

**You're within a whisker
of your greatest
adventure yet.**

Cześć!



Contents



| | | | | | |
|-----------|---------------------|-----------|-----------|-------------------------|-----------|
| 01 | Introduction | 3 | 06 | Brand Assets | 14 |
| 02 | Logos | 4 | | Otter sicker | |
| | Primary logo | | | River swoosh & splashes | |
| | Black and white | | | Postage stamp | |
| | Personalised logo | | | | |
| | Simplified logo | | 07 | Application | 17 |
| | Logo mark | | | Badge design | |
| 03 | Colours | 10 | | Necker design | |
| 04 | Typography | 11 | | Social media | |
| 05 | How we speak | 12 | | Powerpoint | |

01

Introduction

The World Scout Jamboree is one of the most significant events in the global Scouting movement, bringing together thousands of young people from around the world to celebrate unity, adventure, and cultural exchange. Held every four years, the Jamboree is a gathering unlike any other, offering Scouts the opportunity to experience a world of diversity while participating in activities that foster personal growth, leadership, and global citizenship.



02

Logo

The primary logo

This is the primary logo for the UK contingent World Scout Jamboree 2027.

The primary logo will be available for use, free of charge, on the Scout Brand Centre. It's 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.



Primary logo

02

Logo

The primary logo in black and white

This is the primary logo for the UK contingent World Scout Jamboree 2027.

The primary logo will be available for use, free of charge, on the Scout Brand Centre. It's 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.



Black and white primary logo

02

Logo

The personalised logo

The localised version of the World Scout Jamboree (WSJ) UK Contingent logo is great for fundraising and local merchandise.

You must share all locally produced WSJ badges and merchandise for approval by the Contingent Management Team before manufacture.

Please raise a support ticket at scouts.org.uk/wsj to do this.



The size of the regional text should be the same size as the words 'UK Contingent'. Using the font Nutino Sans, in the weight Black. The colour of the font should be Scout Navy or White, depending on the of colour of the merchandise.



Personalised logo with group name



Personalised logo, maximum group name height to match the X height of 'UK Contingent'

| | |
|---|---|
|  |  |
| Scouts Blue | White |
| Thread YHG328 | Thread White |
| RGB 0, 58, 130 | RGB 255, 255, 255 |
| CMYK 100, 87, 21, 7 | CMYK 0, 0, 0, 0 |
| Hex 003a82 | Hex ffffff |

02

Logo

The simplified logo

This variation of the logo, is a vertical stack. Containing the minimal amount of information to make it as impactful and accessible as possible for narrower spaces.



