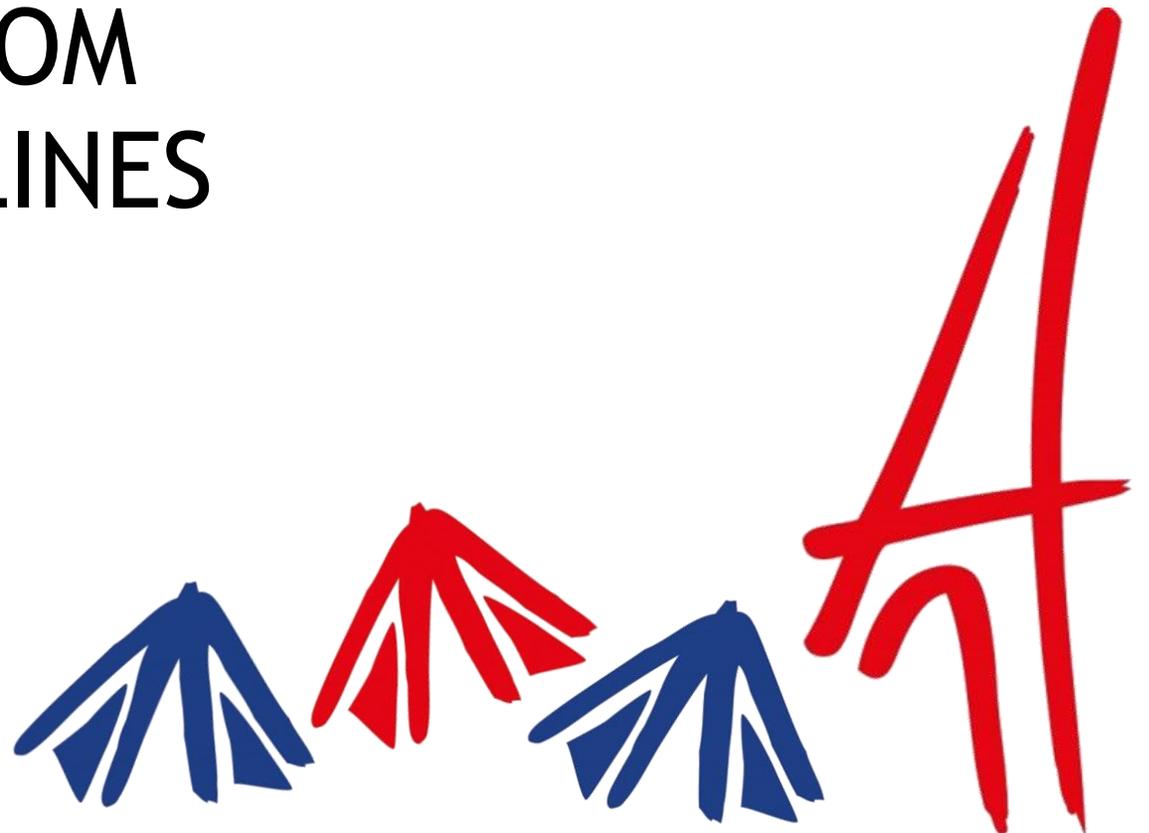


ROVERWAY

FRANCE 2016

UNITED KINGDOM BRAND GUIDELINES



ROVERWAY 2016

Is an event for young people aged 16 – 22 year olds, taking place from 3-14 August 2016 in France. Participants will come from all over the World to engage with 6 days of exploring France along their choice of “Road” followed by 5 days of the Central Camp where everyone joins together to experience a jamboree style event!

www.roverway2016.org

UNITED KINGDOM CONTINGENT

Is joint between The Scout Association and Girlguiding, and is sending hundreds of Explorer Scouts, Scout Network members and members of The Senior Section, Girlguiding to Roverway 2016. From 2015 until the event we will be preparing to undertake the adventure of a lifetime by building our own adventure. Participants and IST alike are encouraged to create their own pre and post events to make their Roverway adventure special.

