#SkillsForLife

What we do

Welcome
This guide will help you understand who we are, what we do and how we show ourselves to the world. When we use a strong and consistent brand and talk clearly about our benefits, we attract more support for Scouts.

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 4-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

We're the dream builders, the future makers, and the inspirers, helping create closer communities and build a stronger society.

#SkillsForLife

Things we deliver

Skills for life
- Character skills
- Employability skills
- Practical skills

Things we enjoy

- Fun
- Friendship
- Adventure
- A sense of belonging
- Learning by doing
- Being outdoors
- Helping other people

Things young people get from Scouts

- Skills for life
- Adventure
- Wellbeing
- Leadership
- Citizenship

Things we care about

- Young people
- Volunteers
- Our communities
- Our planet
- Wellbeing
- Safety
- Inclusion

Things we stand for

- Integrity
- Respect
- Care
- Belief
- Cooperation

Things we do that benefit society

- Closer communities
- Happier, more resilient people
- More people playing their part in society
- Better life chances for more young people

We believe that skills for life can prepare better futures:

- for young people – by giving them the character, practical and employability skills they need to succeed.

- for volunteers – by equipping them with better skills, tools and support to deliver inspiring programmes.

- for society – by bringing people together and improving the lives of those in our communities.

We help young people step up, speak up and gain skills for life.

Character skills like **resilience, initiative, independence** and **tenacity**

Employability skills like **leadership, teamwork** and **problem solving**

Practical skills like **cooking, first aid and coding**

By 2025 we'll have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme. We'll be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Our brand at a glance

|	
What we talk about	Skills for Life (character, employability and practical skills)
What we convey	A sense of belonging
What we show	Fun, friendship and adventure
How we talk	Grounded, conversational, colourful, relatable, inspiring and surprising
What we call ourselves	Scouts (only 'The Scout Association' in formal documents).

Integrity
Respect
Care
Belief
Cooperation

Our values
As Scouts we live by our values.
They run through everything we do, how
we act and the way we treat each other.

Logotype

Our logo is very important to us. It's the symbol that represents and unites us as a movement. Please use it consistently, to build awareness, recognition and adoption of our brand.
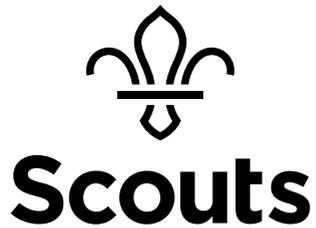
Stack lock-up
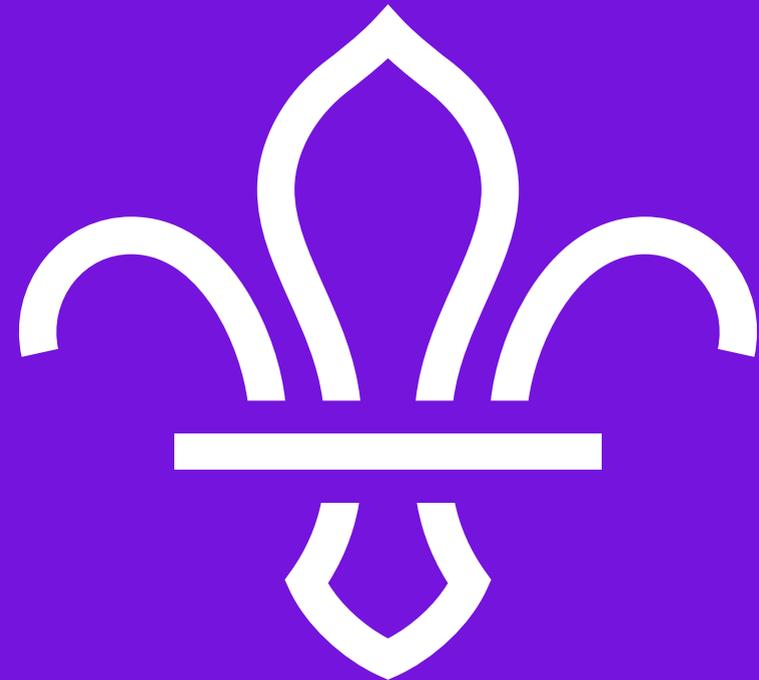Please use this version when there is enough room.

Linear lock-up
Please use this when there isn't enough room to use the stack version.

Note: All rules apply to both linear and stack versions of our logotype.

Always use the supplied artwork files. These are available at **scoutsbrand.org.uk**

The fleur-de-lis may be used when it's already clear it's in a Scouts context.

Skills for Life

Logo colours

The logotype should always be visible and not lost on busy backgrounds and textures. The logo should only ever be used as an image file and not recreated in text form.

Our logo should only appear in a single colour; black, white or purple, except for Scouts in the nations where the following colours should be used:
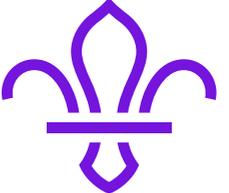
Scotland - Scouts Blue
Wales - Scouts Red
Northern Ireland - Scouts Green or Scouts Purple

Colour references can be found on page 20-23.
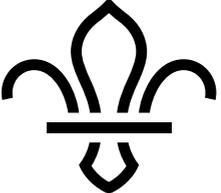
Local personalisation
The logo must be used locally. It can be personalised at a local level with the addition of the name of the Group, District, County, Area or Region below it. No additional words should be added to the personalisation, for example, 'Sudbury' should be used, not 'Sudbury District' or 'Sudbury District Scouts'.

The name must appear in Nunito Sans Extra Bold.

For all local usage, regardless of location, on a purple or black background, the logo must appear in white. On a white background, the logo must appear in black or purple, apart from in the nations where the following colours should be used:

Scotland - Scouts Blue
Wales - Scouts Red
Northern Ireland - Scouts Green or Scouts Purple

Colour references can be found on page 20-23.

