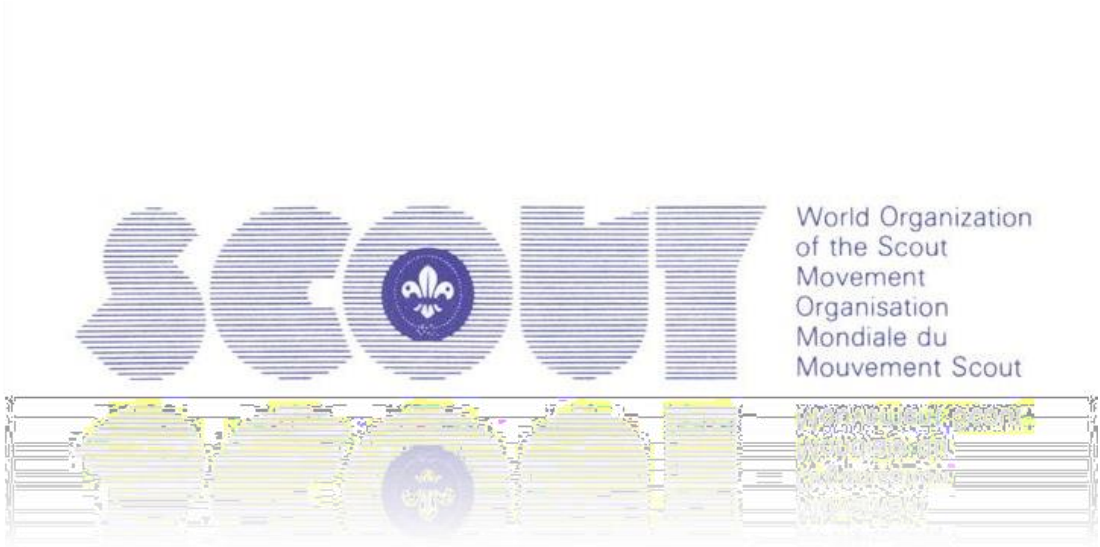




**WORLD[®]
SCOUTING**

Evolution of the World Scouting brand



We're all different. We all have unique quirks and characters, interests and aptitudes. And the experiences gained in Scouting, will shape the life you lead, the communities you build and the world you'll create. Be prepared, as we say. Because through our global movement we set young people on a journey of self-discovery, enriching and equipping them with a sense of adventure, curiosity and appreciation for different cultures - opening eyes, minds and hearts to whatever might lie ahead.

It is an experience like no other - helping form the foundational skills and values for all walks of life imaginable - inventors, adventurers, artists, teachers, athletes, scientists, entrepreneurs.

Whatever your passion, whatever your calling, whatever your path - this is about Shaping the life you lead.



