

24th_e

WORLD SCOUT JAMBOREE

Brand & Marketing Guidelines

Unlock a New World

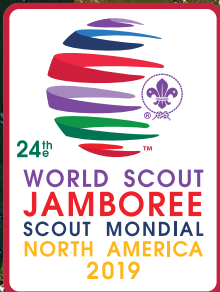


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MISSION STATEMENT



The **24th World Scout Jamboree** unites the world's young people to promote peace, mutual understanding, and respect in a warmly embracing Jamboree experience.

Our Story

IN THE BEGINNING

IT BEGAN IN 1920

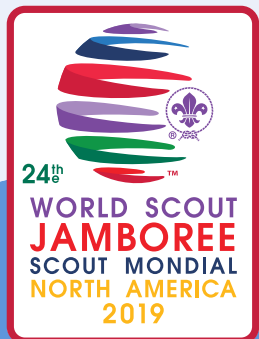
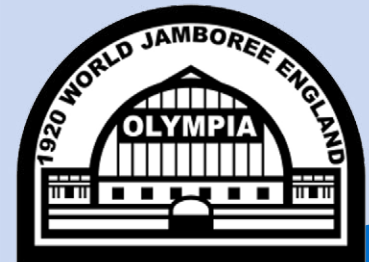
“Differences exist between the peoples of the world in thought and sentiment, just as they do in language and physique. The Jamboree has taught us that if we exercise mutual forbearance and give and take, then there is sympathy and harmony. If it be your will, let us go forth fully determined that we will develop among ourselves and our boys, that comradeship, through the world-wide spirit of the Scout Brotherhood, so that we may help develop peace and happiness in the world and goodwill among men.”

...Closing remarks by Robert Stephenson Smyth Baden-Powell, First World Scout

Jamboree at Olympia, London, on August 8, 1920.



Although there was no official “badge” or logo in 1920, this image of OLYMPIA serves as the remembrance of the first 23 World Scout Jamboree brands. Each has a special meaning, each Jamboree filled with extraordinary memories of the greatest Scouting gatherings in history.



Our Mission

OUR BRAND MISSION

The **24th World Scout Jamboree** unites the world's young people to promote peace, mutual understanding and respect in a warmly embracing Jamboree experience. We will create a fun, life-empowering and epic adventure – lifelong friendships and memories will be made among young people from 164 National Scouting Organizations in 224 countries and territories. We will look to celebrate global diversity and appreciate how the things that make us different really join us together as part of the world Scouting movement.

Unlock a new world of life-changing experiences that will help you develop your physical, intellectual, emotional, social, and spiritual life, united by the Scout Promise and Law. Our co-hosts - Canada, Mexico, and the United States, invite you to immerse yourself in the North American experience while you share your culture with other young people from around the globe. Develop personal leadership and life skills so you can take your place as a leader for your generation.

***“The Greatest Danger For
Most Of Us Is Not That
Our Aim Is Too High
And We Miss It, But
That It Is Too Low
And We Reach It.”***



OUR BRAND



Our **BRAND** is the set of images, expectations, memories, stories, and relationships, that, when taken together, account for who and what we are, and how we will be remembered by future generations of Scouts and others around the world.

Brand History

WORLD JAMBOREE LOGOS 1920-2019



Twenty three badges of past World Scout Jamborees are presented above. Each helped to form a brand that has endured throughout Scouting's history. The **24th WORLD SCOUT JAMBOREE** logo, also pictured, is certain to play a major role in the positive development of the brand for the **24th WORLD SCOUT JAMBOREE**.

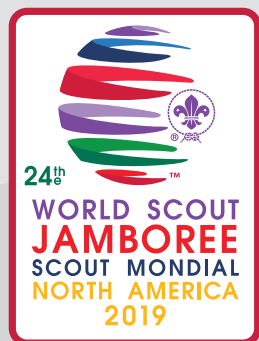


Brand History

WORLD JAMBOREE

It is our task to preserve and perpetuate the brand heritage and memories of the **24th WORLD SCOUT JAMBOREE**. Our mission at hand is to ensure that the 2019 brand will be remembered a century from now with pride, dignity, and fondness. Following the principles presented within the pages of this guide will help to insure the quality of our legacy for generations of Scouts to come. We hope you enjoy the adventure of creating the **WORLD JAMBOREE** experience for your National Scouting Organization.

NOW LET'S GO TO WORK!



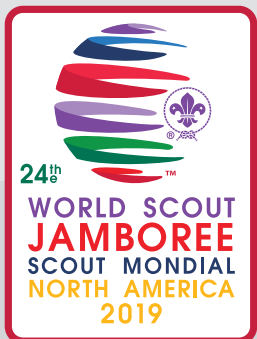
Our Brand

THE CREST



The **24th WORLD SCOUT JAMBOREE** logo is a design born in friendship, brotherhood, and unity. The colors of the flags of the three North American host nations and World Scouting are represented by the ribbons encircling the globe. The ribbons are reaching out to symbolically embrace the World Organization of the Scouting Movement community (WOSM) represented by the World Scout emblem.

- The **24th WORLD SCOUT JAMBOREE** brand logo consists of the multi-colored globe and the WOSM Scout emblem. **BOTH ELEMENTS MUST BE USED TOGETHER** to represent the **24th WORLD SCOUT JAMBOREE**.
- The text **24th WORLD SCOUT JAMBOREE SCOUT MONDIAL MUST BE USED** on all emblems, apparel, printed materials, social media sites, flags, banners, signage, and elsewhere that the logo is used without exception.



Our Brand

THE LOGO

The **24th WORLD SCOUT JAMBOREE** logo consists of the multi-colored globe with the World Scout Organization logo. It must always be used with the following descriptive text: **24th WORLD SCOUT JAMBOREE SCOUT MONDIAL** and where size is sufficient should also include ® with the World Scout Emblem and TM with the globe.

Only the red border is approved for National Scouting Organization (NSO) use.



THE JAMBOREE CREST (RESTRICTED USE)

The round Jamboree Crest can only be used as shown above. It **MAY NOT BE COMBINED** with logos or text from your NSO as part of the design. ***The crest may only be used by NSOs for print media, web & signage.*** It cannot be used for insignia, apparel, or merchandise of any kind.



HORIZONTAL LOGO (GENERAL USE)

The horizontal logo must always be used as shown above and may be co-branded with your NSO logo and wordmark. It is authorized for NSO use in all print media, web, signage, & patches, promotional apparel items, & approved merchandise.



VERTICAL LOGO (GENERAL USE)

The vertical logo must always be used as shown above and may be co-branded with your NSO logo and wordmark. It is authorized for NSO use in all print media, web, signage, & patches, promotional apparel items, & approved merchandise.

Logo Usage Guidelines

OUR LOGO

USING OUR LOGO IS LIKE GETTING OUR SEAL OF APPROVAL.

The **24th WORLD SCOUT JAMBOREE** logo is a dynamic, flowing, and vibrant visual tool. To maintain consistent brand integrity, the following standards should be observed when using the logo for any and all applications.



The **24th WORLD SCOUT JAMBOREE** logo consists of the logotype, multi-color globe and World Scout Organization logo. It contains 9 visually impactful colors.

Now that you know what it is, here is how you should use it:

- Our logo must always have both the registry mark (®) & trademark (™) when displayed, if image size allows.
- Our logo **MUST ALWAYS CONTAIN THE WORDMARK & TEXT.**
- Our logo must be in a prominent location wherever it is used.
- Our logo must never be placed over a cluttered photograph. Ideally, it should be placed over a solid color. We recommend solid white or one of our approved logo colors. Photos that provide enough of a contrast are also preferred.
- When you use our logo on a solid background or photograph, you must ensure the logo is filled with a white background inside the logo area.
- The minimum size requirements for our logo are also outlined in their subsequent usage sections.
- Our logo must always have clear space around the sides. We recommend a minimum space as outlined in the logo usage sections to follow.



Logo Usage Guidelines

ALWAYS & NEVER

ALWAYS



Use the logo with the appropriate identifying text.



Always use the specified clear space.

Welcome to the **24th WORLD SCOUT JAMBOREE**. Here you will be part of one of the greatest events in Scouting. Experience all that is has to offer.

*1/4" or Height of J
Whichever is greater*



Use the **TM and ®** when logo size permits.



Use the approved colors only.



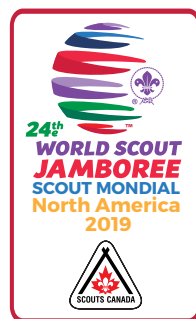
APPROVED BACKGROUND COLORS



Use 1 color white on one of the approved background colors.



Use the phrase "Scout Mondial" when using the logo.

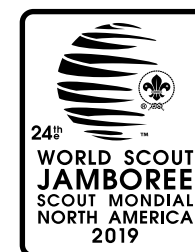


Co-brand with NSO wordmark and / or logo. Always use full logo and text.



ALWAYS USE

24th



Use Black version on white background only.

Logo Usage Guidelines

NEVER DO THE FOLLOWING:



Flip or reverse the logo.



Typeset the logo text.



Stretch or condense the logo.



Use non-approved colors.



www.jamboree.com

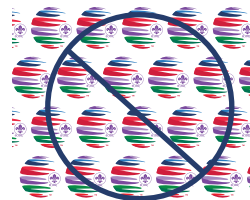
Violate the clear space around the logo.



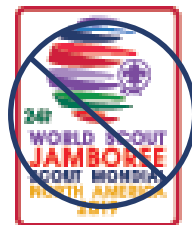
Reproduce the logo in a single color other than white or black.



Never use the logo to advertise, recommend or to promote commercial products or services or, to promote the activities of other groups/organizations, or political causes.



