

# cubs

## Make your pawprint

A guide to the Cub Scout brand and visual identity





**Cub Scouts, in various guises, have been part of Scouting since 1916. Originally known as Wolf Cubs, they represent the energy, optimism and cheerfulness for which Scouting is famous.**

Cub Scouts are aged between 8-10½ years old. They are the second section in the Scouting family in the UK. They enjoy new adventures while making new friends along the way. As well as regular weekly meetings, Cub Scouts also enjoy activity days, weekend camps and pack holidays. Boys and girls in Cub Scouts:

- go camping
- play games
- explore the outdoors
- try adventurous activities – such as climbing, sailing and archery
- meet people from their local community
- experience the culture of other countries
- keep themselves and others safe.



**Our brand values**

**ENERGY**

**Fun**

**Friendship**

**ADVENTURE**



# Logo overview

## Primary logo

The Cub Scout logo is the stamp of quality and approval on all Cub resources, communications and merchandise. It is our signature. To ensure it is easily recognised it must be reproduced accurately and consistently.

The primary version of the logo is shown on the right. This full colour logo is always the preferred version. The logos should always be reproduced from a master reference. This is available in eps, jpeg and gif format at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand).

## Mono logo

On occasion, it will not be possible to use the standard logo formats (in black ink only documents for example). In these situations, a mono logo is permitted.

## Minimum size

To ensure legibility, the minimum size for reproduction of the logo is 25mm.

## Pawprint

The pawprint element may be used outside the logo, however this should be used sparingly. When the main logo is used, it must always include the pawprint.



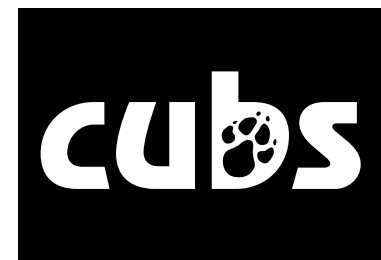
Primary logo



Minimum size:  
25mm



Mono logo



Mono logo



The Scout Association logo



Pawprint



Pawprint mono

## Breathing space

To ensure our logo has a strong impact, we have created an exclusion zone around it. This is calculated using the pawprint. Please ensure that no other graphic elements (such as text or imagery) intrude into the clear space exclusion zone.

## The Scout Association logo

All Cub Scout materials should be endorsed by The Scout Association logo. This should appear on the reverse of Cub Scout materials. Where this is not possible, for example in digital communications, please ensure it appears secondary to the Cub Scout logo.

## Use with other logos

If the Cub Scout logo needs to be used alongside other logos (such as the Beaver Scout logo for example) the same rules for minimum clearance around the logo should be followed.

You may not be able to open certain logo formats on your computer but designers and printers will have the appropriate software to do so.