The logo may also appear in white on a background palette colour, black on white, white on black and white on an image.
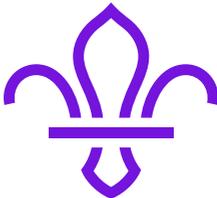
Group logo lock-up personalisation. Note that the words 'Scout Group' are not required
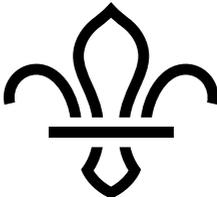
District logo lock-up personalisation

County, Area or Region logo lock-up personalisation

There is a logo generator on the Scout brand centre that allows you to create and download a personalised logo free of charge.

Scouts
1st Boxford

Scouts
Sudbury

Scouts
Suffolk

Group logo lock-up
personalisation

Scouts
1st Boxford

District logo lock-up
personalisation

Scouts
Sudbury

County, Area or
Region logo lock-up
personalisation

Scouts
Suffolk

Group logo lock-up
personalisation from
each devolved nation

Scouts
22nd Cardiff

Scouts
81st Belfast

Scouts
23rd Aberdeen

Clear space for our logo
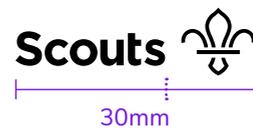Please give our logo space to breathe.
This clear space is measured by the
height and width of the letter 'u' in Scouts.
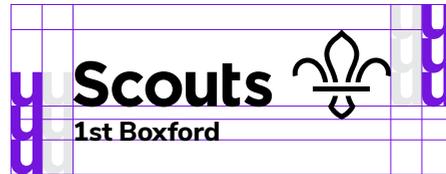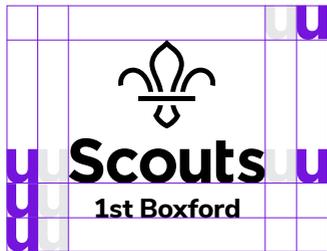
Minimum size
Stack logotype

25mm

20mm

Minimum size
Linear logotype

40mm

30mm
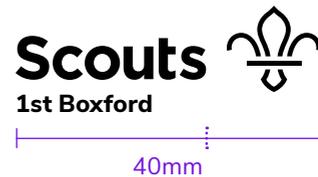
Logotype placement
We have a a number of preferred positions for our logo.
This means our brand is always visible and consistent.
Our logo should only appear once on any page or cover.
The examples show all the locations the logo may appear.
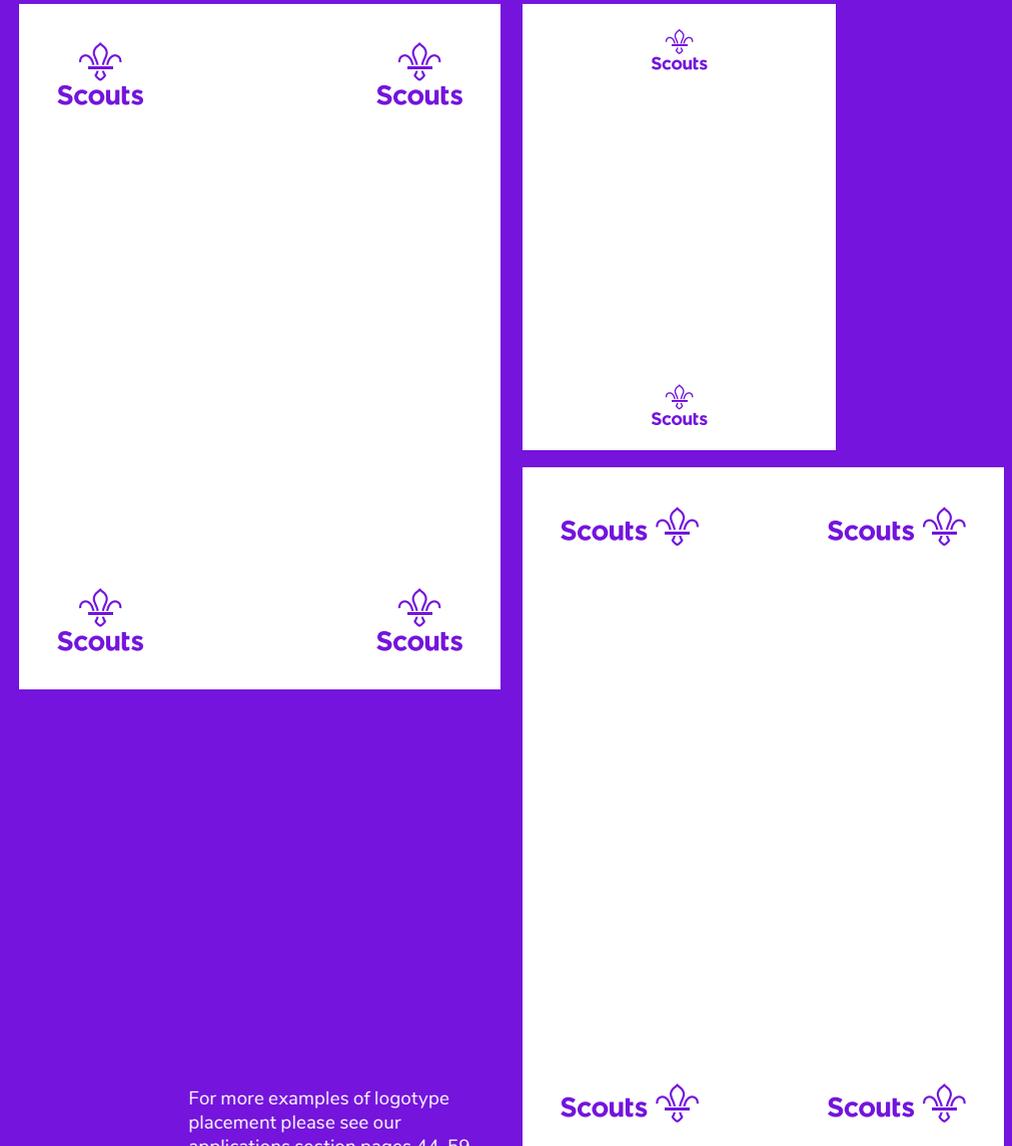
For more examples of logotype
placement please see our
applications section pages 44-59

Our colours

What's new?
Where they fit in
Colour pairings
Colour tones
What works well
Be colour smart

What's new?