*www.ukcontingent.co.uk
[facebook.com/roverwayuk](https://www.facebook.com/roverwayuk)
[@ukcontingent](https://twitter.com/ukcontingent) [#RoverwayUK](https://twitter.com/roverwayuk)*

BRAND GUIDELINES

These brand guidelines are designed to help members of The Scout Association and Girlguiding to promote the United Kingdom Contingent attending Roverway 2016. These simple rules will allow you to create effective materials that are associated with the UK Contingent.

THE PURPOSE OF OUR BRAND

We believe that Roverway 2016 is an opportunity for young people to **build their own adventure**, and the brand advocates this.

The purpose of the brand is to create a joint image for all members of the UK Contingent, whether they are a member of The Scout Association or Girlguiding.

The brand provides a clear image of the UK Contingent that can be easily used within The Scout Association and Girlguiding. The brand also distinguishes us from other contingents also traveling to Roverway 2016.

THE VALUES OF OUR BRAND

There are key messages and values that are the foundations of our brand:

- **Adventure** – Young people will experience international travel and will meet people from all over the world. Adventure is the foundation of Scouting and Girlguiding.
- **Engaging** – Participants will engage with the local communities of the people of France and IST will engage with each other to ensure that Roverway is a fantastic experience for the participants.
- **Inclusive** – We are a united contingent, made up of members from two organisations and of people from all over the United Kingdom.
- **Excitement** – Roverway provides members of the UK Contingent to broaden their horizons by attending the biggest international adventure of 2016 – it will be exciting!

STONE OF VOICE

It's important that we communicate in a positive, informal and friendly manner. Here are a few examples:

- **Adventure**

"We're off to explore France the way we want! After we're done it's time to meet 5000 people from all over the World – it's going to be quite an adventure!"

- **Engagement**

"As an IST member I'll be changing lives - working with people from all over the World to give young people the best time possible at Roverway!"

- **Inclusivity**

"Aged 16-22? Join the adventure of a lifetime to Roverway 2016! If you're over 22 why not join the team of superstars that is the IST?"

- **Excitement**

"No pre-arranged travel means that you can build your own adventure, whether you want to race across the Channel or stop off in Paris before Roverway it's up to you!"

FONTS

TITLES AND HEADINGS Trebuchet – bold, upper case only, in colour.

SUB HEADINGS Trebuchet– upper case, smaller font size than heading, black.

Body text Aller (regular)*

Web text Aller (regular)*

*In the absence of Aller, please use Arial.

For the colours that should be used for titles and headings, please refer to the Colour Palette section of these Brand Guidelines.

COLOURS

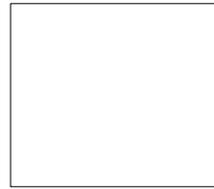
PRIMARY PALETTE:



R228, G6, B19
United Kingdom Red
C0 M100 Y100 K0

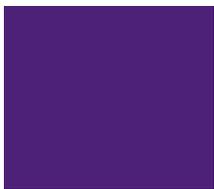


R24, G62, B133
United Kingdom Blue
C100 M100 Y5 K0

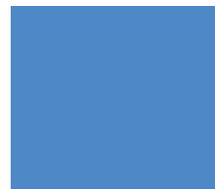


R255, G255, B255
White
C0 M0 Y0 K0

SECONDARY PALETTE:



