






**ROVERS CENTENARY LOGO**



**COLOUR SPECIFICATIONS**

| CMYK  | Pantone       | RGB          |
|---|---------------|--------------|
|  C79 M94 Y0 K0  | 527 C / U / M | R98 G37 B153 |
|  C0 M100 Y90 K0 | 1795          | R226 G61 B40 |
|  C0 M0 Y0 K100  | Black         | R0 G0 B0     |

No other colours other than the purple, red and black specified here may be used.

**MINIMUM SIZE**

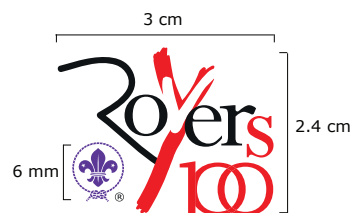
Taking as reference the element without the title below, the logo must not be reproduced in a size less than 2.4 cm in height. The aim is to make sure that the size and method of reproduction retain an acceptably clear image of the World Scout Emblem.

As an internationally protected registered trademark, its use is subject to both non-commercial and commercial licensing conditions. The correct version of the World Scout Emblem is available from the World Scout Bureau.

**Minimum Size:**

The World Scout Emblem is the distinctive symbol of our Movement and is worn by Scouts worldwide. It is one of the best known symbols on the planet.

The World Scout Emblem should have a minimum height of 6 mm.



**Rovering...  
your way and beyond.**

**Scouting started in 1907 with what is now known as the Scout section, which was followed by the establishment of the Cub Scout section (Cub Scouts) in 1916. During World War I, the need for a Scouting Programme for young adults arose, leading to the formation of the Rover Scout section in 1918.**

The Centenary of Rover Scouting was a little bit tricky to determine because of the above-mentioned dates. Therefore, the World Scout Bureau checked the documents and the archives, and contacted the Scout Association in the United Kingdom (The Scout Association) and several other National Scout Organizations (NSOs) to confirm, align and coordinate the year of the Centenary.

After a substantial investigation, and thanks to the Scout Programme Team of The Scout Association and archivists at Gilwell Park, we are confident to say that Rover Scouting began in 1918. This can be confirmed by the 3rd World Rover Moot that was held in 1939, the so-called 'coming of age' Moot – meaning that the section was considered to be 21 years old in 1939. On that note, the World Scout Committee decided in March 2017 to announce 2018 as the year for the Rovers Centenary.

Rovers Centenary is an opportunity for Scouting worldwide to raise its profile among young adults and senior sections in line with the World Organization of the Scout Movement's Vision 2023. This will help to attract more young people within this age range who may help to increase the membership and volunteer with the younger sections. This being said, it is important to highlight that Rovers are not only members who just practise Scouting at grassroots level. They are also the leaders of this Movement in the near future.

While the celebration of the Rovers Centenary will primarily be the responsibility of the NSOs, calls for a closer working collaboration at all levels – World, Regional and National – should be done. Therefore, we propose to support and collaborate with NSOs to highlight the Centenary through various activities, focusing on the main areas of activities suggested by the Empowering Young Adults, Guidelines for the Rover Scout section document that will be developed, planned and rolled out throughout the year.

## SINGLE COLOUR REPRODUCTION

A single colour version may be used in reproductions in which the full colour version of the logo is difficult to reproduce.

Positive version



Negative version



It is possible to use the logo in negative version (white) on a black square or circle background with the white negative imposed on it.

## DO NOT



Any background colour used must not be in conflict with or detract from the main colours of the Rovers Centenary logo.

Do not tilt or otherwise distort the logo in any way. It must be positioned in such a way that the World Scout Emblem appears vertical at all times.

## COBRANDING WITH YOUR NATIONAL SCOUT IDENTITY



At least 1.5 cm space between the Rovers Centenary Logo and the NSO/NSA logo

## WORLD SCOUTING'S GENERAL LICENSE TERMS

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general license terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general license terms for its use must therefore be respected, as defined in the *World Scouting Brand Manual*.

*A clear, unequivocal distinction is made between the terms "non-commercial use" and "commercial use" in relation to all of WOSM's designs.*

### Non-commercial use - general license terms

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organisation of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items<sup>1</sup>:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software even when the items are not going to be offered for sale

Applications for non-commercial licenses must be submitted to the World Scout Bureau Global Support Centre, Geneva:

### World Scout Bureau Global Support Centre, Geneva

Rue Henri-Christiné 5  
P.O. Box 91  
1211 Genève 4 Plainpalais  
SWITZERLAND

**email** worldbureau@scout.org  
**phone** (+41 22) 705 10 10  
**web** scout.org

<sup>1</sup> defined as Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

### Commercial use - general license terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not normally issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued. The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.

