

# Squirrels



**Scouts**

**Our brand** pages 5-10

**Logo** pages 13-20

**Colours** pages 21-26

**Type** pages 27-30

**Graphics** pages 31-42

**Photography** pages 43-46

**Illustration** pages 47-48

**Application** pages 49-56

**Resources** page 57



# Off to a great start

These brand guidelines will help you create branded materials for Squirrels, the newest branch of the Scouts family tree.

Squirrels has a distinctive look and feel that's tailored to our audiences and their needs. However, it's important that all Squirrels materials still feel part of the main Scouts family. Please refer to the Scouts brand **guidelines** for advice on this.





## What if there was a place where adventures never end?

Jump into Squirrels, the latest chapter in our Scouts story. A place where 4 and 5 year olds can join in the fun for the very first time.

These early years are amazing. Minds are fizzing, energy and curiosity levels are sky high. This is the time to fill little ones' lives with wow and wonder, to set them climbing the tree – and who knows how far they'll reach?

At Squirrels, everyone's a friend – children from all communities, all backgrounds and all genders. We tell stories and play games. Get active and explore the outdoors. Encourage asking 'why'. Fall down and get back up again. Squirrels laugh and learn new skills, almost without realising – young minds get fed all the best stuff.

Squirrels is a special, touch-the-stars kind of place. It's going to make a difference.

The never-ending adventure starts here.



**Key messaging**

Running through everything is our key message of skills for life. This is about giving young people the skills to succeed – helping them step up, speak up, and find their place in the world.

Key benefit:



How we sound:



**Brand personality**

How we look, talk and behave should always reflect our brand personality. Our personality shares a lot of qualities with the squirrel animal. We're curious, fun and playful.



# Tone of voice

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

Scouts' tone of voice is confident, active, challenging, inclusive and optimistic.

Squirrels takes these qualities and adds a playful twist, inspired by the values at the heart of our identity. Words should reflect the sense of curiosity, playfulness and wonder that 4–5 year olds have.

Search: 'How we talk' at [scoutsbrand.org.uk](https://scoutsbrand.org.uk)

## Playful copywriting examples

**We're wild about the great outdoors.**

**Squirrels. A new chapter in a well known tail.**

**Make the leap together.**

**Tree, two, one, go!**

---

## Scouts family

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

## Squirrels

**+Curious**  
**+Playful**  
**+Full of wonder**

# Logo

**The Squirrels logo consists of two parts – the primary logo, and our Squirrels symbol. The following pages show how our logo should be used to build awareness and recognition of the logo and brand.**

Only use the master artwork files. These are available at [scoutsbrand.org.uk](https://scoutsbrand.org.uk)

## Primary logo

This is the most important logo and should be used where there's enough space, and always with new audiences for Squirrels. A small-use logo is available to make sure it's easy to read at small sizes.

### Primary logo

**Squirrels**

### Small use

**Squirrels**

## Squirrels symbol

We use this as a friendly shorthand for our full logo. Where possible, and where there's space, please make sure our full logo appears elsewhere in your communications.

Please do not place the primary logo and Squirrels symbol directly together. It shouldn't be used with audiences completely unfamiliar with Squirrels.



The Squirrels symbol may be used alone when audiences are already familiar with the idea of Squirrels and understand it's part of our Scouts family.

**Clear space**

Please make sure the logo has space to breathe. This clear space is measured by the height and width of the lower case 's' in the Squirrels primary logo.



**Minimum size**

Primary logo:



Small use logo:



