



**earthtribe**<sup>®</sup>

**Earth Tribe Logo**

**The Earth Tribe is a global community of young people who are passionate about the environment and actively engaged as global citizens to preserve and protect our planet.**

The logo represents the organic discovery of the Tribes of our planet: Urban tribes, Environment Tribes, Digital Tribes. The colours of the mosaic and their secondary visual elements are inspired by the colours of earth, nature and the sustainable development goals to which Earth Tribe is committed to.

The Earth Tribe Identity Guidelines provide information and resources to help National Scout Associations/Organizations (NSAs/NSOs) develop promotional and educational materials when adopting the Earth Tribe initiative into their national Youth Programme.

WOSM encourages and supports the adoption and use of its graphics by its member organizations and partners. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo on any item, based on the intent "to offer it for sale" or not, in order to simplify authorised use of our designs by our member organizations. **These conditions are described in more detail on page 4.**

This document, and the information on the website, do not provide, or imply any right, for anyone to use these designs for commercial purposes, nor the right to modify the basic logo and badge in any way, other than for translation purposes.

[earthtribe.scout.org](http://earthtribe.scout.org)

Positive version



Variation



**Single colour reproduction**

Due to the limitations of certain methods of reproduction (such as photocopies) the positive logo is permitted to appear in black and white, purple and exceptional in green (Variation).

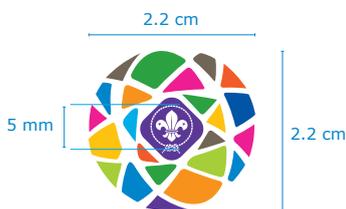
When the logo is reproduced in colour, always use all of the colours specified. Do not, for example, modify them or use only some of the colours.

**Minimum Size:**

Taking as a reference the artwork without the wordmark, the mosaic should not be reproduced in a size less than 2.2 cm in width, and may only be this small if the method of reproduction provides good resolution. The aim is to make sure that the size and method of reproduction allows for a reasonable quality image of the World Scout Emblem.

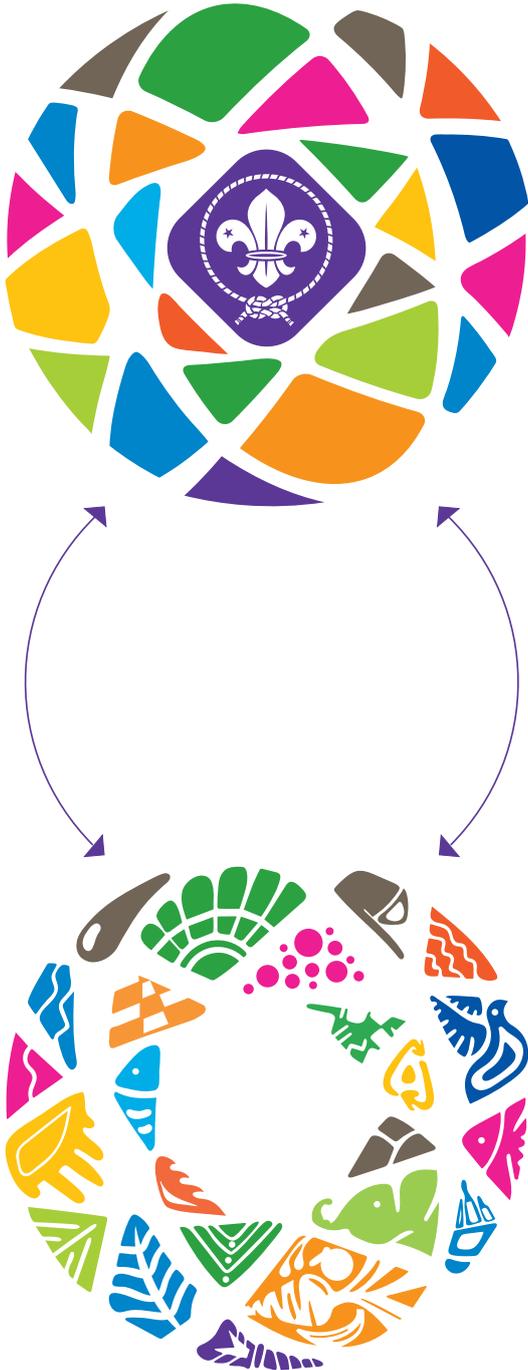
**About the ® (rights reserved) symbol**

The Earth Tribe and the World Scout Emblem is a registered trademark and its use is therefore subject to authorisation.