Scouts Orange
A vibrant addition to our
youthful, bold and optimistic
colour palette.

Colour values
RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a
Thread YHG237

Scouts Teal
Now darker so text can be used
on the colour and meet accessibility
guidelines. Teal fails one category
in AAA rating, but passes all AA.
This replaces the lighter teal.

Colour values
RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486
Thread YHG786

Scouts Forest Green
To reflect our Cubs uniform, our
King's Scout Award badge and
our close connection to nature.

Colour values
RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41
Thread YHG756

Where they fit in

Core colours
We use ten colours, plus black and white.
The familiar purple is our core colour.

The colours are best used alone, or in the
pairs shown over the next four pages.
They are vibrant, engaging and help bring
our brand to life.

When using colour with an image, choose
a colour from the palette that complements
the image. Always use the correct colour
breakdowns: CMYK and Pantone® for print
and RGB or Hex # for digital.

Our core colour is purple, anchoring
our brand in a familiar world.

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

Scouts Teal
RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486
Thread YHG786

White
RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
HEX #ffffff
Thread White

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

20%

40%

60%

80%

Colour pairings

Use them together to create great visual impact in your communications.

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

Scouts Pink
RGB r255 g180 b229
CMYK c2 m30 y0 k0
Pantone 183 C
HEX #ffb4e5
Thread YHG172

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

Scouts Navy
RGB r0 g58 b130
CMYK c100 m88 y12 k0
Pantone 294 C
HEX #003982
Thread YHG328

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

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

Scouts Orange
RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a
Thread YHG237

Scouts Forest Green
RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41
Thread YHG756

Colour tones

Use them together to create depth and structure to your page designs or illustrations.

Scouts Red

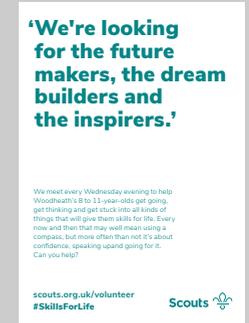**Scouts Pink**

Scouts Navy

Scouts Blue

Scouts Forest Green

Scouts Green
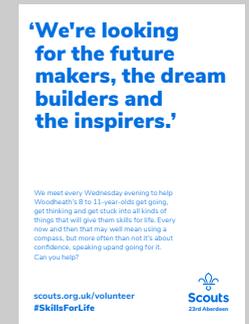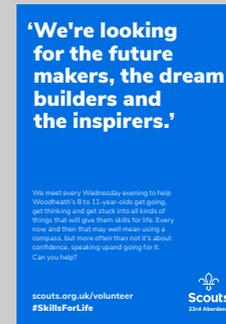
Scouts Orange

Scouts Yellow
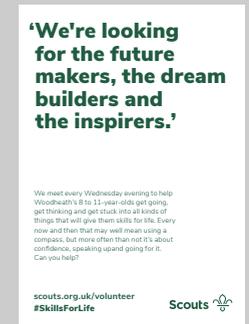
Our colours

What works well

Recommended combinations
The following colour combinations have been tested for accessibility. Always use high contrast combinations for maximum readability.

'We're looking for the future makers, the dream builders and the inspirers.'

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking upand going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

Scouts

What works well

'We're looking for the future makers, the dream builders and the inspirers.'

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking upand going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

Scouts

Use large text only where possible

'We're looking for the future makers, the dream builders and the inspirers.'

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scouts.org.uk/volunteer
#SkillsForLife

Scouts
22nd Cardiff

Scouts
23rd Aberdeen

Please always use the correct Nation colour for your logo (or black or white). The correct colours are Scouts Red for Scouts Cymru, Scouts Blue for Scouts Scotland, Scouts Purple for UK wide usage (including in England and islands) and Scouts Purple or Scouts Green in NI. The Sea Scouts logos may appear in Scouts Navy or black, or white. The Air Scouts logo may appear in Scouts Blue, black or white. Logos in other palette colours are reserved for national campaigns.

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We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking upand going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

Scouts

Our colours

‘We're looking for the future makers, the dream builders and the inspirers.’

The poster grid (repeated in multiple colour variants), each reading:

‘We're looking for the future makers, the dream builders and the inspirers.’

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking upand going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

Scouts

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking up and going for it. Can you help?

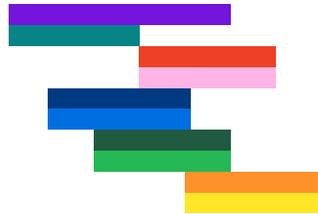scouts.org.uk/volunteer

#SkillsForLife

Scouts

Be colour smart

Purple is strongly associated with Scouts, so should be used as our core colour where possible at a UK level.

Our palette should feel youthful, vibrant and optimistic, so use colour combinations that reflect that.

Always use strong contrasting colour combinations that pass accessibility standards and are easy to read. Use an online colour contrast checker that follows Web Content Accessibility Guidelines, such as WebAIM: Contrast Checker

‘We're looking for the future makers, the dream builders and the inspirers.’

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking up and going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

Scouts

Think carefully about your choice of colour when using it for a particular age range. For example, using Scouts Red for materials for Beavers Scouts may be confusing.

Squirrels ⊗

BEAVERS ⊗

Remember, some colours are also strongly associated with a Nation, for example Scouts Red for Wales and Scouts Blue for Scotland.

Please be sensitive if using orange in Northern Ireland as certain parts of the community have historical ties to the colour.

When using the colours, ask 'does it still feel like Scouts?' If it's for an external audience, you may wish to consider using the core palette colours (purple and teal instead).
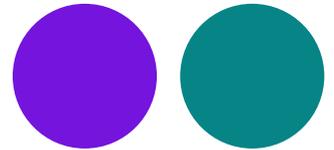
Don't be tempted to use all the colours at once as this can be overwhelming (although there are some important exceptions, such as for the Pride Flag).

Use black sparingly, as it can rob our brand of its vibrancy and optimism.
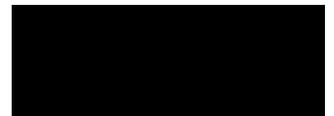
Black text on a yellow background is strongly associated with safeguarding in Scouts, and should be reserved for that where possible. A key exception is when we use it for high accessibility name badges.

