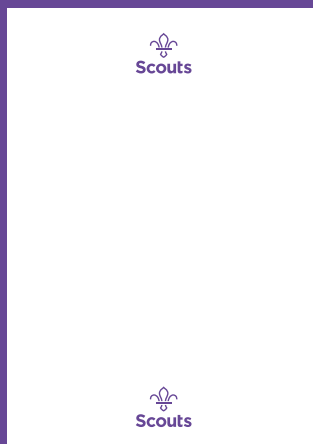
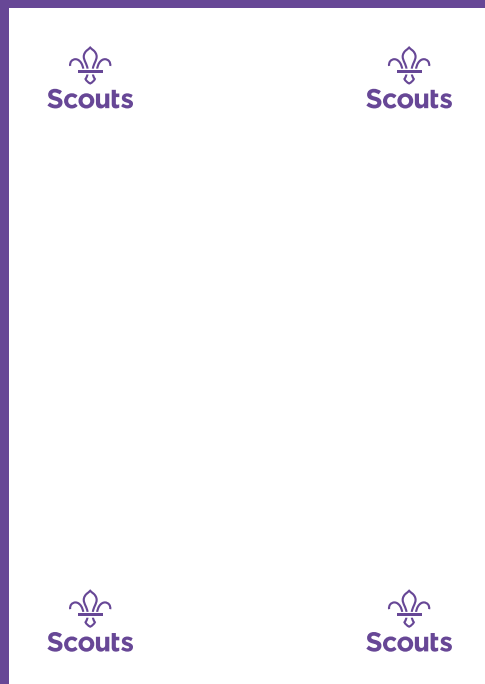


**Minimum size**  
Horizontal logotype



### 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.

**Scout 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%

**Scout Red**

RGB r226 g46 b18

CMYK c0 m90 y100 k0

Pantone Red 032 C

HEX #e22e12

Thread YHG125

**Scout 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.

**Scout Blue**

RGB r0 g110 b224

CMYK c95 m35 y0 k0

Pantone 285 C

HEX #006ddf

Thread YHG334

**Scout Pink**

RGB r255 g180 b229

CMYK c2 m30 y0 k0

Pantone 183 C

HEX #ffb4e5

Thread YHG113

**Scout Navy**

RGB r0 g58 b130

CMYK c100 m88 y12 k0

Pantone 294 C

HEX #003982

Thread YHG328

**Scout 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](https://fonts.google.com/specimen/Nunito+Sans) and used at no cost.

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

**Nunito Sans**

**5 weights**

**Black**

**Extra Bold**

**Bold**

**Regular**

**Light**

**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

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

Nunito Sans Bold  
Nunito Sans Black  
16pt 24pt

# 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](https://scouts.org.uk/join)  
**#SkillsForLife**



**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](https://scouts.org.uk/styleguide)

**‘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](https://scouts.org.uk/join)  
**#SkillsForLife**



**Scouts** 

<b>Do more. Share more. Be more.</b>	Put your skills to use, learn new ones, and contribute to an amazing life-experience for you and your local community.
<a href="https://scouts.org.uk/join">scouts.org.uk/join</a> <b>#SkillsForLife</b>	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.



Copyright 2018 The Scout Association Registered Charity numbers 306101/SC038437

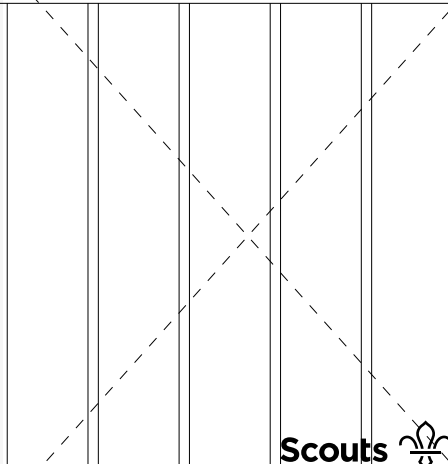
Leaflet example


<b>Do more. Share more. Be more.</b>	Put your skills to use, learn new ones, and contribute to an amazing life-experience for you and your local community.
<a href="https://scouts.org.uk/join">scouts.org.uk/join</a> <b>#SkillsForLife</b>	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.