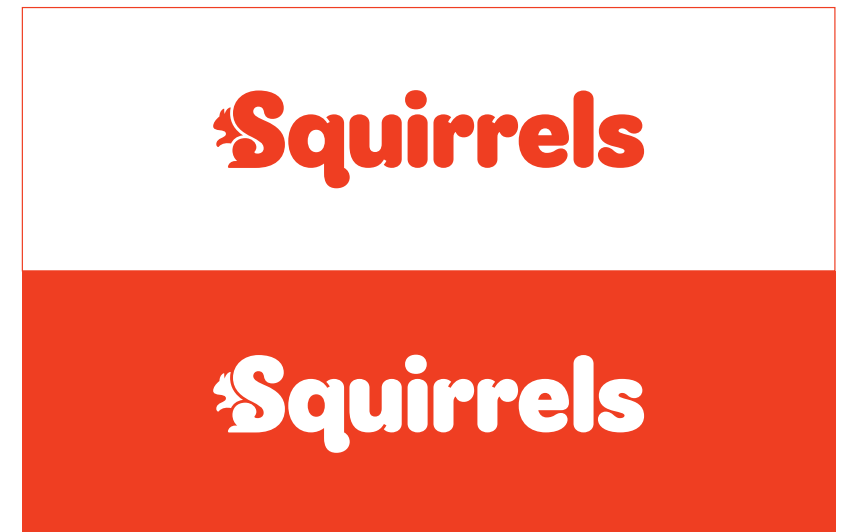
**Logo colour**

The logo should always be clearly visible, and not lost on busy backgrounds and textures.

Our logo should only appear in a single colour. The preferred colour for our logo is Scouts Red. It may also appear in any of the colours shown below.

Note: When using the logo on a coloured background, please make sure the logo can easily be seen, especially by those with a visual impairment. Colour combinations can be checked using online resources such as [colourcontrast.cc](http://colourcontrast.cc)

Primary use



Secondary use





### Logo relationship

It's essential that people understand that Squirrels is part of our wider Scouts family. The Scouts logo should therefore always appear on all Squirrels materials to show this.

We have some simple rules for you to follow when showing this link.

On Squirrels-led communications, the Squirrels logo should always be sized to the Scouts logo to make sure they're balanced. The height of the Squirrels logo should be equal to the height of the fleur-de-lis.

