



#PlaceToBelong



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What we do

Welcome

This guide will help you understand who we are, what we do and how we show ourselves to the world. When we use a strong and consistent brand and talk clearly about our benefits, we attract more support for Scouts.



We're Scouts and everyone's welcome here. We're a place to belong for all - a community of kindness where fun and friendship run through everything. Every week we give almost half a million people aged 4-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams:

We're the dream builders, the future makers, and the inspirers, helping create closer communities and build a stronger society.

#PlaceToBelong



Our Purpose

To actively engage and support young people in their personal development, empowering them to make a positive contribution to society

We're a place to...

learn
grow
explore
discover
thrive
find friends
find yourself
be you
belong

Why

Young people join...

From all backgrounds seeking a place to belong, friendship and connection. They're welcomed into:

- Squirrels
- Beavers
- Cubs
- Scouts
- Explorers
- Network

How

Experience...

Our Programme for 4-24 year olds

- Fun
- Friendship
- Adventure
- Teamwork
- Helping others
- A global community
- Volunteering
- Belonging

Supported by...

Brilliant volunteers
Our Values of Integrity, Respect, Care, Belief and Cooperation

Our impact

Gain...

A place to belong
Skills for life

Become...

Happier, kinder, more connected, empathetic, resilient, more employable
Active citizens
Inspiring volunteers

Contribute to...

Closer communities
A kinder, more cohesive society

Our Vision

To empower more young people through adventure, teamwork and shared values, to take the lead on making a positive difference in the world



Our brand at a glance

What we talk about

What we show

How we talk

What we call ourselves

A place to belong and skills for life

Fun, friendship and adventure

Grounded, conversational, colourful, relatable, inspiring and surprising

Scouts (only 'The Scout Association' in formal documents).

Integrity Respect Care Belief Cooperation

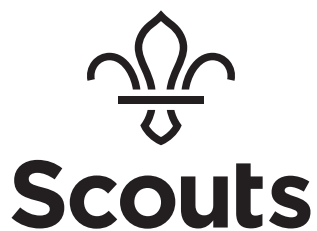
Our values

As Scouts we live by our values.
They run through everything we do, how
we act and the way we treat each other.



Logotype

Our 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.



Stack lock-up

Please use this version when there is enough room.



Linear lock-up

Please use this when there isn't enough room to use the stack version.

Note: All rules apply to both linear and stack versions of our logotype.

Always use the supplied artwork files. These are available at scoutsbrand.org.uk



The fleur-de-lis may be used when it's already clear it's in a Scouts context.

Logo colours

The logotype should always be visible and not lost on busy backgrounds and textures. The logo should only ever be used as an image file and not recreated in text form.

Our logo should only appear in a single colour; black, white or purple, except for Scouts in the nations where the following colours should be used:

Scotland - Scouts Blue

Wales - Scouts Red

Northern Ireland - Scouts Green or Scouts Purple

Colour references can be found on page 20-23.



Local personalisation

The logo must 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 name must appear in Nunito Sans Extra Bold.

For all local usage, regardless of location, on a purple or black background, the logo must appear in white. On a white background, the logo must appear in black or purple, apart from in the nations where the following colours should be used:

Scotland - Scouts Blue

Wales - Scouts Red

Northern Ireland - Scouts Green or Scouts Purple

Colour references can be found on page 20-23.

The logo may also appear in white on a background palette colour, black on white, white on black and white on an image.

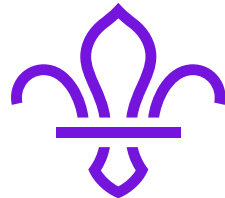
Group logo lock-up personalisation. Note that the words 'Scout Group' are not required

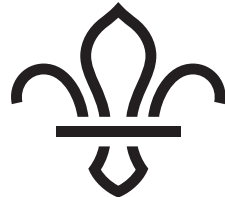
District logo lock-up personalisation

County, Area or Region logo lock-up personalisation

There is a logo generator on the Scout brand centre that allows you to create and download a personalised logo free of charge.

