



**SCOUTS**<sup>®</sup>  
Bahamas



THE SCOUT  
ASSOCIATION  
OF THE BAHAMAS  
Scout Brand Manual

Version / April 2021

## Overview

Let's start by recognizing that the Brand is much more than the Logo and the emblem.

It starts from our behaviors as Scouts; it is reflected in our Uniform and our stories as an Organization.

Although to be consistent in design and help us tell the Story of the largest Youth Movement in the World, we need to follow some tips.

## Vision | Mission

The vision, mission and strengths are presented in a condensed form. They are in line with Scouting's Constitution and are taken from the Strategy for Scouting.

### **Vision**

**Creating a better world.**

### **Mission**

**Educating young people to play  
a constructive role in society.**

The vision and mission enable us to express Scouting's ideals and work in just a few seconds.

The vision and mission can help start or end a speech, answer a journalist's question, propose a title for a newspaper article or audio-visual presentation.



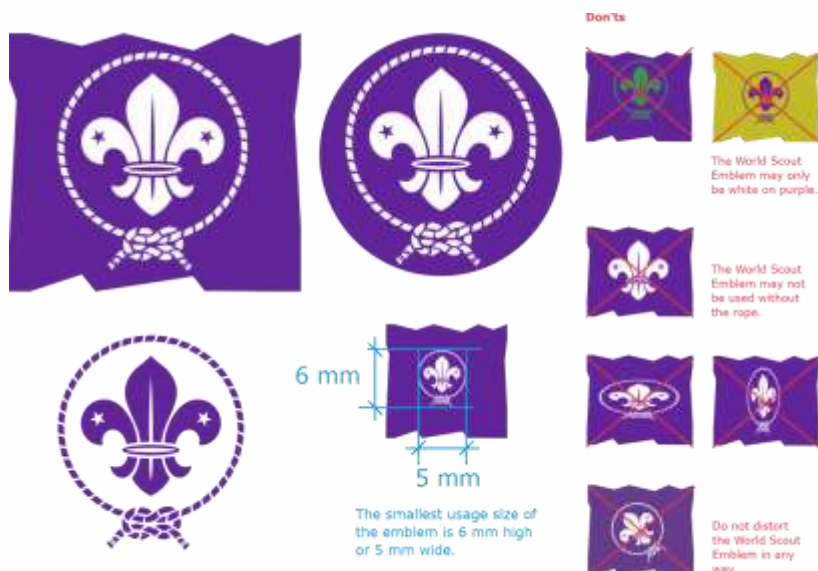
## Design elements

### Scout Emblem

#### a. Word Scout Emblem

The World Scout Emblem has not changed.

It is a protected symbol and is therefore subject to licensing. The correct version of the World Scout Emblem is available from the World Scout Bureau.



#### b. Bahamas Scout Emblem



## Scouts Logo

The SCOUTS logo is made up of the emblem, the wordmark “SCOUTS”, the registration sign and the claim. The name “SCOUTS” has replaced the former usage of “World Organization of Scout Movement.”

National Scout Organizations only may apply for the creation of a national brand derived from the World Scouting Brand Logo. The purpose of the National Scout Identity Brand logo is to visually identify the member country with the wider family of World Scouting.

The national Scout identity brand is created by replacing the claim with the internationally agreed name of the country (ISO 3166) in the language(s) of the member organization’s choosing. In order to retain consistency and quality, the World Scout Bureau Central Office produces and issues the final artwork of all national Scout identity brands.



As an exception, a purple on white background can be used. A white on black background version of the logo can be used for non-color applications, e.g. for newspaper ads.



## Typefaces

### Futura

This font is used to reproduce the official name of the World Organization of the Scout Movement in English, French and Spanish.

The Futura font family is also used in graphic elements, bodytext and headlines on the web site of World Scouting.

*Futura Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890,.-!@()...**

*Futura*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890,.-!@()...

