

Brand guidelines

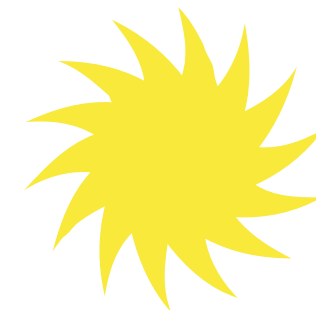
Roverway 2024
UK Contingent
Norway



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0.0 Intro



Roverway is a fun, challenging European event for Scouts and Guides aged 16-22. It takes place every 3-6 years, and the next Roverway will be held in Norway from 22 July to 1 August 2024.

Over 3,000 young people from over 20 countries will go to this exciting event. They'll get to know many other cultures through thousands of other rovers and rangers from all over Europe.

The theme for Roverway 2024 is '**North of the Ordinary**'. We've taken inspiration from this to create our brand.

These guidelines will help volunteers and staff to create branded communications that are inspiring, inclusive, and consistent.

1.0 Logo

1.1 Logo

The primary logo is used for all key assets.

The primary logo references the history of Norway, and the identity portrays a Viking boat with three shields. The dragon's head on the boat faces East, pointing in the direction of Norway as if to set sail from the UK. The sail on the boat features the Union Jack, representing the UK contingent. Whilst the waves adopt a calm and simple style with their Scandinavian minimalism, acting as a divider to the text beneath the waves.

This identity shows togetherness and a journey of friendship.



1.2 Logo guidelines

The logo is a protected mark but may be used by local units to support communications and fundraising as long as the items are clearly personalised. It may not be used to create branded merchandise for sale online or elsewhere without local personalisation.



Minimum logo size - digital
width: 35mm



Minimum logo size - print
width: 45mm



Clear space

The preferred amount of clear space around the logo is the height of the fleur-de-lis.

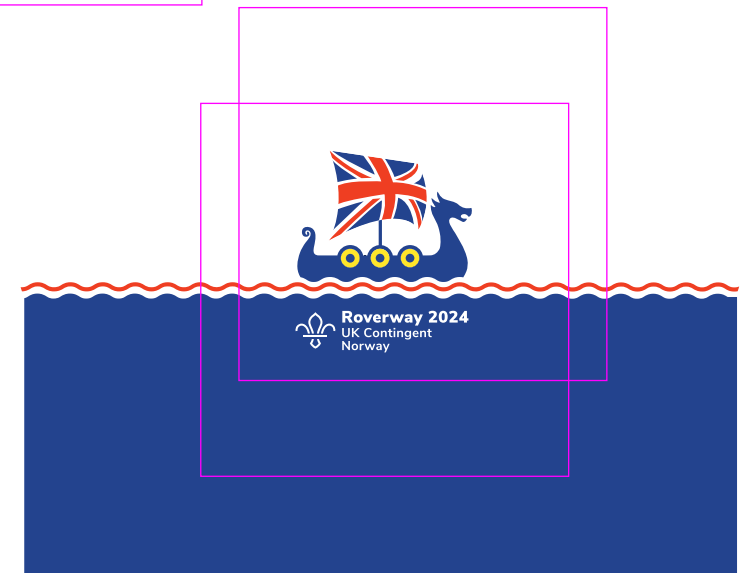
1.3 Logo variations

Crop suggestions, positioning the viking boat central or to left/right suggests a journey.



Extended waves

This variation of the logo is for use on wider content, allowing the viking boat to be positioned accordingly to the content.



Filled waves

This variation of the logo is ideal for dividing content by adding contrast, and overlaying white text on the sea.

2.0 How we talk

2.1

How we talk

Lots of fun, shared experiences, knowledge, and ideas.

Make sure writing comes across friendly and energetic. We try and brighten up anything that sounds too 'corporate' or 'official.'

Tone of voice should feel united. Use the active tense, not passive, and don't be afraid to make calls to action. As a general rule, lose – ings:

Example:

Acting now to change tomorrow

Becomes

Act now to change tomorrow

Use contractions 'We're' and 'can't' instead of 'we are' and 'cannot'

Keep language short and punchy.

Use plain English. This is more inclusive, and welcoming, particularly in a campaign that targets young people, some of whom speak English as a second language. We use 'we' 'our' and 'us' to create a feeling of Scouts as a global, united community.