Simplified logo

02

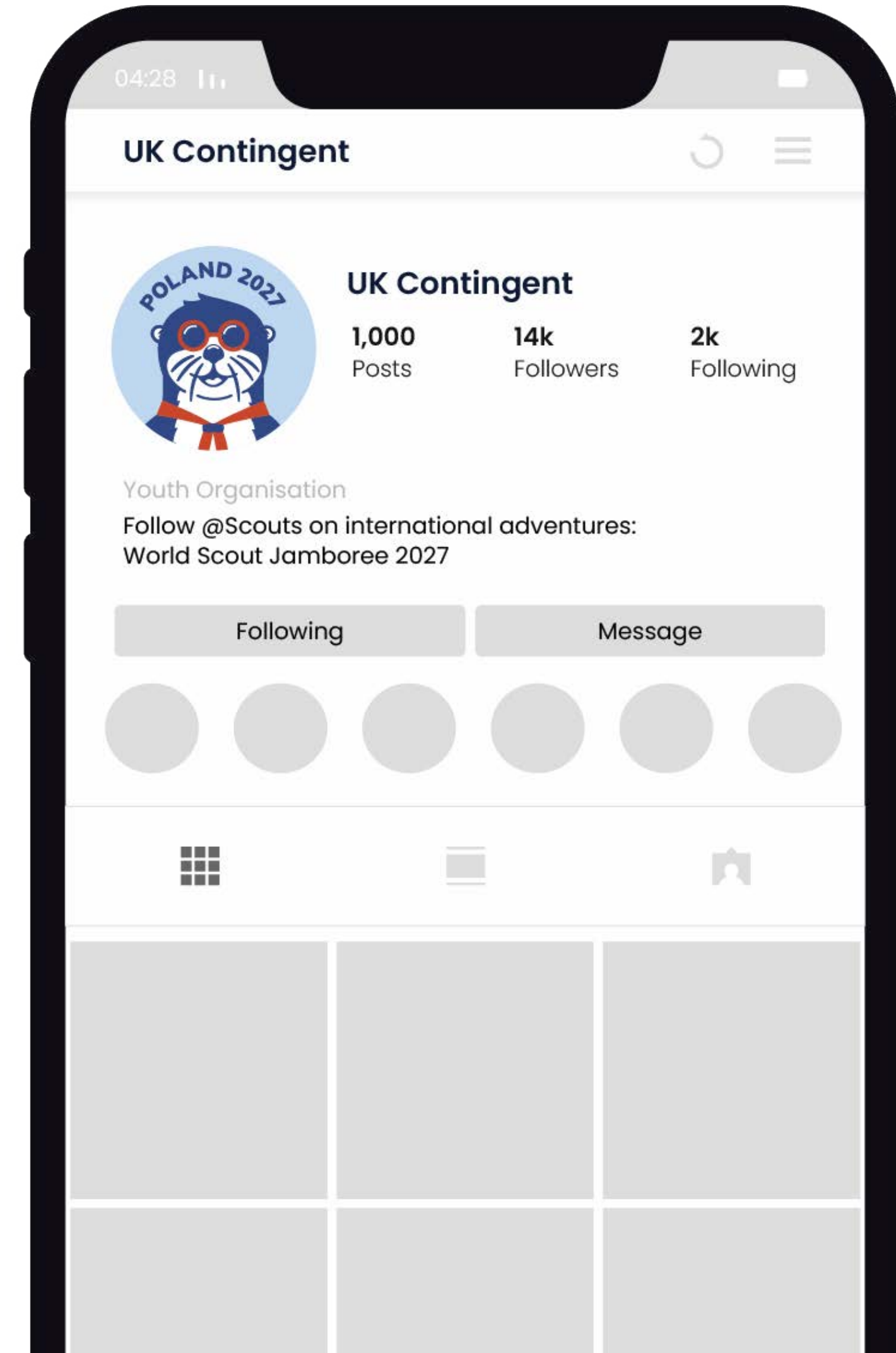
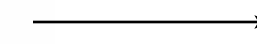
Logo

The logo mark

This is a paired back visual of the logo. Containing the minimal amount of information to make it as impactful and accessible as possible across social channels and digital use.



Logo mark



02

Logo

Logo variations

To ensure the brand remains consistent and recognisable across every touchpoint, the logo has been designed in a range of variations. These versions allow the identity to adapt to different formats, sizes and backgrounds while maintaining its clarity and impact. Using the appropriate logo variation for each application, from print and signage to digital and social media. This helps keep the brand cohesive, accessible and visually strong in every environment.



Primary logo



Primary logo in black and white



Logo mark



Simplified logo



Simplified logo in black and white



Badge

03

Colour palette

Our colour palette represents the UK, featuring Red, Navy and white from the Union Flag, as well as a light blue.

| | | |
|-----------------------|---|------------------------------|
| Scouts Red | R 237 G 64 B 36 HEX #ed3f23 | C 0 M 90 Y 100 K 0 |
| Scouts Navy | R 0 G 58 B 130 HEX #003982 | C 100 M 88 Y 12 K 0 |
| Riverside Blue | R 184 G 218 B 243 HEX #b8daf3 | C 31 M 5 Y 1 K 0 |
| Scout Blue | R 0 G 110 B 224 HEX #006ee6 | C 84 M 56 Y 0 K 0 |
| White | R 255 G 255 B 255 HEX #ffffff | C 0 M 0 Y 0 K 0 |

04

Typography

Nunito Sans is the primary typeface for this brand. It's clean, rounded letterforms support clear communication and make the messaging approachable. The font's simplicity ensures readability across print, digital, and large-scale event materials, while its friendly character helps reinforce the welcoming and energetic tone of the event. Using Nunito Sans consistently across all assets creates visual cohesion and strengthens brand recognition.

Aa

Font name: Nunito Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Available in four weights:

Light

Regular

Bold

Black

05

How we speak

How we talk is just as important as what we say. We want to get across that we're a friendly bunch, but serious about making our event as good as it can possibly be. That needs to come across in the words we use. So cut out the stuffy stuff, and keep your writing friendly and energetic. We try and brighten up anything that sounds too 'corporate' or 'official'.

1. Don't be afraid to have fun with words

Inspired by our friendly, adventurous otter.

