



● ● ● *brand new*

A guide to our visual identity

...introduction

This guide is designed to help with the correct implementation of The Scout Association's new identity and as an aid when instructing printers, signwriters and others who may be required to produce items using the identity. The new identity replaces our existing logo and strapline. Its purpose is to present a more dynamic modern image whilst maintaining an element of our history.

A more comprehensive version of this guide will be available upon request from The Scout Association Information Centre on 0845 300 1818. It will include a CD with the digital masterfiles of all versions of the logo, MS Word templates for letters, faxes and memos, and an order form for stationery and signage. Both versions of the guide will be available on www.scoutbase.org.uk.



...the logotype

The logo should only be reproduced using the digital masterfiles. Two artworks for the logotype are provided. One is for use whenever the logo appears at a minimum width of 30mm, the other for whenever it will appear smaller than 30mm in width. These are available on request from The Scout Association Information Centre.

...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 size 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

...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.

...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.



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).



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 roman 12 point

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

Arial 12 point

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.

...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 50 point, leading 56 point
- half line space (84 point) between sections
- colours: green PMS 397, purple PMS 268