SEA SCOUT BRAND IDENTITY

From sailing and kayaking to archery and abseiling, Sea Scouts Groups provide opportunities for young people to try new things, placing a special emphasis on water activities. In Sea Scouting, these activities are used as the basis for delivering the Scout programme in the best nautical traditions.

Sea Scouts Groups share the same brand values as other Groups in Scouting. We challenge our members to experience fun, friendship and **EVERYDAY ADVENTURE** to help them reach their potential and have a positive impact on society.

SEA SCOUT LOGO

The correct logo to use is:
SeaScoutlogo_blu.eps

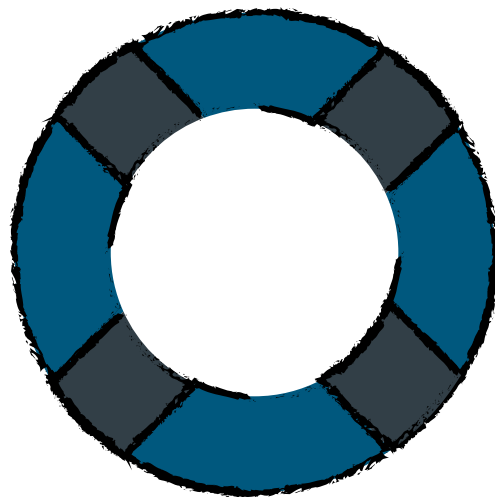In 4 colour process the correct logo to use is:
SeaScoutlogo_4blu.eps

In 3 colour for web the correct logo to use is:
SeaScoutlogo_3blu.jpg

The Sea Scout logo is closely related to the primary Scout logo to show that Sea Scouting is part of The Scout Association. The logo needs to be used consistently and correctly. It must always be reproduced from the master artwork. Different artworks have been created for different applications; these can be downloaded from www.scouts.org.uk/brand It may only be produced in either Pantone 7469, black or white.

COLOUR PALETTE
& ILLUSTRATION

Sea Scout blue:

PANTONE® 7469 C

HTML 005e86

R 0   C 100
G 94   M 58
B 134   Y 30
         K 10

Sea Scout grey:

PANTONE® 432 C

HTML 38404a

R 165   C 79
G 69   M 64
B 153   Y 52
         K 43

There are two core Scouting colours for Sea Scouts: Pantone 7469 and Scout Grey 432. All Sea Scouts materials should use these two colours.

Sea Scout materials use a water based illustration; this is available in a format suitable for designers at www.scouts.org.uk/brand.

PRINT CENTRE TEMPLATES

PLEASE NOTE

Guidelines for Sea Scout typography, photography and tone of voice are the same as for other Association materials. Please refer to relevant sections of The Scout Association's Brand Guidelines.

A range of Sea Scout flyers, posters and banners is available on The Scout Association's Print Centre. Log in at www.scouts.org.uk using your normal username and password, then click on Print Centre in the My Tools menu. Once logged into the Print Centre, click on Sections in the left hand menu.

Left
Penguin banner and flyer samples.

Print Centre
Create your own flyers, posters, banners and newsletters on the Scout Print Centre.
scouts.org.uk/brand