



**Be yourself.
Be proud.
Be together.**

**Brand guidance for Scout Pride
and LGBT+ content**

Content

Welcome	3
The Scout brand at a glance	4
Pride Colours	5
Logo	6
Tone of Voice Examples	7
Usage Examples	8
Scout Brand Centre	9

Welcome

Scouts is open to all young people and adults regardless of their sexuality or gender identity. Attending Pride events is a way of demonstrating our commitment to building a more inclusive society and openly welcoming LGBT+ members. We've been attending Pride events around the UK for a number of years.

Attending Pride is a fantastic way of engaging youth members and adult volunteers in supporting inclusion activities, helping show that Scouts is a modern and diverse movement, that is open to all and which welcomes people from all different walks of life. Pride attendance is supported at many levels, from Groups, Districts, Counties and at a National level and is a great way of engaging with the public, providing a prime opportunity to recruit new members to the movement.

This guide explains how the new Scout Pride brand and visual identity affect Scouts and how Scouts attending Pride events can adopt the new Scout Pride branding.

Get in touch

If you require further information, please contact at us pride@scouts.org.uk.



The Scout brand at a glance

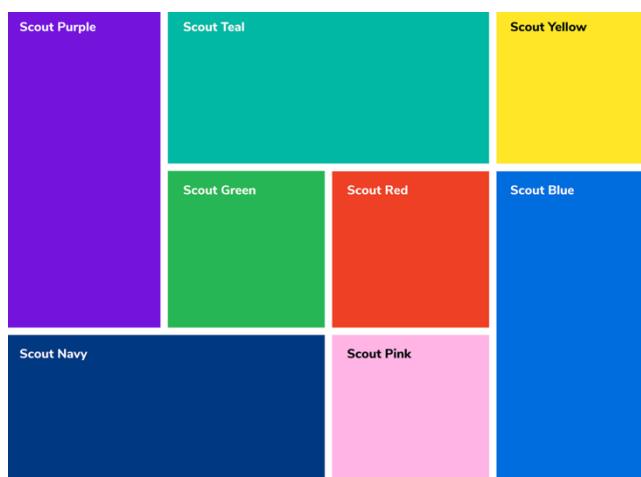
The Scout brand is who we are and what we do, as well as what we look like, making it easier to explain ourselves to the public. This page gives a useful overview of this.

What we talk about	Skills for life (character, employability and practical skills)
What we convey	A feeling of belonging
What we show	Fun, friendship and adventure
How we talk	Confident, active, challenging, inclusive and optimistic
What we call ourselves	The Scouts, or Scouts (and only 'The Scout Association' in formal documents)

Our Values

Integrity
Respect
Care
Belief
Cooperation

Colour Palette



Typography

Nunito Sans
5 weights
Black
Extra Bold
Bold
Regular
Light

Tone of Voice

Confident
Active
Challenging
Inclusive
Optimistic

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice. It helps us cut through the noise and stand out from the crowd.

When talking to the public, a more challenging tone, provoking an emotional response will help our voice be heard and ensure our benefits are understood.

When speaking to members of the movement, we can be less challenging (and more supportive) but still active, inclusive and confident.

Full Scout brand guidelines are available at www.scouts.org.uk/brand.

