



Logo Scouts of the World Award

The Scouts of the World Award is an initiative to help National Scout Organisations revitalise the programme of Senior Sections (15-26 age range) by giving young people more opportunities to face the challenges of the future as identified by the Millennium Declaration unanimously adopted by the 189 member countries of the United Nations in 2000.

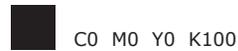
These Scouts of the World Identity guidelines provide information and resources to help National Scout Organizations (NSOs) develop promotional materials for the Scouts of the World Award. You will find all the artwork in the Resource Centre of the Scouts of the World website: www.scoutsoftheworld.net

All National Scout Organizations are requested to use the same graphics (badge/logo/designs) in order to support the Scouts of the World Award.

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.

Note: Products produced prior to November 2007 may not reflect all of the design policies established in this document.

SW Logo Colours CMYK colour process



SW Version 1



SW Version 3



3.2 cm

Minimum Size:

The logo should not be reproduced in a size less than 3.2 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.

SW Version 4



SW Version 2



According to your needs, it is possible to use the logo on a black background (SW Version 2).

Due to the limitations of certain methods of reproduction (such as photocopies) the positive logo is permitted to appear in black and white (SW Version 3) or in grayscale (SW Version 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. If you want to use these logos or their elements for any commercial use, a licence must be obtained by contacting the World Scout Bureau Central Office (see contact information on the next page).



Version English – French



7 cm

Badge Scouts of the World Award

This is the Badge which is given by a National Scout Organization to a young person when he/she successfully completes a Scouts of the World Discovery, a Scouts of the World Voluntary Service and the Scouts of the World evaluation process. It can be placed on the Scout uniform and the NSO also has the possibility to create a Scouts of the World Award Certificate if it wishes.

SW Badge Colours



Purple



Red



White

Version English – Spanish



Additional Translation

Translating the logo into your own language is permitted, however you must first send a request to the World Scout Bureau Central Office, who will then provide you with the correct high resolution artwork of the badge.

This adaptation must follow the rules that are outlined within these guidelines and requires a written agreement between the World Scout Bureau and the Organization wishing to adapt the artwork.

The conditions of adaptation can also be found in Circular n° 5/07 and its annexes "World Scouting's Brand & Its Trademarks, Conditions of Use and Commercialisation".

About the ® (rights reserved) symbol

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

For this reason, please contact the World Scout Bureau Central Office if you wish to use these logos or any of their elements for any commercial use.

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