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### File formats

eps/ai: all professionally printed documents and applications

jpeg: Microsoft programmes

gif: online usage

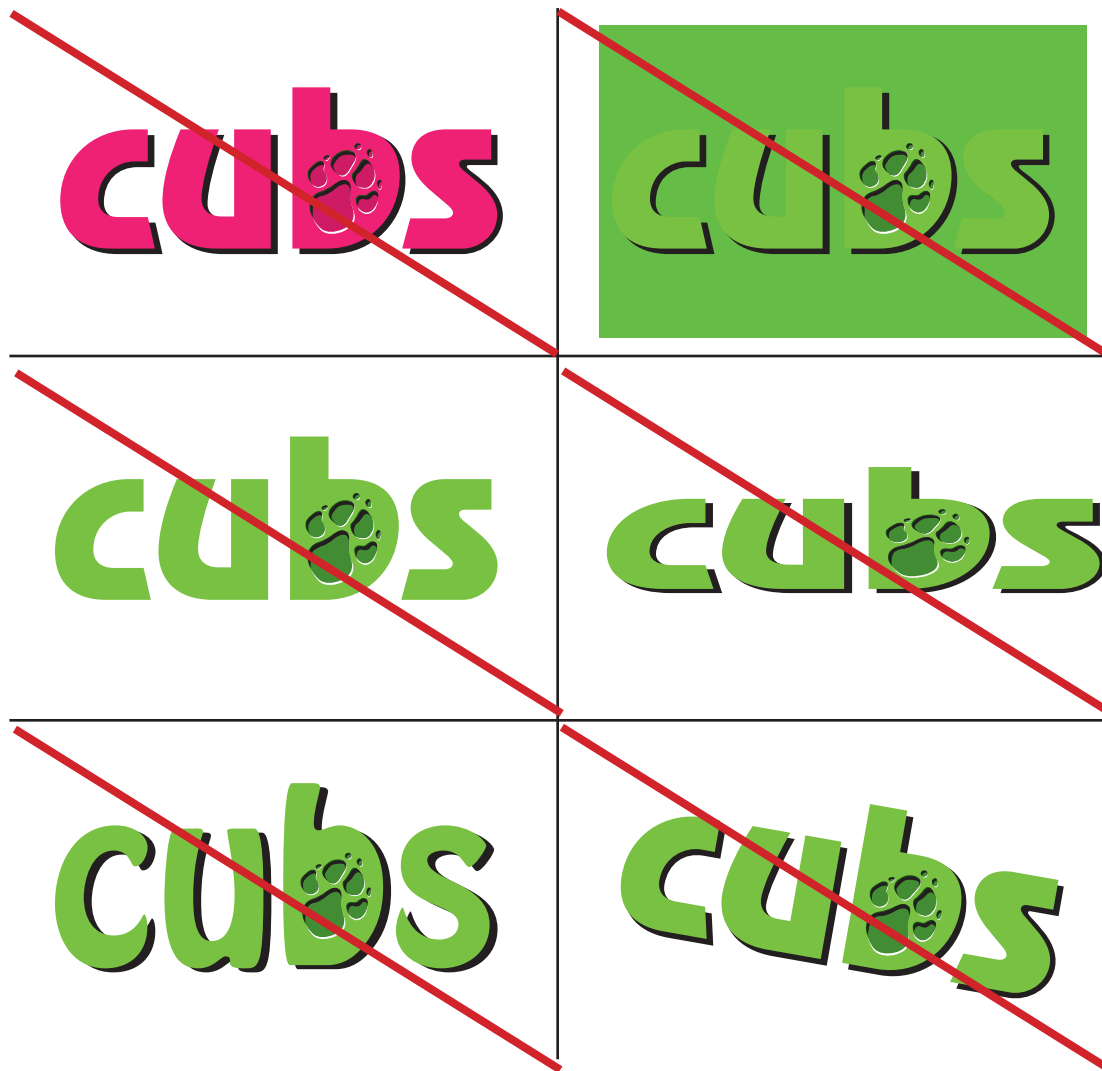


## Please don't try this at home!

Please treat the Cub Scout logo with respect. It can only gain recognition if we use it consistently.

Please adhere to the following rules and never change the Cub Scout logotype:

1. Never change the colour of the logo or add a filter.
2. Never apply the logo on a colour of similar contrast.
3. Never remove any elements of the logo.
4. Never distort the logo.
5. Never change the Cub logo typeface.
6. Never change the angle of the logo.





Our typefaces are integral to our visual identity. They allow us to convey the personality of our brand even when no other elements are present.

### Frutiger

Our primary typeface is called Frutiger. It has been chosen for its simplicity and legibility. It is available in a variety of weights. Frutiger can be used for headings, subheadings and body copy when producing Cub Scout materials.

### CubsRevue

This typeface has been chosen for its playful personality. It is available in a single weight. CubsRevue can be used for headings and areas of interest when producing Cubs materials. Please DO NOT overuse.

### Arial

Arial is used in day to day documents and communications such as emails and Microsoft Office applications including PowerPoint and Word.

### Verdana

Verdana is our web typeface.

# Frutiger 57 Condensed

**abc**

Frutiger  
65 Bold

**abc**

Frutiger  
75 Black

*abc*

Frutiger  
LightCnItalic

**abc**

Frutiger  
75 Black

# CubsRevue

The CubsRevue font is used to add personality to our communications. This font should only be used for headings and for areas of special interest.



# Colour palette

Our colour palette has been chosen to create a distinctive and identifiable look and feel. The colours are tonally striking in order to engage with our target audience.

Black may also be used for text and where colour reproduction is not available. White may be used for text on dark colours and for background areas. The following breakdowns must always be used to ensure a consistent appearance.

## Print

Items will either be printed in four colour using CMYK breakdowns or PMS Colours.

## Digital

Colours on screen will require use of RGB breakdowns. When creating pages for the internet please use HTML breakdowns.