An otter-ly brilliant jamboree

Rafts of fun

Things are getting otter...

A jamboree like no otter...

2. Remember we're proud to be part of a team

Use 'We' and 'Our' as much as possible We're one team.
Let's have a nod for the pod.

3. Keep it friendly and conversational

Give yourself permission to write as you speak, using short sentences. Use contractions like 'We're' instead of 'We are,' for example.

4. Keep it positive

Avoid 'don't', 'can't', 'haven't', 'mustn't', and use positive words instead like 'can' and 'will' instead. Use inspiring words too, like 'dream' 'opportunity' and 'adventure'.

5. Keep up the energy

Use powerful, active verbs like 'leap' 'dive' and 'spring'. Keep your sentences short and punchy. Write less and say more.

6. Paint a picture and explore the senses

Use all the senses to bring Poland alive in the reader's mind. Think of the glittering Vistula River that runs through Gdansk, reflecting the city's towers and spires, as well the wild shores, forests and fields of Poland.

7. Put your reader at the centre of the action

Don't talk about 'us' too much. Talk about the reader and how they can be involved. This will keep them engaged.

8. Don't forget to include a call to action

Use active verbs like 'Go' 'Do' 'Visit' (without the 'ing' on the end). What do you want the person reading this to do?

9. Be inclusive and respectful

Use language that includes everyone. Be careful with pronouns (checking he/she/they for example) and avoid gendered language like 'mankind' and 'manmade'.

10. Be active, not passive

An active voice keeps things punchy and immediate. 'We're looking at ways to include everyone' is better than 'We have been looking at ways to include everyone.' Even better is simply: 'Include everyone.'

05

How we speak

Examples of our playful tone of voice.

‘G’day Gdansk’

‘Ready fur Poland?’

**‘You’re within a whisker of your greatest
adventure yet.’**

**‘160 countries. One jamboree.
Now that’s paws for thought.’**

‘Otter in the shades’

‘It’s all going swimmingly.’

06

Brand assets

Otter character sticker

This sticker design is a way of using the otter across different touch points of the brand. From watermarks in slide decks and Word templates, to a fun collage style sticker for social posts.



Otter character with sticker boarder.
Ideal for using over dark or busy backgrounds from social media to presentations.



Otter character without boarder.
Use this version over white or light backgrounds.

Tip: Align the otter at the bottom of the page so it doesn't feel cut off.

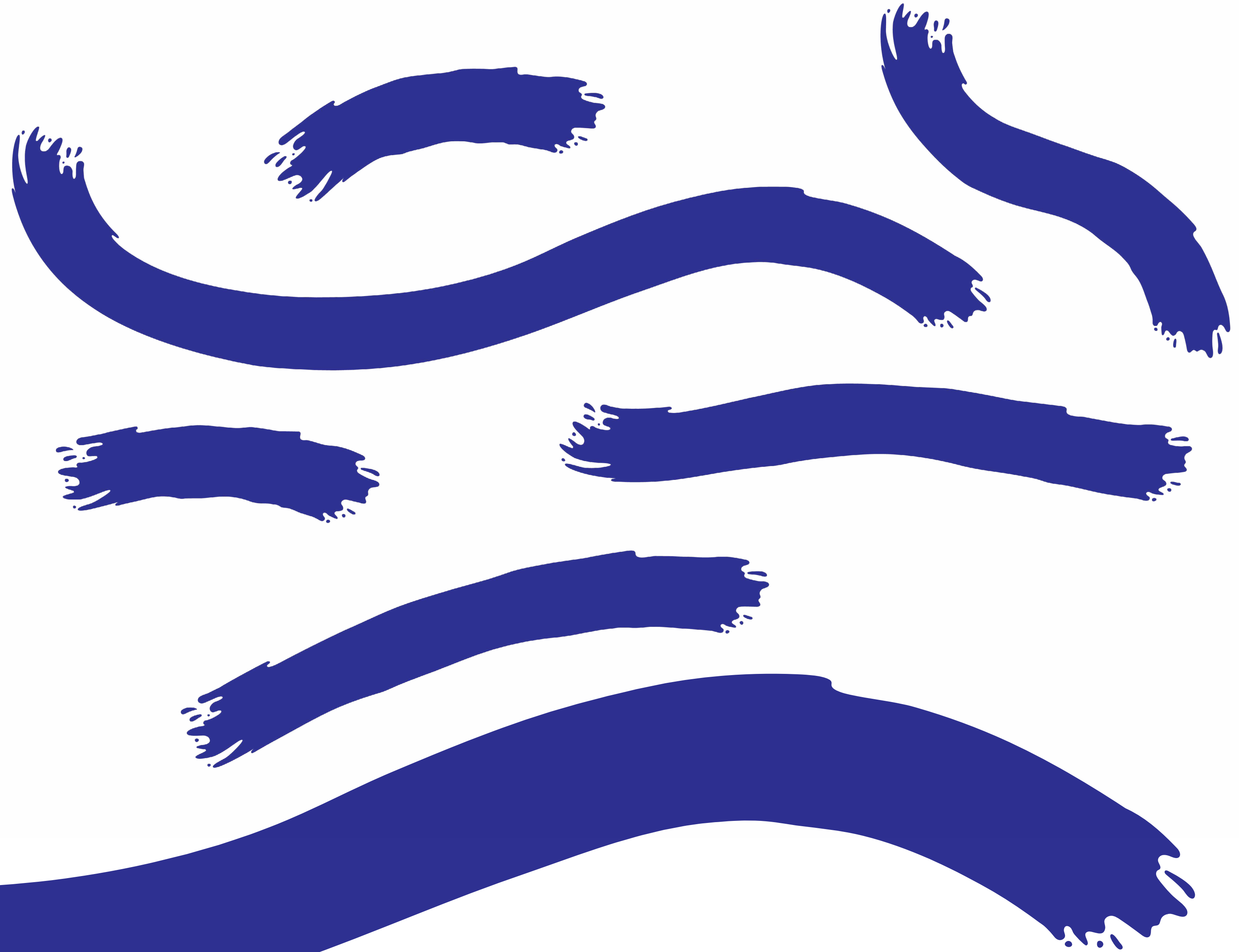
Tip: Scale the otter sticker up and reduce the opacity to 20% for a watermark effect.