Copyright 2018 The Scout Association Registered Charity numbers 306101/SC038437

2 – 4 column grid

<b>‘Put down your phone and what are you left with? Just teamwork, courage and the skills to succeed.’</b>				
Bear Grylls, Chief Scout	<a href="https://scouts.org.uk/join">scouts.org.uk/join</a> <b>#SkillsForLife</b>			



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](https://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](https://scouts.org.uk/shop)







Mr. A N Other  
The Company  
Regent Street  
London  
W1R 3DA

**Layout of letters  
25/05/2018**

Dear Sir/Madam

This letter is composed in dummy text. It is designed to be read, but carry no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves. Simulation text may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short. Texts can be produced to complete any area, as the copy is simply repeated using different starting points.

This text is representative of a particular style. It uses the same type sizes, leading, settings and typographic detailing as actual copy. Simulation text may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short. Texts can be produced to complete any area, as the copy is simply repeated using different starting points.

Yours sincerely,



Signatory's Name  
Signatory's Title



**The Scout Association**  
Gloucester Park  
Chingford  
London E4 7QW  
  
0245 300 1818 (UK)  
+44 (0)20 8433 7320  
scout.association@scouts.org.uk  
scouts.org.uk



Non-Profit Association  
@UKScouting

Patrons 191 The Queen, President 1911 The Duke of York, President Robert Baden-Powell CBE, Chief Scout Lord Dufferin and Strathmore, Registered Charity Numbers 108025 (England and Wales) and 10238837 (Scotland) Incorporated by Royal Charter



Letterhead





Mr. A N Other  
The Company  
Regent Street  
London  
W1R 3DA

**Layout of letters  
25/05/2018**

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Patrons 191 The Queen, President 1911 The Duke of York, President Robert Baden-Powell CBE, Chief Scout Lord Dufferin and Strathmore, Registered Charity Numbers 108025 (England and Wales) and 10238837 (Scotland) Incorporated by Royal Charter

**Elizabeth Jones**  
Marketing Officer

Tel: +44 (0)20 1234 5678  
elizabeth.jones@scouts.org.uk



**The Scout Association**  
Gloucester Park  
Chingford  
London E4 7QW  
scouts.org.uk



Business cards

Compliment slip

Templates are available on the Scouts brand centre at [scouts.org.uk/brand](https://scouts.org.uk/brand)

Application



Name badge





Scouts



Do more.

We believe young people have the skills to succeed and a place to belong. That's why we offer fun, adventure and skills for life to over 450,000 young people aged 6-25 across the UK.

*Beef*

Real Skills. Real Impact.



Learn more.

Scouting promotes young people for the future. We help them to learn, learn to work, to think and to help. Scouting is a community that helps them to grow and become the best they can be. Scouting is where the future is born.



Be more.

Scouts have become powerful, adaptable, innovative and powerful. They have helped to shape the lives of young people and they are also the leaders, role models and mentors for people who make society work.

Volunteer at [scouts.org.uk](https://scouts.org.uk)





#SkillsForLife

Do more.  
Share more.  
Be more.



[scouts.org.uk/join](https://scouts.org.uk/join)  
#SkillsForLife

Scouts

Each week, we help over 450,000 young people develop the skills to succeed in life. But this can only happen thanks to our brilliant volunteers.

Volunteering is easier than you think. Whether you can spare an hour a month or a day a year, we have hundreds of opportunities both behind the scenes and directly supporting young people. With full support and training, you can volunteer on a flexible basis.

Not only is it incredibly rewarding and great fun, you'll learn some brilliant skills transferable to the workplace and further education.

We welcome volunteers from every community and background. You don't need to have been a Scout. You just need to believe in a more positive future and the difference we can make together.

Volunteer today and help us prepare more young people with Skills for Life.

[scouts.org.uk/join](https://scouts.org.uk/join)

Scouts

#SkillsForLife

## Application

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Volunteer today and help us prepare more young people with Skills for Life.

[scouts.org.uk/join](https://scouts.org.uk/join)

  
**Scouts**  
#SkillsForLife

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

[scouts.org.uk/join](https://scouts.org.uk/join)  
#SkillsForLife

  
**Scouts**

Double-sided adult  
recruitment flyer

Single-sided flyer  
with border and  
low ink coverage


**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](https://scouts.org.uk/join)  
#SkillsForLife

  
**Scouts**


**Do more.  
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Be more.**

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[scouts.org.uk/join](https://scouts.org.uk/join)  
#SkillsForLife

  
**Scouts**


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[scouts.org.uk/join](https://scouts.org.uk/join)  
#SkillsForLife