Young people first
Safeguarding
– a code of practice

Typography

Our Scout brand font is Nunito Sans.

This is a free Google font. It offers flexibility while being clean, contemporary and highly legible. It also expresses our personality and is confident and inclusive.

The font can be downloaded from **fonts.google.com/specimen/Nunito+Sans** and used at no cost.

Black for headlines and hashtags

Extra Bold for local personalisation within our logotypes

Bold for highlighting information in body text

Regular for body text when on a solid colour background

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

Nunito Sans Regular
AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
— 0123456789
#!@£$€%&*():;?•

Character set

Nunito Sans

5 weights
Black
Extra Bold
Bold
Regular
Light

Nunito Sans is available at
fonts.google.com/specimen/Nunito+Sans

Using typography

There are a number of different weights in the Nunito Sans font family. For main headers we recommend Nunito Sans Black. For body copy, we recommend Nunito Sans Regular. Use Nunito Sans Bold for your call to action and contact details.

Only use *Italicised* versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.

Headline:
Nunito Sans Black
24pt 24pt

Body text:
Nunito Sans Regular
Nunito Sans Bold
10pt 12pt

Call to action:
Nunito Sans Bold
Nunito Sans Black
16pt 24pt

The leaflet example shown on page 27 demonstrates how to use our Nunito Sans family of fonts.

Scouts

Not pictured: the mini bus driver, sandwich maker, photo taker.

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million 6-25 year olds the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

This only happens because of great volunteers, like you.

scouts.org.uk/volunteer

#SkillsForLife

Typography and grids

Grids bring order to the page; they allow for the consistent organisation of text, graphics and photographic elements.

In both print and digital communications, we need to allow key elements space to breathe. This means not trying to cram too much on a page.
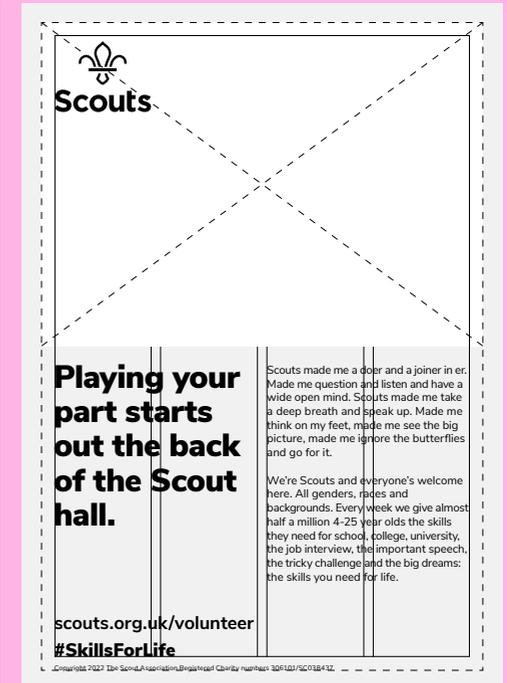
With smaller print communications, we recommend a four column grid. For larger banners and billboards, this may increase to allow for more elements.
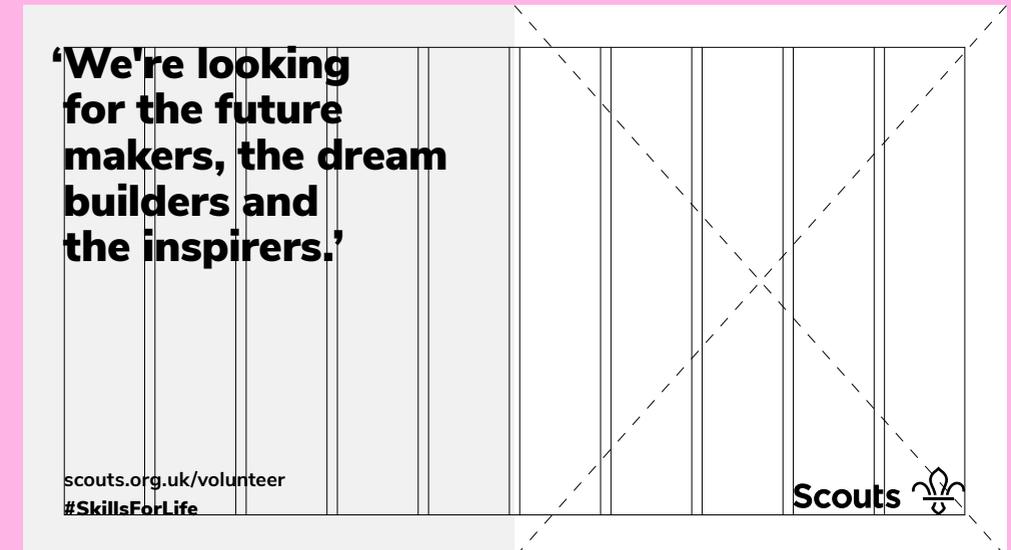

Leaflet example

2 – 4 column grid

Large format example

5 – 10 column grid

Photography

Inspiring photography is at the heart of our brand. Our photography should show our diversity, fun, friendship and adventure but above all, give 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.

Photography is all about capturing
a moment in time.

It could be the moment you fell in the
water while kayaking for the first time,
or reaching the summit of a mountain,
or the moment someone thanks you
for a job well done.

Remember we don't have to show
uniforms in every photo, but we should
show fun, friendship and adventure, and
give a sense of belonging. It's always
a good idea to show young people
wearing their Scout scarf (neckerchief)
as this will help identify them as Scouts.

How we talk

Here's the thing. The way we talk is just as important as what we say. It helps people get to know us, understand us better and more likely to support us. It's about getting our personality across.

The way we talk is grounded, conversational, colourful, relatable, inspiring and surprising.

Easy to say. But how do you get started?

Well, put simply, we write as we speak, people to people. We steer clear of stuffy language and never use a complicated word if a simple one will do just as well. We never forget Scouts is a hobby, and something that's often done in our spare time. That's why we keep things informal and grounded.

