



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

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Circular N° 5/07

To: International Commissioners

15 June 2008

Brand Management & Communication Strategy

Annex 1 was put into circulation via electronic format in April 2007

Brand Manual was put into circulation via electronic format in September 2007

Dear Colleagues,

I have the pleasure to send you this package of documents related to Brand Management and the Communication Strategy.

These tools are the result of a thorough consultation that took place during the six Regional Communication Forums from November 2006 to May 2008, and during the workshops organised at nearly all of the Regional Conferences. They have been created in the framework of the campaign "Creating a Better Image", which was launched in Tunisia in September 2005.

1. WHAT IS IT ABOUT?

Concerning Brand Management, these documents present:

- new services available to National Scout Organizations and World Scout Event Organisers
- a clarification of the internal policy, which remains unchanged since 1974
- precise information on questions of intellectual property, copyrights and trademarks
- the support brought to you from the World Scout Bureau, which has adapted its structure and broadened its professional skills in order to better answer your needs.

Concerning the Communication Strategy, you will find:

- the tools to help the spokespeople of the Movement, as well as the media managers
- the tools to support the work of the graphic designers.

2. CONTENTS OF THE PACKAGE

The package contains the following documents:

1. **Annex n°1** to this circular: **Conditions of use and commercialisation of World Scouting's Brand and its trademarks**. This document clarifies the conditions of use and of commercialisation of the World Scout Emblem and the World Scouting Brand Logo, which was launched in October 2006.
2. **Annex n°2** to this circular: **A summary of resolutions, circulars and decisions related to the World Scouting Brand and its trademarks**. This document assembles the entire internal policy of WOSM, which was approved by the World Scout Conference and World Scout Committee.
3. **The Brand Manual** in its promotional version. This booklet will allow your National Scout Organizations to better adapt themselves to the brand elements and the trademarks of World Scouting.
4. **A CD-ROM containing Pack 1**: This Pack is aimed at encouraging the usage of the World Scout Emblem for non-commercial uses, to show your belonging to the Movement. **The use of this Pack is free for members of WOSM.**
5. The leaflet "Representing the Scout Movement", which was created to help spokespeople and media managers.

6. The leaflet "One World, One Image", which summarises all of the key messages useful to spokespeople.
7. The sheet "How to design an Official International Scout Event Logo"
8. The sheet "Scouts of the World Identity Guide"
9. The booklet "Guidelines on the Protection of Intellectual Property" (only available in English)
10. The poster "Creating a Better World".

3. ADDITIONAL INFORMATION

All this information is available in detail on the CD included in this package and on the WOSM website.

I hope that this will stimulate your creativity dedicated to the image of the Movement.

Yours sincerely,

Luc Panissod

Acting Secretary General