## Colors

### Colour specifications

	PANTONE® (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (web applications)
	Purple 527 C / U / M	C79 M94 Y0 K0	R98 G37 B153	#622599
	White -	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF
	Blue 2393 C / U /	C83 M31 Y3 K0	R0 G146 B203	#0092CB
	Yellow 1225 C / U /	C0 M22 Y88 K0	R255 G200 B69	#FFC845
	Black Black 6 C / U	C100 M61 Y32	R16 G24 B32	#101820

## Primary Colors

The main colors for SCOUTS communication are purple and white.

Any additional color can be used in SCOUTS communication except colors near to the SCOUTS purple on the color spectrum. There must be significant contrast between the SCOUTS purple and other colors.

## Brand Protection

### “We are the pirates of our own brand”

This Brand Logo is the signature of World Scouting. It is composed of the World Scout Emblem (the fleur-de-lys), the word “SCOUTS” (our name is our fame), the word “Bahamas” (our country name) and our National Scout Emblem. This brand logo is an internationally protected registered trademark.

Misusing it is an act of piracy. The conditions of use and commercialization of this brand can be found in Circular n° 5/07 and its annexes “World Scouting’s Brand & Its Trademarks”.

Every member of the Movement must take responsibility to preserve its integrity.

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general license terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general license terms for its use must therefore be respected, as defined in the World Scouting Brand Manual.



A clear, unequivocal distinction is made between the terms “non-commercial use” and “commercial use” in relation to all of WOSM’s designs.

### Non-commercial use - general license terms

Non-commercial use of WOSM’s designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of noncommercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- Computer hardware and software even when the items are not going to be offered for sale.

Applications for non-commercial licenses must be submitted to the World Scout Bureau Central Office.

## Commercial use - general license terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not normally issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued.

The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.





Applications for commercial licenses must be submitted directly to the Official World Scout Shop, at least three months prior to production.

### Our Association applied for:

Royalty-Free Non-Commercial License Agreement to use a WOSM design in the TSAB-BS-261120-RFNC World Scout Emblem and Brand Logo (BS 2020)

#### Definition

Non-commercial use of WOSM's trademarks refers exclusively to those instances where the items on which its designs appear are not offered for sale.

#### Requirement

The TSAB-BS-261120-RFNC World Scout Emblem and Brand Logo (BS 2020) include items corresponding to the Nice Classifications of goods and services 8, 14, 25, 30. Reproduction of a WOSM trademark on an item in these classifications and which is to be offered for sale requires this specific royalty-free non-commercial license agreement to be signed and returned to the World Scout Bureau Association prior to production.

### Article 2 - Applications, exclusions and support 2 § 1 Applications

Non-commercial use of WOSM's trademarks covers those cases where the items on which its designs appear are not offered for sale.

#### 2 § 2 Exclusions

Use of the WOSM Designs “by extension” on any other item in the following classifications is specifically excluded from this agreement:

- Clothing, badges, leather goods, metal pin badges



- Flags, tents, rucksacks, camping, outdoor and adventure equipment
- Computer hardware and software.

The licensee agrees to apply for separate non-commercial licenses for each item which may be judged to fall within one of these classifications.

### 2 § 3 Support

The licensee may be provided with any of the following support elements, on request:

- Original vector format graphic files of the World Scouting Brand Logo in the five working languages
- World Scout Brand Identity Guide

## Article 3 - Conditions of use

### 3 § 1 Compliance to conditions

This license is granted on the following additional conditions and failure to comply with them shall lead to automatic revocation.

### 3 § 2 Extent of the license

The licensee is granted a non-exclusive, non-transferable license to use the WOSM Designs in the specified application.

### 3 § 3 Good quality

The licensee agrees to ensure the good quality of the reproduction of the WOSM Design within the design, respecting the minimum dimensions and color definitions etc. as set out in the relevant World Scout Brand Identity Guides supplied.

### 3 § 4 Compliance with Visual Guidelines

The licensee must comply with the visual/design guidelines as set out in the World Scout Brand Identity Guide provided.