06

Brand assets

The river swoosh pattern and splashes.

This is a playful asset that adds flow and direction to resources. It leads your eye through social media posts, marketing materials and presentations.



06

Brand assets

The otter postage stamp

This illustration detail adds a sense of travel and adventure to marketing materials.

Whether that's a social post or slide deck.

The postcard feels shareable, naturally lends itself to a scrapbook style collage, capturing highlights, moments and memories from the Jamboree.



07

Application

The otter symbolises joy, playfulness, curiosity, friendship and community native to both UK and Poland.

The otter wears a Scout necker, whilst cradling the Poland logo between its paws like a treasured pebble.

The badge design pairs a unique design with the union colours, creating a strong and memorable symbol to represent the UK contingent.

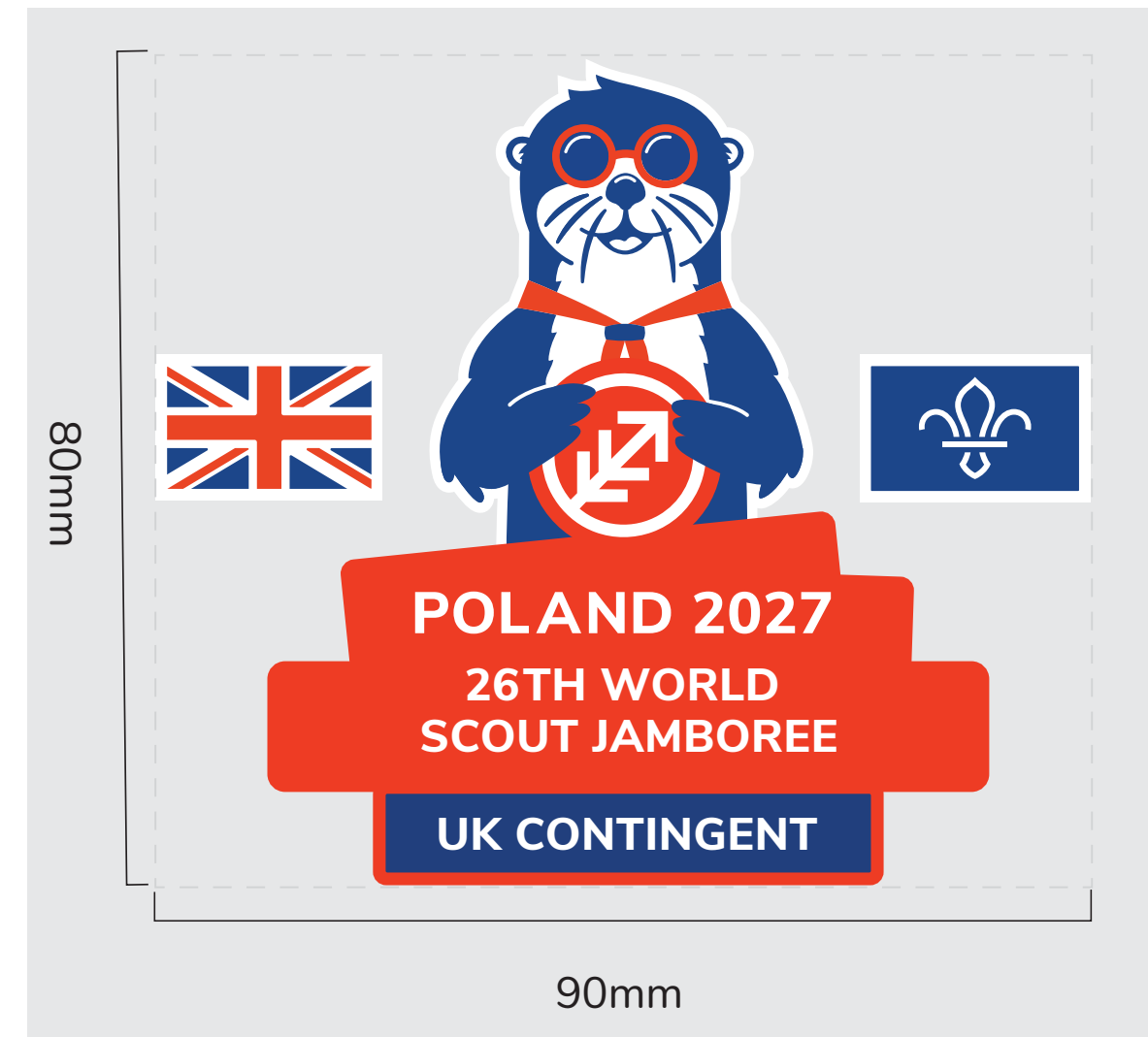
The badge design is balanced with the Union Flag and the Fleur De Lis either side of the otter.



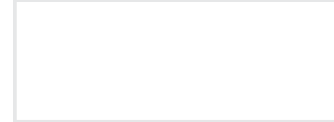


07

Application

The Scout necker for the World Scout Jamboree features the simplified logo design.



| | | |
|---|---|---|
|  |  |  |
| Scouts Red | Scouts Blue | White |
| Thread YHG125 | Thread YHG328 | Thread White |
| RGB 237, 64, 36 | RGB 0, 58, 130 | RGB 255, 255, 255 |
| CMYK 1, 90, 100, 0 | CMYK 100, 87, 21, 7 | CMYK 0, 0, 0, 0 |
| Hex ed4024 | Hex 003a82 | Hex ffffff |

07

Application

Social templates

Examples of how the social posts could be designed, featuring various brand assets, for a consistent look and feel.