Scouts 
1st Boxford

Scouts 
Sudbury

Scouts 
Suffolk

Group logo lock-up
personalisation



District logo lock-up
personalisation



County, Area or
Region logo lock-up
personalisation

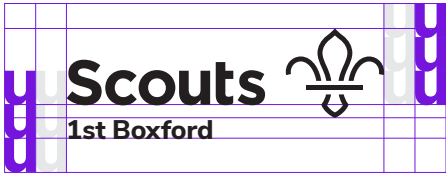
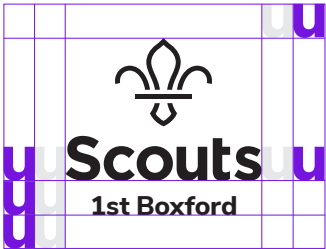


Group logo lock-up
personalisation from
each devolved nation



Clear space for our logo

Please give our logo space to breathe.
This clear space is measured by the
height and width of the letter 'u' in Scouts.



Minimum size
Stack logotype



Minimum size
Linear logotype



Logotype placement

We have a a number of preferred positions for our logo.
This means our brand is always visible and consistent.
Our logo should only appear once on any page or cover.
The examples show all the locations the logo may appear.



For more examples of logotype
placement please see our
applications section pages 44-59

Our colours



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What works well 28-31
Be colour smart 32-33

Where they fit in

Core colours

We use ten colours, plus black and white.
The familiar purple is our core colour.

The colours are best used alone, or in the
pairs shown over the next four pages.
They are vibrant, engaging and help bring
our brand to life.

When using colour with an image, choose
a colour from the palette that complements
the image. Always use the correct colour
breakdowns: CMYK and Pantone® for print
and RGB or Hex # for digital.

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

Where they fit in

Scouts Purple

RGB r116 g20 b220
CMYK c72 m80 y0 k0
Pantone Violet C
HEX #7413dc
Thread YJB506

Scouts Teal

RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486
Thread YHG786

White

RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
HEX #ffffff
Thread White

Black

RGB r0 g0 b0
CMYK c0 m0 y0 k100
Pantone Process Black C
HEX #000000
Thread Black

20%

40%

60%

80%

Colour pairings

Use them together to create great visual impact in your communications.

Scouts Red

RGB r237 g64 b36
CMYK c0 m90 y100 k0
Pantone Red 032 C
HEX #ed3f23
Thread YHG125

Scouts Green

RGB r38 g183 b86
CMYK c75 m0 y91 k0
Pantone 347 C
HEX #25b755
Thread YHG741

Scouts Blue

RGB r0 g110 b224
CMYK c95 m35 y0 k0
Pantone 285 C
HEX #006ddf
Thread YHG334

Scouts Orange

RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a
Thread YHG237

Scouts Pink

RGB r255 g180 b229
CMYK c2 m30 y0 k0
Pantone 183 C
HEX #ffb4e5
Thread YHG172

Scouts Navy

RGB r0 g58 b130
CMYK c100 m88 y12 k0
Pantone 294 C
HEX #003982
Thread YHG328

Scouts Yellow

RGB r255 g230 b39
CMYK c0 m6 y90 k0
Pantone 108 C
HEX #ffe627
Thread YHG207

Scouts Forest Green

RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41
Thread YHG756

Colour tones

Use them together to create depth and structure to your page designs or illustrations.

Scouts Red

Scouts Navy

Scouts Forest Green

Scouts Orange

Scouts Pink

Scouts Blue

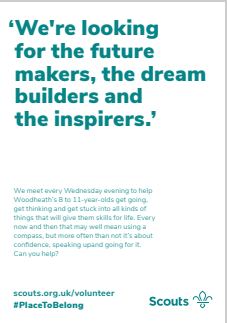
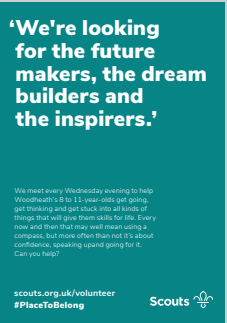
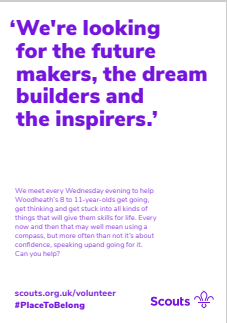
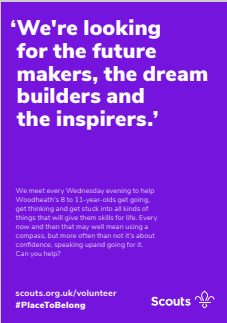
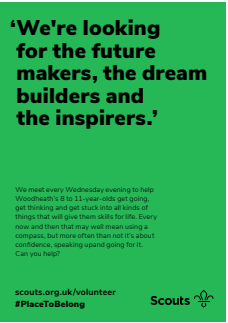
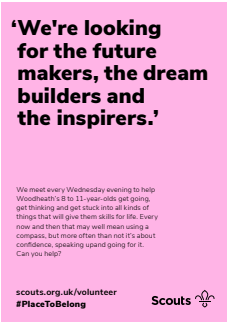
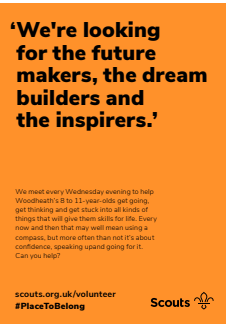
Scouts Green