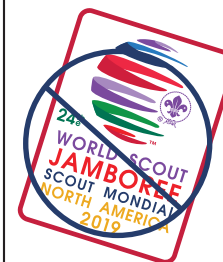
Use the logo as a repeating pattern.



Use a low-resolution version of the logo.



Place the logo on a busy background.



Use the logo at an angle.



Eliminate any parts of the logo.



Crop or Obscure the logo.



Add elements around the logo.



Change the proportion of any element.



Add a drop shadow or other special effects.



Convert to an outline or add strokes.



Convert to grayscale.

Logo Usage Guidelines

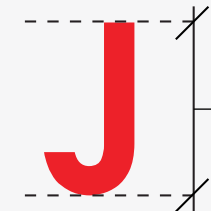
PRESERVE CLEARSPACE

To preserve the integrity of the logo, always maintain a minimum clearspace around the logo. This clearspace insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo.



The acceptable clearspace is the letter height of the J in JAMBOREE as it is scaled in proportion to the logo itself.

For legibility and prominence, ensure that clear space is maintained around the logo. Text and graphic elements should stay outside the clear space. Photo backgrounds should adhere to acceptable contrast when being used.



**"J" HEIGHT
OR .25" /
6.35mm
whichever is
greater**

**"J" HEIGHT IS THE
ACCEPTABLE
CLEAR SPACE
EXCEPT WHEN J
IS LESS THAN A
MINIMUM SIZE OF
.25" / 6.35mm
A MINIMUM CLEAR
SPACE OF .25" /
6.35mm MUST BE
USED.**

CLEARSPACE EXAMPLES

What is the program for the 24th World Scout Jamboree?

The 24th World Scout Jamboree will feature the hallmarks of past World Jamborees, such as the Global Development Village, the World Scout Centre, Faith and Beliefs, and a special sustainability initiative. Of course, it will include all of the socialization elements that allow participants to make life-long friends from around the world. In addition, the 24th World Scout Summit Bechtel Reserve adventure camping base in Jamboree is being held at (SBR), the most advanced the world. Participants will experience "wild and wonderful" adventures such as whitewater rafting, rock climbing and mountain biking. From the ROCKS, one of the largest man-made climbing facilities in the world, to zip lines that cover 5.45 miles/8.77km, to THE PARK one of the largest outdoor skateboard facilities in the world, or the TRAX, one of the largest bike facilities anywhere, and the three man-made lakes and pools that offer a variety of aquatic activities—you can start to get an idea of how unique this JAMBOREE will be for its participants.

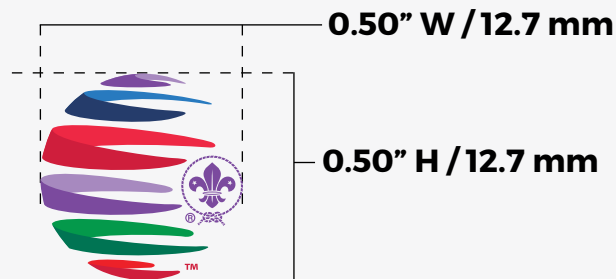


Logo Usage Guidelines

PRINT MEDIA & SIGNAGE

LOGO

When used in print media, the logo must be at the minimum size shown to the right. Always remember that the wordmark text **MUST** be included with the logo within your design as shown below or somewhere within your original design as shown on the following page.



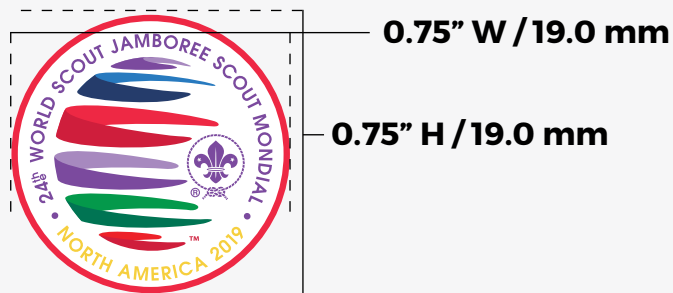
SIZE REQUIREMENTS

- NO SMALLER THAN .50" H / 13.0 mm

CREST

To be used for the following:

- SPECIAL USE CASES ONLY
- THIS DESIGN MAY ONLY BE USED BY NSOs FOR PRINT MEDIA.



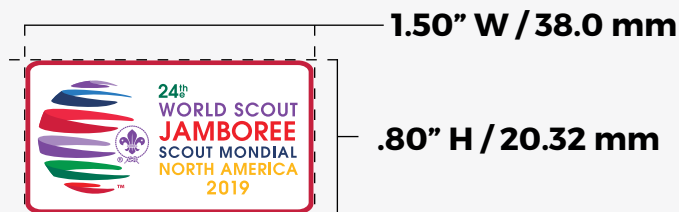
SIZE REQUIREMENTS

- NO SMALLER THAN .75" H / 19.0 mm

HORIZONTAL LOGO

To be used for the following:

- BROCHURES
- LETTERHEADS
- SIGNAGE
- ADVERTISEMENTS



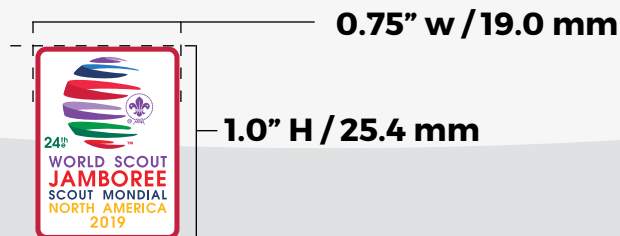
SIZE REQUIREMENTS

- NO SMALLER THAN .80 H / 20.3 mm

VERTICAL LOGO

To be used for the following:

- BROCHURES
- LETTERHEADS
- SIGNAGE
- ADVERTISEMENTS



SIZE REQUIREMENTS

- NO SMALLER THAN 1.0" H / 25.4 mm

Logo Usage Guidelines

PRINT MEDIA & SIGNAGE

WHITE VERSION WITH STYLIZED LOGO

HORIZONTAL SIZE REQUIREMENTS

- NO SMALLER THAN 1.5" W / 38.0 mm

1.5" W / 38.0 mm



VERTICAL SIZE REQUIREMENTS

- NO SMALLER THAN .75" W / 19.0 mm

.75" W / 19.0 mm

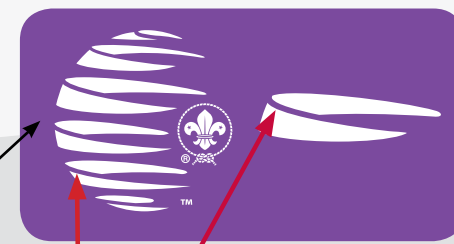


LOGO USAGE:

- BROCHURES
- LETTERHEADS
- SIGNAGE
- ADVERTISEMENTS

MUST ALWAYS BE USED WITH
THE COMPLETE & REQUIRED
WORDMARK.

**STYLIZED WHITE
LOGOS MAY BE
USED ON ONLY
THESE 4 APPROVED
BACKGROUND
COLORS.**



PLEASE NOTE: THE STYLIZED WHITE
LOGO MUST HAVE THIS SPACING.

BLACK & WHITE VERSION WITH STYLISTED LOGO

HORIZONTAL SIZE REQUIREMENTS

- NO SMALLER THAN 1.5" W / 38.0 mm

1.5" W / 38.0 mm



0.80" H / 20.3 mm

LOGO SIZE REQUIREMENTS

- NO SMALLER THAN 0.50" W / 12.7 mm



0.50" H / 12.7 mm

VERTICAL SIZE REQUIREMENTS

- NO SMALLER THAN 0.75" W / 19.0 mm

0.75" W / 19.0 mm



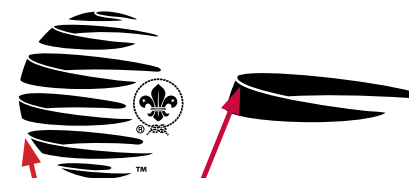
1.0" H / 25.4 mm

BLACK & WHITE LOGO

To be used for the following:

- BROCHURES
- LETTERHEADS
- SIGNAGE
- PRINT ADVERTISEMENTS

MUST ALWAYS BE USED WITH
THE COMPLETE & REQUIRED
WORDMARK.



PLEASE NOTE: THE STYLISTED
WHITE LOGO MUST HAVE THIS
SPACING.

THE BLACK & WHITE VERSION SHOULD ONLY BE USED WHEN COLOR IS NOT AN OPTION. IT CAN ONLY BE PLACED ON A WHITE BACKGROUND.

Logo Usage Guidelines

WORDMARKS



The images on this page represent the use of wordmarks together with the 24th WORLD SCOUT JAMBOREE SCOUT MONDIAL logo. Always remember that the wordmark may be used on its own or with the logo. The logo must always be used in conjunction with the wordmark. The phrase **UNLOCK a NEW WORLD** and the text NORTH AMERICA 2019 may be used interchangeably to suit your specific marketing goal.

