



**SCOUTS**<sup>®</sup>  
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

## Scouts, a brand for today's youth

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World Scouting is proud to reveal its new brand identity, the results of a project which began in July 2004 and has culminated in the launch of this new website.

A successful brand will draw attention, make people dream, generate an emotional reaction and will even tell a story. And the moment that it has been recognised, a brand has created its own value. So what if the Scout Movement were a brand?

Two years ago, the Secretary General asked this question, and explored the answer with the support of the World Scout Committee, the World Scout Foundation, and with the technical support of the World Scout Bureau Communications Team and the company Interbrand Zintzmeyer & Lux, of Zurich.

The first results of the new brand design were revealed to the World Scout Conference in Tunisia in September 2005, following the adoption of a new Communications Brand Strategy. The final product has been unveiled this October with the launch of a totally new website and a line of branded products that carry the new design. The World Scout shop will soon follow with the launch of their new retail range.

The National Scout Organisations will have the opportunity to discover all the elements of the new brand during the regional Communications Forums which will be held from November 2006 to the beginning of February 2007.

### Protecting our brand

The new brand logo is the signature of World Scouting. It consists of the World Scouting Emblem (the fleur-de-lys), the word 'Scouts' (our name and our reputation), and the claim 'Creating a better world' (our vision). The brand logo is available in the five working languages of the World Organization of the Scout Movement and will replace all other emblems and visuals which previously represented the six regions of WOSM. This will ensure a consistent global identity for World Scouting, while still respecting cultural diversity.

The brand logo is protected by the international brand protection treaties, so to not respect its use guidelines is an act of piracy. Every member of the Movement should have a sense of responsibility and help to protect its integrity.

For more information: [brand@scout.org](mailto:brand@scout.org)