



● ● ● *brand new*

A guide to our visual identity

...introduction

This manual is designed to help with the correct implementation of The Scout Association's new identity. It will also be a useful aid when instructing printers, signwriters and others employed to produce branded items. The new identity replaces our existing logo and strapline. Its purpose is to present a more dynamic modern image while maintaining key elements of our history.

The content of this manual should not be used as artwork or as a template for new artwork to be drawn up. Master files can be obtained on CD-ROM from the Information Centre (0845 300 1818) or downloaded from www.scoutbase.org.uk

...brand values

Particular values and attributes have been identified as important elements in establishing The Scout Association's brand personality.

By focusing on these values and following these guidelines when designing and producing branded materials we will present a coherent and consistent image of our organisation.

Our key values are...

- ★ young
- ★ fun and friendly
- ★ exciting
- ★ safe
- ★ professional

...the logotype

The logo should only be reproduced using the digital masterfiles included in this manual. Three artworks for the logotype are provided. One is for use whenever the logo appears at a minimum width of 100mm, another for when it is between 30mm and 99mm and the other for whenever it appears smaller than 29mm in width.



...clear space zone

This is to ensure enough space is given around the logo. Always allow at least x clear space around the logo (x is the letter height in scouts).

...minimum space logo

The logo must never appear smaller than 20mm in width.



...colour

Wherever possible the logotype should appear in positive form and be produced using the 2 special PMS colours. When produced from 4 colour process the colours should be matched to the 2 PMS colours.

To reproduce the colours accurately on the Internet use the website colour specification.

Paint colour references for the new Scout Association colours are also included.



PMS 397
website #99CC00
RGB R152 G199 B30
Dulux 70YY 53/638



PMS 268
website #4D1979
RGB R50 G9 B102
Dulux 18RB 08/286

...scouts logofont

The TrueType font, Scouts logofont, contains four different versions of the Scout logotype. Each has its own distinct usage in terms of size and positive/negative. Please make sure you select the correct logo/keystroke for your requirements. As the logotypes are stored in a font form, all the characters will print black until you change their colour to white (this is important to note for the negative use versions). The smaller version is to be used at sizes between 20mm and 29mm and the larger version between 30mm and 99mm.

The keystrokes are as follows:

version	use	keystroke
positive	20mm – 29mm 30mm – 99mm	s (lower case s) S (capital S)
negative	20mm – 29mm 30mm – 99mm	w (lower case w) W (capital W)

...production in 2 colours or more

When the positive version of the logotype is not usable (i.e. the background is a solid colour or a photographic image), below are two possible options for reproduction of the new logotype.



PMS 268 (Scout purple) with white
 Suitable for backgrounds other than colours close to PMS 268 (Scout purple).



PMS 397 (Scout green) with white
 Suitable for backgrounds with colours close to PMS 268 (Scout purple).

...production in 1 colour only

If there is only one colour available for print the positive version must either be PMS 268 (Scout purple) or black. Where other solid colours are used, the logo should be reversed white out.



Printed positive
 The logo can be printed in PMS 268 (Scout purple) or black.



Printed negative
 The logo can be reversed out of the background colour.

...typography

The typefaces below have been chosen for their clarity, simplicity and legibility. To help us create a unified, coherent look to our materials, these typefaces must be used in all communications. Please specify Frutiger for all externally printed items and use Arial for any in-house word processed documents.

Frutiger light 12pt

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890>:;/%£@&!?

Frutiger light italic 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Frutiger roman 12pt

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890>:;/%£@&!?

Frutiger roman italic 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Frutiger bold 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Frutiger bold italic 12pt

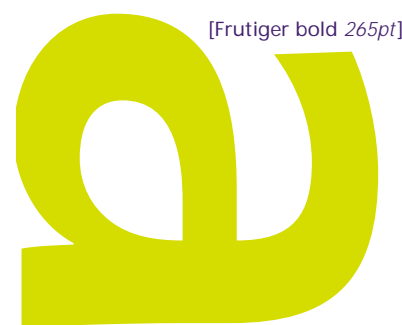
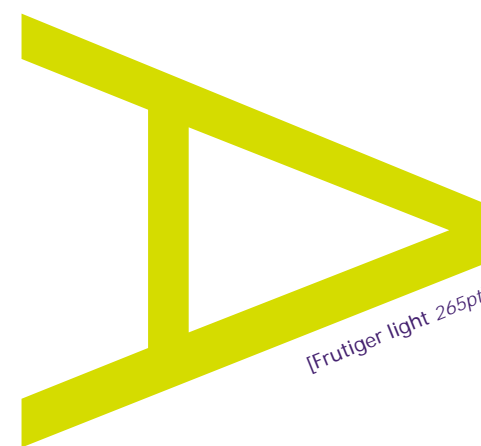
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Arial 12pt

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890>:;/%£@&!?

Arial bold 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?



...line length


When designing materials in the above typefaces, as a rule of thumb, roughly nine words per line makes for comfortable reading of large chunks of body copy. If a line is too long, it becomes difficult to follow text from one line to the next.