It helps when we explain things, and use everyday language, particularly when talking about skills for life. So instead of saying 'resilience' we'll say 'try and try again' or 'get back up and try again. We've got lots more examples of this on the next few pages. .

Visit our style guide for advice on how we use some specialist language and terms here at Scouts. **scouts.org.uk/styleguide**

A little guide to how we talk

- Use short sentences and snappy headlines.

- Avoid unnecessary information such as 'As a team, we have...'

- Jump straight into the action.

- Use active language such as 'We're' rather than 'We have been'.

- Use simple words instead of stuffy ones, such as 'make sure' instead of 'ensure'.

- Use contractions such as 'we're' instead of 'we are'.

- Use down to earth examples.

- Inject some energy.

- Talk about skills for life, but show fun and adventure.

Like these? Find lots more at **scoutsbrand.org.uk**

Grounded Conversational Colourful Relatable Inspiring Surprising

How we talk about skills for life

From this:

Independence

Resilience

Dedication

Curiosity

Adaptability

Teamwork

Empathy

Motivation

Patience

Initiative

To this:

Under your own steam or
Doing your own thing

Try, try again or
Get back up and try again

Sticking at it or
Going for it

Asking the big questions

With a plan B (and C) up your sleeve or
Thinking on your feet

Mucking in or
Playing your part

Stepping into their shoes or
Seeing their side

Go-getting or
Give it a go

As long as it takes or
No rush

Thinking for yourself

Need a sparky headline?

Pair a grounded skill with an everyday place, time or activity and you've got a sparky headline. It makes the skills young people learn at Scouts sound within reach. We want parents and young people to think 'that could be me'.

The one thing all these examples have in common is that we've used detail and everyday language to show the different skills young people learn at Scouts.

A little detail goes a long way

Use detail to help ground 'skills for life' and to paint a picture of what it's really like to volunteer for Scouts. Make it everyday colourful, make it real, make it personal:

You look like a role model.

Woodheath's young people need volunteers to help run their group on Tuesday nights.

scouts.org.uk/woodheath

Asking the big questions at Brockwell Scout Hut.

Scouts

Thinking on your feet starts on a patch of tarmac.

Scouts

We need tea makers, activity planners, tidy-uppers and helpers for as little or as much time as you can spare.

Inclusion and diversity

We're proud be an inclusive movement, open to all. But it's not enough just to say it. Our communications needs to show this, not only in our choice of images, but also in the language we use. Inclusive language is about using welcoming words, phrases and expressions that don't make assumptions or exclude people.

Advice on inclusive language

- Use gender neutral terms for people, such as 'volunteers', and 'members', and not words like 'guys.'

- Avoid gendered language such as 'mankind.' 'Humankind' is better.

- Use inclusive pronouns such as 'We.' This shows we're part of a team, working together.

- Don't assume everyone has parents. Words such as carer or caregiver are better.

- Think carefully before using colloquialisms such as 'that's a piece of cake' to mean 'easy.' Would a non-native English speaker understand this?

- Don't define people by their gender. In the phrase 'female engineer for example, it's not necessary to specify the gender.

- Use positive language when talking about a disability and put the person first. So for example, it's better to say: 'a person with a disability' rather than a 'disabled person.' Don't imply any sense of victimisation – never say 'suffering from sight loss' for example.

- If you're uncertain how to refer to person or a group or people, it's best to ask them what language they would prefer.

- We are actively anti-racist and never use language that stereotypes, demeans or excludes people. We use thoughtful, sensitive language that treat all people with dignity and respect.

- If in doubt, think: 'What's the kindest thing to say or write?'

Find out more about our commitment to inclusion and diversity at **scouts.org.uk/volunteers/inclusion-and-diversity**

Digital accessibility

We need to make our branded communications as inclusive and accessible as possible. Please follow this advice when creating online content.

There are four principles a website must meet to be accessible:

Perceivable – users are able to recognise and use websites with the senses available to them

Operable – users can find content, regardless of how they choose to access it

Understandable – users are able to understand our content

Robust – our content can be interpreted reliably by a wide variety of browsers and technologies

Please remember:

• Add alternative text (Alt text) to every media file for people who use screen readers. Alt text should:

- be descriptive and able to build up an image in your mind

- describe as many things in the fore- ground and background as possible, including colours and objects

- no more than one or two sentences.

• Use clear call to actions – don't use 'click here' or 'find out more' as a screen reader won't know where the link is taking them

• Link titles need to be descriptive

• Use spacing to keep text clear and easy to read

• Use bullet points to break up long lists or to give instructions

• Make sure all language is in Plain English and in our tone of voice

• Use subtitles on all videos

• Use transcripts for all audio

• Use text not images of text (Images of text are not readable by devices such as screen readers)

• Capitals should be used only at the beginning of a sentence.

Please don't:

• Capitalise whole words

• Use language like 'the blue box at the bottom of the page'

• Italicise or underline font

• Use emojis or smiley faces in any website content

• Insert Excel tables (these aren't easily readable on mobile devices). Use bullet points instead to display data

• Use a blue background when adding a hyperlink within text.

Before you make your content live:

• In Microsoft Word and PowerPoint, you can use the accessibility tool to check for errors, warnings and tips. To use this tool, click the 'Review' tab and then click 'Check Accessibility.'