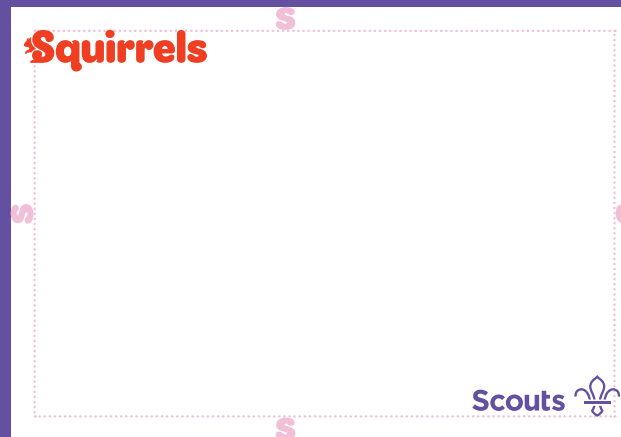
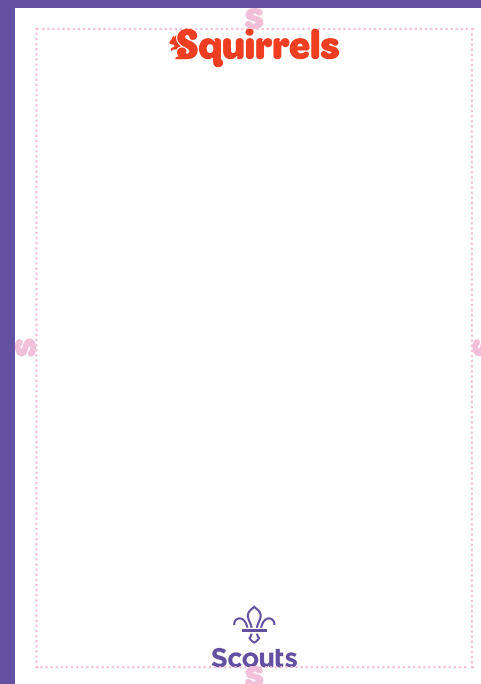
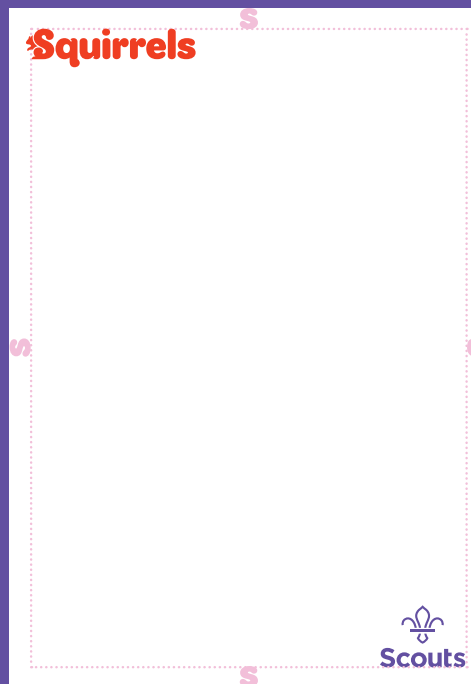
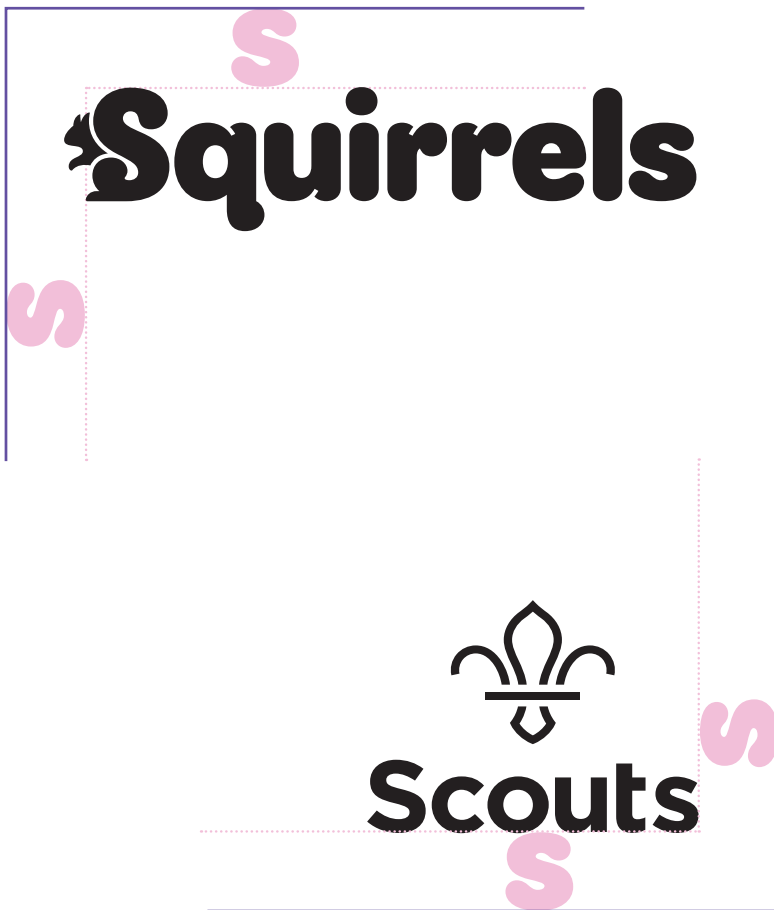
**Squirrels**  

   
**Scouts**

**Positioning**

Use the lower case 's' in the Squirrels logo as a guide for positioning our logos, as shown below. The examples on the right show how logos can be positioned in relation to one another to support the correct reading order and level of importance.

Note: We visually align to the uppercase 's' in Squirrels, as shown below.



# Colour

The Squirrels colour palette draws on the main Scouts palette, while adding several distinctive new colours.

## Primary palette

Shown here is the primary Squirrels palette. The relative sizes of the colours act as a guide for how dominant a colour should be in Squirrels-led content. Scouts Red should always appear in a Squirrels-led piece of content.

The primary palette can be used in conjunction with any of the Scouts colours shown on the next page. To create a highly recognisable and consistent identity for Squirrels, please make sure that you mainly use colours from the primary Squirrels palette.

Please be sparing with your use of yellow, as this is mainly used as a colour associated with safety in Scouts. Please also try and avoid using only red and yellow together.