2.2

How we talk

Example tone of voice:

‘What will you find north of the ordinary? Adventure. Discovery. Friendship. A world you’ve never seen before. A world filled with possibility and excitement. A world that’s there for you to explore.

Every member of our contingent will be going on their own journeys north of the ordinary. They’ll discover skills and talents they never knew they had. They’ll meet people so different to them - yet with so much in common.

North of the ordinary you’ll find a unique landscape of fjords and forests. You’ll find people with a passion for nature and how it connects to their lives. You’ll find a culture steeped in myth and legend, of pioneering explorers and fierce independence. What lies North of the Ordinary? All the extraordinary magic of Scandinavia.

3.0 Colours

3.1 Colours

The primary colours for the brand are Scouts Navy and Scouts Red, with Scouts Yellow used as an accent colour.

Primary brand colours

Scouts Navy

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

Scouts Red

RGB r226 g46 b18
CMYK c0 m90 y100 k0
Pantone Red 032 C
HEX #e22e12
Thread YHG125

Supporting colours

Black

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

Scouts Yellow

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

White

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

3.2 Colours

The primary logo is available as a three colour logo, red, yellow and blue. This is the recommended logo to use across key assets.

For use on merchandise or over coloured backgrounds, there is a black and white option available, depending on the background colour.



Recommended



Single colour on a solid coloured background.

Avoid



Please avoid full colour logo over over a blue background as these create a poor contrast and are not accessible.

4.0 Patterns & Graphics

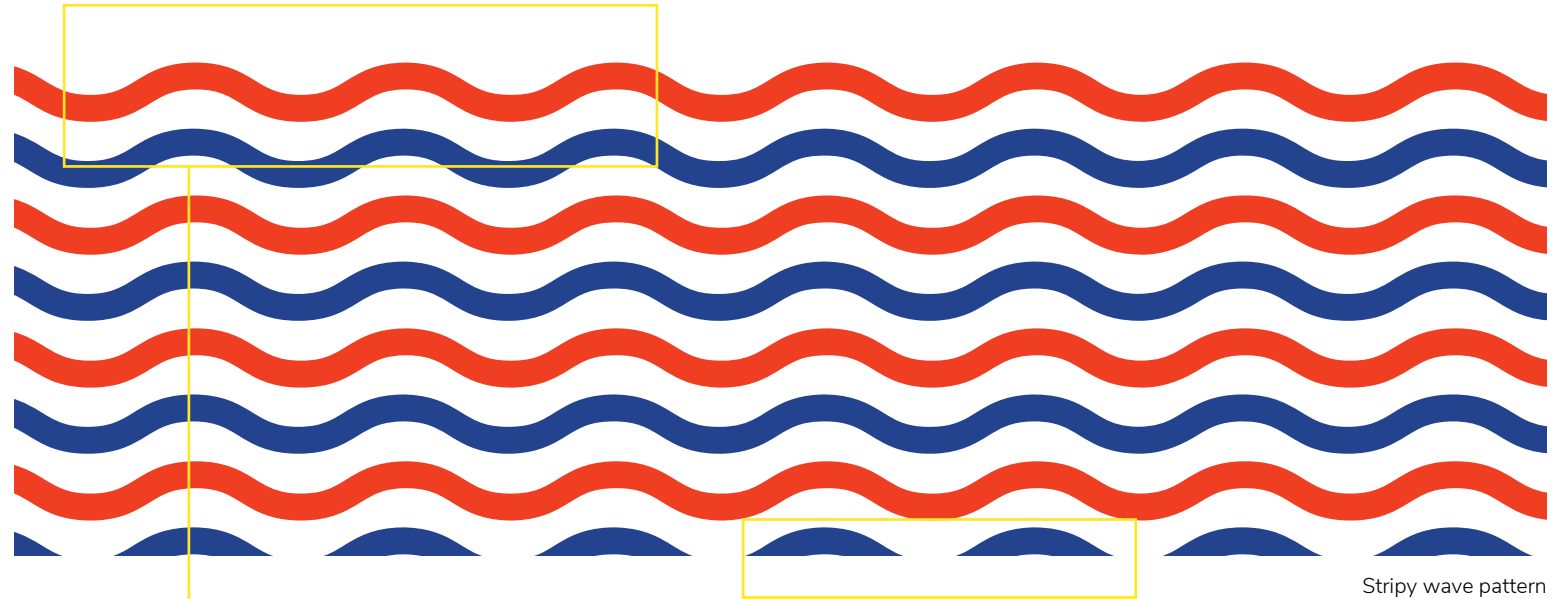
4.1

Patterns & Graphics

The repeat wave patterns are ideal to use across merchandise and communications.