### 3 § 5 Product Sample



The licensee shall provide at its charge a sample of the final licensed product to the licensor, unless agreed otherwise in advance.

#### **Article 4 - Provision of license agreement**

##### **4 § 1 Digital and Hard Copies**

The present agreement is valid for digital and hard copy production of the translated publications incorporating the WOSM Design as defined in the Appendix.

#### **Article 5 - Cancellation of license agreement**

##### **5 § 1 Cancellation**

The licensor reserves its right to revoke this license agreement.

##### **5 § 2 Notification**

If the licensor decides to revoke this license for any reason, it will notify the licensee by written electronic communication.

##### **5 § 3 Notice**

On reception of the notification, the licensee will have two (2) months in which to comply with the revocation and desist from using the graphic element defined in Art. 1.

#### **Article 6 - Applicable Law**

This agreement is subject to Swiss Law.

#### **Article 7 - Forum**

The competent forum shall be in Geneva, Switzerland.



## Nice Classification Class Headings Requiring Royalty-Free Non-Commercial License

**Class 8** Handles for hand-operated hand tools, such as knives and scythes, table cutlery, such as knives, forks and spoons, including those made of precious metals.

**Class 14** Jewelry, including imitation jewelry, for example, paste jewelry; cuff links, tie pins, tie clips; key rings, key chains and charms therefor; jewelry charms; jewelry boxes; component parts for jewelry, clocks and watches.

**Class 25** Clothing, footwear, headgear.

**Class 30** Foodstuffs of plant origin, except fruits and vegetables, prepared or preserved for consumption, as well as auxiliaries intended for the improvement of the flavor of food.

## Bahamas legislation

### CHAPTER 390 SCOUT ASSOCIATION ACT

8. No person other than the Association or with the permission of the Association, shall distribute, or sell or expose for sale —

(a) any badge, token or emblem specifically adopted by the Association for use by Scouts; or

(b) any badge, token or emblem containing the word “Scout.”

9. No person shall, except with the authority of the Association, or with other lawful authority or lawful excuse, publicly wear, carry or bear —

(a) any badge, token or emblem specifically adopted by the Association for use by Scouts; or



(b) any badge, token or emblem containing the word "Scout."

10. No person shall without lawful authority or excuse have in his possession —

(a) any device which so closely resembles any badge, token or emblem specifically adopted by the Association for use by Scouts as to lead to the belief that the device in question is such badge, token or emblem; or

(b) any badge, token or emblem containing any words or characters so closely resembling any words or characters ordinarily used to describe any Scouts as to be calculated to deceive or mislead.

11. No Scout shall, by virtue of his wearing, carrying or bearing any badge, token or emblem of the Association or otherwise, attempt to enforce or exercise authority otherwise than in accordance with the bylaws of the Association.

12. No person shall form or work in connection with or be a member of any organisation which, without authority from the Association, claims or purports to be "Scouts", or any organisation which uses the title of "Scouts" or any title in any language, with or without additional words or characters, which so closely resembles the said title as to be calculated to deceive or mislead, or any organisation which, by the use of any such title or otherwise, without due authority purports or claims to be connected with the Association.



## Rules for using the Emblem and Logo

Any member can request the use of the Emblem or Logo, for this they must:

- A. Send a letter to the Association indicating:
  1. What type of design will you use, Bahamas Scout Emblem or Bahamas Scout Logo
  2. In what type of product will the design be applied (poster, banner, signs, etc.)
  3. How many products will be manufactured?
  4. Who will make the products?
  5. How the production will be financed.
  6. Commit to send the product design to the association before going into production, to be approved.
  7. At the end of the letter the following information must be added:
    - “Declaration by Licensee  
I have read and accept the terms of this license agreement and confirm that I am authorized to sign this agreement on behalf of the licensee”
    - “Name, Position and Date”
- B. The Association will give you a response indicating that the use of the design is approved by assigning a control number. It will also provide a file with the requested graphic.
- C. The association will review the design of the product by making comments or giving its approval.
- D. The use authorization can only be used for the product that was requested and only once.