## Scouts Red

RGB r237 g64 b36  
 CMYK c0 m90 y100 k0  
 Pantone Red 032 C  
 HEX #ed3f23  
 Thread YHG125

## Scouts Yellow

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

## Squirrels Grey

RGB r64 g61 b56  
 CMYK c48 m29 y26 k76  
 Pantone 425 C  
 HEX #403d38  
 Thread YHG8306

## Scouts Teal

RGB r6 g132 b134  
 CMYK c85 m30 y47 k6  
 Pantone 7716 C  
 HEX #088486  
 Thread YHG725

## Squirrels Green

RGB r125 g200 b30  
 C54 M0 Y100 K0  
 Pantone 376 C  
 HEX #7dc81e  
 Thread G398

## Squirrels Brown

RGB r115 g33 b23  
 CMYK C30 M85 Y59 K70  
 Pantone 1817 C  
 HEX #732117  
 Thread DJB6168

### Secondary palette

These are taken from the main Scouts palette, and provide a visual link to the wider Scouts family. Use these together with the Squirrels brand colours shown on the previous page.

#### Scouts Blue

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

#### Scouts Green

RGB r38 g183 b86  
 CMYK c75 m0 y91 k0  
 Pantone 347 C  
 HEX #25b755  
 Thread YHG741

#### Scouts Purple

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

#### 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

#### Black

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

### Colour combinations

Shown below are combinations of colours that work well together. On page 25, you'll find a guide to colour contrasts for using text on coloured backgrounds.

If using text on a coloured background, make sure that it's easily readable.



**Accessibility**

As a movement committed to inclusivity, it's vital that our materials can be easily read and understood by all.

The guide below shows which colours from the primary palette pass WCAG standards for accessibility. To the right are some suggested colour combinations.

More information on accessibility standards can be found at [w3.org](http://w3.org)

Online resources such as [colourcontrast.cc](http://colourcontrast.cc) can be used to check specific colour combinations.

Scouts Red	✓ AAA Large Pass ✓ AAA Large Pass ✓ AA Normal Pass	✓ AAA Large Pass ✓ AA Normal Pass
Scouts Yellow	✗ AA Large Fail ✓ AAA Large Pass ✓ AAA Normal Pass	✗ AA Large Fail
Squirrels Brown	✓ AAA Large Pass ✓ AAA Normal Pass	✓ AAA Large Pass ✓ AAA Normal Pass
Squirrels Green	✗ AA Large Fail ✓ AAA Large Pass ✓ AAA Normal Pass	✗ AA Large Fail
Squirrels Grey	✓ AAA Large Pass ✓ AAA Normal Pass	✓ AAA Large Pass ✓ AAA Normal Pass
Scouts Teal	✓ AA Large Pass ✓ AAA Large Pass ✓ AA Normal Pass	✓ AA Large Pass

**Recommended colour combinations**

Scouts Teal and Squirrels Grey	✓ AA Large Pass	✓ AA Large Pass
Squirrels Brown and Scouts Yellow	✓ AAA Large Pass ✓ AAA Normal Pass	✓ AAA Large Pass ✓ AAA Normal Pass
Squirrels Green and Squirrels Grey	✓ AAA Large Pass ✓ AA Normal Pass	✓ AAA Large Pass ✓ AA Normal Pass
Scouts Yellow and Squirrels Grey	✓ AAA Large Pass ✓ AAA Normal Pass	✓ AAA Large Pass ✓ AAA Normal Pass
Squirrels Brown and Squirrels Green	✓ AAA Large Pass ✓ AA Normal Pass	✓ AAA Large Pass ✓ AA Normal Pass

# Typography

The Squirrels brand font is Nunito. This has a friendly, youthful feel while working with the Scouts brand font, Nunito Sans.

We only use Nunito for titles and headlines. For writing body text, we use Nunito Sans.

Both Nunito and Nunito Sans fonts can be downloaded from [fonts.google.com](https://fonts.google.com) and used at no cost.

## Nunito Bold

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSsTt

UuVvWwXxYyZz

— 0123456789

#!@£\$€%&\*()::;?•

## Nunito Sans

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSsTt

UuVvWwXxYyZz

— 0123456789

#!@£\$€%&\*()::;?•

Nunito Bold for headlines, titles, and body headers

Nunito Sans Black —  
hashtags and call to actions.