R77, G33, B119
PANTONE 2597 C
C80 M99 Y0 K0



R78, G136, B199
PANTONE 2718
C70 M40 Y0 K0



R132, G164, B11
PANTONE 377 C
C50 M1 Y100 K20



R196, G0, B99
PANTONE 220
C0 M100 Y20 K20

UNITED KINGDOM CONTINGENT LOGO

LOGO



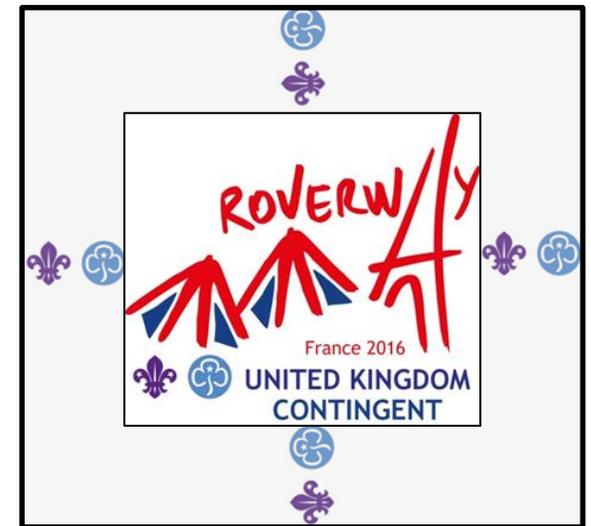
This is the logo for the United Kingdom Contingent to Roverway 2016.

SIZE



The minimum size for the logo is 35mm in diameter, as demonstrated above.

EXCLUSION ZONE



The logo must be produced with a clear area around it, known as the 'Exclusion Zone'. For this logo the zone is equal to the length of the Fleur-de-Lis and Trefoil.

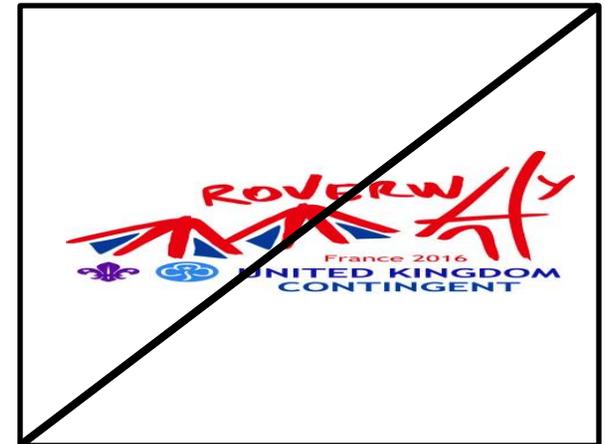
USAGE OF THE LOGO



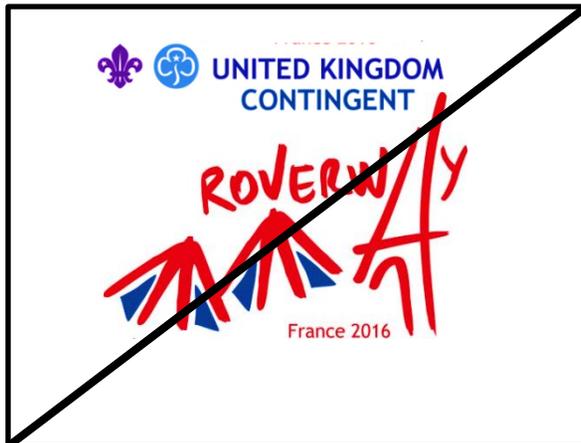
DO use the logo with the Primary colour palette



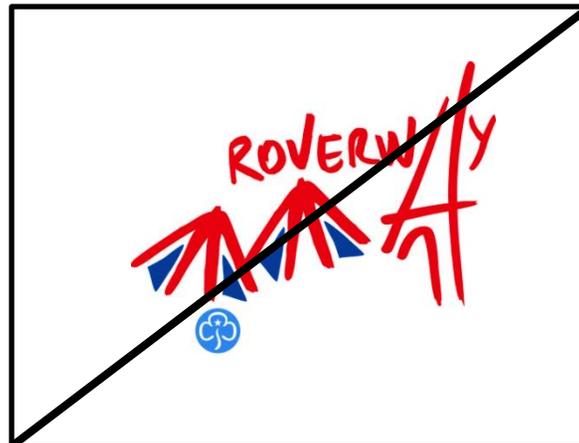
DO use a negative logo on coloured background



