

Raft Brand Guidance

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

Colours:

Colour is a powerful part of your Raft'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 Raft 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 Raft's identity and a valuable trading asset. Make sure it reflects your local identity as much as possible, whilst being a fun collectable item.

Dos:

- 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 Raft letter
 - Your Raft name (if making a custom one)
 - 26th World Scout Jamboree
 - Your local area name
- Consider cultural and historical connections, even if unintended, which may not be appropriate to people from Poland or other countries.

Don'ts:

- Please 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:

Rafts may choose to create their own local optional clothing items to take to the Jamboree.

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.

Raft Name:

Think about what makes your Raft unique. Think about your area, what is special to you and what your Raft members relate to. You may choose to not create a custom name for your Raft and just go with “Raft X” - that’s totally fine.

Do:

- Make it unique to you and your local area.
- Involve your all your Raft 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.

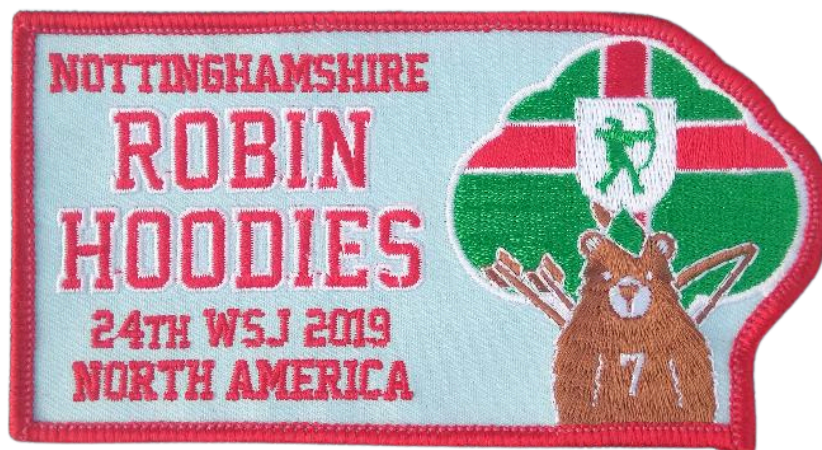
Don't:

- No offensive names.
- No names involving comerial brands.

Examples of previous badges

Here are some examples of previous Unit badges. You can use this as a starting point for inspiration for your Raft badge.

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.