The pattern echoes the waves from the primary logo, in a red white and blue colour way referencing the Union Flag and the UK contingent.

In addition to the stripy wavy pattern, there's a solid filled wave. This is ideal for a background to text heavy materials whilst signposting the brand. With the flexibility of choosing the 'depth' of the waves to separate content.



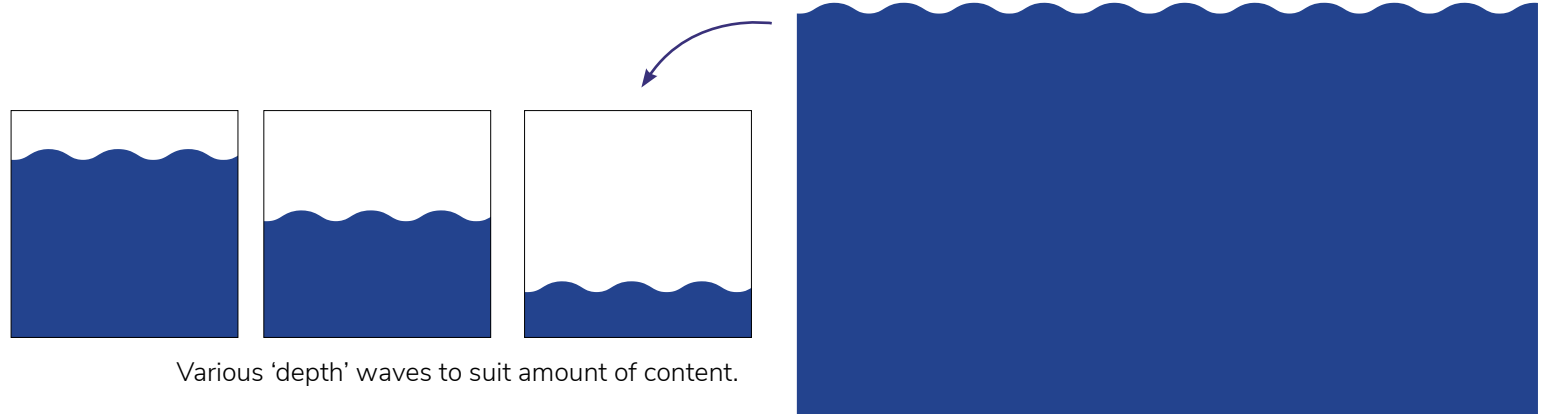
On merchandise, it's recommended to align the pattern so the crest and troughs of the waves are not cropped at the top or bottom of the pattern.

Where possible, avoid cropped waves.

4.1 Patterns & Graphics

Variety of wave assets

Filled wave device



Various 'depth' waves to suit amount of content.

Two wave stripe pattern divider on transparent background.



Wave stripe pattern, 20% transparent white stripe background. Ideal as background for a header.

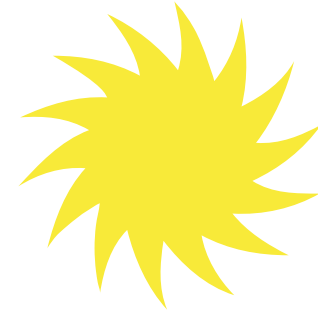


4.3 Patterns & Graphics

Graphic elements

As part of the brand tool kit, these graphic elements of a Nordic sun, mountains and double waves are available to use across the brand collateral. These elements can be added to create interest, break up text and unify content.

The next page demonstrates how the patterns and graphics can work together.





Discover skills and talents you never knew you had. Meet people so different to you- yet with so much in common.

Join the UK Contingent for Roverway 2024.

North of the Ordinary



A world ready to explore

**22 July to
5 August 2024
Norway**



5.0 Usage examples

5.1 Usage examples

Pull up banners

Two examples of pull up banners, from modular layout in example A, to stacked layers in example B.

