



## Graphic Design

?????:Vanessa Von der Muhll  
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Launched on the 1st October 2006 - The new World Scouting brand consists of these important elements:

<p><b>The World Scouting emblem</b></p> <p>The Scout emblem was created by Baden-Powell. The fleur-de-lys, which indicated 'north' on old maps, is a reminder that Scouts must be as reliable as a compass; they must respect Scouting's ideals and help show others the way.</p> <p>The three 'petals' symbolise the three duties: duty to God, duty to others, duty to self. The two stars represent truth and knowledge, and the ten points of the stars symbolise the ten articles of the Scout Law.</p>
<p><b>Our colour</b></p> <p>The emblem is white on a purple background. In heraldry, white represents purity and purple represents responsibility and assistance to others.</p>
<p><b>The rope</b></p> <p>Surrounding the fleur-de-lys is a rope tied by a reef knot. This symbolises the Movement's unity and fraternity throughout the world. Just as it is impossible for a reef knot to become undone, so too the Movement remains united while it develops.</p>
<p><b>Our brand logo</b></p> <p>The brand logo consists of the World Scout emblem, the word 'Scouts' and the vision of the movement 'Creating a better world.' It applies to all areas of World Scouting under strict use and protection guidelines.</p> <p>The World Scouting brand makes a social impact because it displays our active claim 'creating a better world.'</p>
<p><b>Protection</b></p> <p>This logo is protected under the international treaties on brand protection. Failure to respect these laws is an act of piracy. It is up to the Scouts to protect it from any abuse, duplication or commercial use without authorization. This includes using it for purposes contrary to the values of the Movement.</p>

For detailed information on the Brand Protection please go to the following page: [Brand Protection](#)