World Scout Emblem has minimum width 5 mm

**Colour Specifications**



| WEB     | RGB           | CMYK   |
|---------|---------------|--|
| #622599 | R98 G37 B153  |  C79 M94 Y0 K1        |
| #0054A6 | R0 G84 B166   |  C70 M15 Y0 K0        |
| #0099CC | R0 G153 B204  |  C100 M35 Y0 K0       |
| #00CCCC | R0 G173 B229  |  C100 M0 Y5 K1        |
| #339933 | R51 G153 B51  |  C76 M0 Y100 K13      |
| #99CC33 | R153 G204 B51 |  C40 M0 Y100 K0       |
| #FF3399 | R225 G51 B153 |  C0 M95 Y20 K0        |
| #FF6633 | R255 G102 B51 |  C0 M79 Y95 K0        |
| #FF9933 | R255 G153 B51 |  C0 M50 Y100 K0       |
| #FFCC00 | R255 G204 B0  |  C0 M25 Y100 K0       |
| #726658 | R114 G102 B88 |  C50 M50 Y60 K25      |
| #000000 | R0 G10 B0     |  C100 M100 Y100 K100 |

**Secondary visual elements**

The secondary style element is part of Earth Tribe brand design and shows the symbolic connection within Environmental education, these patterns derived from the main logo design, will run through every communication point like a visual constant, this patterns holds together the entire look and feel of the Earth Tribe initiative and its challenges.

The secondary style element is dynamic and helps Earth Tribe brand stay unified, reflecting nature and planet earth, it's natural resources and the common goal of preserving our natural resources.

**Path  
Better Choices**



**Path  
Nature and Biodiversity**



**Path  
Clean Energy**



**Path  
Healthy Planet**



Variations of the secondary visual elements



**Language Versions**

Translating the Earth Tribe wordmark logo into another language **is NOT permitted.**

If you wish, you may only translate the word Earth Tribe into another language when it is written as text in the body of your documents.

wordmark

earthtribe

~~tribudelatierra~~

as wordmark

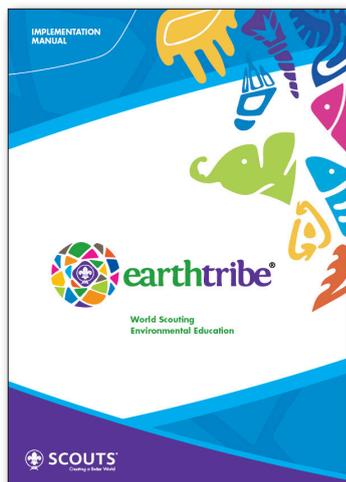
Sample simulation  
Earth Tribe PIN

Final size and  
manufacture  
may vary



**Earth Tribe Pin**

By taking this journey within the Earth Tribe, young people become part of a global community united behind a common goal to preserve and protect our planet. The Earth Tribe recognises its members as they learn, grow and take action for nature. Once young people become a member they can wear the Earth Tribe pin showing they are part of a global effort.



**Reproduction of the contents of the  
Earth Tribe Initiative**

The content of the Implementation Manuals and Action Kits can be reproduced by NSAs/ NSOs, educational institutions and partners.

This Identity Guide helps to support consistent use and presentation of the Earth Tribe initiative. Original files can be made available by the World Scout Bureau.

# World Scouting's general licence terms

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general licence terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general licence terms for its use must therefore be respected, as defined in the *World Scouting Brand Manual*.

*A clear, unequivocal distinction is made between the terms "non-commercial use" and "commercial use" in relation to all of WOSM's designs.*

## Non-commercial use - general licence terms

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items<sup>1</sup>:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software even when the items are not going to be offered for sale.

Applications for non-commercial licences must be submitted to the World Scout Bureau:

## World Scout Bureau Global Support Centre, Geneva

Rue Henri-Christiné 5  
P.O. Box 91  
1211 Genève 4 Plainpalais  
SWITZERLAND

**email** worldbureau@scout.org  
**phone** (+41 22) 705 10 10  
**web** scout.org

<sup>1</sup> defined as Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

## Commercial use - general licence terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not normally issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued.

The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.

A simplified "fast-track" licensing process exists for local Scout groups, districts etc. wishing to reproduce the World Scout Emblem in their logos and on souvenirs for one-off or limited duration events or activities. Full details are included in the application form which can be downloaded directly from:

<https://www.worldscoutshops.com/world-scout-event-licence>

Applications for commercial licences must be submitted directly to the Official World Scout Shop, at least three months prior to production:

## World Scout Shop Ltd.

75 Marlborough Road  
Lancing Business Park  
Lancing  
West Sussex BN15 8UG  
UNITED KINGDOM

**email** enquiries@worldscoutshops.com  
**phone** (+44 1903) 766921  
**fax** (+44 1903) 750359  
**web** worldscoutshops.com

Official World Scout Shop

worldscoutshops.com



**The World Scout Shop** offers a wide range of high-quality branded merchandise including badges, woggles, clothing, equipment, books and souvenir items. There is also a wide selection of Gilwell Park and Baden Powell branded products. You can find out more by visiting **worldscoutshops.com**

Attractive discounts exclusively to NSOs are available across the entire range. Enquiries regarding bulk orders should be directed to **enquiries@worldscoutshops.com**

The World Scout Shop also offers a bespoke design service, to create unique personalised products for your NSO.

**To discuss your requirements, please contact us today !**