

Unit Brand Guidance

We want to support your Unit to create a consistent and recognisable identity that reflects the values and spirit of Scouting. A strong brand helps your Unit stand out, build trust, and foster pride among members.

Wherever possible, involve your young people in the process - ask for their ideas, preferences, and feedback. Their input ensures your brand truly represents the spirit of your Unit.

Colours:

Colour is a powerful part of your Unit's identity, so use the core colours for consistency. To make sure your colours come to life in the way you envision we recommend you use HEX codes when digitally designing assets.

The Scout colours can be found in the Brand Guidelines, [linked here](#).

Do:

- Define your palette for your Unit branding.
- We recommend using around 3-7 colours.

Don't:

- Please do not use **teal** as your T-shirt colour. This is what the Contingent Team will be wearing to make themselves known during the events.

Font:

The Scout font is Nunito Sans: it's easy to read and looks great on anything.

“Nunito Sans Black” looks great as titles and headlines, while “Nunito Sans Regular” is great for body text, and **works well in bold** too.

Nunito Sans is a font family which can be downloaded from Google Fonts here: <https://fonts.google.com/specimen/Nunito+Sans>

The font is already available in Canva without the need to download it first.

Badge/Logo:

Your badge becomes your Unit's identity and a valuable trading asset. Make sure it reflects your local identity as much as possible, whilst being a fun collectable item.

Do:

- Stick to 3–7 colours for clarity and keeps costs minimal.
- We recommend including some of, but maybe not all of, the following text:
 - Your Unit number
 - Your Unit name
 - 26th World Scout Jamboree
 - Your local area name
- Make sure it reflects you as a Unit - the Unit members will help shape this.
- Consider cultural and historical connections, even if unintended, which may not be appropriate to people from Poland or other countries.

Don't:

- Avoid offensive logos, images, slogans.
- Don't include other commercial brands/logos within your badge design.
- Avoid using AI to create your badge designs as this can't guarantee it would be copyright free.

If you decide on a multi piece badge, then each element of the badge will need approving.

Clothing:

Your Unit's second uniform, something you can use in a crowd to find them, and something that builds you into a cohesive Unit.

Do:

- Consider using colours from your badge design
- Think about the purpose of the clothing, what temperature will it be used in, what material does it need to be?

Don't:

- Please do not use **teal** as your T-shirt colour. This is what the Contingent Team will be wearing to make themselves known during the events.

Unit Name:

Think about what makes your Unit unique. Think about your area, what is special to you and what your young people relate to.

Do:

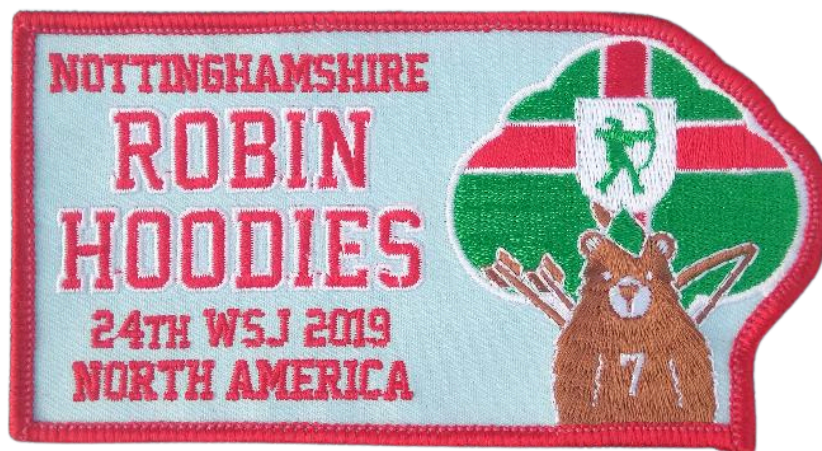
- Make it unique to you and your local area.
- Involve your Unit members in choosing an appropriate name.
- Consider cultural and historical connections, even if unintended, which may not be appropriate to people from Poland or other countries.

Don't:

- No offensive names.
- No names involving commercial brands.

Examples of previous badges

A great example badge:



- Simple yet effective colour usage (5 colours).
- The name and branding are relevant to the location, making the Unit easily recognisable.
- Text makes it clear what event the badge is for and which Unit it is representing.

A non-standard shaped badge:



- If you choose to design a badge like this, consider how difficult it maybe to sew on.
- Non-standard shaped badges can also be more expensive to produce.
- They can, however, look very unique!

Patrol variants:



- You might choose to create patrol variant versions of your Unit badge.
- This can be great for fundraising and trading.
- Multiple variants in smaller batches may be more costly to create, however.

Text contrast:



- When designing text, consider using contrasting colours and the size of the font.
- 2019's Unit 30 uses contrasting colours in a large font, well-spaced out making it very clear to read.



- 2019's Unit 34 on the other hand uses black on top of a dark blue in a small spacing, making it harder to read.