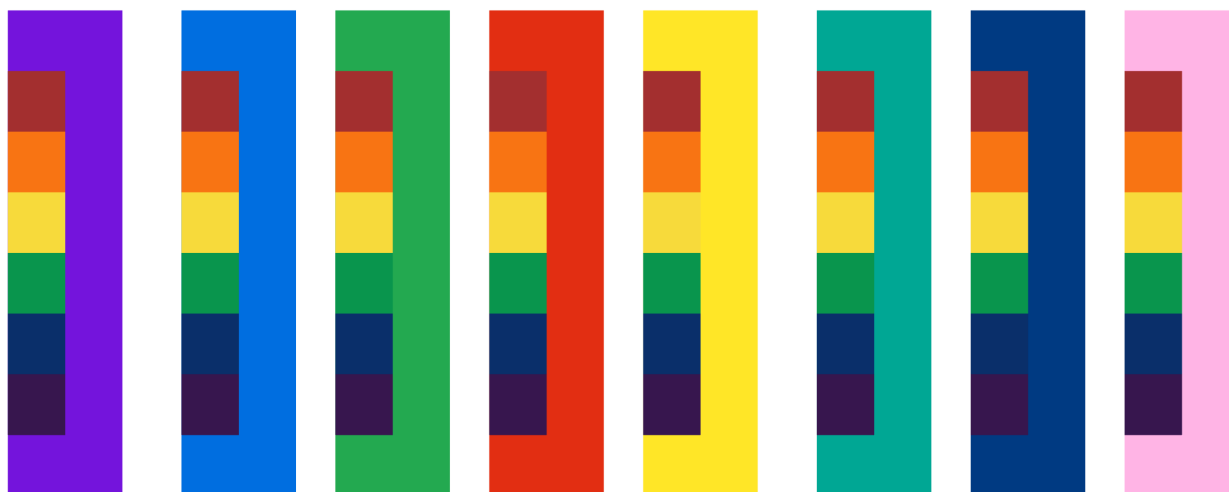
Pride Colours

Our Pride Colours represent the iconic LGBT+ rainbow flag. The colour shades have been chosen to be distinctly separate from the Scout colour palette, in order to allow the rainbow to be fully visible when overlaid on all of the colours of the Scout colour palette.

Always use the correct colour breakdowns: CMYK and Pantone® for print, and RGB and HEX # for digital.

Pantone 7621 C CMYK c0 m100 y87 k22 RGB r171 g35 b40 HEX #AB2328	Pantone 1505 C CMYK c0 m64 y100 k0 RGB r255 g105 b0 HEX #FF6900	Pantone 108 C CMYK c0 m2 y99 k0 RGB r254 g219 b0 HEX #FEDB00	Pantone 347 C CMYK c92 m0 y097 k0 RGB r0 g154 b68 HEX #009A44	Pantone 294 C CMYK c100 m74 y0 k45 RGB r0 g47 b108 HEX #002F6C	Pantone 2627 C CMYK c83 m100 y0 k44 RGB r60 g16 b83 HEX #7413dc
--	---	--	---	--	---

Combined with the Scout colour palette:



Our primary colour is purple, anchoring our brand in a familiar Scouting world.

Logo

The Scouts logo is very important to us. It's the symbol that represents and unites us as a movement. Please use it consistently, to build awareness, recognition and adoption of our brand.

When using the rainbow flag with the Scouts logo, the logo should be used in a horizontal format with the rainbow flag at either side. The rainbow flag should be the height of the uppercase letter 'S'. Please give the Scouts logo space to breathe. This clear space is measured by the height and width of the letter 'u' in Scouts.



The logo can be used locally. It can be personalised at a local level with the addition of the name of the Group, District, County, Area or Region below it. No additional words should be added to the personalisation, for example, 'Sudbury' should be used, not 'Sudbury District' or 'Sudbury District Scouts'.



The fleur-de-lis may be used alone and in a single colour when it is already clear it is in a Scout context. When used alone, if placed on top of the rainbow, the fleur-de-lis must be in white.



Tone of Voice Examples

Just as a person has a particular way of expressing themselves, we have our own way of talking and writing as a movement. This is what we call our tone of voice. It captures our character, personality and it's unique to us. These are words we use to describe it: **Confident, Active, Challenging, Inclusive, Optimistic.**

We call this **optimism with attitude**. Here's an example of our tone of voice in practice:



Brand Usage Examples

The Scouts visual identity is bold, clean and contemporary. It has the greatest impact when we use it confidently and with simplicity. Here are some examples of bold and effective usage.



Banner



PowerPoint presentation

Scout Brand Centre

To help you produce professional, on-brand posters, leaflets, newsletters etc., a large range of templates and tools are available through the Scout Brand Centre: <https://scoutsbrand.org.uk/>.

The benefits are significant:

- The templates are quick and easy to use – you can create a professional looking poster including your local details in three minutes.
- All images and fonts will be in place already
- There's no need to spend money on expensive software or equipment.
- Your local resources will have the same look and feel as national resources.
- Communications can be personalised making them more powerful and effective.

How to register on the Scout Brand Centre

To register for an account and gain access to the Scout Brand Centre you will need a valid email address. It would also be useful to provide your Scout membership number if you have one.

1. Type or copy this link into your internet address bar <https://scoutsbrand.org.uk/> or simply click the link.
2. Please select your Group, District, County, Area, Region or Bailiwick or other location from the list below. (Start typing to display the entries). You are choosing your location so the system can automatically generate your logo in the correct colour. If you can't find your designation or do not have one, please use 'Scouts.'
3. Click 'Continue.'
4. Enter your details to complete your registration request.
5. You will receive an email with a link to confirm your account.
6. Click on this link and you can begin using the Scout brand centre.
7. Please note: all email notifications will be sent from no-reply@scoutsbrand.org.uk, if you do not receive your email (within 1 hour) please check your spam/junk folders.

If you experience problems with registering, please contact the support team at scouts@brand-iq.co.uk.