Both options are versatile, designed to create interest and excitement for Roverway.



Example A

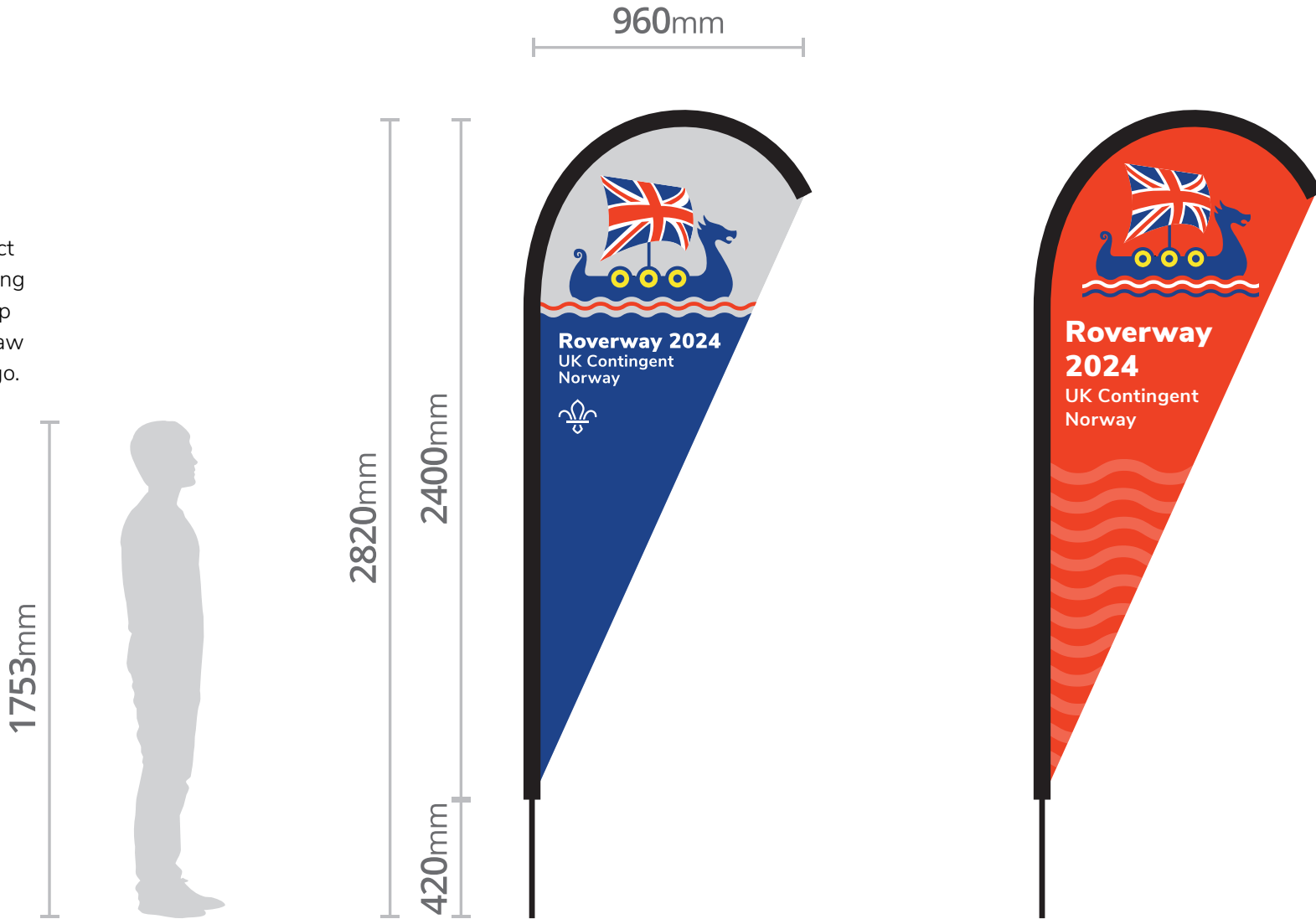


Example B

5.2 Usage examples

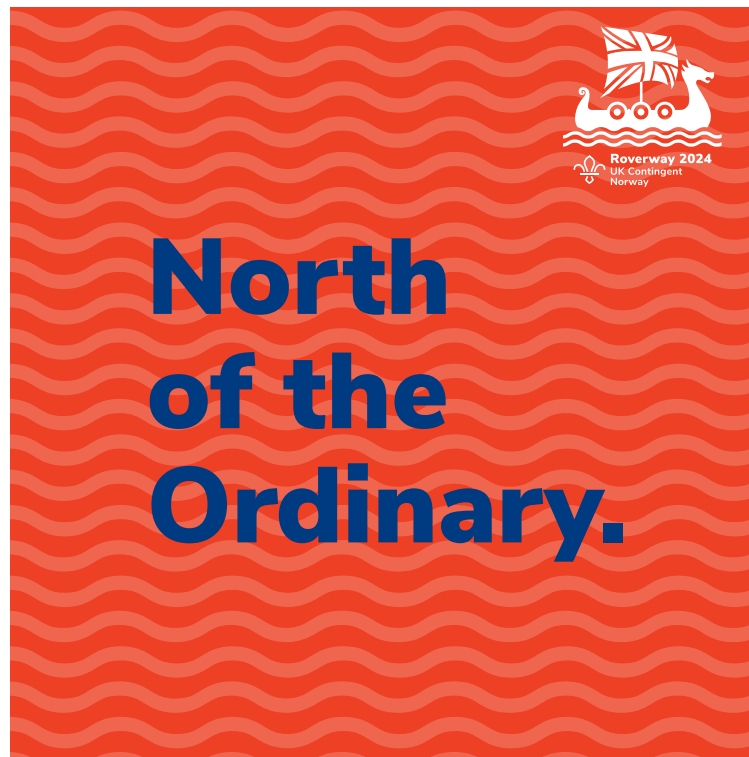
Feather banners

The feather banners will act as signposts on site, needing less information than pull up banners, these designs draw focus to the core brand logo.



5.3 Usage examples

Social media posts



5.4 Usage examples