...weight and size of type

Headings should be large enough to stand out, use Frutiger roman or light (Arial bold) for headings. Body text should be set in Frutiger light (Arial) because large areas of roman or bold look too heavy. Wherever possible body text should be no smaller than 8 point.

...stationery


To maintain a unified style we should produce stationery in a consistent and co-ordinated way. Three examples are shown here.

			
Address Line 1 Address Line 2 Town County Postcode 13 February 2001 Ref.CORPG/00 Dear Name This is a typing guide for the new Scout Association letterhead. All Association letters should be typed using the format, style and typeface described here. This letter is typed in 10 point Arial on 12 point line feed with one space only left after a sentence. If possible, avoid using underlines but Arial bold or italic can be used sparingly for emphasis. The left margin is set at 22mm, type is ranged left and the maximum line length is 148mm. A half line space should be left between each paragraph which is neater than paragraph indents. Letters which fit onto one sheet should never extend more than 224mm down the page to allow enough space for signing off. Allow four clear lines for the signature after the sign off. Yours sincerely, Name Title The Scout Association Gilwell Park, Chingford London E4 7QW Tel +44 (0)20 8433 7100 Fax +44 (0)20 8433 7103 email scout.association@scout.org.uk www.scouts.org.uk Patron HM The Queen President HRH The Duke of Kent Founder Robert Baden-Powell OM Chief Scout W George Purdy Incorporated by Royal Charter Charity No. 306101			

Included with this manual is a CD-ROM containing templates which automatically download local contact details when producing a letter onto pre-printed paper. Each disc also contains preset memo and fax headers to save you time and effort producing your own.

		
Name Title The Scout Association Gilwell Park, Chingford London E4 7QW Tel +44 (0)20 8433 7100 Direct Line +44 (0)20 8433 7100 Fax +44 (0)20 8433 7103 email scout.association@scout.org.uk www.scouts.org.uk		


	
* 28 million members in 210 countries * 500,000 members in the UK * Largest mixed youth organisation in the UK	

			
The Scout Association Gilwell Park, Chingford London E4 7QW Tel +44 (0)20 8433 7100 Fax +44 (0)20 8433 7103 email scout.association@scout.org.uk www.scouts.org.uk Charity No. 306101			

...county/area, district and group variations

...letterheads and compliment slips

To ensure consistency in the application of the new Scout Association identity, please follow the guide when setting up local address details on the headed notepaper. This guide may also be used in conjunction with the example opposite when applying local address details to compliment slips.

			West Yorkshire County Scout Council President: Name ABC DEF GHI JK County Commissioner: Name County Secretary: Name Address Line 1 Address Line 2 Town County Postcode Tel +44 (0)1122 334455 Work +44 (0)1122 334466 Mobile +44 (0)7777 888999 email Lorem@ipsum.freeserve.co.uk Patron Name President Name Founder Robert Baden-Powell OM Chief Scout W George Purdy Incorporated by Royal Charter Charity No. 000000
			Heading: 9 point Frutiger bold Sub-headings: 7 point Frutiger roman on 11 point leading Details: 7 point Frutiger light on 11 point leading 6 point Frutiger light on 11 point leading

					
Name Title West Yorkshire County Scout Council Address Line 1 Address Line 2 Town County Postcode Tel +44 (0)1122 334455 Work +44 (0)1122 334466 Mobile +44 (0)7777 888999 email Lorem@ipsum.freeserve.co.uk www.scouts.org.uk					
Name/heading: 7 point Frutiger bold on 9 point leading Title/address/sub-headings: 6.5 point Frutiger roman on 9 point leading Details: 6.5 point Frutiger light on 9 point leading					

...business cards


These should be set up following the type specifications below.

Name/heading: 7 point Frutiger bold on 9 point leading
 Title/address/sub-headings: 6.5 point Frutiger roman on 9 point leading
 Details: 6.5 point Frutiger light on 9 point leading

...templates

Templates are provided on the enclosed CD-ROM for letterhead, fax, memo, press release, newsletter and poster.

		
... fax To: Name Surname Phone: 01234 5678 Fax: 01234 5678 Email: 01234 5678 Address: 01234 5678 Postcode: 01234 5678 City: 01234 5678 Country: 01234 5678 Subject: 01234 5678		

		
... press release Uniform Launch News articles for the UK's largest youth organisation in the UK... The Scout Association is pleased to announce... The launch will be held at... The event will be held at... The event will be held at...		

		
Sponsored 10km walk Sunday 28 January 2001 Start 11am at bottom of Green Hill Bring a packed lunch for further details please phone (0)1422 372485		

...name badges

When producing name badges, the logo may be used at its minimum width of 20mm but must be placed in the top right hand corner of the badge with at least 4mm clear space surrounding. Text should begin 7mm from the left edge and not extend below 7mm from the bottom of the badge. In this example, the name has been set in 11.5 point Frutiger bold and the job title in 9 point Frutiger light on 13 point leading.



