

# Adventure for all

The Kent Scout Brand



**KENT**  
SCOUTS





**Our brand**

**Which brand when**  
**Kent Scout Logo**  
**Team logos**  
**County Font**  
**Team colours**  
**Our voice**  
**Examples**  
**Clothing**

The Kent Scout brand is for communicating with our members in Kent Scouts. It helps to differentiate our internal communications as a County from those from other parts of Scouting.



This guide explains how to use the Kent Scout logo and surrounding brand assets. Resources can be downloaded from [www.kentscouts.org.uk/logo](http://www.kentscouts.org.uk/logo)



The National Scout brand should be used when communicating with the public as is the brand people outside of Scouting are more likely to recognise.

The National Scout brand guidelines can be found at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

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Kent Scout's logo is designed to be used across the resources that Kent Scouts produces.

The logo comes in both a tall and wide variation to best suit the application. In most cases it should be used as a 'tab' appearing from one corner of the of page or media being branded.



Tall logo



Wide logo

**Kent Scout Red**  
PANTONE 200C  
C3 M100 Y70 K12  
R186 G12 B47  
#BA0C2F

It will normally be seen in 'Scout Red' but may also be produced in other colours from the national Scout colour palette for specific circumstances.

# Which brand when Kent Scout Logo

**Team logos**

**County Font**

**Team colours**

**Our voice**

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**Clothing**

There is also a version of the wide County logo that can be adapted for use by County teams, events and promotions. The team or tagline is displayed using our secondary font.

Existing logos can be downloaded from [kentscouts.smartimage.com](https://kentscouts.smartimage.com). To request a new logo or a different format, please contact the Media team (see last page).



Example logo incorporating a team name



Example logo promoting the website address

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Using a consistent font is important in helping our members to recognise our County materials.

**Titles**

Gothic821 Condensed is our primary typeface. It is bold with curved edges conveying the credible but adventurous nature of our brand.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

The font can be used UPPERCASE for titles and LOWERCASE for subtitles.

**Taglines**

The Serif Light Plain is a secondary typeface. It is taken from the National brand guideline to give a familiar feel in communications with our members.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Normal body copy**

Normal text should use either the Arial or Frutiger family of fonts.

# Which brand when

## Kent Scout Logo

## Team logos

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## Our voice

## Examples

## Clothing

Kent Scouts uses the same colour palette as the national Scout brand.  
In addition to help identify teams, colours from the brand have been assigned.

### Sections:

**Beavers**  
PANTONE 639C  
C99 M1 Y5 K5  
R0 G149 B200  
#0095C8

**Cubs**  
PANTONE 377C  
C50 M1 Y100 K20  
R132 G164 B11  
#84A40B

**Scouts**  
PANTONE 316C  
C97 M21 Y33 K73  
R0 G72 B81  
#004851

**Explorers**  
PANTONE 295C  
C100 M69 Y8 K54  
R0 G40 B85  
#002855

**Network**  
Process Black C  
C0 M0 Y0 K100  
R0 G0 B0  
#000000

**Active Support**  
PANTONE 253C  
C42 M91 Y0 K0  
R173 G26 B171  
#AD1AAC

### Teams:

**Air**  
White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

**County Team  
& General use**  
PANTONE 200C  
C3 M100 Y70 K12  
R186 G12 B47  
#BA0C2F

**District Support**  
PANTONE 116C  
C0 M23 Y100 K0  
R255 G205 B0  
#FFCD00

**Awards & DofE**  
PANTONE 430C  
C33 M18 Y13 K40  
R147 G155 B161  
#8C857B

**Growth & Dev**  
PANTONE 7594C  
C0 M67 Y70 K60  
R124 G58 B45  
#7C3A2D

**International**  
PANTONE 2597C  
C80 M99 Y0 K0  
R77 G33 B119  
#4D2177

**Land**  
PANTONE 3292C  
C98 M14 Y65 K51  
R0 G89 B79  
#00594F

**Media**  
PANTONE 151C  
C0 M60 Y100 K0  
R255 G130 B0  
#FF8200

**Training**  
PANTONE 253C  
C42 M91 Y0 K0  
R173 G26 B171  
#AD1AAC

**Water**  
PANTONE 293C  
C100 M69 Y0 K4  
R0 G61 B165  
#003DA5

**Youth Comms**  
Process 347C  
C93 M0 Y100 K0  
R0 G154 B8  
#009A44

Colours can be used in selecting t-shirts and producing or branding materials.

Other teams including safe guarding, health and safety and trustees/exec should use the main County red colour.

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In common with the national Scout brand when communicating with our membership, the tone should be positive, informal, adventurous, youth shaped and challenging.

Some example introductory titles are below:



**Adults needed to lead the next World Scout Jamboree.**

**Kent Scouts AGM and Awards Evening.**

**Multi-module training day**

**Water Activity taster day**



**Could you lead 36 young people to the greatest party on earth?**

**We're celebrating our success, and you're invited!**

**Everything you need, to LEAD!**

**Come and make a splash!**

It may not always be appropriate to use an abstract title - particularly where space is limited - but try to ensure the message is concise and interesting.

