



**SCOUTS**<sup>®</sup>  
Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

**World Scout Bureau, Central Office  
Bureau Mondial du Scoutisme, Siège**

Rue du Pré-Jérôme 5  
P.O. Box 91  
1211 Geneva 4 Plainpalais  
SWITZERLAND

**Phone** (+41 22) 705 10 10  
**Fax** (+41 22) 705 10 20  
**Email** worldbureau@world.scout.org  
**Web** scout.org

This updated document is part of the Centenary Information Pack (September 2003) including:

- 2007 Centenary Identity Guide (on the CD)
- World Scout Bureau circular number 24, 01 October 2003

Please also refer to additional information on the use of our logos on: [www.scout.org](http://www.scout.org)

## **USE AND PROTECTION OF THE 2007 DESIGNS/BADGES**

### **1. Legal Protection**

It is the objective of the 2007 Sub Committee – a body composed of members of the World Scout Committee, Regional Chairmen, The Scout Association (UK) and The World Scout Foundation – that the Centenary of Scouting be celebrated around the world, with certain programmes worldwide, and using the same graphic identity.

This graphic identity, based on a common design style, and two specific logos were formally adopted by the World Scout Conference in 2002 in Greece. The logos are:

- *The World 2007 Centenary logo*
- *The 21<sup>st</sup> World Scout Jamboree logo*

These two logos have been registered as trademarks. They are therefore protected nationally in the UK and internationally. Please note that these logos include the World Scout Emblem, which is also separately legally protected. WOSM retains the primary intellectual ownership for the World 2007 Centenary logo and The Scout Association (UK) for the 21st World Scout Jamboree logo.

Scouting will benefit directly from the legal protection of the logos. Their commercial use will generate revenue in the form of royalties to support Scouting.

This protection also allows both the World Scout Bureau and The Scout Association (UK) to take legal action against any individual or body which reproduces the logos without authorisation. Unauthorised reproduction also includes unauthorised reproduction of altered or amended versions of the official logos.

This legal protection also provides all National Scout Organizations the power to take legal action against any individual or body within their country which uses the logos without permission, even if the Organization itself has no intention of using the official logos.

Both the World Scout Bureau and The Scout Association (UK) would like to be kept informed of such cases and are ready to assist an Organization if and when needed.

The right to take action against those who fail to comply with the regulations will be stronger provided the two logos are also registered nationally by each National Scout Organisation.

### **2. The Design Concept and Use**

#### **2.a. World Centenary Logo**

An explanation of the concept of the World 2007 Centenary logo, and rules for its graphics use, were published in the 2007 Centenary Identity Guide which was circulated by the World Scout Bureau on a CD-ROM, along with the electronic elements for reproduction of the logo. These are available from the WOSM website at [www.scout.org](http://www.scout.org)

#### **2.b. 21<sup>st</sup> World Scout Jamboree Logo**

The design guidelines for the use of the 21st World Scout Jamboree badge have been produced as Appendix 3 of Bulletin Number 1 for the 21st World Scout Jamboree (04/2004). Additional copies of the guidelines are available from The Jamboree Office, The Scout Association (UK), Gilwell Park, Chingford, London, E4 7QW. Email: [jamboree@scouting2007.org](mailto:jamboree@scouting2007.org)

### **3. National Badge Policy**

Each National Scout Organization should establish its policies regarding the wearing of these badges.

#### **3.a. World 2007 Centenary Badge**

All members are encouraged to wear this badge on their uniforms as a demonstration of Scouting's unity worldwide and solidarity during 2007

#### **3.b. 21<sup>st</sup> World Scout Jamboree Badge**

Please ensure that your national contingent to the 21st World Scout Jamboree wears this badge.

### **4. Badge Manufacturing**

#### **4.a. World 2007 Centenary Badge**

This is being produced by SCORE (Scout Resources International - the official World Scout Shop) and Scout Shops Limited (the official Scout Shop of The Scout Association (UK)).

The badge is available in several languages, including, English, French, Spanish, Arabic and Russian and others by arrangement (for example Estonian, Finnish).

These badges will only be sold to National Scout Organizations and their designated agents.

National Scout Organizations are not authorised to change or adapt the Centenary logo/badge, including the incorporation of any other emblems. Only the text of the theme "One World One Promise" may be varied to reflect the language needed.

#### **4.b. 21<sup>st</sup> World Scout Jamboree Badge**

The 21st World Scout Jamboree badge is available from The Scout Association (UK) Scout Shops Limited.

Contact details:

**SCORE:** Score International, Les Longeray, Boréal, 74370 Metz-Tessy Annecy, France.

Tel + 33 450 27 41 21 Email: [score@worldscoutshop.org](mailto:score@worldscoutshop.org)

**Scout Shops Ltd:** Lancing Business Park, Lancing, West Sussex, BN15 8UG, UK. Tel: + 44 19 03 766 524 Email: [enquiries@scoutshops.com](mailto:enquiries@scoutshops.com) Web: [www.scouts.org.uk/shop](http://www.scouts.org.uk/shop)

National Scout Organizations can obtain a licence to manufacture these badges themselves. See Section 6.

### **5. Additional 2007 Products**

SCORE and Scout Shops Limited are offering a variety of products bearing the official logos or related designs. Such products are available worldwide and can be ordered via the Internet.

National Scout Organizations are permitted to develop their own products using the logos, provided that they apply for a licence and follow the guidelines concerning the use of the official logos in the World 2007 Centenary Identity Guide.

### **6. Licensing Agreements / Royalties**

The Scout Association (UK) will administer all licences and collect royalties concerning the commercial use of the World 2007 Centenary logo and the 21<sup>st</sup> World Scout Jamboree logo.

It is providing this service in agreement with the World Scout Bureau and SCORE. This agreement is consistent with the normal terms for the commercial use of the World Scout Emblem.

#### **6.a. Commercial use of the logos**

For the commercial use of either logo, i.e. any item intended for sale (souvenirs and other products) a licence is required and royalties must be paid (ten percent of the manufacturing cost of the product).

Licences will only be granted for use on products that are consistent with a good image and the values of Scouting.

#### **6.b. Non-commercial use of the logos**

National Scout Organizations are kindly requested to declare their use of the logo(s) to The Scout Association (UK) for historical record purposes.

The non-commercial use of either logo should also be consistent with a good image and the values of Scouting.

## **7. Obtaining a Licence**

To obtain a **licence**, please complete one or more of the licence applications attached and send it to The Scout Association (UK). See Section below for the address. The licence application forms are also available online on the WOSM web site at [www.scout.org](http://www.scout.org)

The Scout Association (UK) reserves the right to cancel a licence immediately should the licensee or its designated representative not respect the terms of the licence, or their activities are contrary to the image and values of Scouting.

We encourage all National Scout Organizations to use the World 2007 Centenary logo to raise the profile of Scouting during our Centenary year and to demonstrate the unity of our worldwide Movement.

For all information related to the use and application of the World 2007 Centenary badge and the 21st World Scout Jamboree badge please contact The Scout Association (UK):

The Scout Association (UK)  
Gilwell Park  
Chingford  
Email: [commercial@scouting2007.org](mailto:commercial@scouting2007.org)  
London  
E47QW  
United Kingdom

Tel: +44 208 433 7100  
fax: +44 208 433 7103

*November 2006 (First version September 2003, First revision April 2004, Second revision January 2005)*