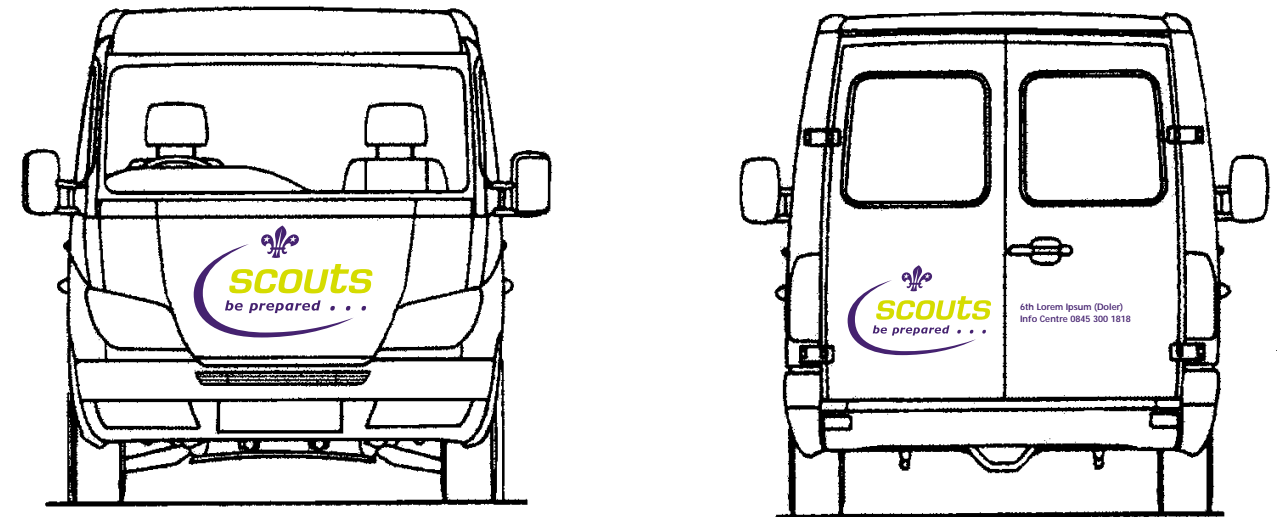
...flags

The logo should be positioned in the centre of the flag using our colours PMS 268C and 397C.



...vehicle livery

Here are some examples of how our identity should be applied to our vehicles.



...scout headquarters external signage



Generic sign (120cm x 80cm)

- position logo in centre of sign
- colours: green PMS 397, purple PMS 268



Group sign (40cm x 40cm)

- text frutiger bold 50pt, leading 56pt
- half line space (84pt) between sections
- colours: green PMS 397, purple PMS 268



...cd-rom

The enclosed CD-ROM contains all versions of our logo. It also includes various templates for easy application. In order to apply our identity consistently and coherently, it is important to select the logo or template appropriate to your requirements. This page is designed to help you do so quickly and easily.

...logo files

Within the main **logo** folder there are three sub folders entitled eps, gif and tiff containing logos saved in different file formats. Eps files are for print use, gifs are for web use and tiffs are for use on screen in presentations. The colours found in these files are specified differently so it is important to select the right one.

Within the eps folder there are three sub folders containing logos for use at three different size ranges. These are entitled **large** (containing logos for use at 100mm and above), **medium** (containing logos for use between 30mm and 99mm) and **small** (containing logos for use between 20mm and 29mm). For each size there are six versions of the logo provided in different colour combinations. The large, medium and small versions are drawn differently so please make sure you select the correct version for your requirements.

eps (FOR PRINT USE)	logo colour	filename
large (use at 100mm and bigger)	positive black only positive purple only positive purple and green negative white only negative white and green negative white and purple	black_l.eps purple_l.eps scouts_l.eps white_l.eps wh_gre_l.eps wh_pur_l.eps
medium (use at 30mm to 99mm)	positive black only positive purple only positive purple and green negative white only negative white and green negative white and purple	black_m.eps purple_m.eps scouts_m.eps white_m.eps wh_gre_m.eps wh_pur_m.eps
small (use at 29mm and smaller)	positive black only positive purple only positive purple and green negative white only negative white and green negative white and purple	black_s.eps purple_s.eps scouts_s.eps white_s.eps wh_gre_s.eps wh_pur_s.eps
gif (FOR WEB USE)	logo colour	filename
gif	positive purple and green negative white on purple negative white and green on purple negative white and purple on green	scouts.gif white.gif wh_green.gif wh_purpl.gif
tiff (FOR SCREEN USE)	logo colour	filename
tiff	positive purple and green negative white on purple negative white and green on purple negative white and purple on green	scouts.tif white.tif wh_green.tif wh_purpl.tif

...templates

Within the template folder, there are templates for use locally.

template	filename
letterhead	let.dot
fax	fax.dot
memorandum	memo.dot
press release	pressr.dot
poster	poster.dot



The Scout Association
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