



**Logo Version 1**



**Logo World Scout Environment Programme**

**The World Scout Environment Programme offers tools, resources and initiatives to help Scouts all around the world work together for the good of the local and global environment.**

These World Scout Environment Programme Identity guidelines provide information and resources to help National Scout Associations/ Organizations (NSAs/NSOs) develop promotional materials for the World Scout Environment Programme. NSAs/NSOs that adopt the World Scout Environment Programme, by completing the Agreement form, can access all of the artwork in the Resource Centre of the environment section of the World Scouting website: [www.scout.org/environment](http://www.scout.org/environment)

All NSAs/NSOs are requested to use the same graphics (badge/logo/designs) in order to support the World Scout Environment Programme.

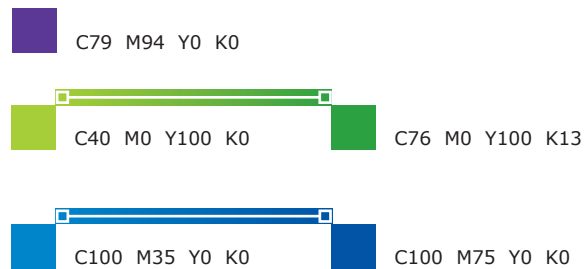
When the logo is reproduced in colour, always use all of the colours specified. Do not, for example, modify them or use only some of the colours.

**Logo Version 2**



**Logo Colours**

*CMYK colour process*



**Logo Version 3**

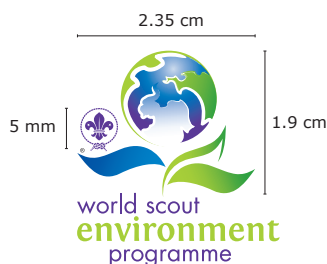


According to your needs, it is possible to use the logo in vertical form (Logo version 1) or horizontal form (Logo version 2).

Due to the limitations of certain methods of reproduction (such as photocopies) the positive logo is permitted to appear in black and white (Logo Version 3).

This document, and the information on the website, do not provide, or imply any right, for anyone to use these designs for commercial purposes, nor the right to modify the basic logo and badge in any way, other than for translation purposes.

If you want to use these logos or their elements for any commercial use, a licence must be obtained by contacting the World Scout Bureau Central Office (see contact information on the next page).



**Minimum Size:**

Taking as a reference the artwork without the fonts, the logo should not be reproduced in a size less than 2.35 cm in width, and may only be this small if the method of reproduction provides good resolution. The aim is to make sure that the size and method of reproduction allows for a reasonable quality image of the World Scout Emblem.

**About the ® (rights reserved) symbol**

The World Scout Emblem is a registered trademark and its use is therefore subject to authorisation.

For this reason, please contact the World Scout Bureau if you wish to use these logos or any of their elements for any commercial use.



#### Additional Translation of the Logo

Translating the logo into your own local language is permitted. The NSA/NSO representative must request the translation to the World Scout Bureau by providing the correct text. The World Scout Bureau will then provide the NSA/NSO with the correct high resolution artwork of the logo in the translated language.

This adaptation must follow the rules that are outlined within these guidelines and requires adoption by the NSA/NSO of the Pack 1 or Pack 2 agreements.

Please also consult Circular n° 5/07 and its annex "World Scouting's Brand & Its Trademarks, Conditions of Use and Commercialisation".

#### Reproduction of the contents of the World Scout Environment Programme Kit

The content of the kit can be reproduced by NSAs/NSOs that sign the World Scout Environment Programme Agreement Pack 1 (non-commercial) or Pack 2 (commercial use). This Identity Guide helps to support consistent use and presentation of the World Scout Environment Programme logo and documentation. The Kits have been developed to help NSAs/NSOs to reproduce the kits to support their dissemination to their members. Original files can be made available by the World Scout Bureau.



5.5 cm

## World Scout Environment Badge

The World Scout Environment Badge is presented by the NSA/NSO to a young person when he/she successfully completes the exploration of the five aims for environment education in Scouting and completes an environmental project. It can be placed on the Scout uniform and the NSA/NSO also has the possibility to create a World Scout Environment Badge Certificate if it wishes, or to use the one provided by the World Scout Bureau through Scout Store, the official World Scout Shop.

#### Colour Progression

To show progress of youth members earning the World Scout Environment Badge and to encourage them to earn the badge in their next age section, the World Scout Environment Badge is available in three stages. The central world image remains the same, and is surrounded by a continuous blue rope (Cub Scouts), green rope (Scouts) or purple rope (Rover Scouts). The rope colours correspond to the colours used in other parts of the World Scout Environment Badge to link it with the 'environment' and 'World Scouting' themes, and to keep the production costs of the badge consistent.

#### FAQS 1

##### Where can I get the World Scout Environment Badge, Certificate and Kit?

The World Scout Environment Badges and Certificates are made available to the official representative of a NSA/NSO that has been appointed in the World Scout Environment Programme Agreement. The World Scout Environment Badges and Certificates can then be purchased from the World Scout Store for distribution within the NSA/NSO. The World Scout Environment Badges and Certificates are not available for purchase by individuals so as to help ensure the badges remain as a recognisable symbol of a Scouts exploration of the environment and an achievement by our youth members. World Scout Environment Programme Kits can be downloaded from the World Scouting Website at: [www.scout.org/environment](http://www.scout.org/environment) They can also be purchased in hard copy from Scoutstore: [www.worldscoutshop.org](http://www.worldscoutshop.org) or [www.scout-store.com](http://www.scout-store.com)

#### FAQS 2

##### Where can I access the Agreement form to adopt the World Scout Environment Programme?

The Agreement is available from the World Scout Bureau and online at [www.scout.org/environment](http://www.scout.org/environment) with two options:

Pack 1 (non-commercial use) or Pack 2 (commercial use).

This can only be signed by an appropriate National Leader in Scouting and is co-signed by the World Scout Bureau.

#### CONTACT INFORMATION:

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