Scouts Yellow

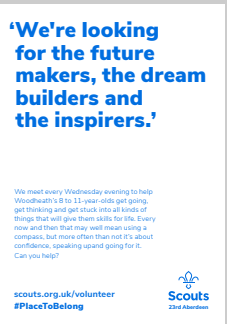
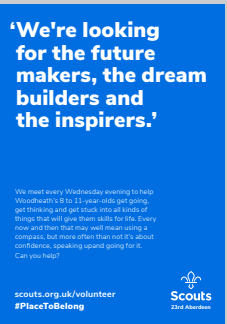
What works well

Recommended combinations

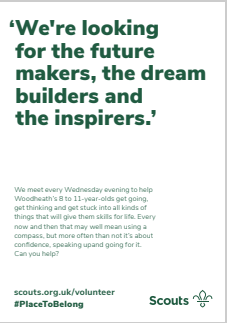
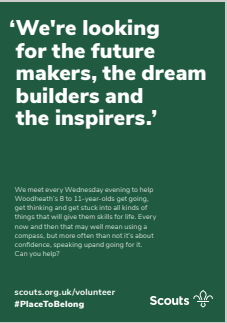
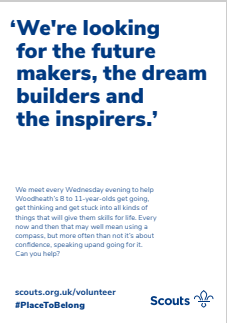
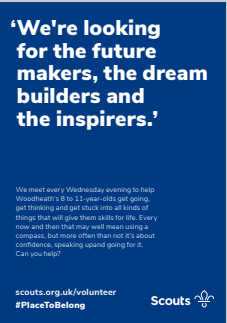
The following colour combinations have been tested for accessibility. Always use high contrast combinations for maximum readability.

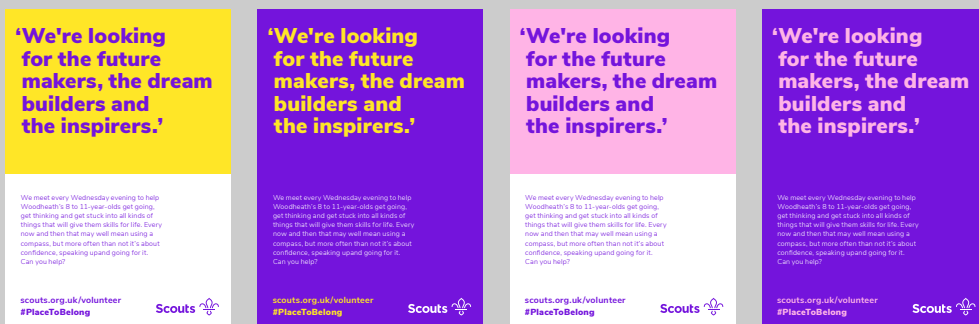


Use large text only where possible



Please always use the correct Nation colour for your logo (or black or white). The correct colours are Scouts Red for Scouts Cymru, Scouts Blue for Scouts Scotland, Scouts Purple for UK wide usage (including in England and islands) and Scouts Purple or Scouts Green in NI. The Sea Scouts logos may appear in Scouts Navy or black, or white. The Air Scouts logo may appear in Scouts Blue, black or white. Logos in other palette colours are reserved for national campaigns.





'We're looking for the future makers, the dream builders and the inspirers.'

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them a place to belong and skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking up and going for it. Can you help?

scouts.org.uk/volunteer
#PlaceToBelong

Scouts 

Be colour smart

Purple is strongly associated with Scouts, so should be used as our core colour where possible at a UK level.



Our palette should feel youthful, vibrant and optimistic, so use colour combinations that reflect that.