VISION

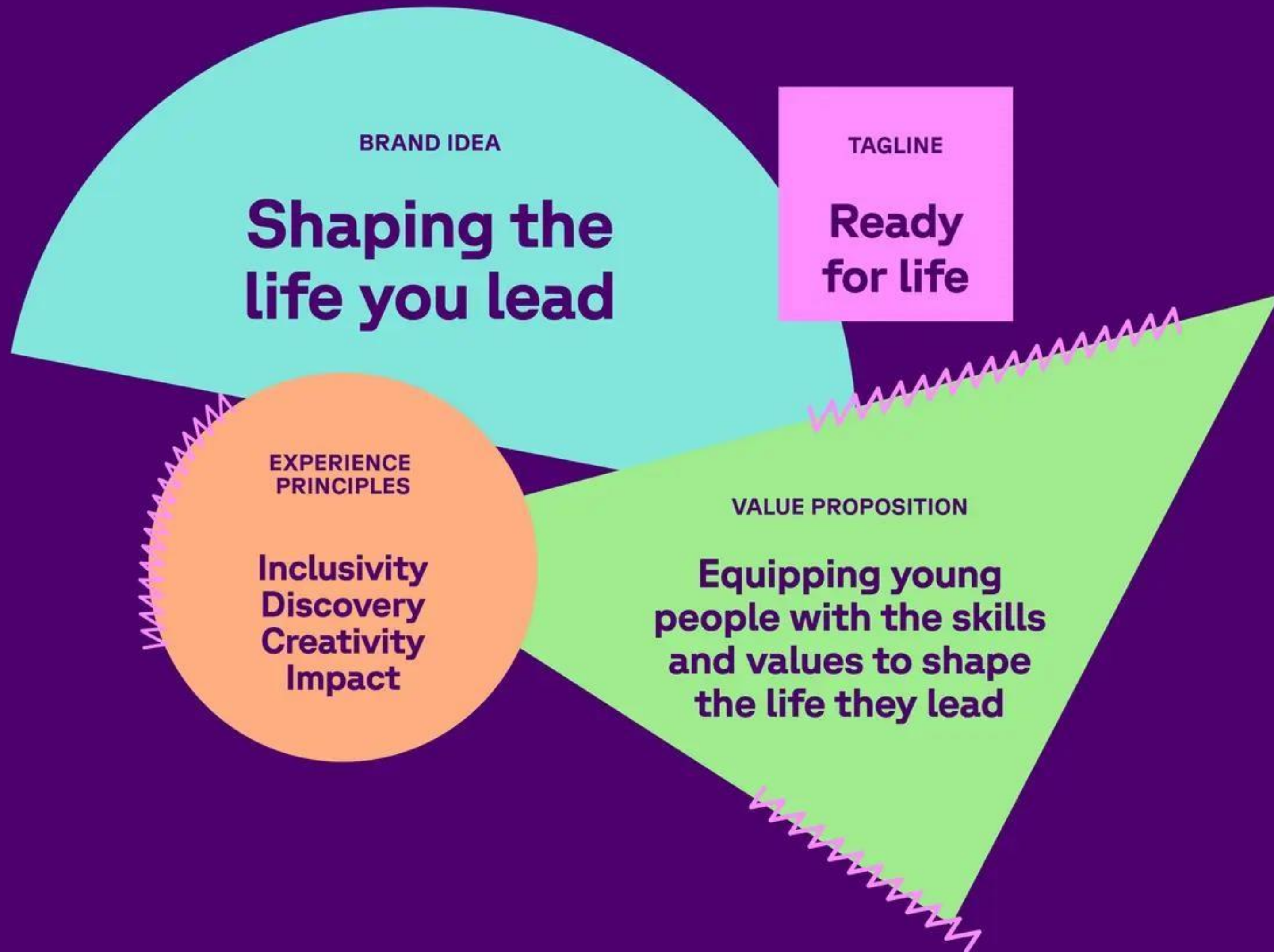
To be the world's most inspiring and inclusive youth movement creating transformative learning experiences for every young person, everywhere.

A peaceful and inclusive world

A world shaped by youth

A sustainable world

IMPACT STATEMENTS



Master World Scout Emblem



Before



After

The bond

Showing the scouting family

Colour scheme

Canvas White represents purity
and Scouting Purple represents
leadership and service