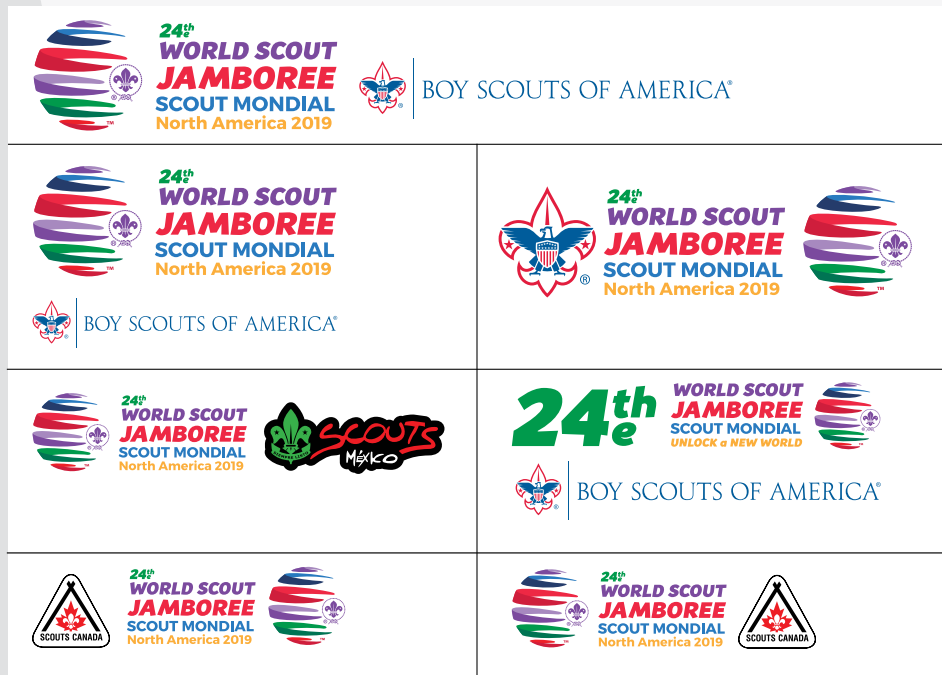


Logo Usage Guidelines

CO-BRANDING

When co-branding the logo with your NSO logo and / or wordmark the following rules with relation to layout must be followed.

HORIZONTAL BASED LAYOUTS



Partner logo and minimum clear space



VERTICAL BASED LAYOUTS



Always place your NSO logo and / or wordmark close enough to the Jamboree logo so they look cohesive like the examples here.

Partner branding

In all partnership situations the SCOUTS will honour the co-branding specifications of our partners. In return we expect our partners to respect our specifications for correct usage of the SCOUTS logo. The SCOUTS partner logo is within a fixed proportions purple rectangle.

Logo Usage Guidelines

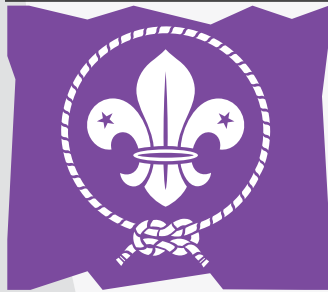
CO-BRANDING

There are hundreds of ways you can proudly present your NSO's logo and wordmark with the logo and wordmark of the **24th WORLD SCOUT JAMBOREE**. Here are several basic examples.

Have fun developing your unique NSO creations.



THE WORLD SCOUT EMBLEM



SCOUT PURPLE
Pantone 527c



6 mm



5 mm

The visual representation of the minimum size for the World Scout Emblem should be 6mm high or 5mm wide.

Partner branding

In all partnership situations the SCOUTS will honour the co-branding specifications of our partners. In return we expect our partners to respect our specifications for correct usage of the SCOUTS logo. The SCOUTS partner logo is within a fixed proportions purple rectangle.

Partner logo and minimum clear space

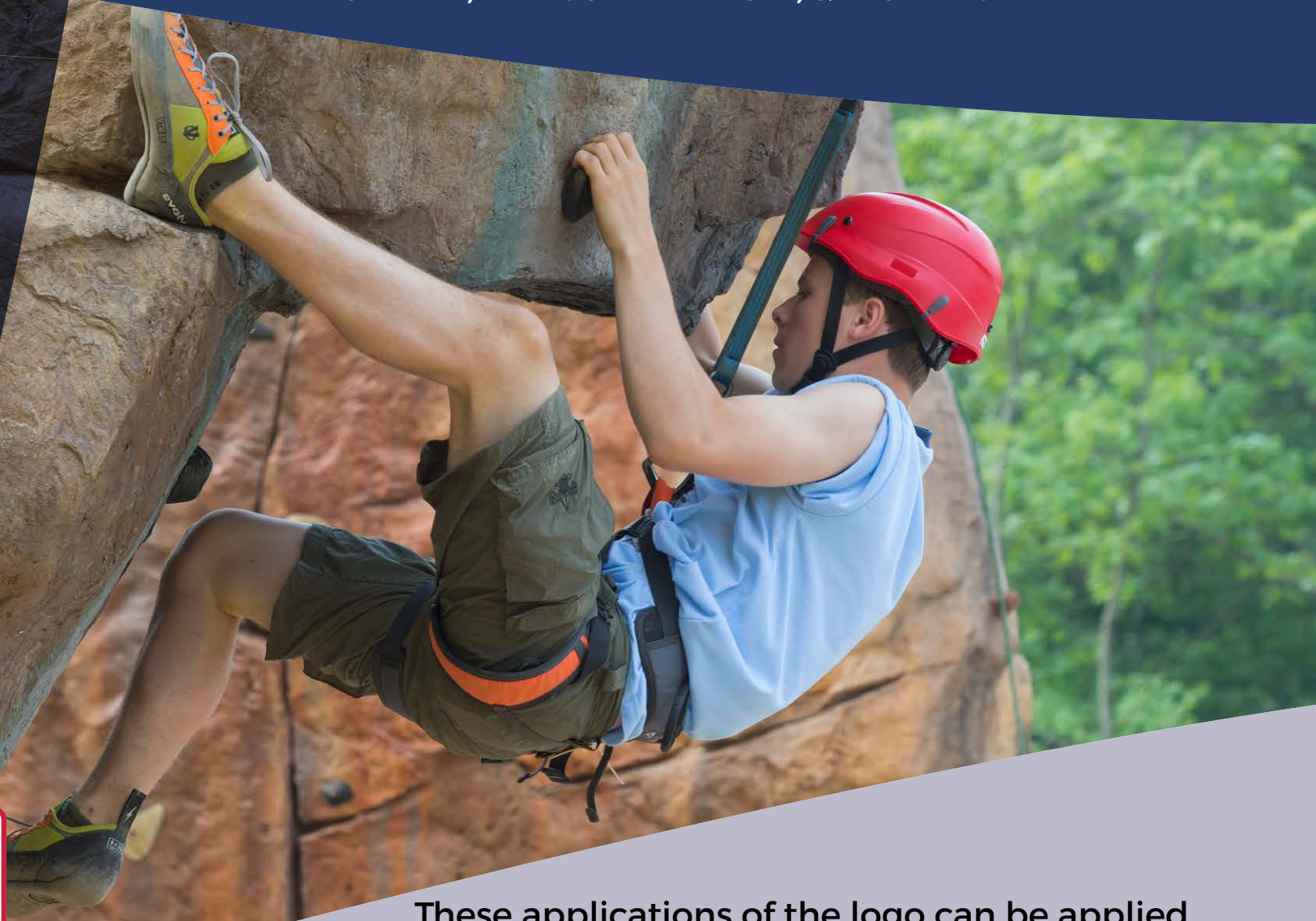


2x

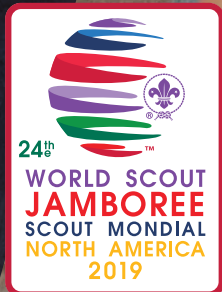
- The VISION of WOSM is Creating a Better World.
- The MISSION of WOSM is Educating young people to play a constructive role in society.
- The World Scout Emblem is the distinctive symbol of our movement and is worn by Scouts worldwide. It is one of the best known brands on our planet.
- The World Scout Emblem is a protected element and is therefore subject to copyright, trademark, & licensing restrictions. The correct version (s) of the World Scout Emblem are available from the World Scout Bureau.
- When using the World Scout Emblem in connection with your **24th WORLD SCOUT JAMBOREE** branding, the following rules must be followed:
 - Always use the World Scout emblem in purple on white, white on purple, or in black on white or white on one of the approved **24th World Scout Jamboree** background colors.
 - Never use the World Scout emblem without the rope border.
 - Always adhere to the approved size restrictions for use of the emblem.
 - Always adhere to the licensing terms found in the WOSM Brand Manual.

Logo Usage Guidelines

EMBROIDERY, DYE SUBLIMATION , & WOVENS








These applications of the logo can be applied to textile & apparel items such as polos, backpacks, bags, and other merchandise.



Logo Usage Guidelines

LOGOS FOR EMBROIDERY, DYE SUBLIMATION, & WOVENS

MINIMUM SIZE REQUIREMENTS FOR THE FOLLOWING SUBSTRATES

 <p>1.5" / 38mm</p>	 <p>1.375" / 35mm</p>	 <p>0.75" / 19 mm</p>	 <p>0.50" / 13 mm</p>	 <p>0.75" / 19 mm</p>
EMBROIDERY ON TWILL	100% EMBROIDERY	100% SUBLIMATION	SUBLIMATION on EMBROIDERY (Sublimation on top of a raised, embroidered background)	WOVENS

The logo must always be used with the following descriptive text: **24th WORLD SCOUT JAMBOREE, SCOUT MONDIAL** and where size is sufficient should also include ® with the WOSM logo and TM with the globe.

- These measurements may vary slightly based upon the denier of thread being used when embroidered.
- Specifications may vary slightly based upon the quality of the sublimation and the material makeup and texture of the substrate being sublimated upon.
- The logo must appear crisp & clean at all times.



TYPOGRAPHY



When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated.

TYPEFACES

FONT STYLES

SOUSES

Regular - 60 pts.

SOUSES is Our Branding Font.

Aa

Regular

Souses is a light hearted, bold typeface with a playful, yet powerful appearance. It is perfectly suited to highlight the stories of the adventures and activities that await participants and I S T at the 24th WORLD SCOUT JAMBOREE!

USAGE:

- Headlines
- Sub Headlines
- Titles
- Signage

“Type is Branding”

“More Designers should understand what an opportunity that is.”