• Try navigating the page with your key- board – Take the nomouse challenge

• Test your webpage on different devices – press F5 on your keyboard, click the arrow next to 'Dimensions Responsive' and you'll be able to select to view the page in different devices from an iPad through to a Samsung Galaxy.
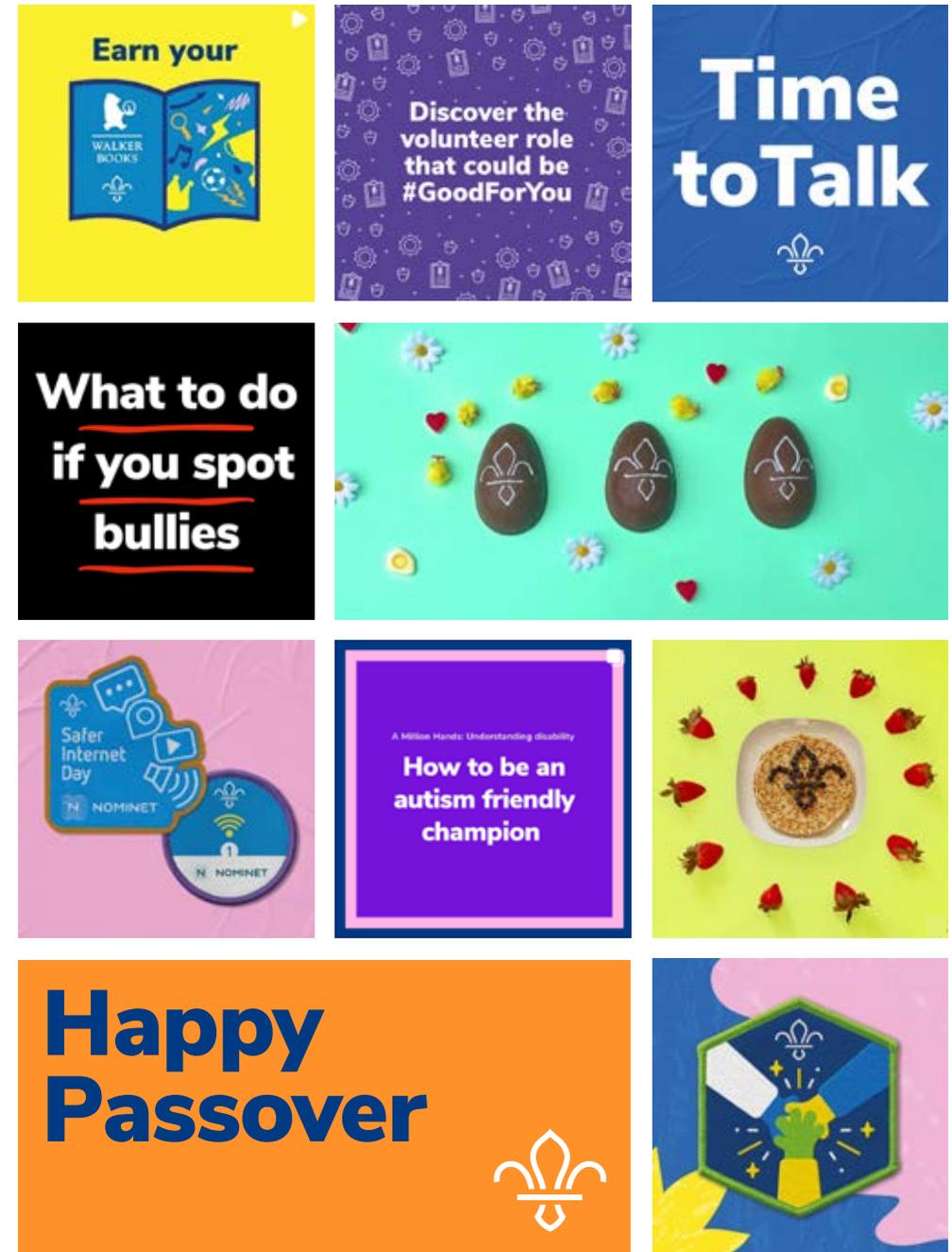
Further reading

• Accessibility guidelines on the **UK Gov Website**

• How we talk – Getting to know our tone of voice **scoutsbrand.org.uk**

Using our brand

Our visual identity is bold, clean and contemporary. It has greatest impact when we use it confidently and with simplicity. Here are some examples of bold and effective usage.
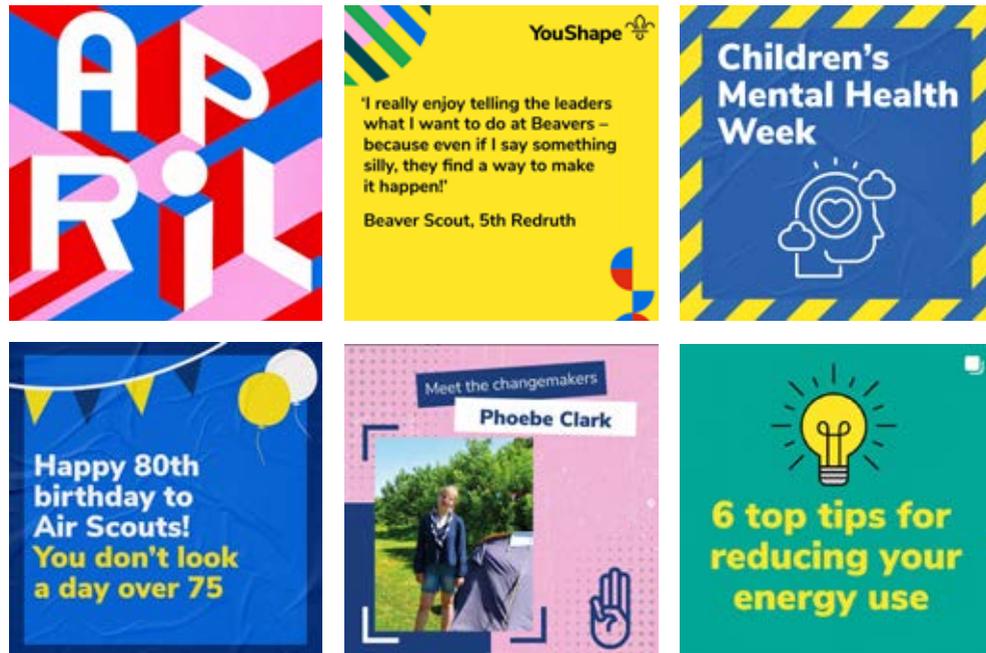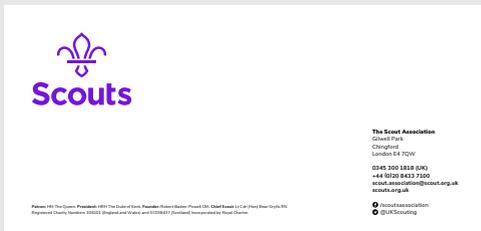

