



SCOUTS[®]
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 Asia-Pacific Support Centre
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Circular No. 27, series of 2018

To: Chief Commissioners
International Commissioners
Chief Scout Executives

04 October 2018

Brand Logo Use and Protection

Dear Colleagues,

Greetings from the Asia-Pacific Support Centre!

This is to draw your attention on the World Scout Emblem, World Scout Brand Logo, the Asia-Pacific Regional Logo, and the Messengers of Peace Logo. We would like to request all of you to help us in protecting our Brand as this is not only a challenge for WOSM but also creates issues at national and local levels. For your information, all the logos are registered and protected and their use without appropriate license is unethical and illegal.

The World Scout Emblem is the distinctive symbol of our movement and is worn by Scouts worldwide. It is one of the best-known symbols on the planet. The World Scout Emblem has not changed. It is a protected symbol and is therefore subject to licensing restrictions. WOSM is the owner of the trademarks and has given the responsibility to the World Scout Bureau, as the legal entity representing WOSM.



**WORLD SCOUT EMBLEM
Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scout Emblem for non-commercial purposes. Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

Commercial use

The reproduction of the World Scout Emblem on any item being offered for sale is subject to obtaining a product special commercial license for each item.



**WORLD SCOUTING BRAND LOGO
Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scouting Brand Logo for non-commercial purposes

The intention here is to encourage the wider non-commercial use and adoption of our brand and promoting our common claim to be "Creating a Better World". Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

Commercial use

The reproduction of the World Scouting Brand Logo on any item being offered for sale is subject to obtaining a product specific commercial license for each item.



ASIA-PACIFIC REGIONAL LOGO

The same conditions apply as the World Scout Emblem is embedded in the APR logo (in fact for all commercial products, the Asia-Pacific Support Centre acquired license for the use of APR Logo from the assigned agency).

Thus, in reference to our circular No 05 series of 2011 dated 04 April, no individual or organization shall use the APR logo for commercial use or for the production of badges, medallions, decorations without prior approval of the Asia-Pacific Support Centre.



MESSENGER OF PEACE IDENTITY

The Messengers of Peace Logo, including its stylized dove and olive branch elements, is a registered trademark of World Scout Bureau Inc. By virtue of their membership of WOSM, National Scout Organizations, are entitled to use the Messengers of Peace design for non-commercial purposes strictly following the official graphic elements issued by the World Scout Bureau in support of the Messengers of Peace initiative.

Any member National Scout Organization in Asia-Pacific Region willing to make use of the above for non-commercial or commercial purposes and may have queries on the licensing process, may kindly contact the Asia-Pacific Support Centre and we will extend the necessary support.

We hope for your full cooperation in protecting our brand.

Yours in Scouting,

A large, stylized handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

J. Rizal C. Pangilinan
Regional Director

JRCP/sps