-Elizabeth Carey Smith

Character Set - Uppercase

**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**

Numerals, Punctuation, & Glyphs

**0 1 2 3 4 5 6 7 8 9
! @ # \$ % & ? * ~ `**

Character Set - Lowercase

**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**

Type Examples

24th WORLD SCOUT JAMBOREE
UNLOCK a NEW WORLD

Regular - 20 pts.

Regular - 28 pts.



**This font is available without cost: <http://www.dafont.com/souses.font>
Souses is free with license, Sil OFL 1.1.**

TRUENO

Regular - 60 pts.

Aa Aa **Aa** **Aa**

Aa Aa **Aa** **Aa**

Light

Regular

Bold

Black

Trueno has a crisp, modern look with classic overtones that appeals to the Scout in all of us. Its sporty, yet clean lines embody the world of Scouting in the 21st century. It is available in four weights, each with matching italics.

USAGE:

- **Headlines**
- **Sub Headlines**
- **Body text**
- **Signage**

“Typography is the craft of endowing human language with a durable visual form.”

-Robert Bringhurst

Character Set - Uppercase

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

Numerals, Punctuation, & Glyphs

0 1 2 3 4 5 6 7 8 9
! @ # \$ % & ? * ~ `

Character Set - Lowercase

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

Type Examples

NORTH AMERICA 2019

Black - 32 pts.

North America 2019

Regular - 32 pts.



This font is available without cost:

<http://www.fontspace.com/kineticplasma-fonts/trueno>

Trueno is free with license, Sil OFL 1.1.

VERDANA®

Regular - 56 pts.

Aa

Regular

Aa

Italic

Aa

Bold

Aa

Bold Italic

VERDANA® is a MICROSOFT font. It was designed to be readable at small sizes on a computer screen. Perfect for body type, captions, as well as all Digital media.

USAGE:

- Sub Headlines
- Body text
- Web & Digital usage

The name "Verdana®" is a mix of the word, Verdant for green, and Ana, the name of Virginia Howlett's (Microsoft typography group) eldest daughter.

Character Set - Uppercase

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

Numerals, Punctuation, & Glyphs

0 1 2 3 4 5 6 7 8 9
! @ # \$ % & ? * ~ `

Character Set - Lowercase

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

Type Examples

A PLACE LIKE NO OTHER IN THE WORLD. Bold Italic - 20 pts.

JOIN US for the ADVENTURE of a LIFETIME Regular - 18 pts.



Verdana® is a microsoft font and should be available as part of Windows or the Microsoft Office Suite.

UNIVERS

Light 45 - 60 pts.

Aa

Light 45

"Typography is the use of type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art."

- James Felici, *The Complete Manual of Typography*



Character Set - Uppercase

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

Character Set - Lowercase

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

Type Examples

SUMMIT BECHTEL RESERVE

Light 45 - 28 pts.

Situated in the wilds of West Virginia, the Summit is a training, Scouting, and adventure center for the millions of youth and adults involved in Scouts and anyone who loves the outdoors.

Light 45 - 14 pts.

The SUMMIT BECHTEL RESERVE (SBR) in Beckley, West Virginia, will be the site of the **24th WORLD SCOUT JAMBOREE** in 2019.

Comprising 10,600 acres in the middle of a magnificent National Forest, the SUMMIT is ideally suited for the World Jamboree. Scouting organizations will want to tell their contingents all about the fun, adventure, and activities which await them at the site.

USAGE:

Body copy for use in sections devoted to the SUMMIT BECHTEL RESERVE ONLY.

Numerals, Punctuation, & Glyphs

0 1 2 3 4 5 6 7 8 9
! @ # \$ % & ? * ~ `

ALTERNATE GOTHIC

No. 2 BT Regular - 48 pts.

Aa

Regular

A globally recognized font for web use that will be compatible across all platforms in every country of the world. Feel free to use this when designing for the web in headline and body text.

USAGE:

- Web & Digital usage

Character Set - Uppercase

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Character Set - Lowercase

abcdefghijklmn
opqrstuvwxyz

Numerals, Punctuation, & Glyphs

0123456789
!@#\$%&?*%~`

Type Examples

A PLACE LIKE NO OTHER IN THE WORLD.
JOIN US for the ADVENTURE of a LIFETIME

No.2 BT 28 pts.



BLAIR MED.

Medium - 34 pts.

AA

Medium

THIS TYPEFACE SHOULD BE
USED IN CONJUNCTION WITH
UNIVERS FOR SECTIONS
DEVOTED TO SUMMIT
BECHTEL RESERVE ONLY.

USAGE:

- HEADLINES,
NUMBERS, & PRINT
MATERIALS FOR THE
SUMMIT BECHTEL
RESERVE ONLY.

Typography must
be as beautiful
as a forest, not
like the concrete
jungle of the
tenements. It
gives distance
between the
trees, the room to
breathe and allow
for life.

- Adrian Frutiger

Character Set - Uppercase

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

Numerals, Punctuation, & Glyphs

0 1 2 3 4 5 6 7 8 9

! @ # \$ % & ? * % `

Type Examples

YOUR JOURNEY TO SBR STARTS HERE. Medium 18 pts.

37° 55'N 81° 08' W Medium 28 pts.

THIS FONT IS AVAILABLE WITHOUT COST: [HTTP://FONT2S.COM/FONTS/55319/
BLAIRMDITC_TT_MEDIUM.HTML#.WI5RJRTBz8S](http://font2s.com/fonts/55319/BLAIRMDITC_TT_MEDIUM.HTML#.WI5RJRTBz8S)



TYPEFACE USAGE GUIDELINES

KEY PHRASES & RULES

The Following Phrases, titles, or taglines can only be used as indicated in the following font styles.

SOUSES

24th WORLD SCOUT JAMBOREE

SOUSES

UNLOCK a NEW WORLD

TRUENO

24th WORLD SCOUT JAMBOREE

TRUENO

NORTH AMERICA 2019

TRUENO

**ADVENTURE, LEADERSHIP,
SERVICE, SUSTAINABILITY**

BLAIR

SUMMIT BECHTEL RESERVE

TRUENO

**THE SUMMIT BECHTEL RESERVE
WILDERNESS GRACE**

*For this time and this place,
For your goodness and grace,
For each friend we embrace,
We thank Thee, Oh Lord.
Amen*



SOUSES

THE PARK

THE TRAX

THE BARRELS

THE BOWS

THE ROCKS

LOW & HIGH GEAR

THE CANOPY

THE ZIP

THE ROPES

THE POOLS

THE CLOUD

DISABILITY AWARENESS

24th WORLD SCOUT JAMBOREE

should always be used in caps only. ***UNLOCK a NEW WORLD*** should always be italicized.

When used in a headline or sub headline, ***UNLOCK a NEW WORLD*** should always be 25% smaller than **24th WORLD SCOUT JAMBOREE**.

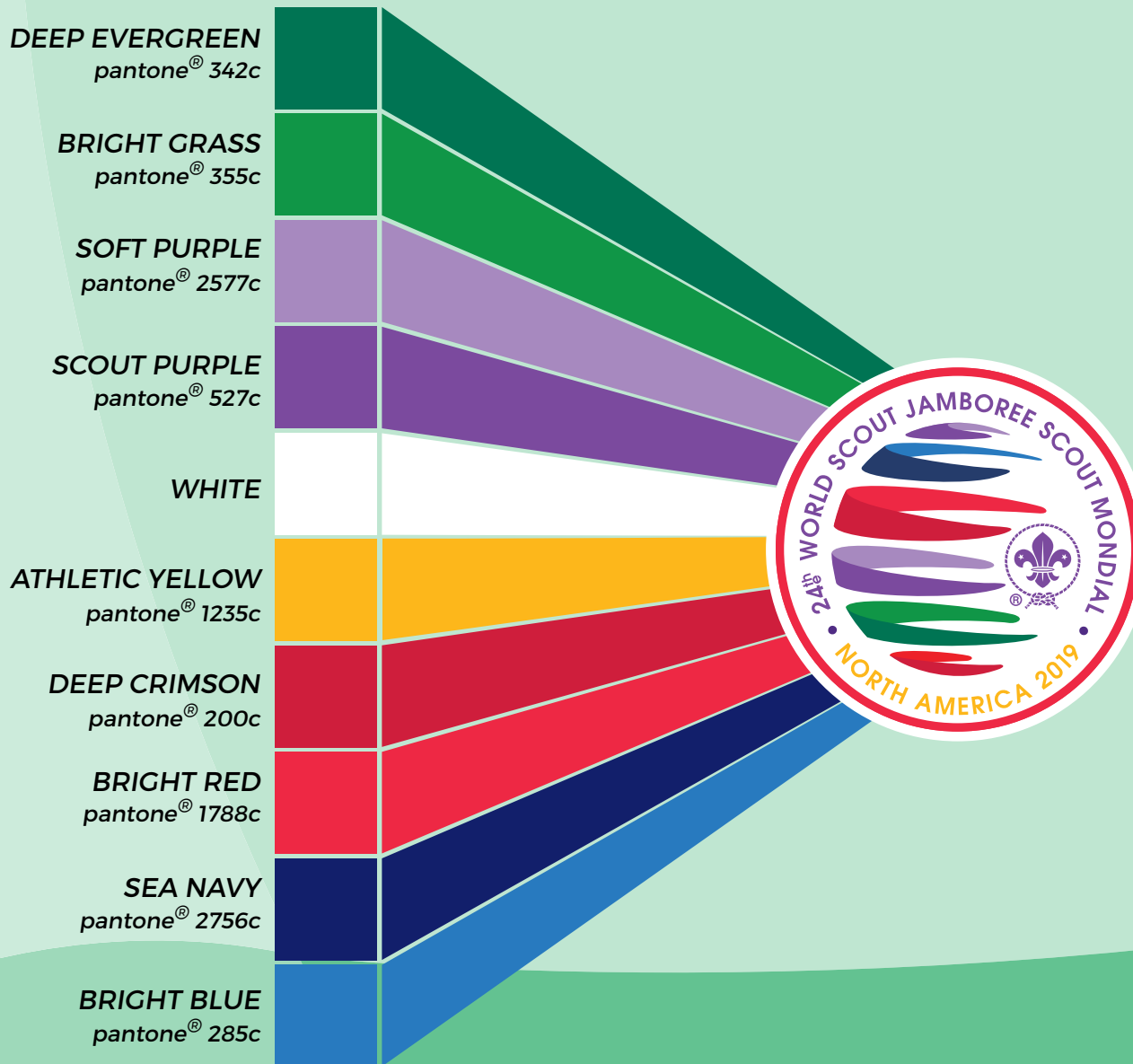
COLOR



Color creates, enhances, changes, reveals and establishes the mood. With it, you can convey or express anything.