**PANTONE®  
368 C**

**HTML 66bc29**

**R 102 C 64  
G 188 M 0  
B 41 Y 100  
K 0**



**PANTONE®  
3302 C**

**HTML 004d48**

**R 0 C 94  
G 77 M 47  
B 72 Y 65  
K 40**



**PANTONE®  
268 C**

**HTML 502d7f**

**R 80 C 85  
G 45 M 99  
B 127 Y 14  
K 3**



**PANTONE®  
2592 C**

**HTML 9325b2**

**R 147 C 55  
G 37 M 90  
B 178 Y 0  
K 0**



**PANTONE®  
214 C**

**HTML cf0360**

**R 207 C 15  
G 3 M 100  
B 96 Y 42  
K 1**



**PANTONE®  
116 C**

**HTML ffc000**

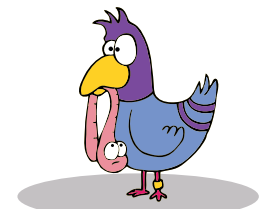
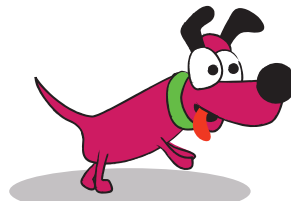
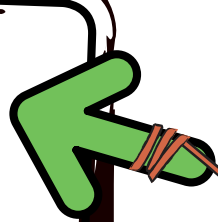
**R 255 C 0  
G 203 M 19  
B 0 Y 100  
K 0**





# Illustration

There is a team of characters who together represent the adventure, fun and friendship of Cub Scouts. Please use at least two characters on any one resource. It is important that additional illustrative elements reflect and complement the illustrative character style.





# Photography

Photography is important too. Imagery should be active and fun. We want to show the diverse and adventurous aspects of Scouting. It is important that the photography complements our typography across all materials.

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



Good example 1



Good example 2



Good example 3



## Tone of voice

Energetic, positive, informal

It doesn't just matter what we say, it's how we say it. Spend a little time getting your copy right. Remember to keep it energetic, positive and informal.



# Energetic Positive Informal

### Cubs to jump into the record books

Here at 22nd Margate Cubs we're in a record breaking mood.

Thirty Cubs are going to jump non-stop for 10 hours to break a new world record. And it won't just be the Cubs jumping for joy. Their parents and leaders will be joining in too. They're doing it to raise funds for their new headquarters which will mean a great new place for Cubs to have fun and adventure for many years to come.

### ~~Cub Scout sponsored event~~

~~We would like to inform you that on Saturday Cub Scouts will be staging an event to generate new income for the Cub Pack. The event takes place at the Clock Towers Shopping Centre sums raised will go towards a new facility for the Scout Group. Offers of support are welcome and members of the public may attend the event from 10am onwards.~~

# Materials

## Materials for young people

Here are some examples of Cub Scout resources for young people.



**How I stay safe - when I go out...**

Sometimes I am allowed to go outside on my own. We have great fun playing games and sports. We have a few rules to keep safe. We never meet online because we don't know who they are.

We always ask permission to go out and always tell an adult where we are going. We don't talk to people we don't know. If someone is nasty to us, we tell an adult. If we are at home or go somewhere else we always phone our parents first.

You can find out more about mobiles at [www.thinkuknow.co.uk/8\\_10](http://www.thinkuknow.co.uk/8_10)

**How I stay safe - from bullies...**

My friend was being bullied at school and on the internet. Some people call this kind of bullying cyber bullying. My friend got very upset because people called her names and were nasty to her. My friend talked to me about it because she did not want to tell an adult. I told her about [www.thereame.com](http://www.thereame.com) - a website run by ChildLine.

They talked to my friend and helped her feel better. My friend also spoke to a teacher who stopped the bully. ChildLine is a special number for children. You can call them for free from any phone. They won't tell anyone you called and will talk to you about anything.

Remember bullying is never ok and it's never your fault.

**How I stay safe - online...**

I love using the internet to play games and talk to friends. I've made a list of all the things I do online and how they work so you can have fun online as well.

**IM (instant messaging)** is a way to chat privately online. A message will pop up on your screen instantly. You can talk to more than one person and use webcams. You can have a list of all your friends or contacts. You need a profile to IM other people. Your profile tells other people who you are. Don't put a picture of yourself on your profile or include lots of details like where you live and go to school. Don't use webcams to IM people you haven't met offline.

**Social networking sites** like Bebo let you create a page online and tell your friends what you have been up to. Like IM you need a profile. Make your profile private so only your friends can see it. Don't put your phone number and address online. Some people use a nickname for their profiles.

**What if I see something I don't like?**

Not everyone online is who they say they are and it's not safe to meet up with someone you meet online. If you make a friend online and want to meet them, take an adult you trust with you. If you see something that upsets you tell an adult and save any nasty messages to show them.

Don't open emails from people you don't know. They might have a virus in them and damage your computer.

Find out more about staying safe online at [www.thinkuknow.co.uk/8\\_10](http://www.thinkuknow.co.uk/8_10)

**Need to talk?**

If something is worrying you or making you feel sad there are lots of people you can chat to. You might find it helps to talk to one of the leaders in your Cub Pack. Of course you can always talk to a teacher or someone from your family. Don't forget - you can call ChildLine. They won't tell anyone you called and it's free, even from your mobile.



## Materials for adults

Here are some examples of Cub Scout resources for adults.



