



## 1. BASIC RULES FOR A LOGO OF AN EVENT

### THE QUALITIES OF A LOGO

As a logo provides a first impression (whether it is on a letterhead, on a poster or on a screen), it must abide by certain guidelines in order to guarantee its quality. Its shape, colours and fonts must be in harmony with each other. Designing a logo requires creativity and technical expertise in order to foresee its future uses. It is not simply a drawing, so you must entrust the design of a logo to a specialist.

### INTERNATIONAL AND YOUTH DIMENSIONS

For Official International Scout Events, the logo must contain elements that demonstrate the international and intercultural dimension of the event. The youth dimension should also be taken into account.

### NATIONAL CULTURE, SPIRIT AND DREAMS

The Official International Scout Event Logo should be a visual representation of the Movement's ideals and the host country's culture, spirit and dreams.

<b>Faithful</b>	The logo illustrates the event's corporate image
<b>Legible</b>	Simple and clearly read on any document, the logo should be easily remembered
<b>Identifiable</b>	People should not be able to confuse it with another logo
<b>Unifying</b>	It needs to be recognised and accepted by members and partners
<b>Adaptable</b>	It must be possible to adapt the logo to all of the event's products and all other possible applications
<b>Durable</b>	On average, a logo should last several years, with a few intermediary alterations

## 2. ELEMENTS USED IN CREATING A LOGO: EXAMPLE OF THE WORLD SCOUT CONFERENCE IN BRAZIL, 2011

### 1. THE WORLD SCOUT EMBLEM



All Official International Scout Events Logos are required to incorporate the World Scout Emblem, as decided in World Scout Conference Resolution 5/1969.

The World Scout Emblem should be used in line with the guidelines found in the Brand Manual. In particular, the colour specifications and minimum usage size must be respected.

We have chosen to present the steps which were taken to create the logo of the World Scout Conference of 2011. As you can see in this example, it is possible to incorporate elements from the host country's culture. This brings a national spirit to the event, while promoting the nation's culture.

It is especially important that the graphical creation remains durable. As the decision concerning the creation of the logo takes place many years prior to the event itself, a logo must be designed so that it will conserve its modernity for the date of the event. This can be anticipated by observing the graphical trends in terms of shape and colour.

### 2. INSERTION OF A CULTURAL ELEMENT: THE PARROT



Among the many species of Brazilians Araras, the blue and gold (Ara ararauna) is the best known for its colours that are the same as the Brazilian flag.

### 3. INSERTION OF A SYMBOLIC ELEMENT: THE WAVES



The waves represent the dynamics of Scouting, in constant "movement". They also represent the natural resources and beauties of Brazil, highlighting the green forest and the blue rivers and sea.

### 4. PLACEMENT OF EVENT TITLE AND INFORMATION



The Official International Scout Event Logo should also include the following information (if it is relevant):

- Country
- Year
- Event number
- Name of Event

The official languages of the region and those of the World Organization of the Scout Movement should also be taken into account.

### THE FINAL RESULT



The proposed logo for the 39<sup>th</sup> World Scout Conference to be held in January 2011 in Brazil is composed of these four main elements.

### 3. OTHER EXAMPLES

Please find below some examples of Official International Scout Events Logos which are good illustrations of integrating the national context with the event information and the fact that it is an International Event.



### 4. TECHNICAL SPECIFICATIONS AND VALIDATION

#### 1. SUPPORT FROM THE WORLD SCOUT BUREAU

Through the services provided by:

- The Design and Audiovisuals Unit
- The Brand Legal Management Unit
- The World Events Unit

The World Scout Bureau is well prepared to support the Organising Committee in the development of the design of the logo so that it meets all the requirements.

#### 2. TECHNICAL SPECIFICATIONS

The following list contains the points that must be included in the documentation which is to be submitted to the Committee:

- Concept of the logo
- Colour version
- Greyscale version of the logo
- Negative version of the logo
- Black & White version of the logo
- Minimum usage size
- Applications of the logo on different articles (stationery, posters, T-shirts, etc.)

#### 3. PRESENTATION TO THE WORLD SCOUT COMMITTEE

The Official International Scout Event Logo needs to be presented to the World Scout Committee for approval (decision 03/2007) with the relevant documentation.

This factsheet contains all the items that need to be included in the documentation which must be submitted to the Committee.

The World Scout Bureau is of course always ready to support the Organising Committee in the preparation of the required documentation and providing them with some examples of past submitted presentations of Official International Scout Events Logos.

#### VARIATIONS AND GRAPHIC ELEMENTS

*Concept of the logo  
Colour version*



*Minimum usage  
size of the World  
Scout Emblem*

*Black & White version*



*Greyscale version*



*Other variation with the  
World Scout Emblem  
in negative version*



*Colour specifications*

	C79 M94 Y0 K0
	C0 M100 Y100 K0
	C0 M10 Y100 K0
	C89 M0 Y100 K0
	C100 M5 Y0 K0
	C0 M0 Y0 K100

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