

UK Centenary Activities

A guide to our visual identity

Introduction

Everything that happens in the UK to celebrate 100 years of Scouting should use the new logo - from local Group camps to Scouting's Sunrise on 1 August 2007.

We've introduced this logo because we want people to remember the word 'Scouting' - as well as having a memorable logo to use in our Centenary year.

The logo



Note: The only exception to this guidance is where local name and event details are added - please see reverse.

Clearance

This is to ensure enough space is given around the logo. Always allow at least 'x' clear space with 'x' being the height of the letters in 'scouting2007'. Please avoid using any additional elements within the clearance area.

Minimum logo size

The logo must never appear smaller than 30mm wide.



Colour

Wherever possible the logo should appear in positive form and be produced using 1 PMS colour (purple). When produced from 4 colour process the colours should be matched to the 1 PMS colour.

To produce the colours accurately for the web use the website colour specifications.



PMS	268
website	#4D1979
RGB	R50 G9 B102

Colour variations



Purple and black are the only permitted colour variations.

www.scouts.org.uk/2007

Growth, Recognition, Celebration

Stationery

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



Local use

The logo has been designed to accommodate your local details. Two examples are shown below.

The font used for this should be Arial. This is a system font found on every home computer and is very easy to access.

Your Group/County/District name and event should fit comfortably within the guides shown below. The name should appear in Arial Bold and the event in Arial Regular.



Example A

Fully endorsed

Please note, to ensure people are aware that the new logo is part of The Scout Association's official Centenary celebrations it must always appear with official Scout logo.

Centenary Uniform Badge



Please note, this logo does not replace the Centenary Uniform Badge (left) which may be worn throughout 2007.

Copyright and trademark

Please use the logo for all your Centenary resources, events and activities. Note however, that this is a protected mark and can only be used for genuine Scouting, not-for-profit purposes.

For enquiries on commercial use of either the Scouting2007 logo or the Centenary Uniform Badge, please email the Scout Information Centre at: info.centre@scout.org.uk or call 0845 300 1818



Example B

Download the new logo

The logo is available to download from: www.scouts.org.uk/scoutbase under 'Clipart'

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