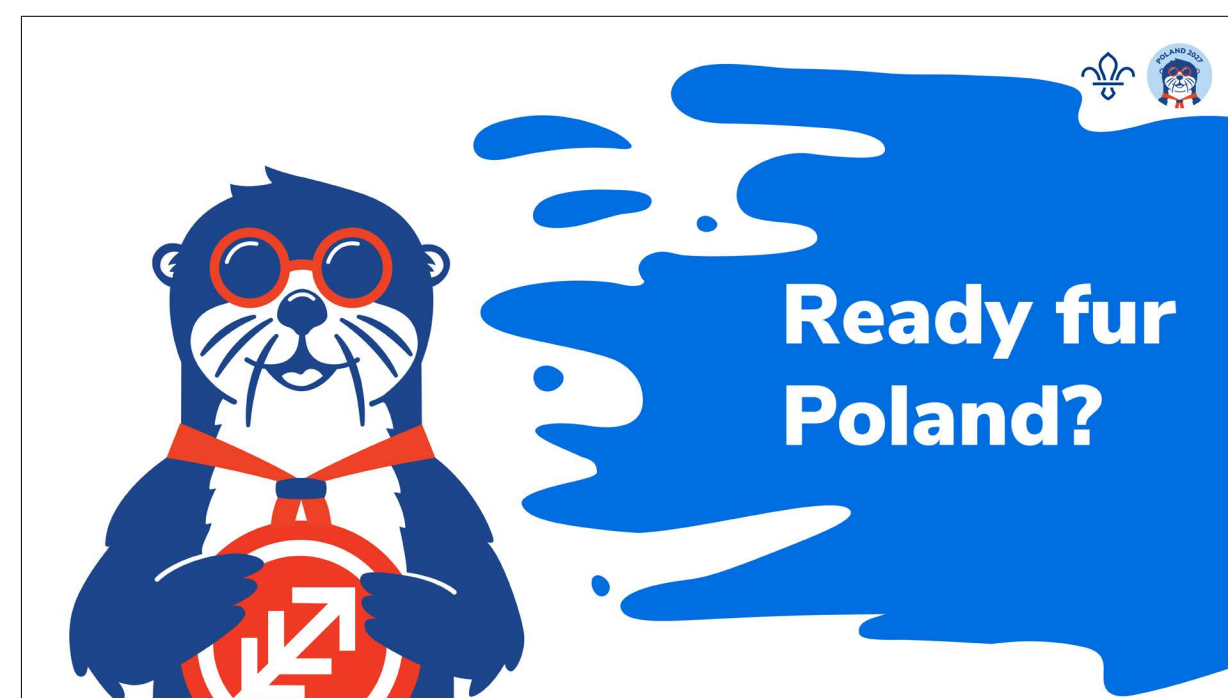
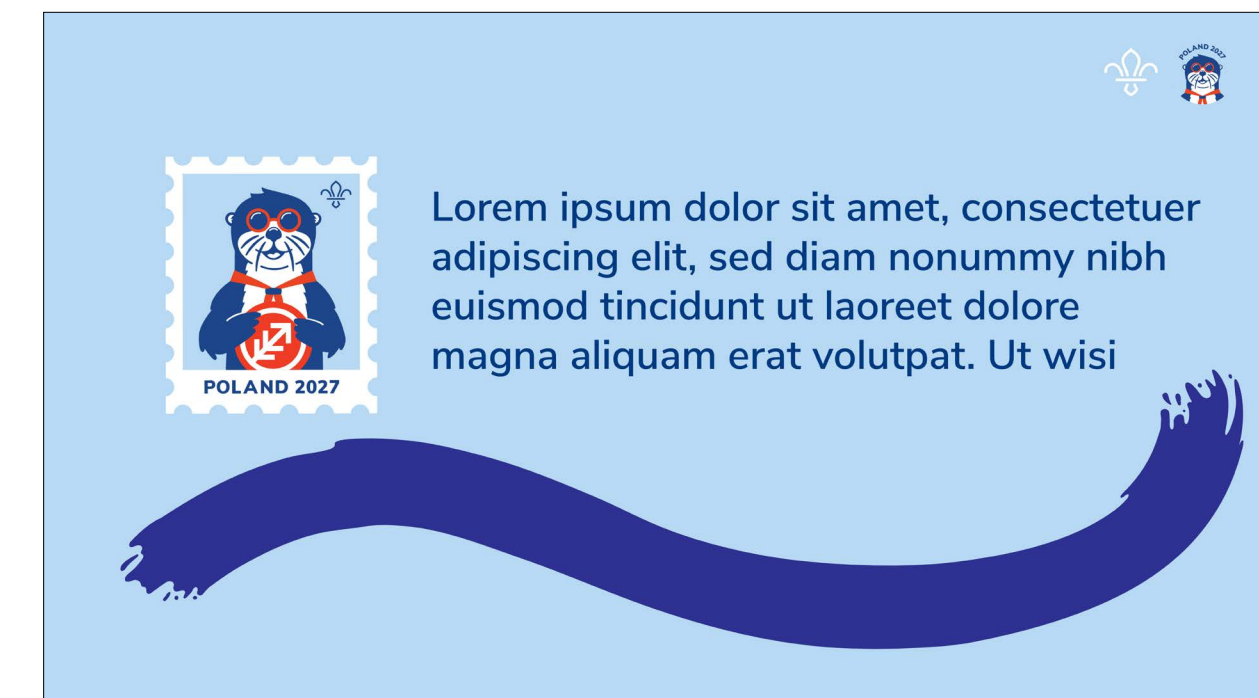


07

Application

Powerpoint template

Examples of how the a branded slide deck could be designed, featuring various brand assets, for a consistent look and feel.





Thank you