The stars



Truth



Knowledge

The stars' 10 points represent
the 10 parts of Scout law

Fleur-de-lys

Duty to God
Scout values




Duty to country
Service to others

Duty to yourself
Obedience to the
Scout Law

Compass middle
Always shows the
right path of a scout



The encircling rope and reef knot



The encircling rope
symbolises the unity
of the World Scouting
movement

The reef knot is a symbol of
the strength of the World
Scouting movement

**4.0 MASTER EMBLEM + WORLD SCOUTING LOGO
IN SUMMARY**



Master Emblem



World Scouting Logo

4.0 LOGO

Combination of modernised emblem and wordmark create World Scouting logo



**WORLD
SCOUTING**





Canvas White

Midnight Purple

Blossom Pink

Fire Red

Ember Orange

Forest Green

Leaf Green

Ocean Blue

River Blue

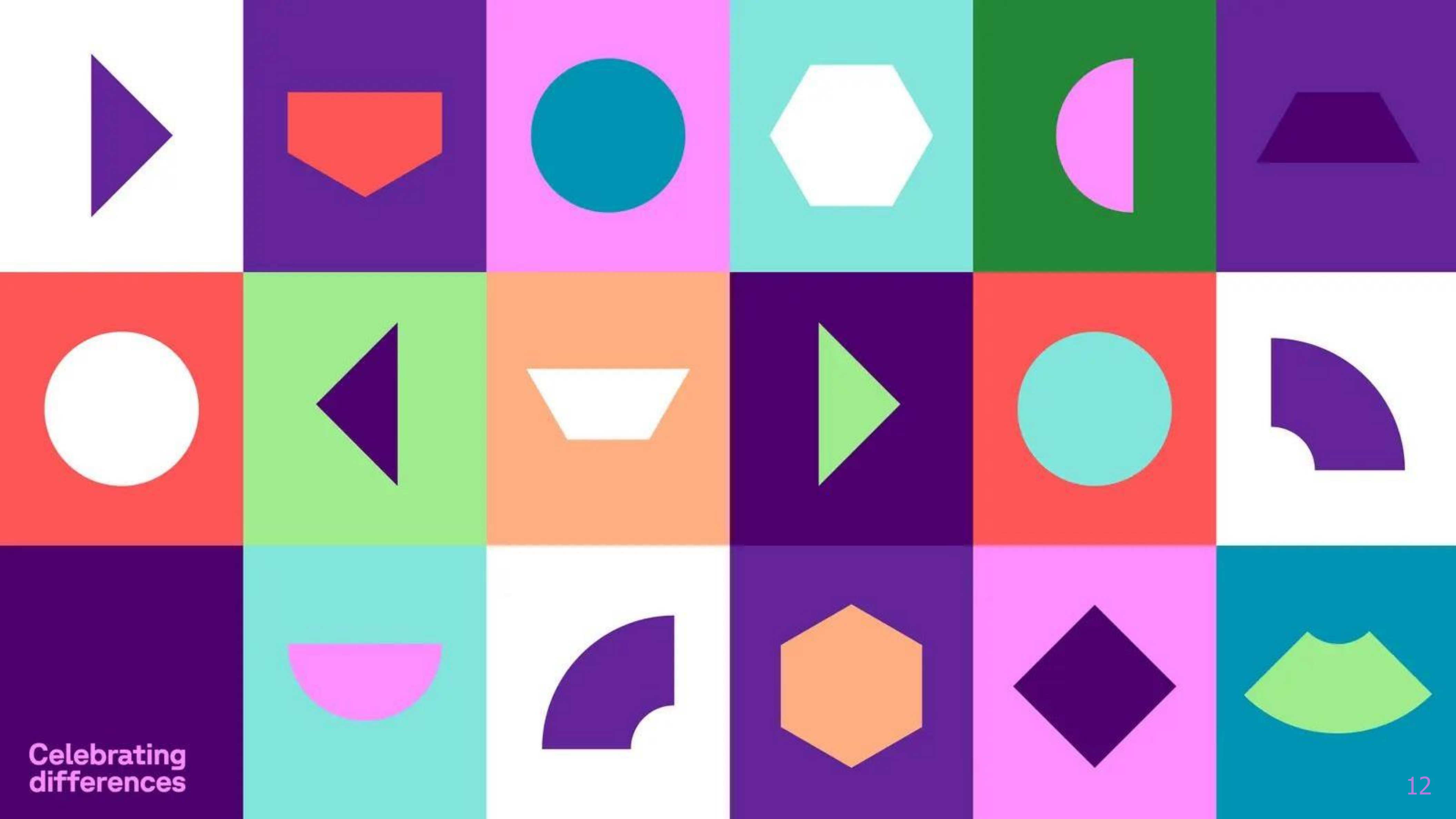
S

Scouts GT Planar

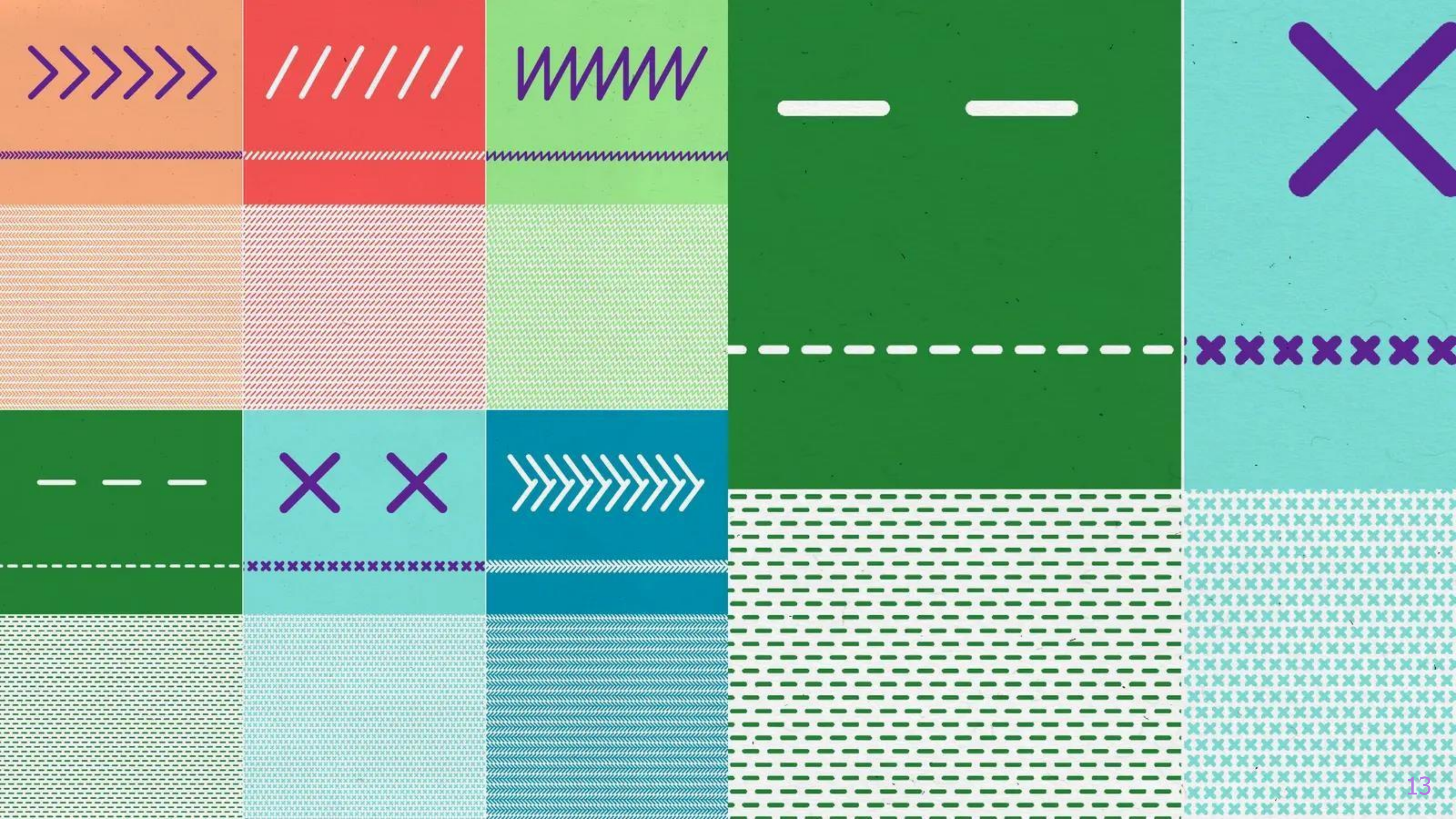
Hero
typeface

Noto sans
Noto sans
Noto sans
Noto sans
Noto sans
Noto sans

Supporting
typeface



Celebrating
differences





**WORLD[®]
SCOUTING**



Our brand

Creating transformative experiences

How we look

Identity at a glance

Master World Scout Emblem

World Scouting logo

Logo shorthand

Tagline

Colour

Graphic language: Our shapes

Graphic language: Our stitches

Typography

Imagery

How we look

Our identity is a unique representation of us, from every new Scout through to the longtime adult leaders that continue to embody the Scouting experience across the globe. Woven through life and everything we do, our identity is vibrant, agile, expressive and always bringing our brand idea to life. Use it to authentically communicate who we are to the rest of the world.

Identity at a glance

These are the individual elements that make up our visual identity. From logo spacing, through colour usage and typography, to imagery styles, you will find how all these elements work in this digital brand guideline. Click on the images to jump to the sections.