Nunito Sans Bold for  
highlighting information  
in body text

Nunito Sans Regular for  
body text when on a solid  
colour background

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

Nunito  
1 weight  
Bold

Nunito Sans  
4 weights

Black

Bold

Regular

Light

**Typography usage**

We use our soft, rounded Squirrels font, Nunito, for headlines and display copy. For body copy, we recommend Nunito Sans Regular. Use Nunito Sans Bold for your call to action and contact details.

We don't recommended that you use the italicised versions of either the Nunito Sans or Nunito fonts.

Nunito Bold

Nunito Sans  
RegularNunito Sans  
BoldNunito Sans  
Black

The flyer example on the right shows how to use our family of fonts.

# Squirrels

## A brand new chapter in a well known tail

Squirrels. The newest branch of the Scouts family tree. Where 4 and 5 year olds can join in for the very first time.

This is an age when minds are fizzing, when energy and curiosity levels are sky high, when little lives are full of wow and wonder.

Set them climbing the tree. Who knows how far they'll reach?



scouts.org.uk  
01234 567891

#SkillsForLife

Copyright © 2021 Scouts Registered Charity numbers 306101 (England and Wales) and SC038437 (Scotland). Photography by Tom Hull.



**Scouts**  
23rd Anytown

# Graphics

The visual language for Squirrels is inspired by the shapes and colours of the great outdoors, where we believe young people learn best.

The shapes have a slightly naïve paper-cut quality, appropriate to the young audience. Textures created from tree rubbings add to the outdoors feel, while also being a typical craft activity done by Squirrels.

The brand graphics can be used in several ways – large and bold, or as repeat patterns. The graphics can be used on their own to create colourful branded materials, or as a backdrop for text and images.

**Bold graphic compositions**



**Repeat patterns**





**Graphic shapes**

A range of shapes have been created to allow for a wide range of patterns and compositions.

The shapes can be used both with and without the textures shown on page 40. For certain applications where the textures won't reproduce well (such as clothing), the flat shapes should be used.

For consistency, always use the master artwork – please don't create your own shapes.

It's often easier to use the ready made templates on [scoutsbrand.org.uk](http://scoutsbrand.org.uk) that already feature the patterns than make your own.

Oak leaves



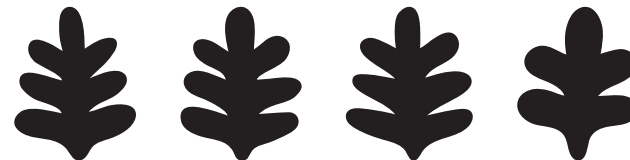
Oak leaves



Sycamore



Hawthorn



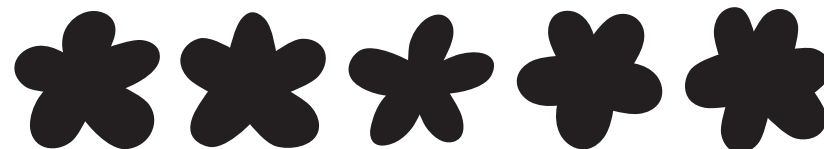
Birch and beech



Lime tree



Primrose



Buttercups



Tulips



**Bold graphic compositions**

When creating compositions, bear the following in mind:

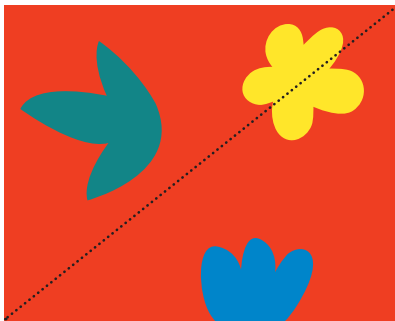
Ready made compositions are built into the templates on [scoutsbrand.org.uk](http://scoutsbrand.org.uk)



Use two or more colours to create differentiation



The shapes should overlap and interact



Go big and bold



Use between two and four different shapes



Keep things simple – don't overcrowd composition



Use different sized shapes to create interest



### Graphic shapes with text and imagery

The graphic shapes can be used to frame text and imagery. As well as being distinctive, this is a useful way to make sure text and information can be easily read and understood.

