

25th World Scout Jamboree Brand Guidelines

National Scout Organizations (NSOs)

The logos of official members participating in the 25th World Scout Jamboree present a unified form to express and compare the meaning of gathering together under the same tent with unity and to express the creativity of each country. In this regard, the 25th World Scout Jamboree logo is a way to express each country's unique culture and characteristics. Please refer to the guidelines below and feel free to "Draw your Dream!"

Basic Logo



User Guide

Free design development for each NSO's characteristics within a gray background

The upper part that expresses the shape of the roof (tent) should be retained its original shape

The bottom space representing the land can be changed.

Application Example

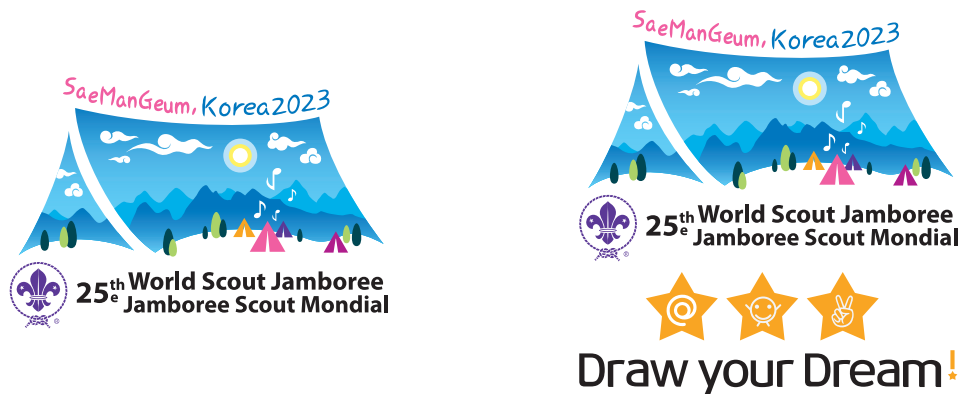
This example is provided for better understanding.



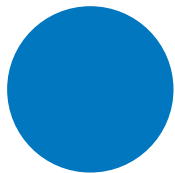
25th World Scout Jamboree Brand Guidelines

Brand Colour

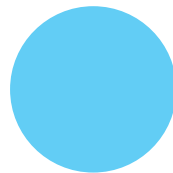
Jamboree brand colour is an important part of the official image of the 25th World Scout Jamboree and must be used accurately with reference to the colour specifications as outlined below when reproducing the colours using various media. Please use any sub-colours in combination with the base colour.



BRAND MAIN COLOR



- PANTONE 285C
- RGB 0 114 206
- HEX / HTML 0072CE
- CMYK 90 47 0 0



- PANTONE 297C
- RGB 113 197 232
- HEX / HTML 71C5E8
- CMYK 52 0 0 0

BRAND SUB COLOR



- PANTONE 299C
- RGB 0 163 224
- HEX / HTML 00A3E0
- CMYK 79 7 0 0



- PANTONE 316C
- RGB 0 72 81
- HEX / HTML 004851
- CMYK 100 10 29 68



- PANTONE 367C
- RGB 164 214 94
- HEX / HTML A4D65E
- CMYK 37 0 77 0



- PANTONE 212C
- RGB 240 78 152
- HEX / HTML F04E98
- CMYK 0 78 2 0



- PANTONE 2405C
- RGB 176 0 142
- HEX / HTML B0008E
- CMYK 31 100 0 1



- PANTONE 527C
- RGB 98 37 153
- HEX / HTML 622599
- CMYK 79 94 0 0



- PANTONE 1375C
- RGB 255 158 27
- HEX / HTML FF9E1B
- CMYK 0 40 97 0



- PANTONE 113C
- RGB 250 224 83
- HEX / HTML FAE053
- CMYK 0 174 0



- PANTONE 290C
- RGB 185 217 235
- HEX / HTML B9D9EB
- CMYK 25 10 0

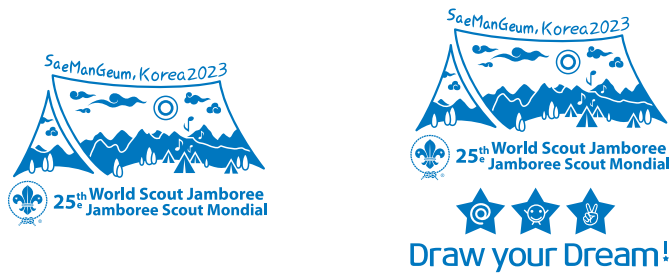
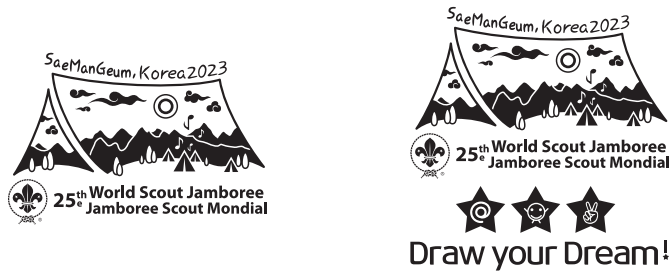


- RGB 0 0 0
- HEX / HTML 000000
- CMYK 0 0 0 100

25th World Scout Jamboree Brand Guidelines

Colour Variation – Monochromatic Logos in Black or the Brand colour

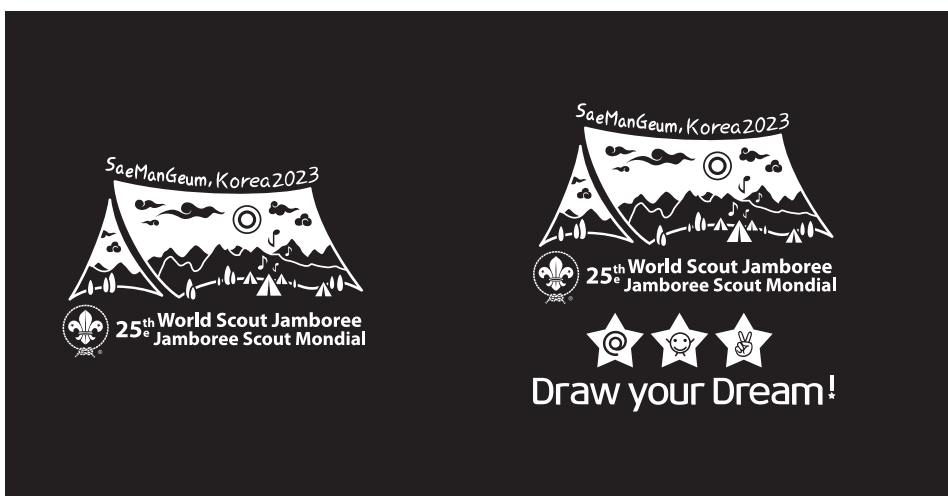
If the logo cannot be used in colour, it is possible to use a monochromatic logo. The monochromatic logo should be used in black or in the brand's main colour.



Mono logo in black is prohibited to be changed into white

Colour Variation – Monochromatic Logos in White

For dark backgrounds or photos, it is possible to use the monochromatic logo in white. This logo should be used with colours that contrast sharply with the white monochromatic logo.



Mono logo in white is prohibited to be changed into black