



# 8<sup>th</sup> Africa Scout Jamboree

Logo & Brand  
Identity Guidelines



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# 0.1 Logo Specifications



**The grey crowned crane**  
Is a bird in the crane family, Gruidae. It is found in eastern and southern Africa, and is the national bird of Uganda.



**The flag of Uganda**  
Six equal horizontal bands of black (top), yellow, red, black, yellow, and red (bottom); a white disc is superimposed at the centre and depicts the national symbol, a grey crowned crane, facing the hoist side.

**The World Scout Emblem**  
Is the emblem of the World Organization of the Scout Movement and is worn by Scouts and Scouters around the world to indicate their membership. Each national Scout organization determines the manner in which the emblem is worn.

# 0.1.1 Logo size



The smallest size for the logo is not than 3 cm height

## Partnerships



# 0.2 Logo Variations



0.3  
Typeface  
Details



## **Futura (Bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()**

## Futura (book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

# 0.4 Colour Specifications



WOSM purple



**PROCESS** C79 M94 Y0 K0  
**SCREEN** R98 G37 B153  
**WEB** HTML #522599

Uganda Flag yellow



**PROCESS** C0 M25 Y100 K0  
**SCREEN** R252 G209 B22  
**WEB** HTML #fcd116

Uganda Flag red



**PROCESS** C0 M100 Y90 K0  
**SCREEN** R226 G61 B40  
**WEB** HTML #e23d28

Black



**PROCESS** C0 M0 Y0 K100  
**SCREEN** R0 G0 B0  
**WEB** HTML #000000

Dark grey



**PROCESS** C0 M0 Y0 K80  
**SCREEN** R88 G89 B91  
**WEB** HTML #58595b

Grey



**PROCESS** C10 M0 Y0 K40  
**SCREEN** R158 G162 B167  
**WEB** HTML #999999

# 0.5 Logo Best Practices



**Do not stretch or reform the Logo**



**Do not rotate the Logo**



**Do not Change the World scout emblem with other NSO logo**



**Do not recolor parts of the Logo**