OUR COLOR PALETTE

OFFICIAL COLORS



These colors specify the exact tones used for our brand and contained within the logo. They cannot be altered or changed in any way, including opacity, transparency, or otherwise adjusted in appearance.

Specifications for all reproduction methods must be matched as closely as possible to the PANTONE color. Close attention should be paid at the time of printing to ensure the best reproduction of the colors on all paper types and other substrates, e.g. textiles and hard goods.

COLOR USAGE











OFFICIAL COLORS

LOGO COLORS

- BRIGHT BLUE 285
- DEEP EVERGREEN 342
- BRIGHT GRASS 354
- SOFT PURPLE 2577
- DEEP CRIMSON 200
- BRIGHT RED 1788
- SCOUT PURPLE 527
- SEA NAVY 2756

**LOGO COLORS
CANNOT BE ALTERED,
CHANGED, OR ADJUSTED**



SEA NAVY		PANTONE® 2756 C	C 100 M 098 Y 000 K 15 R 021 G 031 B 109 Hex: #151F6D
BRIGHT BLUE		PANTONE® 285 C	C 090 M 048 Y 000 K 000 R 000 G 114 B 206 Hex: #0072CE
DEEP EVERGREEN		PANTONE® 342 C	C 093 M 010 Y 075 K 043 R 000 G 103 B 071 Hex: #006747
BRIGHT GRASS		PANTONE® 355 C	C 091 M 000 Y 100 K 000 R 000 G 150 B 057 Hex: #009639
SOFT PURPLE		PANTONE® 2577 C	C 040 M 054 Y 000 K 000 R 167 G 123 B 202 Hex: #A77BCA
SCOUT PURPLE		PANTONE® 527 C	C 079 M 094 Y 000 K 000 R 98 G 037 B 153 Hex: #622599
DEEP CRIMSON		PANTONE® 200 C	C 003 M 100 Y 070 K 012 R 186 G 012 B 047 Hex: #BA0C2F
BRIGHT RED		PANTONE® 1788 C	C 000 M 088 Y 082 K 000 R 238 G 039 B 055 Hex: #EE2737
ATHLETIC YELLOW		PANTONE® 1235 C	C 000 M 031 Y 098 K 000 R 255 G 184 B 028 Hex: #FFB81C
WHITE			C 000 M 000 Y 000 K 000 R 255 G 255 B 255 Hex: #FFFFFF

COLOR USAGE

OFFICIAL COLORS

Please note the exact specifications of each color as indicated in the logo. These colors must match exactly as indicated. (within 95%)



Pantone® Violet



When selecting textiles the color dye should be matched to Pantone® Violet. This is the ONLY time Pantone® Violet should be used.



DESIGN ELEMENTS



"There are three responses to a piece of design -
yes, no, and WOW!

Wow is the one to aim for."

- Milton Glaser



DESIGN ELEMENTS

ACTION ICONS

These 11 SBR icons can be used when creating collateral materials for print, web, & signage.



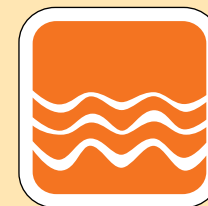
THE PARK
(Skateboarding)



THE TRAX
(BMX)



THE BARRELS
(Shooting Sports)



THE POOLS
(Swimming & Scuba Diving)



THE BOWS
(Archery Sports)



THE ROCKS
(Climbing Walls)



LOW & HIGH GEAR
(Lower & Upper Mtn Biking)



THE CLOUD
(Popular Science & Robotics)



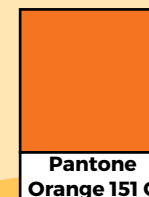
THE CANOPY
(Canopy Tour)



THE ROPES
(Challenge Course)



THE ZIP
(Big Zip)



DESIGN ELEMENTS

Five unique designs have been created to help you tell our story to your NSO. Have fun using them. Each can help tell about the fun, adventure, and fellowship that awaits your contingent to the **24th WORLD SCOUT JAMBOREE**.



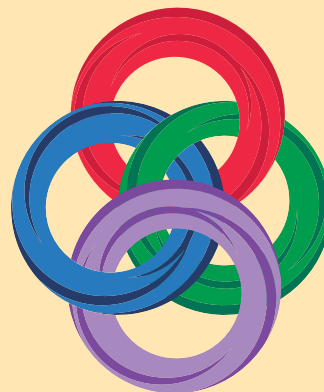
LEADERSHIP



ADVENTURE



FRIENDSHIP



SERVICE



SUSTAINABILITY

Please note: These elements are specifically for print, web, & signage application only. These are not for use on any apparel, patches, neckerchiefs, textile products or merchandise of any kind.



ADVENTURE ELEMENT

Each design element shows the colors of the flags of the three North American host nations and WOSM purple literally woven together or intertwined. This represents World Scouting Unity and Brotherhood.

The **ADVENTURE** element is bold, flowing & forceful. It speaks to the awesome, high-spirited, wondrous activities that await your NSO contingent at the Summit Bechtel Reserve!

ADVENTURE ELEMENT

The **ADVENTURE** element speaks to the theme of the **24th WORLD SCOUT JAMBOREE: UNLOCK a NEW WORLD**. A world of fun, adventure, and exploration. This dynamic element is reaching out in a constant search for new experiences, new horizons, new friendships and most of all new adventures!


The **ADVENTURE** element may be used vertically, horizontally or even upside down on all of your print material and signage applications.



DESIGN ELEMENTS

ADVENTURE EXAMPLES





24th
WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
North America 2019



UNLOCK a NEW WORLD





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A photograph of a tall, textured rock climbing wall. Three people are visible climbing: one at the top right, another lower down on the left, and a third further down on the right. The wall has various handholds and footholds. In the background, there's a blue sky and some greenery.The logo for the BSA World Scout Jamboree, featuring a stylized globe with red, white, and blue stripes, and the text "24th WORLD SCOUT JAMBOREE SCOUT MONDIAL SOUTH AMERICA 2019".

HOOKE **ON THE** **OUTDOORS**

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24th
WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
North America 2019

SCOUTS CANADA

DESIGN ELEMENTS

ADVENTURE EXAMPLES



LEADERSHIP ELEMENT



A dynamic leadership corps of Scouts from North America worked diligently on the concepts and presentation for what was to become the winning bid to host the **24th WORLD SCOUT JAMBOREE**. They were known as the **DREAM TEAM**. For the last two years, a second group of North American Scouts has been planning what is destined to become one of the most exciting Jamborees of all-time. They are affectionately known as DREAM TEAM II.

The **LEADERSHIP** element has been developed in honor of both **DREAM TEAMS** to salute their extraordinary vision, enthusiasm, and superlative leadership skills.

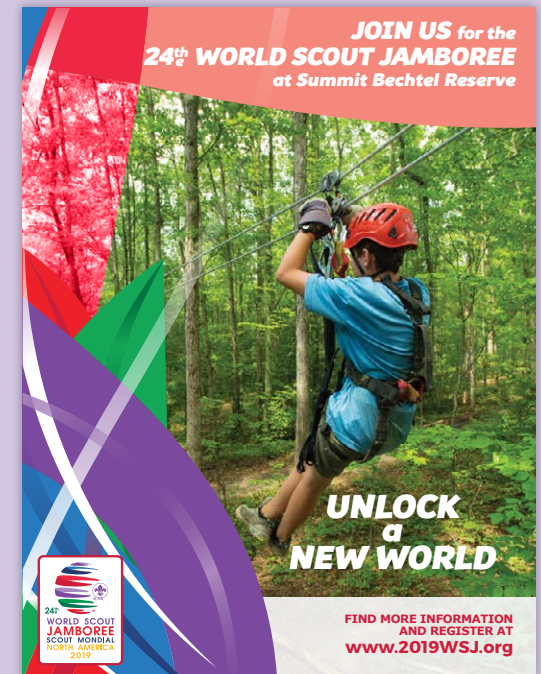
The green ribbon in this element must always point skyward, symbolically indicating that Scouts are constantly leading the way, always striving to create a better world for all mankind.



LEADERSHIP ELEMENT

The **LEADERSHIP ELEMENT** can be used most anywhere in your print presentations, but especially when referencing the efforts of IST, Jamboree Management, and Contingent Management. Please see the section to follow on suggested ribbon usage.

The **LEADERSHIP ELEMENT** once more embraces the colors of the flags of the three host nations as well as **WOSM**. The green “point” in the ribbon symbolically represents the leadership and mentoring of this special group of Scouts.



DESIGN ELEMENTS

LEADERSHIP EXAMPLES

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**UNLOCK
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WORLD OF
ADVENTURE**

2019

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DESIGN ELEMENTS

LEADERSHIP EXAMPLES





FRIENDSHIP TARTAN

When we think of the world of Scouting, thoughts of solidarity, of being linked or “woven” together come to mind. Thus, the friendship tartan was developed to reinforce the image of the ties that bind us together in Scouting’s world-wide community.