Always use strong contrasting colour combinations that pass accessibility standards and are easy to read. Use an online colour contrast checker that follows Web Content Accessibility Guidelines, such as [WebAIM: Contrast Checker](#)



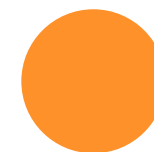
Think carefully about your choice of colour when using it for a particular age range. For example, using Scouts Red for materials for Beavers Scouts may be confusing.



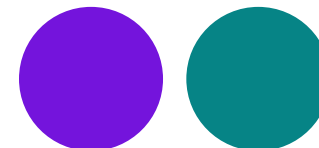
Remember, some colours are also strongly associated with a Nation, for example Scouts Red for Wales and Scouts Blue for Scotland.



Please be sensitive if using orange in Northern Ireland as certain parts of the community have historical ties to the colour.



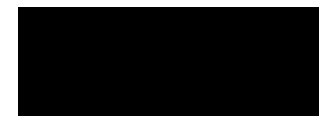
When using the colours, ask 'does it still feel like Scouts?' If it's for an external audience, you may wish to consider using the core palette colours (purple and teal instead).



Don't be tempted to use all the colours at once as this can be overwhelming (although there are some important exceptions, such as for the Pride Flag).



Use black sparingly, as it can rob our brand of its vibrancy and optimism.



Black text on a yellow background is strongly associated with safeguarding in Scouts, and should be reserved for that where possible. A key exception is when we use it for high accessibility name badges.

Young people first
Safeguarding
– a code of practice

Typography

Our Scout brand font is Nunito Sans.

This is a free Google font. It offers flexibility while being clean, contemporary and highly legible. It also expresses our personality and is confident and inclusive.

The font can be downloaded from fonts.google.com/specimen/Nunito+Sans and used at no cost.

Nunito Sans Regular

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSsTt

UuVvWwXxYyZz

— 0123456789

#!@£\$€%&*()::;?•

Character set

Black for headlines
and hashtags

Extra Bold for local
personalisation within
our logotypes

Bold for highlighting
information in body text

Regular for body text
when on a solid colour
background

Light can be used for
body text when on a
white background

Nunito Sans

5 weights

Black

Extra Bold

Bold

Regular

Light

Nunito Sans is available at
fonts.google.com/specimen/Nunito+Sans

Using typography

There are a number of different weights in the Nunito Sans font family. For main headers we recommend Nunito Sans Black. For body copy, we recommend Nunito Sans Regular. Use Nunito Sans Bold for your call to action and contact details.

Only use *Italicised* versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.

Headline:
Nunito Sans Black
24pt 24pt

Body text:
Nunito Sans Regular
Nunito Sans Bold
10pt 12pt

Call to action:
Nunito Sans Bold
Nunito Sans Black
16pt 24pt

The leaflet example shown on page 27 demonstrates how to use our Nunito Sans family of fonts.



Place to belong



**‘Scouts is a
place to do
your best, not
be the best.’**

When young people experience belonging, they're more likely to grow, participate and stay engaged. An inclusive Programme rooted in the outdoors, filled with adventure and grounded in community, connects young people locally and globally, offering them experiences that enable them to thrive.

**This only happens because of
great volunteers, like you.**



**scouts.org.uk/volunteer
#PlaceToBelong**

Using typography

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Scouts 

**scouts.org.uk/volunteer
#PlaceToBelong**

Typography and grids

Grids bring order to the page; they allow for the consistent organisation of text, graphics and photographic elements.

In both print and digital communications, we need to allow key elements space to breathe. This means not trying to cram too much on a page.

With smaller print communications, we recommend a four column grid. For larger banners and billboards, this may increase to allow for more elements.



Large format example



Leaflet example



2 – 4 column grid



5 – 10 column grid

Photography

Inspiring photography is at the heart of our brand. Our photography should show our diversity, fun, friendship and adventure but above all, give a sense of belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.



Photography is all about capturing a moment in time.

It could be the moment you fell in the water while kayaking for the first time, or reaching the summit of a mountain, or the moment someone thanks you for a job well done.

Remember we don't have to show uniforms in every photo, but we should show fun, friendship and adventure, and give a sense of belonging. It's always a good idea to show young people wearing their Scout scarf (neckerchief) as this will help identify them as Scouts.



How we talk

Here's the thing. The way we talk is just as important as what we say. It helps people get to know us, understand us better and more likely to support us. It's about getting our personality across.

The way we talk is grounded, conversational, colourful, relatable, inspiring and surprising.

Easy to say. But how do you get started?

