



Frequently Asked Questions about World Scouting's Brands

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- **Am I permitted to translate the claim or change it completely?**
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Am I permitted to translate the claim or change it completely?

The claim 'Creating a better world' is currently available in the two official languages of WOSM (English & French) and the three additional working languages (Arabic, Russian & Spanish).

Translation into unofficial languages is permitted, however you must make a request to the World Scout Bureau Central Office, and you will be provided with the logo and translated claim. Under no circumstances can the logo be used with a translation that has not been approved by the World Scout Bureau.

Changing the claim is also not permitted unless expressly approved by the World Scout Bureau.

NB: The word 'Scouts' cannot be translated under any circumstances.

Who can use the Scout Brands?

The [use of the brands is permitted by the following entities, within the guidelines, which can be found here](#)

- World Scout Bureau (Legal owner and entity in charge of managing the World Scouting Brand Logo & the World Scout Emblem)
- Regional Scout Offices
- Scoutstore (Scout Resources International LLC)
- National Scout Organisations (NSOs) who have requested

To obtain permission for non-commercial use of the World Scout Emblem or the World Scouting Brand Logo, please use the available [form](#). ~~before, who obtain permission~~ For commercial use, please use the form found [here](#).

What are the allowed applications of the brands?

The brands can be used for the following non commercial uses:

This list naturally excludes any items produced for commercial reasons.

- Business administration (Office supplies and stationery for internal use)
- Official Scout Publications
- Scout Educational Material
- Scout Uniforms (Clothing, Headgear, etc.) This includes the Official Scout Uniform, including accessories considered official but specifically excludes all ?recreational? clothing that would be sold for commercial reasons.

For other non commercial uses, a written request must be addressed to the World Scout Bureau with the following information:

Name and address

?Proposed use? of the brand(s)

Sample of product (for quality evaluation)

For more information, please read the [?Conditions of use and commercialisation?](#)

What if I want to use the brand in an application not listed above?

For other uses, in particular commercial ones, a license agreement request must be addressed to the World Scout Bureau with the following information:

Licensee Name and address

?Proposed use? of the brand(s)

Sample of product (for quality evaluation)

Production cost and number of units to be produced and sold

Points of sale of products

You [may find the request form here](#)

All requests for the use of Scout brands will be reviewed on a case-by-case basis. Actual usage of the brands will also be reviewed on a case-by-case basis.

If approved, both contracting parties will approve upon a License agreement, that will give the licensee a non-exclusive, non-transferable license to use the specified trademarks and/or logos of WOSM for the specified ?proposed use? and for no other purpose.

The Licensee must agree to comply with the [?Conditions of use and commercialisation?](#)

Furthermore, in cases where the proposed product could be sold in other countries, a co-partnership with Scoutstore (Scout Resources International LLC), or other Official Scout Shops, should be considered beforehand, as marginal costs could be greatly reduced and worldwide sale of proposed product could be possible through Scoutstore as well as other Official Scout Shops.

What are the consequences of violating the conditions of use?

In the event of a breach of the agreement [by the licensee](#), the license and commercialisation granted by this agreement will be terminated.

Any breach in the present guidelines may be subject to additional sanctions by the World Scout Bureau.