Photography should sit behind the shapes, not within them. Make sure that the subject of the photography (especially the face) isn't obscured in any way, and that the text and logos have room to breathe.

Keep the graphic shapes bold and simple to balance the other elements in the composition. Colour and sizing of the shapes can help the reader understand the key messages and calls to action.



Large billboard (48 sheet) example



Flyer example



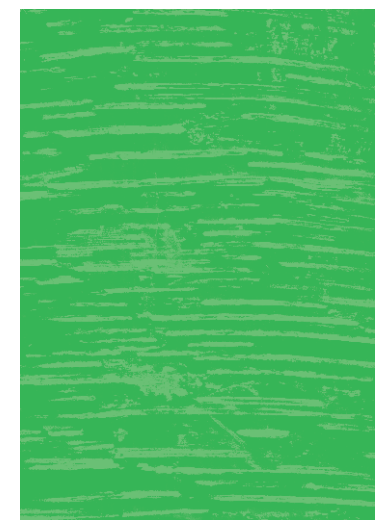
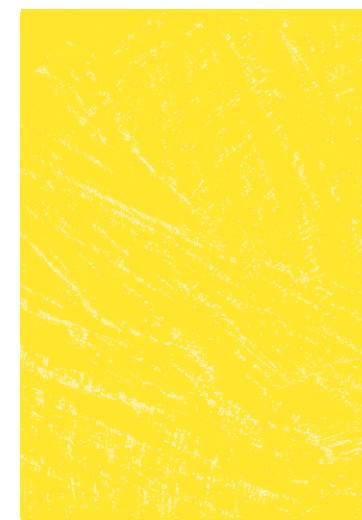
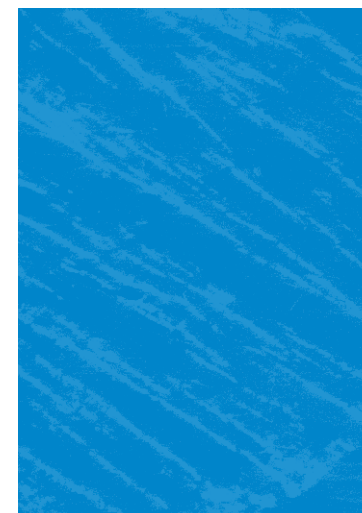
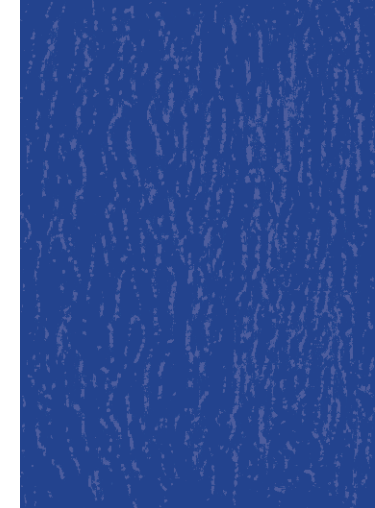
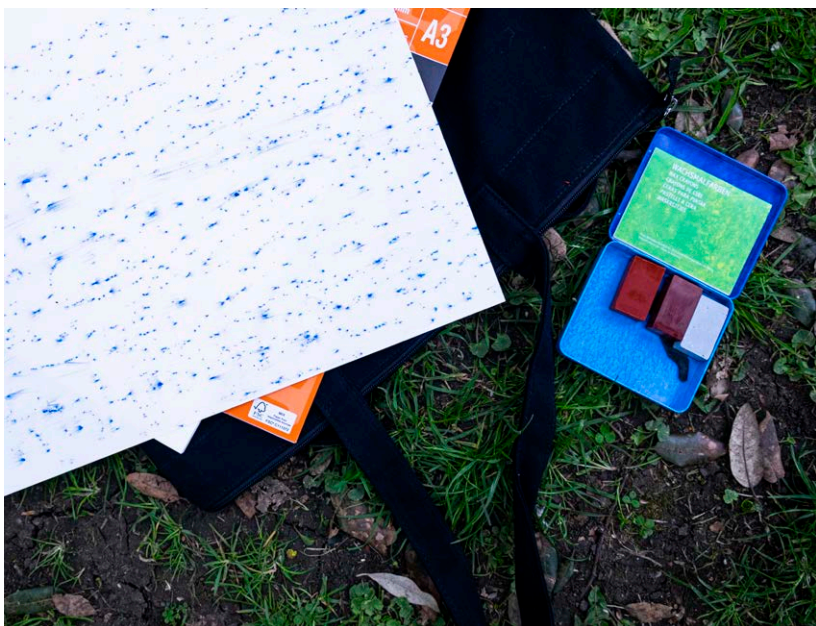
Flyer example