Well, put simply, we write as we speak, people to people. We steer clear of stuffy language and never use a complicated word if a simple one will do just as well. We never forget Scouts is a hobby, and something that's often done in our spare time. That's why we keep things informal and grounded.

It helps when talking about a place to belong and skills for life.

Visit our style guide for advice on how we use some specialist language and terms here at Scouts.

scouts.org.uk/styleguide

A little guide to how we talk

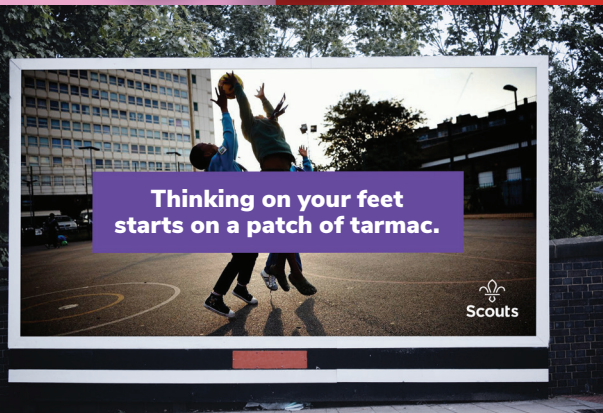
- Use short sentences and snappy headlines.
- Avoid unnecessary information such as 'As a team, we have...'
- Jump straight into the action.
- Use active language such as 'We're' rather than 'We have been'.
- Use simple words instead of stuffy ones, such as 'make sure' instead of 'ensure'.
- Use contractions such as 'we're' instead of 'we are'.
- Use down to earth examples.
- Inject some energy.
- Talk about skills for life, but show fun and adventure.

Like these? Find lots more at **scoutsbrand.org.uk**

Grounded
Conversational
Colourful
Relatable
Inspiring
Surprising

Need a sparky headline?

The one thing all these examples have in common is that we've used detail and everyday language. Remember, sometimes less is more.



A little detail goes a long way

Use detail to paint a picture of what it's really like to volunteer for Scouts. Make it everyday colourful, make it real, make it personal:

**We need tea makers,
activity planners,
tidy-uppers and helpers
for as little or as much
time as you can spare.**

A place for all

We're proud to be a place to belong for everyone. But it's not enough just to say it. Our communications needs to show this, not only in our choice of images, but also in the language we use. Inclusive language is about using welcoming words, phrases and expressions that don't make assumptions or exclude people.



Advice on inclusive language

- Use gender neutral terms for people, such as 'volunteers', and 'members', and not words like 'guys.'
- Avoid gendered language such as 'mankind.' 'Humankind' is better.
- Use inclusive pronouns such as 'We.' This shows we're part of a team, working together.
- Don't assume everyone has parents. Words such as carer or caregiver are better.
- Think carefully before using colloquialisms such as 'that's a piece of cake' to mean 'easy.' Would a non-native English speaker understand this?
- Don't define people by their gender. In the phrase 'female engineer' for example, it's not necessary to specify the gender.
- If you're uncertain how to refer to person or a group or people, it's best to ask them what language they would prefer.
- We are actively anti-racist and never use language that stereotypes, demeans or excludes people. We use thoughtful, sensitive language that treat all people with dignity and respect.
- If in doubt, think: 'What's the kindest thing to say or write?'

Find out more about our commitment to inclusion and diversity at scouts.org.uk/volunteers/inclusion-and-diversity

Digital accessibility

We need to make our branded communications as inclusive and accessible as possible. Please follow this advice when creating online content.

There are four principles a website must meet to be accessible:

Perceivable – users are able to recognise and use websites with the senses available to them

Operable – users can find content, regardless of how they choose to access it

Understandable – users are able to understand our content

Robust – our content can be interpreted reliably by a wide variety of browsers and technologies

Please remember:

- Add alternative text (Alt text) to every media file for people who use screen readers. Alt text should:
 - be descriptive and able to build up an image in your mind
 - describe as many things in the foreground and background as possible, including colours and objects
 - no more than one or two sentences.
- Use clear call to actions – don't use 'click here' or 'find out more' as a screen reader won't know where the link is taking them
- Link titles need to be descriptive
- Use spacing to keep text clear and easy to read
- Use bullet points to break up long lists or to give instructions
- Make sure all language is in Plain English and in our tone of voice
- Use subtitles on all videos
- Use transcripts for all audio
- Use text not images of text (Images of text are not readable by devices such as screen readers)
- Capitals should be used only at the beginning of a sentence.