  
**Scouts**

Single-sided adult  
recruitment flyer  
with border


**Do more.  
Learn more.  
Be more.**

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

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[scoutscymru.org.uk/join](https://scoutscymru.org.uk/join)  
#SkillsForLife

  
**Scouts  
Cymru**

**Do more.  
Learn 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.

[scoutsni.com/join](https://scoutsni.com/join)  
#SkillsForLife

  
**Scouts  
NI**

Single-sided adult  
recruitment flyer



Sign



Pull-up banners



**Scouts**

**Do more.**

**#SkillsForLife**

[scouts.org.uk](https://scouts.org.uk)



**Share more.**

**#SkillsForLife**

[scouts.org.uk](https://scouts.org.uk)

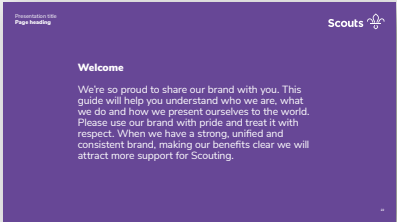
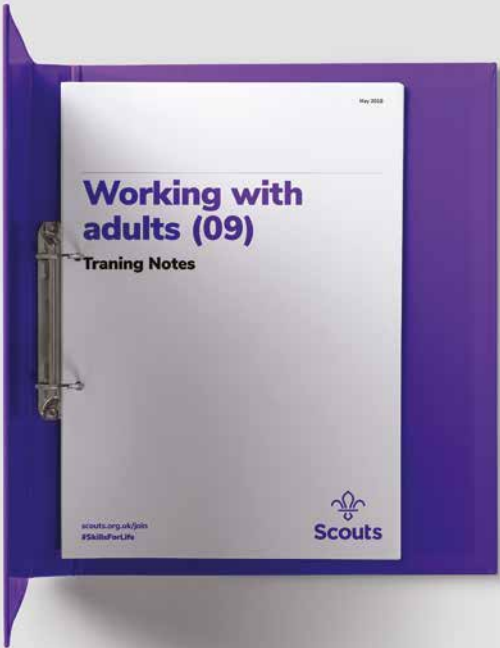


**Scouts**

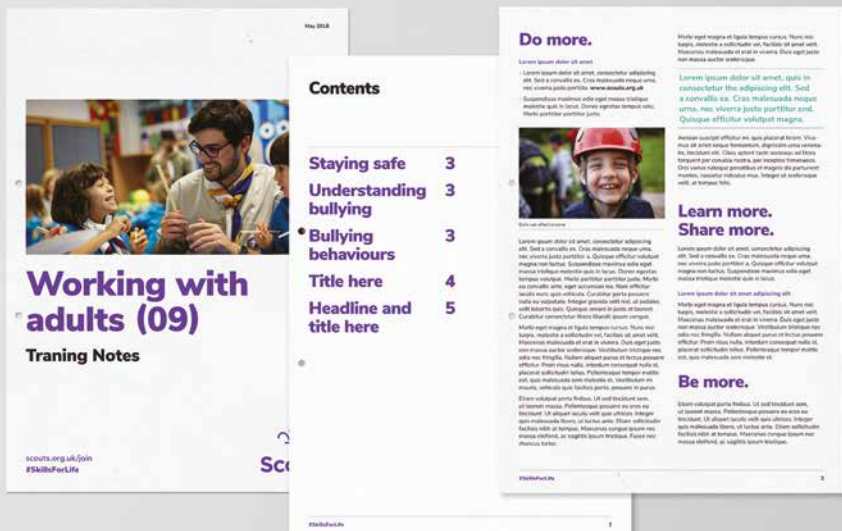
**Be more.**

**#SkillsForLife**

[scouts.org.uk](https://scouts.org.uk)



## Application



## Word document



## Twitter skin

#SkillsForLife

scouts.org.uk

#SkillsForLife

scouts.org.uk

Do more.

Share more.

scouts.org.uk

#SkillsForLife

scouts.org.uk

#SkillsForLife

Share more.

Be more.

#SkillsForLife

scouts.org.uk

#SkillsForLife

scouts.org.uk

#SkillsForLife

Do more.


scouts.org.uk

#SkillsForLife

scouts.org.uk

#SkillsForLife



A blurred train is passing by a purple billboard. The billboard has white text and a website URL. The background is a blurred train with green and yellow sections.

**‘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](https://scouts.org.uk/join)

**#SkillsForLife**





Vehicle livery



T-shirt



# 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

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