### Textures

We've also created a range of textures from tree rubbings. These capture both the spirit of the outdoors and a sense of the fun activities young people get up to in Squirrels.

These can appear within our brand shapes, as backgrounds for text, or within illustration to provide a consistent feature across a range of styles.

Textures are available on request from the Scouts brand team as greyscale TIFFs and in the brand colours. Greyscale TIFFs can be coloured using professional design software such as InDesign. The textures are already built into the templates at [scoutsbrand.org.uk](http://scoutsbrand.org.uk)

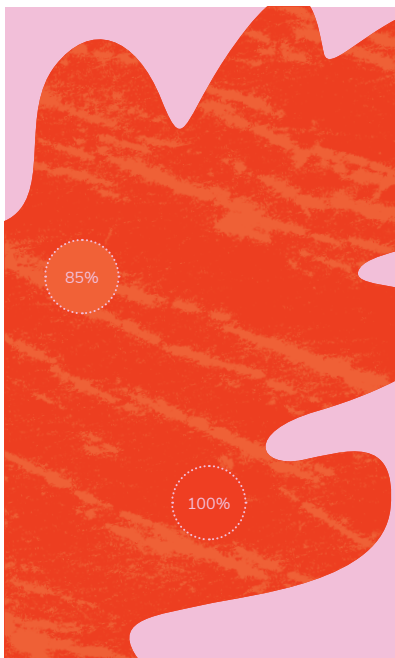


When using textures behind words, please make sure the words can still be easily read.

The texture should be coloured using lighter tints of its background colour. Adjusting the tint of the texture can often make the text easier to read.

Textures are available as greyscale TIFFs and in the brand colours. Greyscale TIFFs can be coloured using professional design software such as InDesign.

The textures are already built into the templates at [scoutsbrand.org.uk](https://scoutsbrand.org.uk)



The textures should be coloured using a tint of the background colour. Change the tint to increase/decrease the strength of the textures.

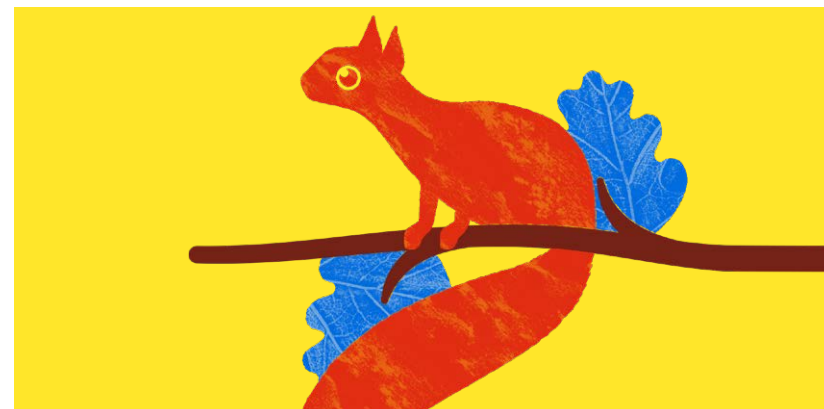


You can either use a variety of textures in a composition, or stick to one texture.

With our shapes



...in illustration



...or as a background for text.



# Photography

Our photography should show fun, friendship and adventure but above all, convey a sense of 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.