Social posts

Social posts

Name badge

Letterhead

Compliment slip

Business cards

Templates are available
on the Scouts brand centre
at **scouts.org.uk/brand**

Double-sided adult recruitment flyer

Single-sided flyer with border and low ink coverage
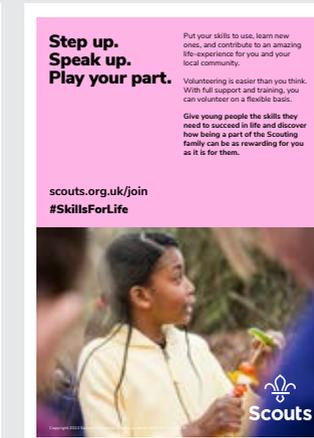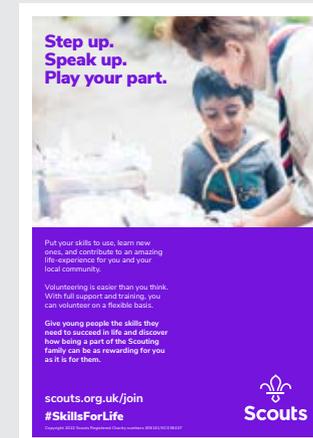
Single-sided adult recruitment flyer with border
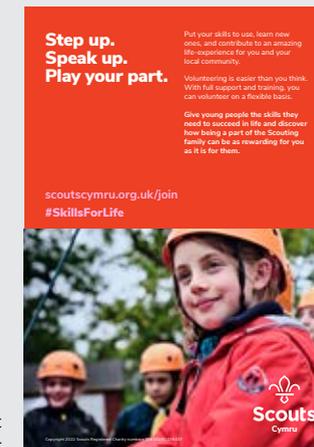
Single-sided adult recruitment flyer