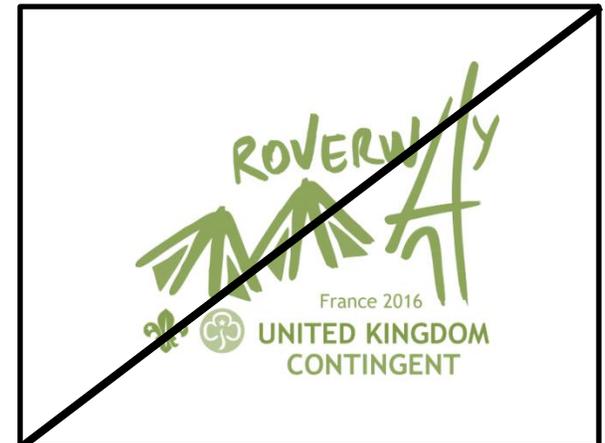
DON'T distort the logo in length or width



DON'T reconfigure the image and text



DON'T remove any aspect of the logo

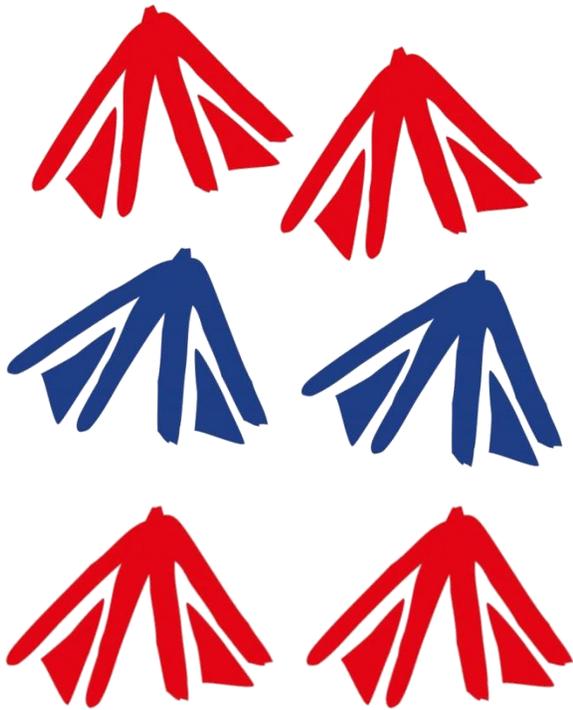


DON'T recolour the logo

DESIGN ELEMENTS

The UK Contingent logo cannot be incorporated into a design, nor be part of a pattern. Therefore, individual elements of the logo are available for designing local logos.

TENT 'SPRINKLES'



Sprinkles can be used individually or as part of a pattern. These should only be repeated in solid colours – not as UK colours. A mix of primary and secondary colours is encouraged!

The **Eiffel Tower** should only be used once as part of a local design, and not repeated as a pattern.

Patrols and regional IST groups are encouraged to create their own logos.

EIFFEL TOWER



CREATING YOUR LOCAL BADGE/ LOGO:

- When creating local logos, please ensure that they are significantly different to the Contingent logo, and clearly identifiable as a local logo.
- If you include the term "UK Contingent" within your design, you must clarify this by stating your regional location – for example "UK Contingent – Newcastle Patrol" or "UK Contingent – Cardiff IST".
- The term "Roverway" should be included within your design.
- COPYRIGHT: It is really important that you do not use any images/ graphics that you have no right to. If you want to use an image that is not yours, please contact the owner. If you do not ask permission and use the image anyway, you run the risk of being sued for infringing copyright.
- Top Tip! Keep it simple – logos that are simple can be easily printed and viewed clear when in small usage.

PHOTOGRAPHY & VIDEO

Imagery should wherever possible promote The Scout Association's and Girlguiding's brand values – which are reflected through the United Kingdom Contingent's brand of adventure, engagement, inclusivity and excitement.

Photography and video are important in our communications. Imagery should be active and fun. We want to show the diverse and adventurous aspects of Scouting and Girlguiding. It is important that the visuals complement our typography across all materials.

Try to avoid the use of staged presentation shots ('grip and grin'), static group shots, shots of people's backs or excessive use of uniform shots.

Always seek the permission of the participants you are photographing.

Credit the photographer or film maker's copyright © wherever possible.

ROVERWAY 2016 - FRANCE
UNITED KINGDOM

The Roverway UK Contingent is a joint adventure of The Scout Association and Girlguiding
ukcontingent.co.uk/roverway facebook.com/roverwayuk Twitter: @ukcontingent