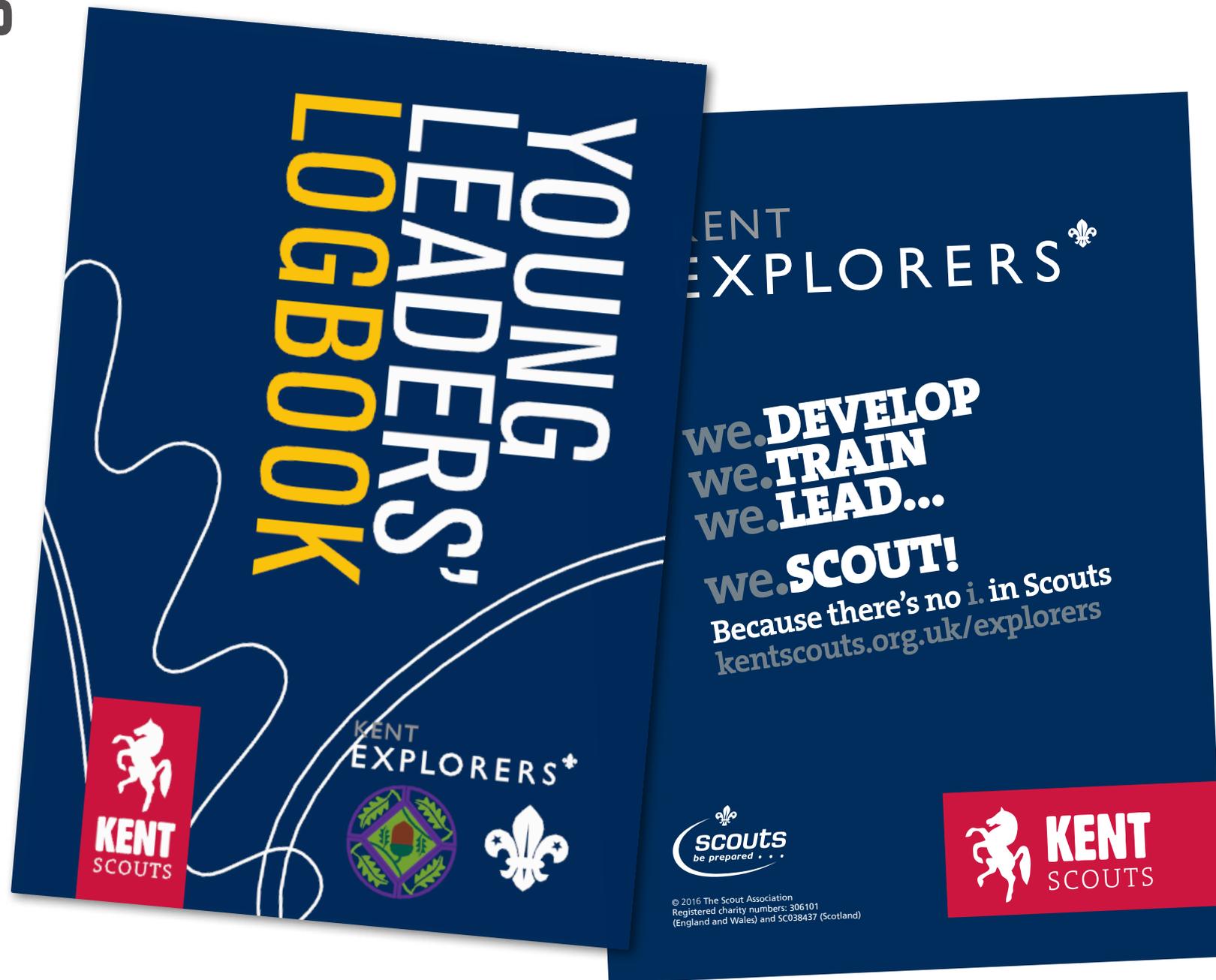
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The examples below show how the Kent Scout logo can be used as a tab on documents appearing from the edge.



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Where there is a sectional brand this can be used alongside the Kent Scout logo to aid recognition of the section.



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Feeling creative? The brand also includes a geometric version of the Invicta Horse.

Due to its detail, this isn't designed for everyday use, but can be used with dramatic effect for specific events or documents. Its particularly suited to large format print where it can be produced at a suitable size.

The example shown on the cover of this document demonstrates a cross section filled with images.



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i.Scout in Kent is a casual extension of our brand when engaging with the public. It draws on the National i.Scout branding but personalises it for Scouting in Kent.

**i.Scout**  
*in Kent*



“i.Scout in Kent” is used under permission of The Scout Association and can not be used commercially or for financial gain.

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Clothing can be ordered with the Kent Scout logo with team name below. You can order clothing via your preferred supplier or place a bulk order by contacting the County Media Team.

Sectional teams may still opt to make their Section logo the primary design but use the Kent Scout logo elsewhere on the garment - e.g. on the sleeve.

Team clothing can also be ordered ad hoc when needed using Tesco Uniform service at [www.tesco.com/direct/ues](http://www.tesco.com/direct/ues) by searching 'Kent Scouts' and selecting the relevant team.

Teams are added on request. If your team has not yet been added, please contact the Media Team.



You can also upgrade existing clothing by adding a woven Kent Scout label to the bottom or sleeve of your garment. Labels are available from the County Office.

**We're Kent Scouts!**

Lets make sure everyone knows!



# Kent Scouts Media

For questions or assistance using the Kent Scout brand, please contact:

**Simon Corrigan**

simon.corrigan@kentscouts.org.uk



## Useful resources

Kent Scout media resources including photo library, KSTV and lots more...  
[www.kentscouts.org.uk/media](http://www.kentscouts.org.uk/media)

Kent Scout logo files  
[www.kentscouts.org.uk/logo](http://www.kentscouts.org.uk/logo)

Scout Association brand resources, logo generator, Print Centre and more  
[www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