It's vital that we represent adults and young people from a wide range of communities and backgrounds to show our movement's diversity, and to make it clear that everyone's welcome.

Showing moments of fun and friendship between young people is especially powerful, as is showing parents and other volunteers supporting young people with their learning.

Squirrels photography has a defining feature that sets itself apart from other Scouts photography. Wherever possible (particularly when there are no adults in a picture), we should shoot from a **'child's eye view'** close to the ground, capturing a 4–5 year old's perspective.

Squirrels photography can be viewed and downloaded at [scoutsbrand.org.uk](https://scoutsbrand.org.uk)



**'If you want to remember what it's like to live in a child's world, you've got to get down on your hands and knees and live like that for a week.'**

Roald Dahl



Photography should feel 'real' and accessible, rather than perfect – it's great to include weeds and washing lines in gardens, messy rooms, grass-stained knees, and anything else that feels like real life. We show both rural and urban locations – it's important that families in tower blocks and on estates, as well as those with easy access to parks and fields, feel Squirrels is a place where they can belong.

Remember, we don't have to show uniforms or a neckerchief in every photo.



# Illustration

Illustration's a great way to bring a sense of fun, wonder and playfulness to Squirrels communications. We can commission a range of illustration styles for the Squirrels, as long as the look and feel is in line with the Squirrels values and personality (see pages 9 and 10).

Using the Squirrels colour palette is an easy and effective way to make illustrations feel part of the identity. We can also use the tree rubbing textures to bring consistency to a wide range of illustrations.

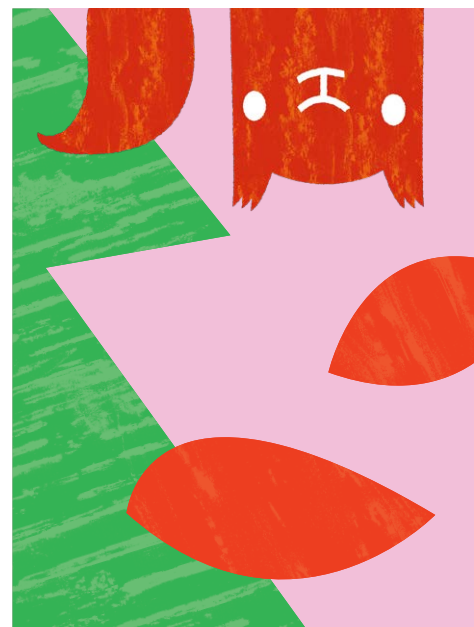


Illustration examples



# Application

Our visual identity is bold, clean and contemporary. It has greatest impact when we use it simply and confidently.

Here are some examples of bold and effective usage.



Branded merchandise  
is available from  
[scouts.org.uk/shop](https://scouts.org.uk/shop)

NR 4501 01

# Squirrels

Seeking bright eyed  
and bushy tailed  
new recruits

Squirrels – a place where 4 and 5  
year olds can join in the fun for the  
very first time.

scouts.org.uk  
#SkillsForLife

Copyright © 2021 Scouts Registered Charity numbers 308301 (England and Wales)  
and SCC38437 (Scotland). Photography by Tom Hall.

GLOUCESTER  
STREET





# Resources

## Brand centre

We want to make creating on-brand Scouts materials as easy as possible. Our brand centre [scoutsbrand.org.uk](https://scoutsbrand.org.uk) contains a wide range of Squirrels templates, tools and resources to support communications and recruitment, including:

- brand guidelines
- logo artwork
- local logo generator
- tone of voice guidelines ('How we talk')
- web to print templates (including banners, posters, flyers, certificates, stationery)
- social media templates
- photo library
- videos

## Style guides

To make sure we're consistent across the movement in the way we write and present our communications, read our editorial and digital style guides at [scoutsbrand.org.uk](https://scoutsbrand.org.uk)

## Our trademarks

Our trademarks (including the fleur-de-lis and section logos) may be used locally in the operation and promotion of Scouts. However, our trademarks may only be used commercially under license.

To request a licence, please apply with details to [communications@scouts.org.uk](mailto:communications@scouts.org.uk)

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