Twitter header and profile image

Example of a digital banner for twitter. Featuring the tag line 'North of the Ordinary'. The logo is situated in the profile image, with the name of the event and more information is reserved for the banner artwork.



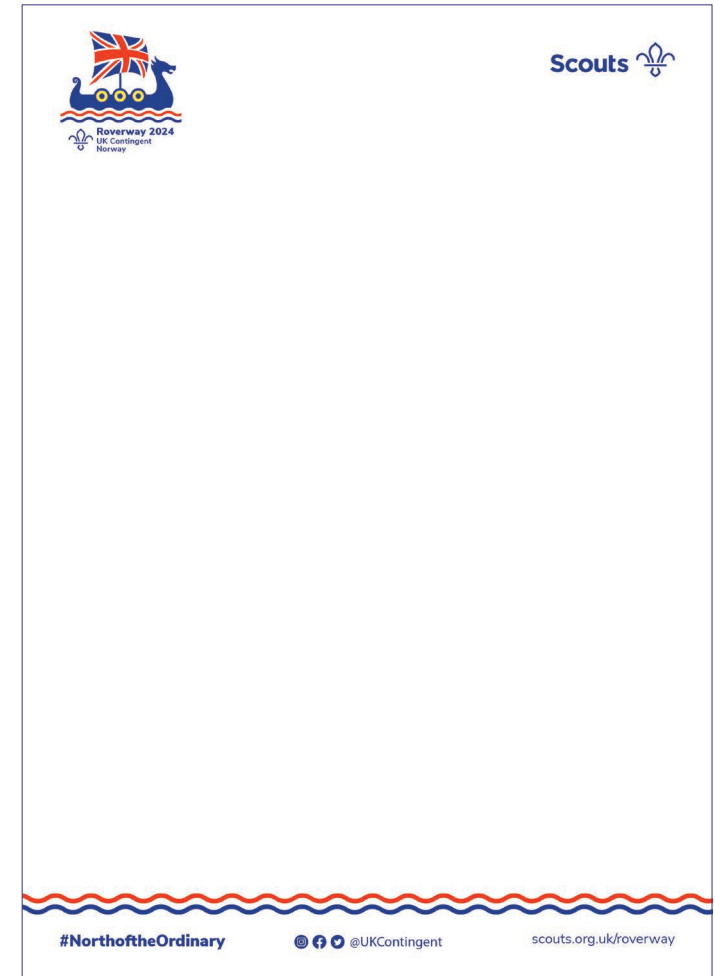
5.5 Usage examples

Microsoft Word templates

Word templates, one standard design and a second designed with low ink coverage for printing at home.