The **24th World Scout Jamboree** tartan is officially registered in The Scottish Register of Tartans which is controlled by the Registrar General of Scotland. As one of the range of designs and logos used by the **24th World Scout Jamboree**, the tartan represents the history and traditions of scouting. Tartans have long been associated with scouting starting with the piece of McLaren tartan on the Gilwell scarf worn by every wood badge holder.

Use it in print media when writing and talking about the many life-long friendships that will be formed in West Virginia at the SBR in 2019 at the **24th WORLD SCOUT JAMBOREE.**



FRIENDSHIP TARTAN

The Friendship Tartan continues the **24th World Scout Jamboree** branding by including the colors of the flags of the three North American Nations and WOSM PURPLE. The colors in the Friendship Tartan along with the North American flags have special meaning:

DESIGN CONCEPT

(an inclusive design for an inclusive Jamboree).

Red is the base color of the tartan as it appears in all 3 of the host country flags our flags. It is the color of fire and blood and represents energy and strength.

White also appears in all 3 flags as well as the WOSM logo. It represents light and goodness.

Green is the color of nature. It symbolizes growth and harmony and Scouting's commitment to the environment.

Blue is the color of the sky and sea, another link to the environment. It symbolizes trust, loyalty, wisdom, faith and truth, all elements of the Scout Law.

Purple represents WOSM and our worldwide membership. It symbolizes wisdom, dignity, independence and creativity.

Yellow is the color of sunshine. It represents joy, happiness and energy.



Please note: These elements are specifically for print, web, & signage application only. These are not for use on any apparel, patches, neckerchiefs, textile products or merchandise of any kind.

FRIENDSHIP TARTAN

The **FRIENDSHIP TARTAN** is a spirited, classic design that blends the new world of Scouting in the 21st century with our century old traditional Scouting heritage.

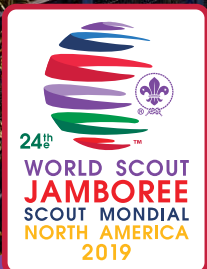
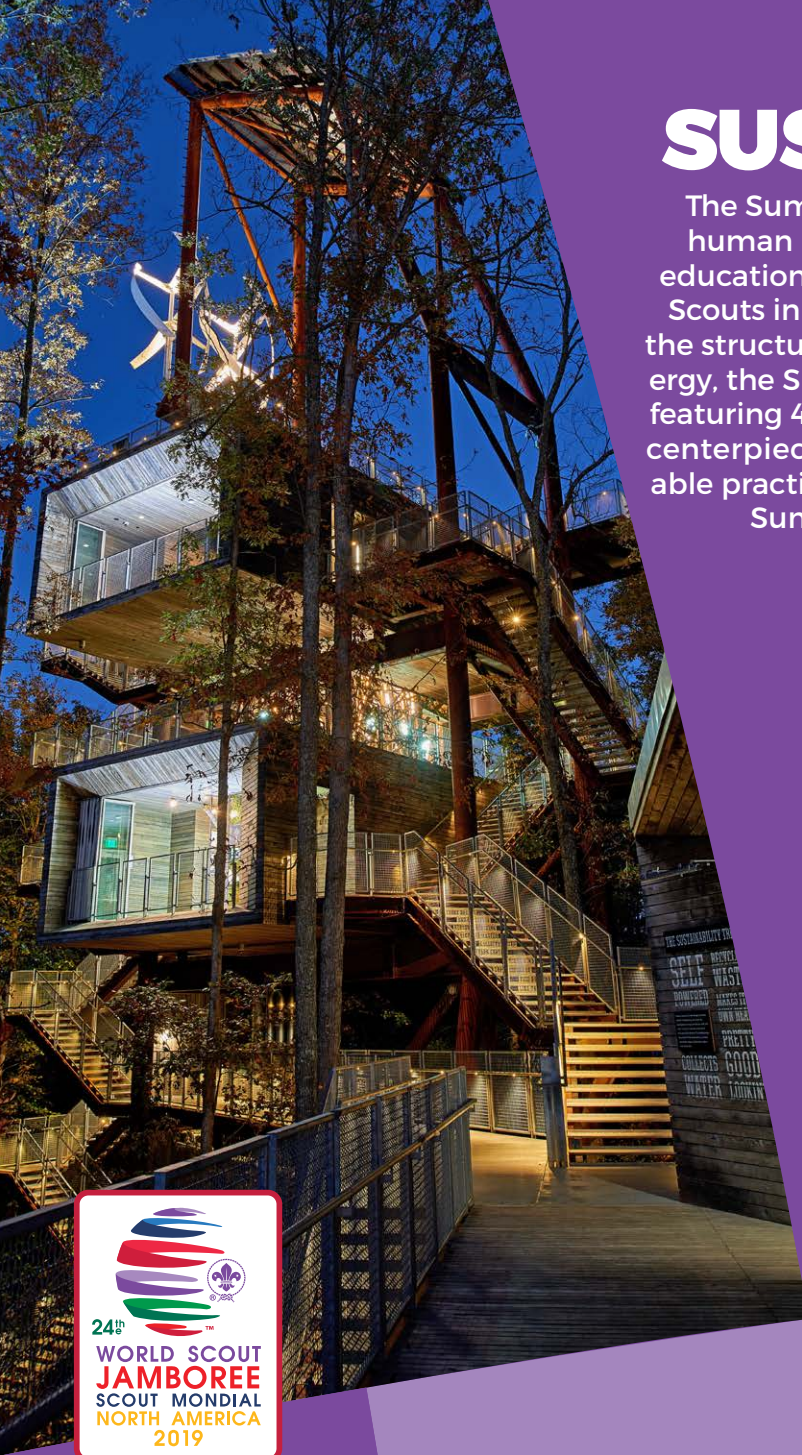
Let's **UNLOCK a NEW WORLD** remaining ever mindful of our roots and traditions.



SUSTAINABILITY ELEMENT

The Summit Bechtel Reserve is one of the most environmentally sustainable human habitats ever built for Scouts. The Sustainability treehouse is a living education center for Scouts, not only providing information, but also immersing Scouts in the concept of sustainability. Between the local timber used to build the structure, the rainwater recovery system, or the wind- and solar-generated energy, the Sustainability treehouse is not just a museum. Standing 126 feet tall and featuring 4,000 square feet of interactive exhibits, the treehouse will serve as the centerpiece of Scouting's commitment to leave the world a better place. Sustainable practices will be evident everywhere you look, as they are at the core of the Summit's infrastructure, and sustainability will be a core part of the

24th WORLD SCOUT JAMBOREE program.



SUSTAINABILITY ELEMENT

Our program will capture the four core values of The Summit Bechtel Reserve: **ADVENTURE, LEADERSHIP, SERVICE, SUSTAINABILITY**. The foundations of Scouting are as much a part of **24th WORLD SCOUT JAMBOREE SCOUT MONDIAL** as the zip lines, mountain bike trails, and BMX ramps.



DESIGN ELEMENTS

SUSTAINABILITY EXAMPLES






24th
WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
North America 2019

UNLOCK a NEW WORLD

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UNLOCK a NEW WORLD



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24th WORLD SCOUT JAMBOREE
SCOUT MONDIAL
North America 2019

HOOKED ON THE OUTDOORS

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SCOUT MONDIAL
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DESIGN ELEMENTS

SUSTAINABILITY EXAMPLES

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UNLOCK a NEW WORLD


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24th
WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
North America a 2019



Mexico



24th WORLD JAMBOREE
SCOUT MONDIAL
 North America 2019




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UNLOCK a NEW WORLD



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24th
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SCOUT MONDIAL
NORTH AMERICA
2019

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UNLOCK a NEW WORLD

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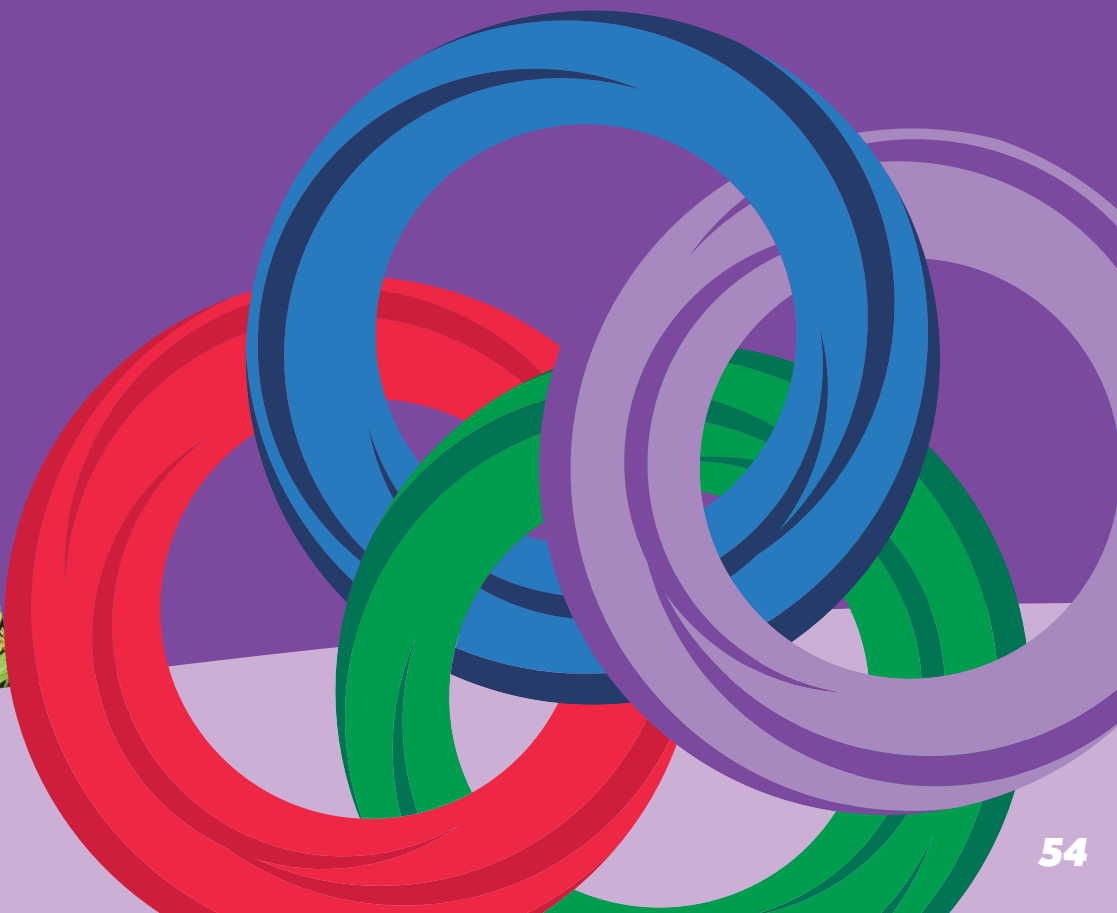
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SERVICE ELEMENT