Sign

Pull-up banners
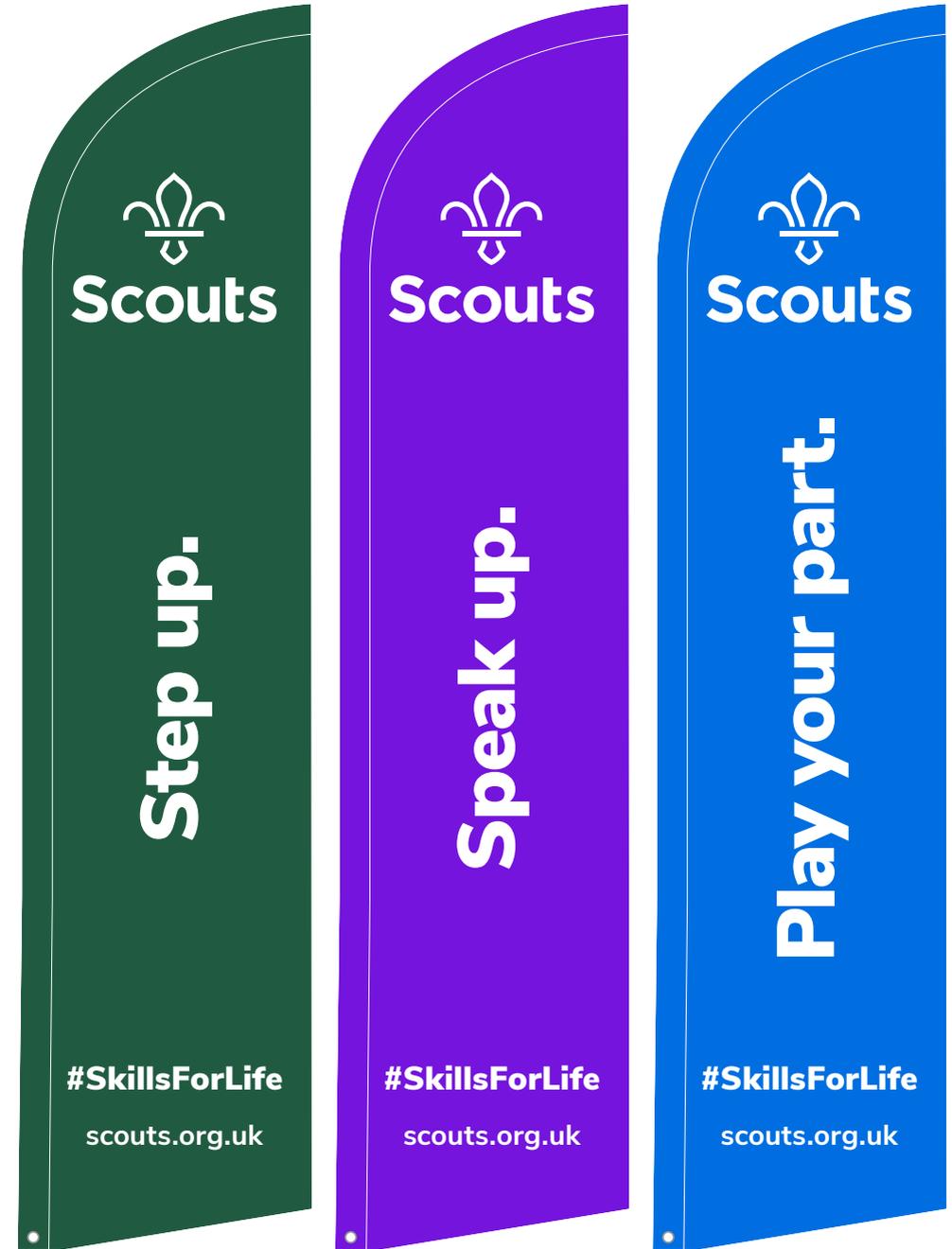
Feather flags

Word document
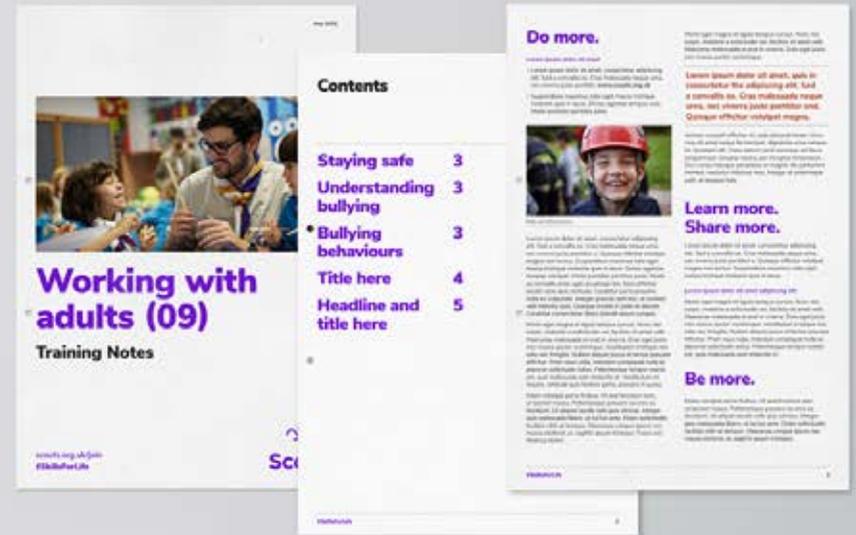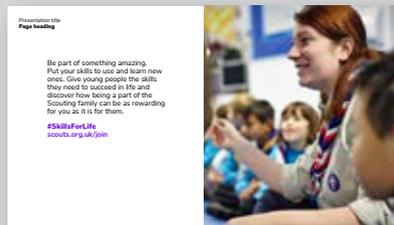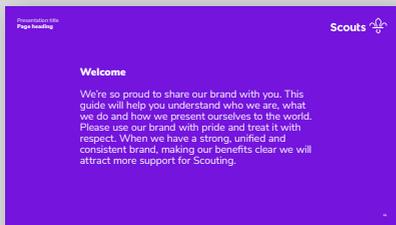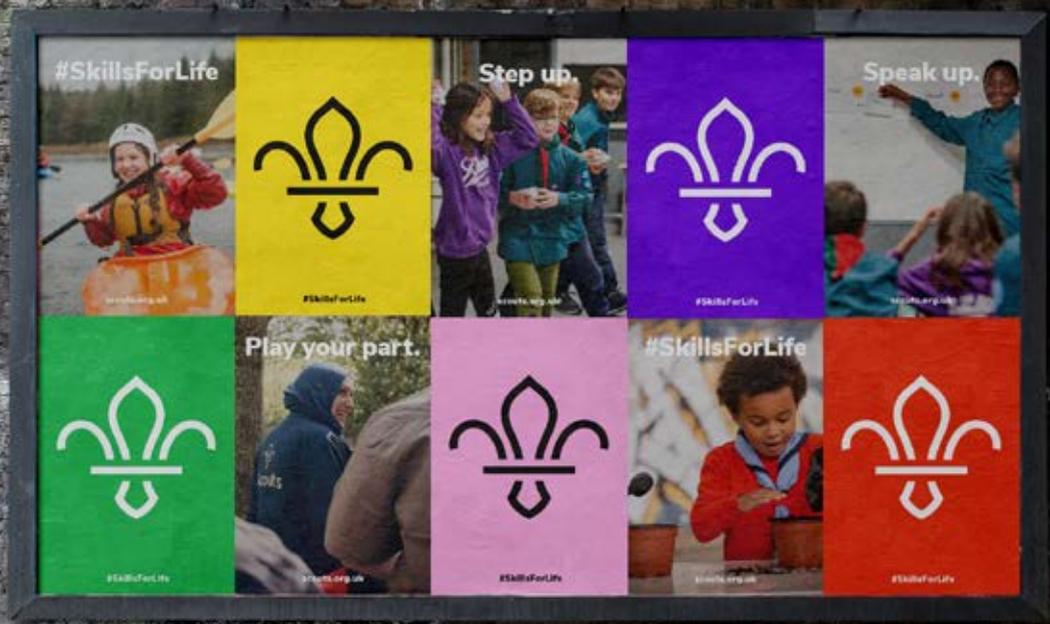

PowerPoint slides

Website

‘We're looking for the future makers, the dream builders and the inspirers.’

scouts.org.uk/volunteer

#SkillsForLife

Scouts

Vehicle livery

Pin badges

T-shirt

Tote bags

Resources

Brand centre
We want to make creating on-brand Scout materials as easy as possible. Our brand centre **scouts.org.uk/brand** contains a wide range of templates, tools and resources to support communications and recruitment, including:

– brand guidelines
– logo artwork
– local logo generator
– web to print templates
  (including banners, posters,
  flyers, certificates, stationery)
– social media templates
– MS Office templates
– photo library
– videos

Style guides
To make sure we're consistent across the movement in the way we write and present our communications, visit our editorial style guides at **scouts.org.uk/styleguide**

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To request a licence, please apply with details to **licensing@scouts.org.uk**

Got a question or suggestions? Please let us know at **support@scouts.org.uk**

'Scouts have stood on the moon, climbed Everest, crossed deserts, oceans and helped save lives. We're happiest when we're outdoors, learning new skills and helping others.'

Bear Grylls OBE, Chief Ambassador of World Scouting

'What our volunteers do makes all the difference. Without their ideas, hard work and encouragement Scouts simply wouldn't happen.'

Dwayne Fields, Scouts Ambassador

'The most important lesson life has taught me is that even when things are really bad you can always find something to laugh about. Never give up hope. My dream is to travel the world and go on all the biggest zip lines!'

Arthur, Beaver Scout

'When we change the start of the story we change the whole story. Squirrels helps young people play and learn together outdoors at a critical time in their lives.'

Matt Hyde OBE

'Our 7,000 Scout groups are at the heart of our communities. They play such an important role in helping young people step up and gain skills for life.'

Ellie Simmonds OBE, Scouts Ambassador

'As a Scout, I've collected for food banks and even cooked with Levi Roots. I'm so proud to be a Scout and would like to say a special thank you to my leaders. Keep smiling and keep helping others.'

Sarijane, Scout

Get in touch
We're always happy to help.
Contact us at
member.support@scouts.org.uk

Facebook.com/scoutassociation
Instagram.com/scouts
Twitter.com/scouts

scoutsbrand.org.uk

#SkillsForLife

Scouts