Standard template

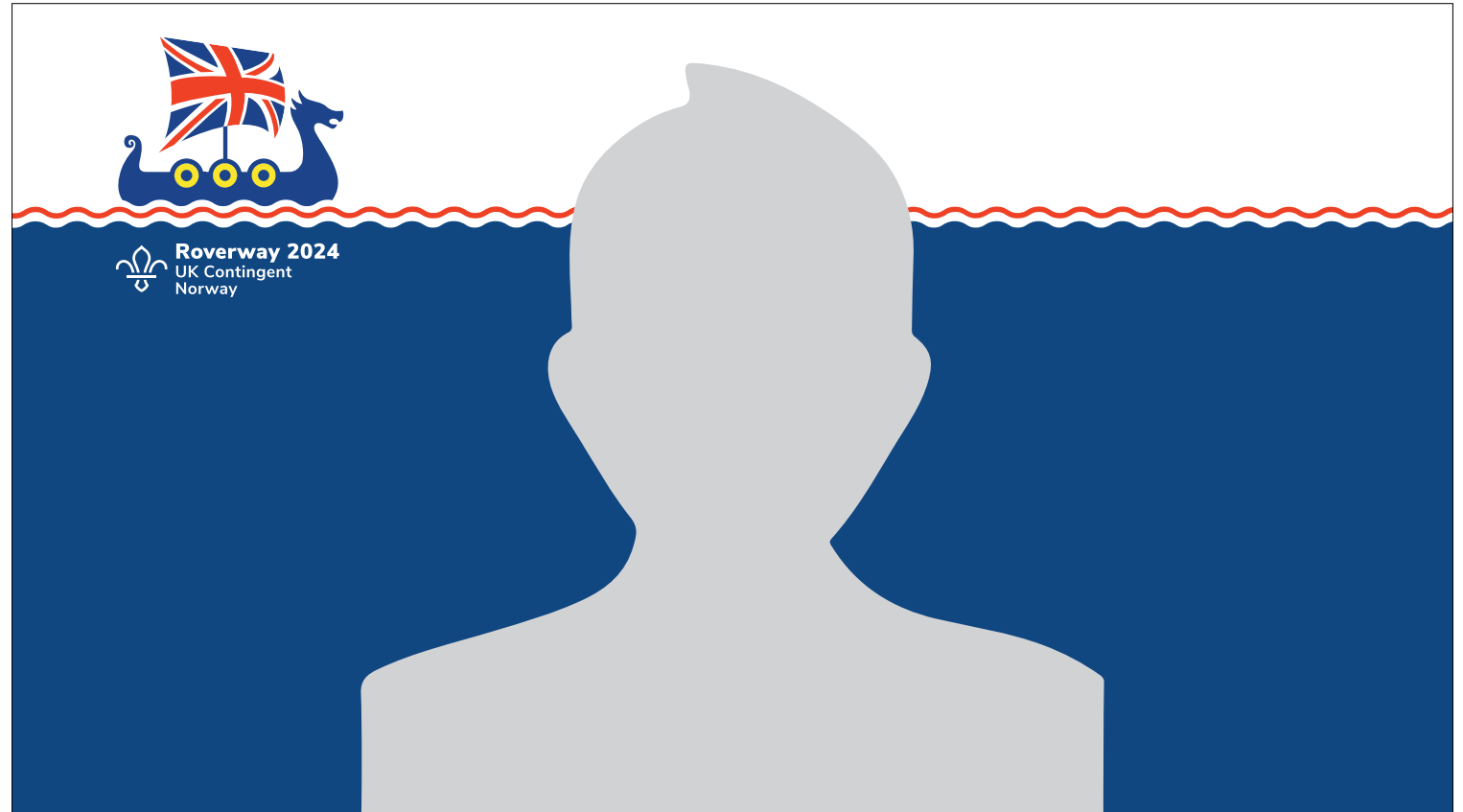


Low ink coverage option

5.6 Usage examples

Teams background

Roverway branded Microsoft Teams background adds to the brand consistency during remote meetings.



North of the Ordinary.