A key element of Scouting around the globe is SERVICE. It is also a benchmark of the Summit Bechtel Reserve's core principles. Service will also be a vital part of the

24th WORLD SCOUT JAMBOREE SCOUT MONDIAL experience.



SERVICE ELEMENT


The Service element speaks to the ongoing world-wide commitment Scouts make to ensure that they are helping to make our planet a better place.

The **24th WORLD SCOUT JAMBOREE** service element represents the united efforts of WOSM members to serve our fellow man, respect and improve our environment, honor our Duty to God and embrace our spirituality, and render service to our communities and our nations.




DESIGN ELEMENTS

SERVICE EXAMPLES



24th WORLD SCOUT JAMBOREE
SCOUT MONDIAL
North America 2019




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24th
**WORLD SCOUT
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SCOUT MONDIAL
North America 2015

SCOUTS
Mikto

UNLOCK a NEW WORLD



SCOUTS
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24th
**WORLD SCOUT
JAMBOREE
SCOUT AMERICA
NORTH AMERICA
2019**

UNLOCK a NEW WORLD



24th WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
North America 2019



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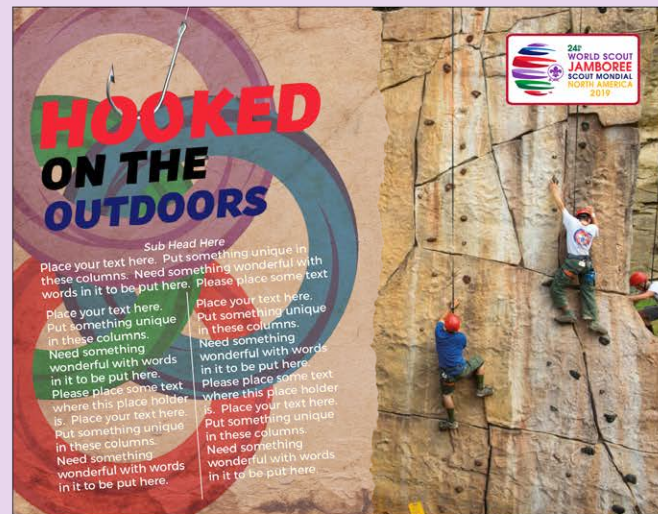


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A graphic of four interlocking rings in blue, red, green, and purple, arranged in a circular pattern.

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UNLOCK a NEW WORLD

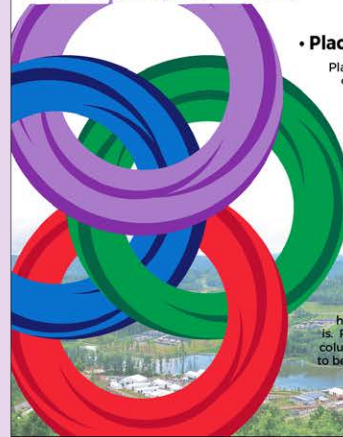
**UNLOCK a NEW WORLD**

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HEADLINE



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PHOTOGRAPHY



“Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever... It remembers little things, long after you have forgotten everything.”

— Aaron Siskind

PHOTOGRAPHY

IMAGE CATEGORIES & USAGE

Photography is used to tell a story. It represents the events, activities, learning & fun of the **24th WORLD SCOUT JAMBOREE**. We want the images you use to mean something, to be impactful and to represent everything the **24th WORLD SCOUT JAMBOREE** has to offer. When you use a photograph it must adhere to the following guidelines explained here.

Acceptable photos will fall into six categories.

- **LEADERSHIP**
- **ADVENTURE**
- **FRIENDSHIP**
- **SERVICE**
- **SUSTAINABILITY & WILDLIFE**
- **SUMMIT BECHTEL RESERVE**

Photos will be located at www.2019wsj.org.



PHOTOGRAPHY

- SBR SUSTAINABILITY & ENVIRONMENT IMAGES



PHOTOGRAPHY

- THE SUMMIT IMAGES



PHOTOGRAPHY

- THE SUMMIT IMAGES



PHOTOGRAPHY

- SCOUT FRIENDSHIP IMAGES



PHOTOGRAPHY

- SCOUT FRIENDSHIP IMAGES



PHOTOGRAPHY

- ADVENTURE SKATE/BIKE IMAGES



PHOTOGRAPHY

- ADVENTURE WATERSPORTS IMAGES



PHOTOGRAPHY

- ADVENTURE CLIMBING/ROPES IMAGES



PHOTOGRAPHY

- SHOOTING & ARCHERY IMAGES



PHOTOGRAPHY

- LEADERSHIP / SERVICE IMAGES



STATIONERY

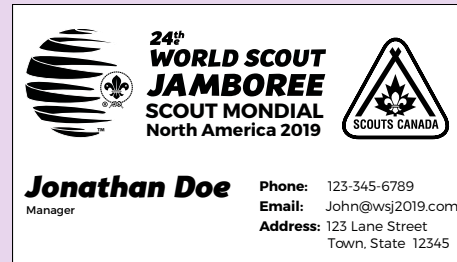
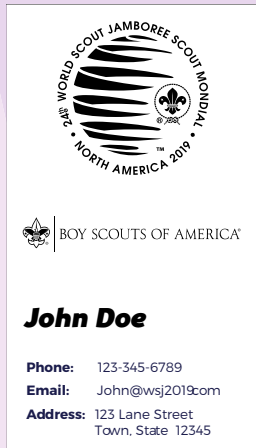


The right pen and the right paper brought into conjunction, runs the unspoken thought, cannot help but result in a sudden influx of bold, brilliant and original ideas, the germination of a bestselling novel that will in its turn be inscribed in another, perhaps larger notebook more worthy of the task, in sentences as creamy and beautiful as the pages on which they are written.

STATIONERY

BUSINESS CARDS

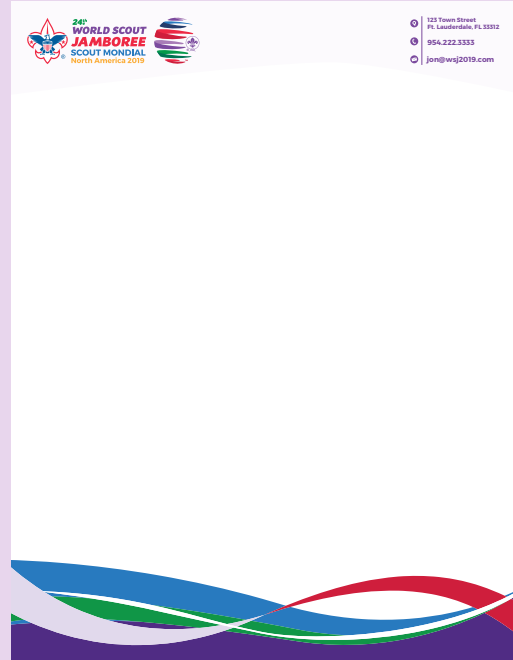
These examples of different business card layouts that will be supplied as templates. These examples also showcase some of the different styles that may be accomplished when designing a business card for use by your NSO.



