
UNITED KINGDOM CONTINGENT
24th WORLD SCOUT JAMBOREE
BRAND GUIDELINES

OCTOBER 2017



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ABOUT World Scout Jamboree

Every four years, the World Scout Jamboree invites Scouts from different cultures and backgrounds to come together in a celebration of cultural exchange, mutual understanding, peace and friendship for 12 unforgettable days.

From 22 July – 2 August 2019, 45,000 Scouts from almost every country and territory in the world will be attending the 24th World Scout Jamboree at Summit Bechtel Family Reserve in the mountains of West Virginia, USA.

Packed with wild adventures and team-building activities, the Jamboree is designed to be an inspirational experience for all who attend. Encompassed by the theme 'Unlock a new World', it will be a space that encourages personal discovery, tolerance, collaboration and friendships for life.

ABOUT THE BRAND GUIDELINES

These guidelines are designed to promote the UK Contingent brand for the 24th World Scout Jamboree, North America 2019. They set out basic rules to follow when using the UK Contingent designs.

If you require additional information or support, please contact a member of the UK Contingent at communications@ukcontingent.co.uk

- Integrity** - We say what we mean and when we make a promise, we keep it.
- Respect** - We listen to others, explore our differences and work to find common ground.
- Care** - We are friends to all and think of others before themselves.
- Belief** - We believe passionately in improving the lives and life chances of young people and helping them explore and develop their beliefs and attitudes.
- Cooperation** - We believe that when we work together we achieve more than we can on our own.

The UK Contingent brand is designed to be surprising and relatable, and to inject a little tongue in cheek humour and personality to the UK Contingent's identity while representing our values.

This should be demonstrated in both what we say and how we say it.

The brand was designed with a cheeky, confident, typically British sense of humour in mind. Our tone of voice should reflect this

Our tone of voice should be **positive, challenging, friendly, informal** and **surprising**.

The **Serif black** for use on logo and headings

Font: The Serif
Weight: Black
Styling: All Caps
+20 tracking

WORLD SCOUT JAMBOREE UK CONTINGENT

The **Frutiger light** for use as body copy

Font: Frutiger
Weight: Light
Styling: Title case

World Scout Jamboree UK Contingent

The **Ariel regular** for use online, as a substitute for Frutiger light.

Font: Arial
Weight: Regular
Styling: Title case

World Scout Jamboree UK Contingent

COLOUR PALETTE

Based on the Union Flag, this colour palette reflects a more refined version of the flag's red, white and blue.

Black Cab

R:28 G:30 B:27
C:76 M:64 Y:64 K:81
Thread: YJB 816

Snow White

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Thread: YH0 009

Double Decker bus

R:225 G:2 B:51
C:3 M:100 Y:76 K:0
Thread: YJB 109

Summer Sky

R:52 G:90 B:141
C:87 M:64 Y:22 K:4
Thread: YH0 309

April Showers

R:178 G:206 B:220
C:35 M:11 Y:11 K:0
Thread: YH0 302

Builders Tea

R:136 G:102 B:73
C:43 M:55 Y:70 K:24
Thread: YH0 6001

Primary logo

Tea Bear with banner.



Minimum size



Primary logo as single colour



Secondary logos



Tea Bear



Monocle Bear



Brolly Bear

The following guidance is provided to help Units design their own logos to help provide a common identity across all 100 Units in the UK Contingent and to foster a sense of commonality, togetherness and unity across the Contingent.

The UK Contingent have provided two options for Units to incorporate the UK Contingent's logos into the design of any Unit Logos.

Tea Bear

Units are welcome to incorporate the Tea Bear into their Unit logo. The minimum size for the bear must be 35mm and must be unaltered. Any logo that uses Tea Bear must be approved by the UK Contingent.

The Bear

The UK Contingent has designed an additional secondary logo, as shown to the right of the page.

We know that the design of a Unit logo is something that should involve all Unit members and the bear does not have to form the primary part of the logo, but hopefully can be incorporated into part of it. We will permit Units to edit this version of the bear, should they wish to do so to better reflect their local area or to incorporate design elements suggested by young people. All logos that use The Bear in its original form or alter the image must be approved by the UK Contingent.

As with Tea Bear the minimum size of the 'The Bear' must be 35mm.

Copies of the logo should be emailed to - communications@ukcontingent.co.uk

The logos can be downloaded from: www.ukcontingent.co.uk/jamboree-2019/our-brand



USE OF THE UK CONTINGENT'S LOGO

Units and other groups are not permitted to use the UK Contingent Logo or the secondary logos except in their Unit Logos as described above, without the express written permission of the UK Contingent.

Use of the logo may be granted for use in promotional materials (posters, flyers, banners).

Permission will not be granted for use of the Logos for use of products which are to be sold, even where such products are to be sold for fundraising purposes.