

## Section brand guidelines

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# Our sections

## Welcome

These brand guidelines will help you create branded materials for each of the five sections in Scouting:

Beaver Scouts (6-8 years)

Cub Scouts (8-10½ years)

Scouts (10½-14 years)

Explorer Scouts (14-18 years)

Scout Network (18-25 years)



Each week, across all five of our sections, we help over 450,000 young people enjoy fun and adventure while developing the skills they need to succeed.

## #SkillsForLife

### 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)





# Logos

Our section logos are very important to us. They represent and unite each age range. Please use them consistently to build awareness, recognition and adoption of our brands.

**BEAVERS**

**cubs**

**SCOUTS**

EXPLORERS

**network**

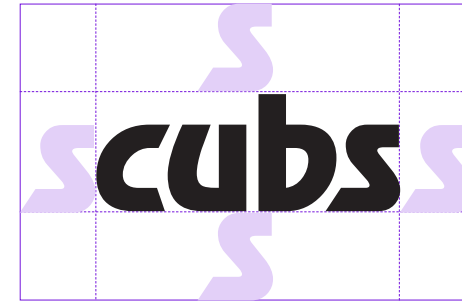
Note: For colour values please see page 13.

**Clear space for our section logos**

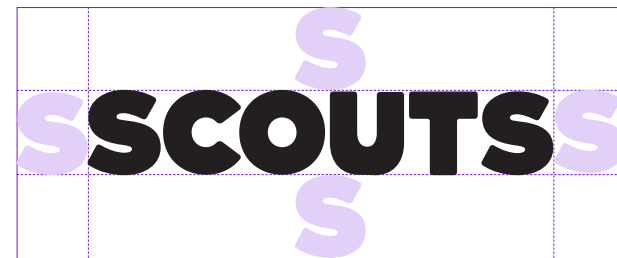
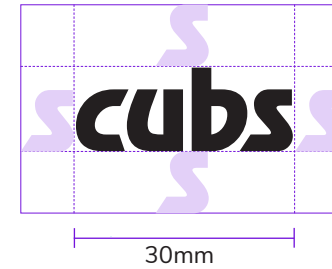
Please give our logos space to breathe.  
This clear space is measured by the height and width of the the S, E and K.



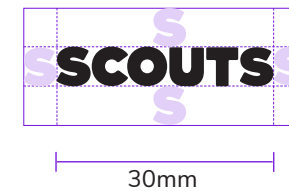
**Minimum size**



**Minimum size**



**Minimum size**

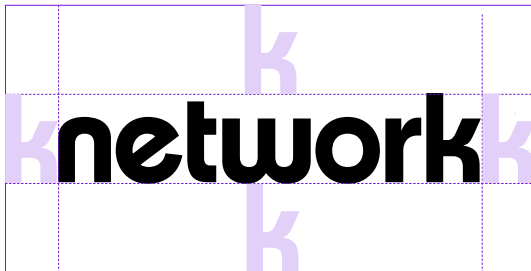




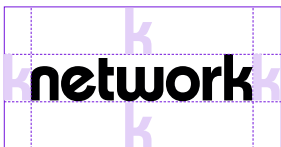
Minimum size



40mm



Minimum size



30mm

# Logo colour

Our logos should only appear in the specified single colour, black or white. The exception to this is the Beavers logo, where a multi-coloured version is also available. The logo 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.



Scout Blue: Beavers

Scout Green: Cubs

Scout Section Green: Scouts

Scout Navy: Explorers

Black: Network

Note: For colour values please see page 13.

# Colour

We use nine colours, plus black and white. The section brands are made up from these colours.

For design, the colours are best used alone or in the combinations 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 and always use the correct colour breakdowns: CMYK and Pantone® for print and RGB for on-screen use.

Note: Scout Section Green should not be used in materials for any other section.

## Scout Purple

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

## Scout Section Green

RGB r0 g72 b81  
 CMYK c97 m21 y33 k73  
 Pantone 316 C  
 HEX #004851  
 Thread YJB613

## Scout Teal

RGB r0 g169 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%

14

Colour

**Scout Red**

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

15

Colour

**Scout Pink**

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

**Scout Green**

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

**Scout Navy**

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

**Scout Blue**

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

**Scout Yellow**

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



# Type

Each of the sections has a brand font, suitable for the age range.

**Beaver font**

AG Book Rounded (Regular)

**Cub font**

Berthold Akzidenz Grotesk (Super)

**Scout Section font**

Berthold Akzidenz Grotesk  
(Extra Bold Condensed)

**Explorer font**

Berthold Akzidenz Grotesk (Condensed)

**Network font**

Berthold Akzidenz Grotesk (Condensed)

Please note that these are commercial fonts which can be purchased from a number of suppliers, including **myfonts.com**. However members are encouraged to use the branded templates (eg for posters and flyers) which are available on the Scout brand centre free of charge.

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** and used at no cost.

# 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.





# Tone of voice

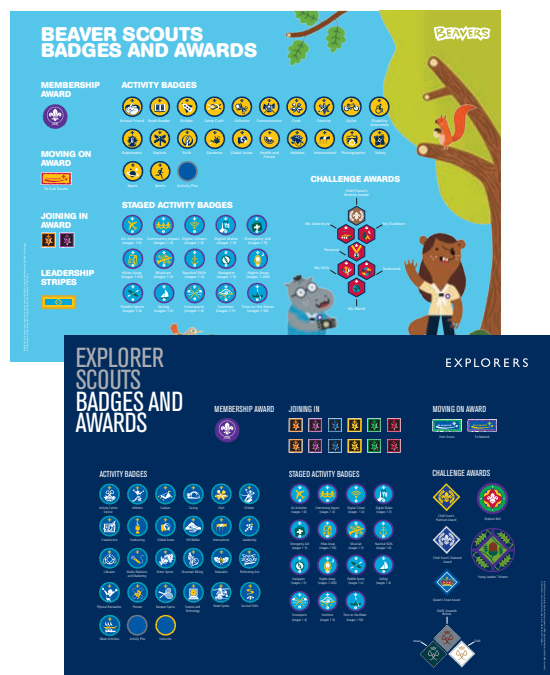
The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice. It helps us cut through the noise and stand out from the crowd.

Our new voice is confident, active, challenging, inclusive and optimistic. We call this **optimism with attitude**.

**Confident**  
**Active**  
**Challenging**  
**Inclusive**  
**Optimistic**

# Resources

Visit the Scout brand centre [scouts.org.uk/brand](https://scouts.org.uk/brand) for section logos, templates, tools and resources, as well as our main brand guidelines.



Section badge posters



Main brand guidelines

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Got a question or suggestions? Please let us know at [communications@scouts.org.uk](mailto:communications@scouts.org.uk)





### **Get in touch**

We're always happy to help.

Contact us at

[communications@scouts.org.uk](mailto:communications@scouts.org.uk)

[facebook.com/scoutassociation](https://facebook.com/scoutassociation)

[instagram.com/scouts/](https://instagram.com/scouts/)

[twitter.com/UKScouting](https://twitter.com/UKScouting)

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

**#SkillsForLife**



**Scouts**