Please don't:

- Capitalise whole words
- Use language like 'the blue box at the bottom of the page'
- Italicise or underline font
- Use emojis or smiley faces in any website content
- Insert Excel tables (these aren't easily readable on mobile devices). Use bullet points instead to display data
- Use a blue background when adding a hyperlink within text.

Before you make your content live:

- In Microsoft Word and PowerPoint, you can use the accessibility tool to check for errors, warnings and tips. To use this tool, click the 'Review' tab and then click 'Check Accessibility.'
- Try navigating the page with your keyboard – Take the nomouse challenge
- Test your webpage on different devices – press F5 on your keyboard, click the arrow next to 'Dimensions Responsive' and you'll be able to select to view the page in different devices from an iPad through to a Samsung Galaxy.

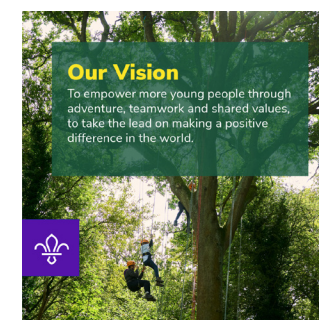
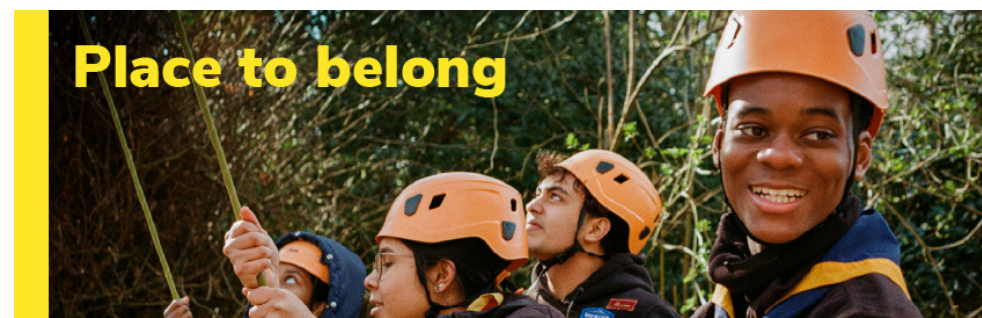
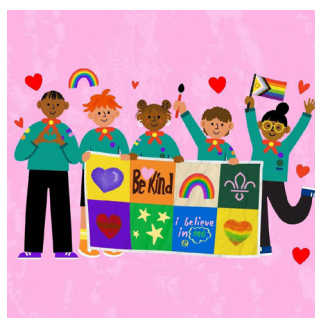
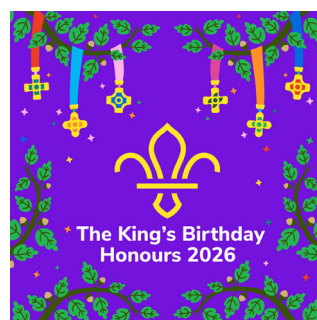
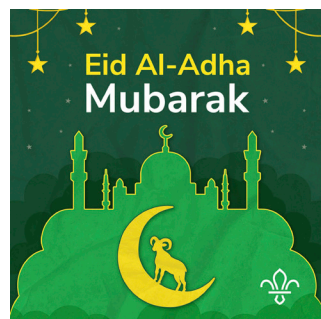
Further reading

- Accessibility guidelines on the [UK Gov Website](#)
- How we talk – Getting to know our tone of voice scoutsbrand.org.uk