STATIONERY

LETTERHEAD, NOTEPAD, & ENVELOPE

Example Letterhead



Example Envelope



Example Notepads



Example Stickynote

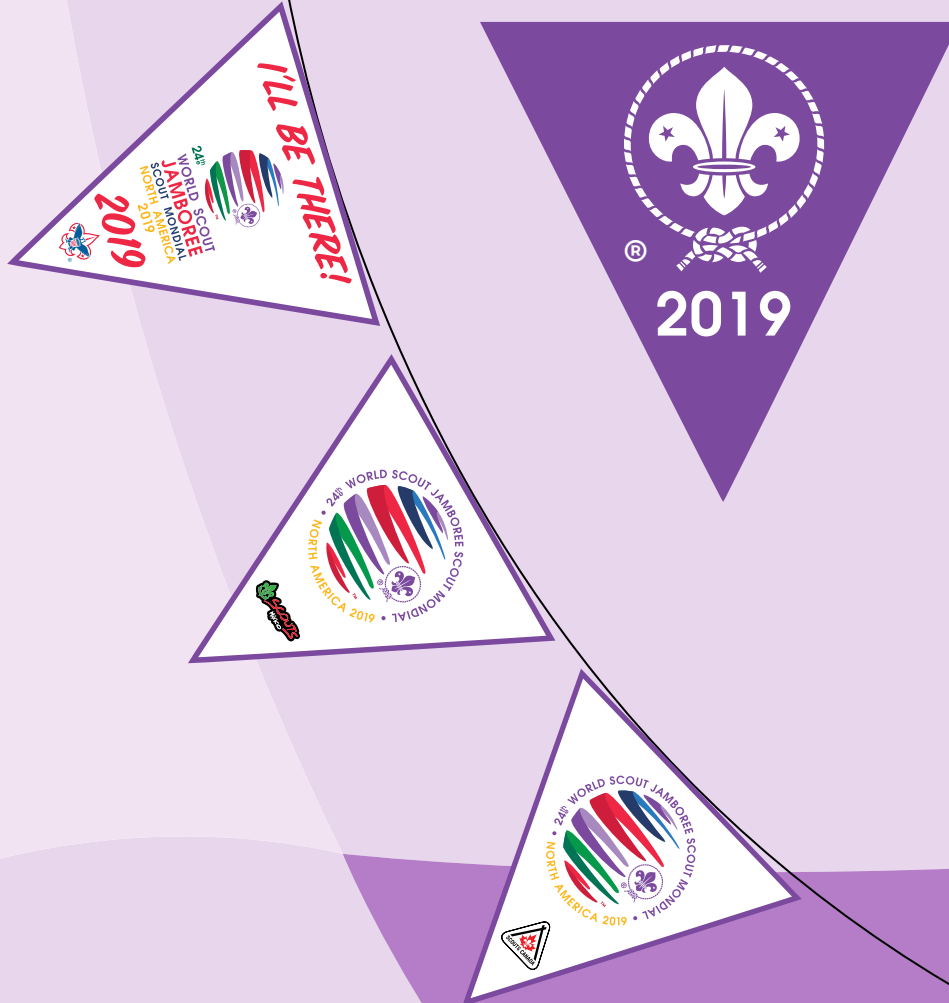


Example Note



BANNERS & FLAGS

Pennant



Flag



BANNERS & FLAGS

Square Banner



Horizontal Banner



Flag



BANNERS & FLAGS

Horizontal Banner



Horizontal Banner



Flag



BANNERS & FLAGS

Retractable Banners / Banners



The 24th WORLD SCOUT JAMBOREE
*logo is a design born in
Friendship and Unity.*

The colors of the flags of
Our three host countries are
Represented by the ribbons
Forming the globe



The ribbons are reaching out
To symbolically embrace
The World Scouting community
And welcome you to
North America




Join us in 2019 to
UNLOCK a NEW WORLD
At the
SUMMIT BECHTEL RESERVE
In West Virginia, USA
July 22-August 2, 2019











I'LL BE THERE!



24th
WORLD SCOUT
JAMBOREE
SCOUT MONDIAL
NORTH AMERICA
2019



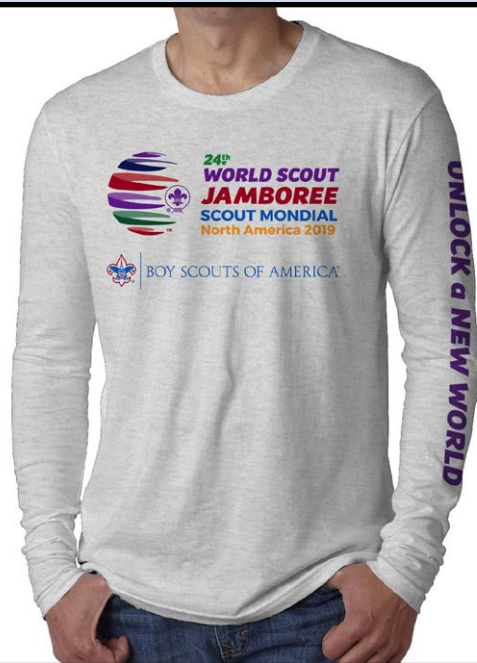
**THIS
COULD
BE
YOU!**



**THIS
COULD
BE
YOU!**



APPAREL



GLOSSARY

DEFINITIONS OF TERMS

BRAND GUIDE GLOSSARY of TERMS

BRAND:

The **24th WORLD SCOUT JAMBOREE** brand is much more than our logo and wordmark. Our brand, and how it will be remembered by Scouts and others for generations to come, not only includes our logo and wordmark, but also the images, friendships, adventures, and other experiences that when taken together will account for the entirety of the **24th WORLD SCOUT JAMBOREE** experience. Every meeting held within your NSO, every flier you create, every sign, every banner, every business card will become part of the brand. Use it well, use it proudly.

CMYK:

An abbreviation for the colors Cyan-Magenta-Yellow-Black. CMYK refers to a color mixing model in which all printed colors are described as a mixture of these four colors. It is the standard model for offset printing for full color documents, because such printing uses inks of these four basic colors., it is often called four-color printing.

COPYRIGHT:

A copyright is a notice or symbol placed on a piece of work to inform the world that the artwork and/or wordmark is protected by copyright and it also may identify ownership. If the mark properly appears on our logos, it protects WOSM and the World Jamboree from deliberate and intentional infringement and/or misuse of our marks.

CREST:

The **24th WORLD SCOUT JAMBOREE** SCOUT MONDIAL crest consists of our logo combined with our wordmark encircling the logo. It may be used by NSOs only in print media and signage. It is the official mark for the **24th WORLD SCOUT JAMBOREE** SCOUT MONDIAL.

GLOSSARY

DEFINITIONS OF TERMS

CO- BRANDING:

The use of the **24th WORLD SCOUT JAMBOREE** wordmark and logo together with your NSO's logo and/or wordmark is identified as co-branding, or dual-branding.

DESIGN ELEMENTS:

The five pictorial elements included in this guide which represent ADVENTURE, FRIENDSHIP, LEADERSHIP, SERVICE, and SUSTAINABILITY, are affectionately known as the **24th WORLD SCOUT JAMBOREE** Design Elements. Your NSO may use these elements freely for all forms of printed and web materials as well as for signage. They may not be used by NSOs for any other applications including, but not limited to, patches, apparel, merchandise or other items.

ICON:

An "ICON" is an image, or the pictorial representation of an item. The **24th WORLD SCOUT JAMBOREE** logo and wordmark may be considered "ICONS." At the Summit Bechtel Reserve, (SBR), every major activity area is represented by graphic symbols which we will routinely refer to as "ICONS."

LICENSE:

A "LICENSE" is a grant or permission to use a particular item (including wordmarks, logos, other items and graphics) which may or may not be trademarked or copyrighted for a specific purpose. NSOs will be granted limited licenses for the use of certain marks and designs which are the property of WOSM and the **24th WORLD SCOUT JAMBOREE** for the express purpose of promoting the event. The approved use for these properties will be completely explained in the chapter entitled: TRADEMARKS, COPYRIGHTS, and LICENSING.

LOGO:

The **24th WORLD SCOUT JAMBOREE** logo consists of the multi-colored globe with the WOSM Scout emblem, together with the **24th WORLD SCOUT JAMBOREE** wordmark/logomark. The multi-colored globe with the WOSM emblem must never be used alone without the wordmark/logomark in close proximity.

GLOSSARY

DEFINITIONS OF TERMS

PANTONE COLOR/ PMS COLOR:

PANTONE is a standard color matching system whereby printers and manufacturers around the world can uniformly identify an exact color. There are more than 1,100 currently identified PANTONE colors in use, (The term can be used interchangeably with PMS color—PANTONE COLOR MATCHING SYSTEM). The **24th WORLD SCOUT JAMBOREE** logo and wordmark consists of nine precise PANTONE/ PMS colors which may not be varied for any purpose.

RGB:

RGB (red, green, and blue) refers to a system for representing colors on a computer display. RGB can be combined in various proportions to obtain any color in the color spectrum. There are 256 levels for every color.

SBR:

The SUMMIT BECHTEL RESERVE is owned by the Boy Scouts of America, and site of the **24th WORLD SCOUT JAMBOREE**, is abbreviated as SBR.

TRADEMARK:

A TRADEMARK identifies a logo and/or wordmark as the property of a person or legal entity. In the case of the **24th WORLD SCOUT JAMBOREE**, our logo, wordmarks, and design elements are all trademarks of NEW WORLD 2019, LLC. Our trademarks are represented by the letters “TM” or ®. Our trademarks, their proper usage, and other aspects, are clearly defined and explained in the chapter entitled: TRADEMARKS, COPYRIGHTS and LICENSING.

GLOSSARY

DEFINITIONS OF TERMS

WORDMARK:

“Wordmark” is a term which is often used interchangeably with “logomark.” It is typically a text-only typographic treatment identifying a Company, Product, or event. The **24th WORLD SCOUT JAMBOREE** wordmark is an integral part of our distinctive logo. It can also be used independently of the Globe and WOSM emblem as a stand-alone logo. Its distinctive colors and text immediately identify it as part of our developing brand heritage. Use it proudly and often to promote our event.

Licensing & Trademarks

The **WORLD SCOUT JAMBOREE** word mark and the 2017 World Scout Jamboree logos are trademarks of NewWorld19, LLC, an affiliate of the Boy Scouts of America whose purpose is to organize and host the 2019 World Scout Jamboree in cooperation with Scouts Canada and the Scout Association of Mexico. These trademarks and related brand indicia are protected under the laws of the United States and other countries. Use of the 2017 World Scout Jamboree trademarks, including the word mark, logo, and other brand indicia, by National Scouting Organizations and other persons and businesses must comply with the standards set forth in these brand guidelines and the requirements of the WSJ Trademark Licensing Policy. Unauthorized use of WSJ Marks is strictly prohibited and subject to legal action by NewWorld19, LLC and/or its affiliates. Inquiries about the WSJ Trademark Licensing Policy and use of the 2017 World Scout Jamboree trademarks should be addressed to licensing@2019wsj.org

