

ScoutLink Brand Guidelines

Created: June 2014



About Our Brand

Our identity is important; it affects how people think and feel about ScoutLink and is largely formed by what we do, our communications, and the values we express in those communications. This document is about ScoutLink's communications. It gives details on how to use words and images that will help us to express and support our values. It's a corporate identity that will reinforce our presence as a strong communication medium that is committed to enriching the lives of young people and volunteers around the world.

Communication

Communication is at the heart of ScoutLink. It is our lifeblood and at the heart and soul of everything we do and stand for. It is the single most important thing about us that makes the service we give to Scouting different from everyone else.

When we talk about communication, we mean 'global communication' – for everyone, everywhere and at every level.

Rather than using computers for schoolwork or playing games and seeing HAM Radios as something that is "just for anoraks", we aim to challenge peoples conceptions of just what these machines can help the user achieve; We've all seen the press linking computers and computer games to violence in young people but this is a very biased view of a tiny fraction of users and when we think of HAM Radios, we think of adults in the attic with huge aerials in the garden talking a lot about nothing.

What ScoutLink offers is the chance to experience something different and the opportunity to challenge ourselves. When a Beaver Scout excitedly hears the voice of another on Teamspeak, or a Cub Scout has just made contact with a Webelos Scout thousands of miles away – that's communication.

We do some pretty amazing things in Scouting, but for us, communication is a way of life and not just an activity badge or annual event. Our users grow in confidence by trying out new skills and broadening their horizons. Whether it's a Rover Scout trying out his

French on a HAM Radio or a Scout joining JOTI for the first time, it's a step forward. When a Scout can say to their friends they've spoken to people thousands of miles away, that's communication.

The Essence of ScoutLink

Having a clearly defined, communicated and understood brand essence helps us:

- Project a single, strong and real image of Communication and ScoutLink
- Increase our recognition
- Market ourselves more easily and clearly
- Increase our users and usage of our network.

Our aim & strapline

Connecting Scouts and Guides worldwide.

What we wish to promote – our essence

- Worldwide nature of Scouting – the scouting family.
- Getting connected to others – communication.
- Fun and adventure – and how ScoutLink can be a part of that.
- Information Technology
- Safety on the Internet
- Sharing ideas, beliefs, cultures, faiths and experiences to give us a better understanding of each other.
- Providing help and ideas for international badges, programme ideas, and camps.

Our Brand Values

Our brand is underpinned by a set of values which makes us who we are:

Communication:	We offer the facilities to communicate with Scouts and Guides Worldwide.
Discovery:	We help our users discover scouting and guiding adventures all over the globe
Learning:	Part of Scouting is learning new skills, from how to use a computer safely to how to use HAM radios safely to learning a new language.
Fun & Friendship:	These are the reasons people join Scouting and Guiding – without it they leave.
Trusted:	ScoutLink is the only network used exclusively for Scouting and the only network approved by WOSM

‘Good Scouting always looks different; bad Scouting always looks the same.’ John May, Member of the World Scout Committee.

This may be true of the way we run our programmes for young people, but when it comes to communications, consistency is everything.

There are many charities, companies, groups and organisations competing for peoples’ attention, both locally and nationally. It is essential therefore that ScoutLink has a clear, easily recognisable visual identity. This helps us stand out from the crowd and helps potential supporters identify us – whether it’s a poster in the window of a Post Office, a website or a TV programme.

It is important to follow these guidelines to help us project a strong and consistent image of ScoutLink. If used well, people should be able to tell it is a ScoutLink communication without even seeing the logo. This is often called the ‘thumb over the logo test.’ If you were to cover up the logo, would you still know it was about ScoutLink?

Whenever you create a webpage, poster or post an event for ScoutLink, think about the essence of ScoutLink and the brand values, as described above, and use them to make your publication an accurate representation of who we are, and what we do!

The following pages will explain how you can use and apply ScoutLink’s identity.

Brand Elements

Introduction

Having established ScoutLink's positioning and values, we now need to bring them to life with a visual identity and tone of voice. The following pages explain more about the brand elements and how to use them consistently across all media and communications.



Our Logo

The ScoutLink logo is the cornerstone of our identity. It is our signature: the mark that signals ScoutLink's ownership of a service or message.

It needs to be used consistently and correctly.

The following pages explain more about using our logo. Please take time to understand how it is applied so it will always appear consistent across all media and communications. Please note that the old ScoutLink IRC logo is now being phased out and should no longer be used in print.

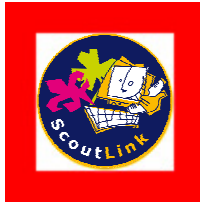
It must always be reproduced from the master artwork. Different artworks have been created for different applications; these can be downloaded from the ScoutLink website Resources section.

Logotype – Usage

Minimum Size: The logotype should never be too small to read. We've set a minimum size of 25mm or 0.986" or 71px.

Exclusion Zone

We set a recommended exclusion zone of 5.64mm or 0.222" or 16px. (at minimum size) with a ratio of 4.4mm for every millimeter, inch or pixel over minimum size. At recommended size this exclusion zone is 16.92mm, 0.666" or 48px. The red areas below give examples of the exclusion zones



To the left you can see the exclusion zone at minimum size, to the right, the same zone at recommended size.

Logo Positioning

Always follow the exclusion zone rule when positioning the ScoutLink logo around the edges of a page or when you are combining it with other graphic elements.