A simplified "fast-track" licensing process exists for local Scout groups, districts etc. wishing to reproduce the World Scout Emblem in their logos and on souvenirs for one-off or limited duration events or activities. Full details are included in the application form which can be downloaded directly from:

[http://worldscoutshops.com/Files/77665/Events\\_License\\_Form.docx](http://worldscoutshops.com/Files/77665/Events_License_Form.docx)

Applications for commercial licenses must be submitted directly to the Official World Scout Shop, at least three months prior to production:

### World Scout Shop Ltd.

75 Marlborough Road  
Lancing Business Park  
Lancing  
West Sussex BN15 8UG  
UNITED KINGDOM

**email** enquiries@worldscoutshops.com  
**phone** (+44 1903) 766921  
**fax** (+44 1903) 750359  
**web** worldscoutshops.com



The World Scout Shop offers a wide range of high-quality branded merchandise including badges, woggles, clothing, equipment, books and souvenir items. There is also a wide selection of Gilwell Park and Baden Powell branded products. You can find out more by visiting [worldscoutshops.com](http://worldscoutshops.com).

Attractive discounts exclusively to NSOs are available across the entire range. Enquiries regarding bulk orders should be directed to [enquiries@worldscoutshops.com](mailto:enquiries@worldscoutshops.com).

The World Scout Shop also offers a bespoke design service, to create unique personalised products for your NSO.

**To discuss your requirements, please contact us today !**

PUBLICATIONS

A3 POSTER GUIDE

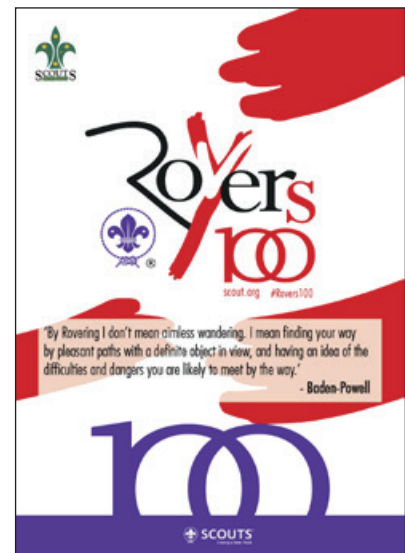
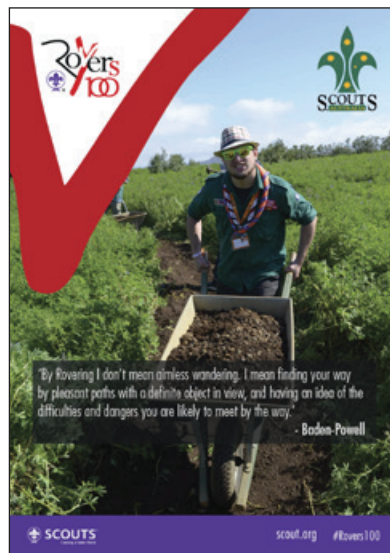
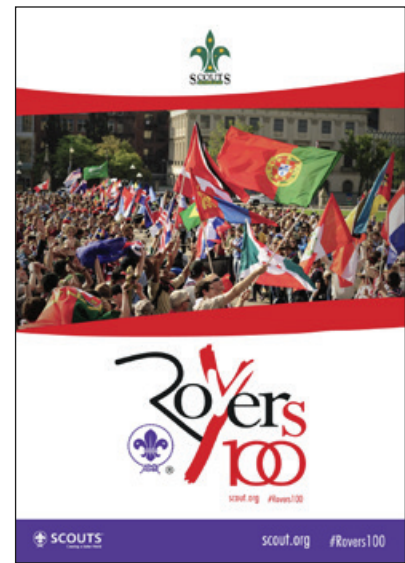
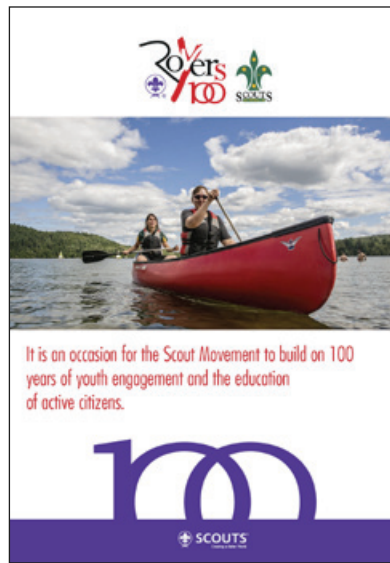
**NSO poster to be printed**

*with the following dimensions :*

Size : A3 ROVERS Centenary  
Resolution : 300 DPI  
Colour mode : CMYK

**Changes NSOs/ NSAs can make :**

- Change the picture
- Change the text
- Add the NSO/NSA logo



**BANNER GUIDE**

**NSO Banner to be printed**

**with the following dimensions :**

Size : 220 cm x 100 cm  
 Resolution : 300 DPI  
 Colour mode : CMYK

**Changes NSOs/ NSAs can make :**

- Change the picture
- Change the text
- Add the NSO/NSA logo