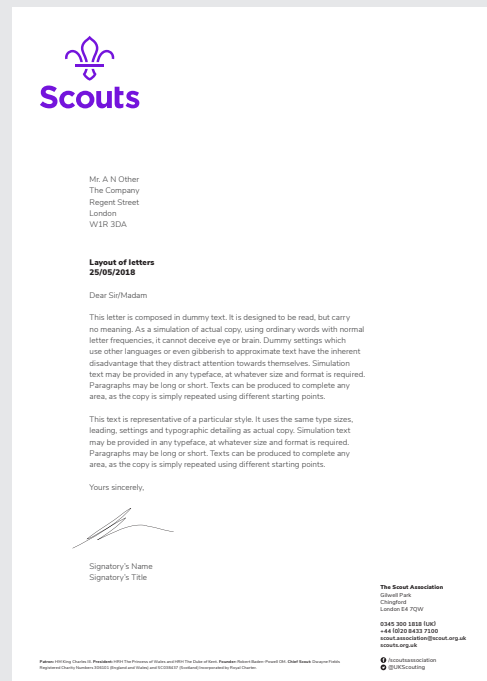
Using our brand

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

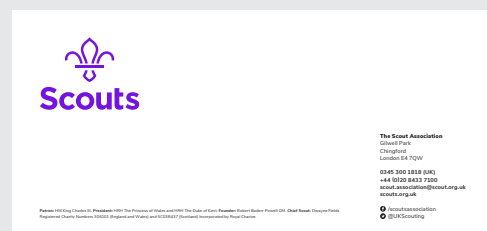
If you use AI to create branded materials, please use it carefully and sparingly. AI will often pull in dated and non UK Scout references. It will often distort or change our logos, colours and other brand assets. It is better to use the templates on the brand centre at scouts.org.uk/brand which can be personalised and downloaded free of charge. Please always say if an image has been created using AI.



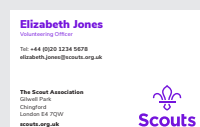
Using our brand



Letterhead



Compliment slip



Business cards

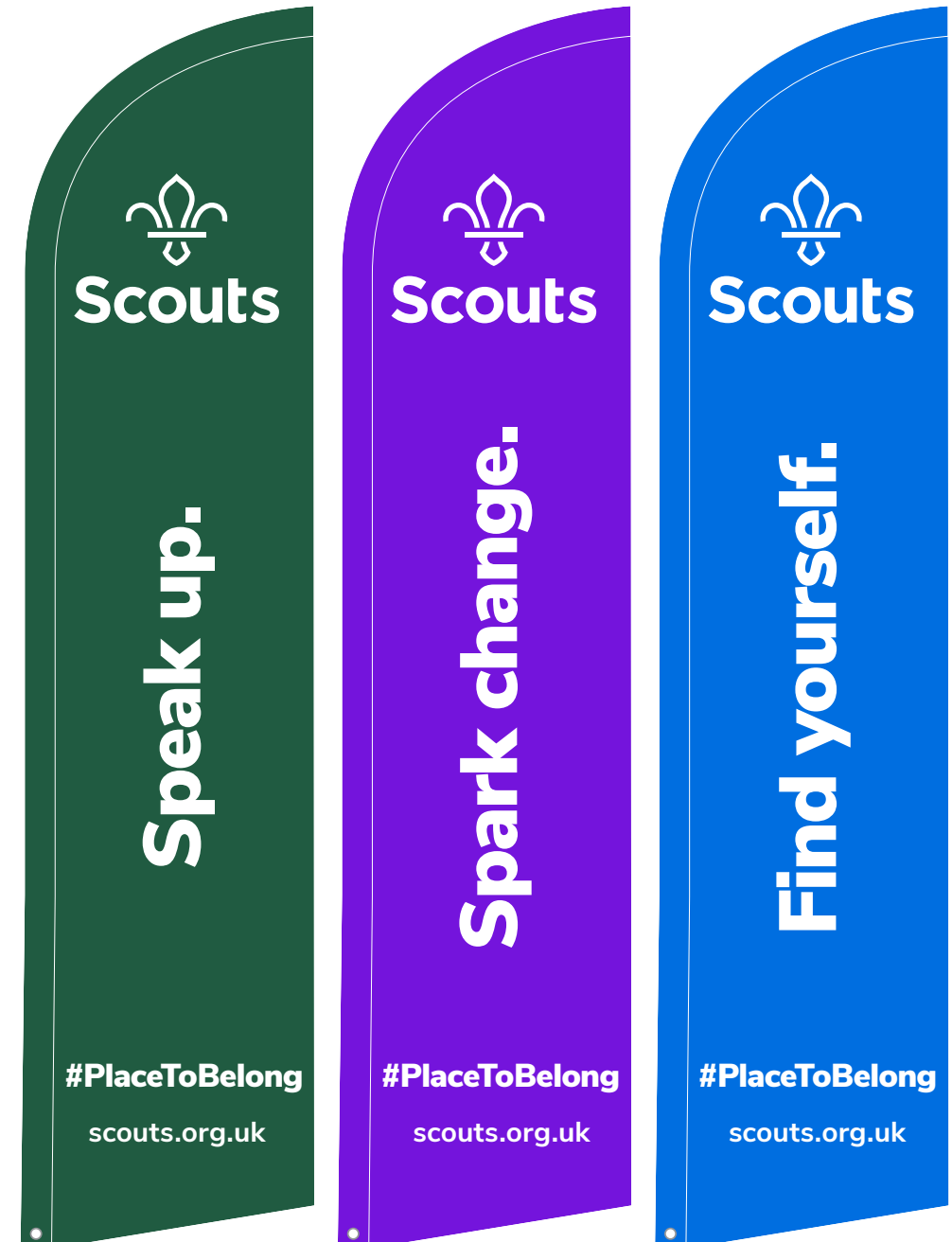
Templates are available on the Scouts brand centre at scouts.org.uk/brand