The logo preferably has to live in the bottom left hand corner, but this may not be possible in every instance. Please take care to create well balanced and considered compositions.

To keep our brand consistent the logo is available in a single six colour format. The ScoutLink logo can only be produced from these colours. Do not create logos in other colours. When producing material for audiences outside ScoutLink (e.g. recruitment) please use the same logo.

NOTE: On the rare occasion the logo has to be printed in monochrome please do not attempt to greyscale the logo.

Our Badge

When getting ScoutLink badges made, there should be no changes to the design of the logo, except for acceptable very slight alterations to make the design suitable for embroidery or printing.

When using the logo as part of a larger badge, please follow all of the rules about minimum sizes and exclusion zones as outlined above as closely as possible.

Sponsorship

On occasion, ScoutLink projects will be sponsored or produced in partnership. It is important to remember that it is first and foremost ScoutLink material and our logo must always be more prominent on our own publications.

Understandably it is important to adhere to the sponsor's guidelines, however it should not overshadow our brand.

If there are several organisations contributing to a publication or flyer we recommend the sponsorship logos appear on the back cover. Too many logos can make the cover look busy and may distract the reader from the title.

Where this is not possible, ensure the ScoutLink logo is 3 times larger than the sponsorship logo, if this is not possible due to size constraints, refer to the sponsor in text as opposed to graphically where possible.

Joint Publications

When using the ScoutLink logo on joint-publications with other organisations, the ScoutLink logo must be at least of equal size with the logos of the other organisations.

It is acceptable for the logo of other organisations to be larger than our own when it is their own material being used to refer to us, but the guidelines about minimum logo size and clarity should still be observed.

Elements in Partnership

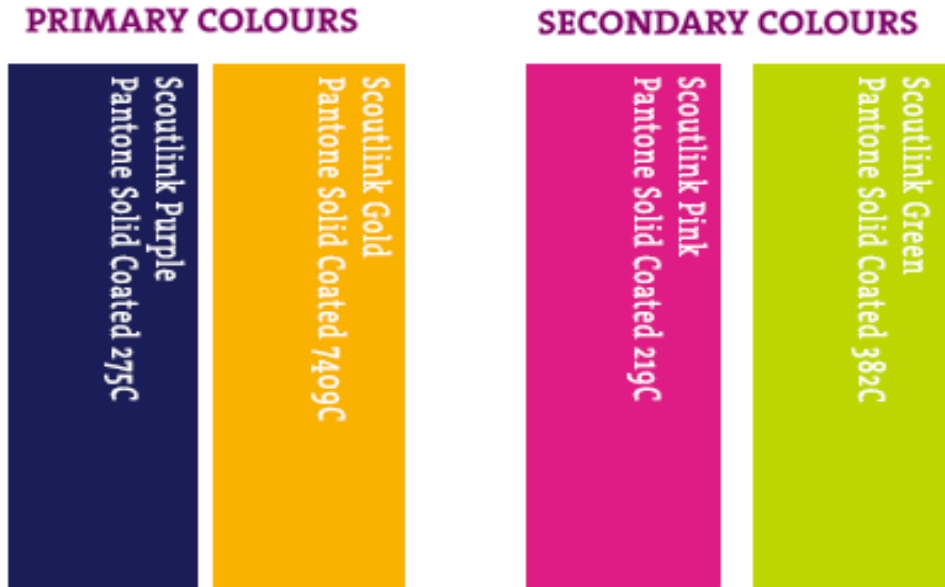
The logo will generally be a solid colour on a white background; however there will be instances where our logo will have to sit on material that is produced by other organisations with other colour schemes and design styles.

Remember that these resources are not primarily for ScoutLink, but the following points should be adhered to.

1. The ScoutLink logo should be prominent as any other supporting logos.
2. All the rules of the logotype should be followed, such as exclusion zones, minimum sizes and uses of colour etc.
3. The colours in the logo must not be altered, where a Pantone logo is required for print, please contact our Media Team.

Colour Palette

Our preferred colour palette is detailed below, including nearest Pantone™ values.



Colour Name	ScoutLink Purple	ScoutLink Gold	ScoutLink Pink	ScoutLink Green
Hue Saturation Brightness	246, 874, 34	44, 100, 93	328, 87, 87	67, 100, 84
Red Blue Green (RGB)	29, 23, 86	236, 172, 0	222, 28,133	190, 214,0
CIELAB	12, 20, -38	75, 16, 82	50, 74, -6	82, -24, 82
CYMK	100, 100, 32, 32	7, 24, 100, 0	7, 98, 8, 0	31, 1, 100, 0
Pantone	275C (Solid Coated)	124C (Solid Coated)	219C (Solid Coated)	382C (Solid Coated)
Hex	#1D1756	#ECAC00	#DE1C85	#BED600

Typography

Our preferred fonts, both for use on the ScoutLink website and in any flyers, business cards, or other publications are:

- Verdana
- Calibri
- Arial.

Font colours for headings and sub-headings should be chosen from the colour palette. For general text, black or white text, dependent on background colour, is usually preferable.

Photography for all ScoutLink publications

We only use photos that are approved for use by the photographer. When we use photos of children under the age of 18, we do not include the child's full name or their home location (except for country) in the details. Over 18's can decide whether they would like to have their personal details included with a published photo.