Using our brand



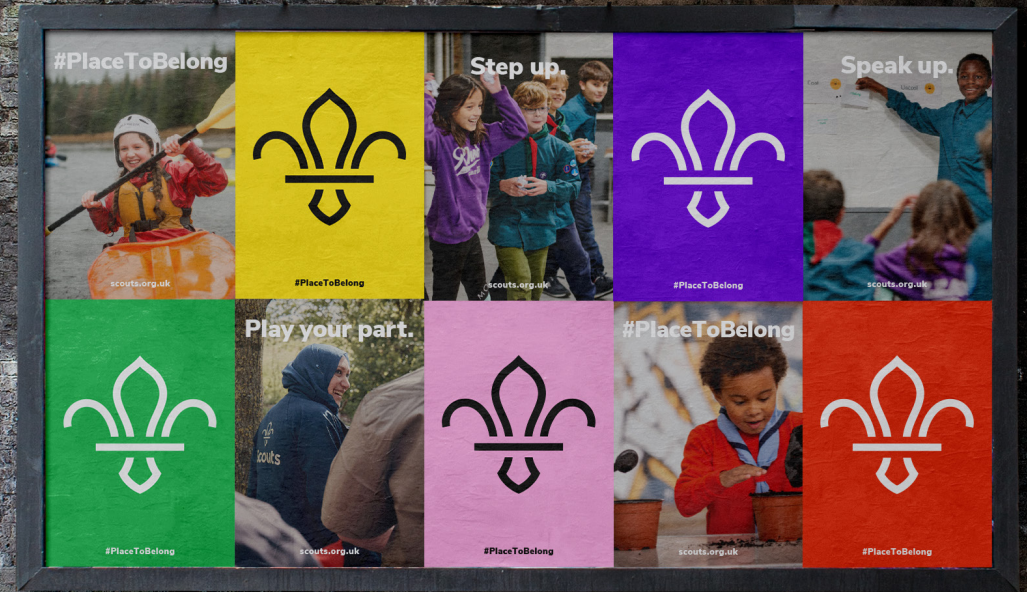
Name badge





You look
like a role
model.

Volunteer at
scouts.org.uk/join





Place to belong
Be yourself. Find adventure.

Scouts 

scouts.org.uk/join
#PlaceToBelong

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Place To Belong

Using our brand



Vehicle livery

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Using our brand



Pin badges

T-shirt



Flags



Resources

Brand centre

We want to make creating on-brand Scout materials as easy as possible. Our brand centre scouts.org.uk/brand contains a wide range of templates, tools and resources to support communications and recruitment, including:

- brand guidelines
- logo artwork
- local logo generator
- web to print templates (including banners, posters, flyers, certificates, stationery)
- social media templates
- MS Office templates
- photo library
- videos

Style guides

To make sure we're consistent across the movement in the way we write and present our communications, visit our editorial style guides at scouts.org.uk/styleguide

Permissions

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To request a licence, please apply with details to support@scouts.org.uk

Got a question or suggestions? Please let us know at support@scouts.org.uk

‘Success is becoming who I want to be and making little me proud.’



‘Scouts builds my confidence and my belief in myself.’

‘My leaders keep telling me I can do it, even if I say I can’t. They believe in me. They’re there when I need someone to pick me up.’

Quotes from Scouts’
UK Youth Forums, 2025



‘I need a place to escape to when life gets hard.’

‘Scouts gives me a sense of community and belonging, support and guidance, and the skills I need to succeed.’



‘Success is being happy and comfortable in life, with knowledge of your own self-value.’



Get in touch

We're always happy to help.

Contact us at

member.support@scouts.org.uk

[Facebook.com/scoutassociation](https://www.facebook.com/scoutassociation)

[Instagram.com/scouts](https://www.instagram.com/scouts)

scoutsbrand.org.uk

#PlaceToBelong

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