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A guide to the identity of Island Scouting

Introduction

This Design Guide defines how to use the Isle of Wight Scouting Logo 2007 in the production of documents, posters, signs and other items. The 2007 Logo replaces all other existing Isle of Wight Scout County logos, which should be discontinued as soon as is practicable. It has been designed to present a modern and fresh image of Scouting on the Isle of Wight, while maintaining The Scout Association corporate image.

The content of this Guide should not be used as artwork or as a template for new artwork to be drawn up. Master files can be obtained on CD from the County Communications Team.

The Isle of Wight Scouting Logo 2007 does not replace The Scout Association logo, and should be used in partnership with it.

Logo Style

There are two variants of the Logo:



Logo

This is the preferred use of the Logo and should always be used where possible.



Logo with no text

This should only be used when the Logo with text variant is not suitable, for example as a page background (watermark). The full version should normally appear elsewhere within the document.

Size

The text version Logo should never appear smaller than 25mm in width and the 'no text' version no narrower than 20mm.



Distortion

The Logo must always retain its correct proportions i.e. it must not be stretched or squashed. Rotation, cropping and any other distortion should be avoided.

Clear Space Zone

Always allow clear space around the Logo, at least as much as the height of the capital 'S' in the word 'Scouting'.



Usage

The Isle of Wight Scouting Logo may only be used for bona fide Scouting purposes. The Logo is designed for use in County documents and resources by County Team members and Committees. It may also be used by Districts, Teams, Sections and Groups providing that the principles in this document are followed. The only addition to the Logo is a name, laid out as follows:

The start of the 'team name' should be in line with the 'I' of ISLE. The font is Frutiger Italic Bold (or Arial Italic Bold) and the name should be in capital letters and the same size and colour as 'ISLE OF WIGHT' in the Logo (see examples below).



Use on a page

The Logo should not normally appear more than once on a single page (printed or web).

Distribution

- For the latest version of the Logo CD, please contact the County Communications Team.
- The County Communications Team reserves the right to amend the Logo as required.
- The source files should not be copied on to websites or distributed without permission.

Colour

Wherever possible the Logo should appear in positive form on a white background. If printing on coloured paper, green and purple should be avoided.



Production in one colour only

If there is only one colour available for print, either Scout Purple (PMS 268) or Grayscale should be used, only printed on a white background. If the original document is likely to be photocopied for distribution, the Grayscale version of the Logo should be used.



Grayscale



Scout Purple
(PMS268)

Recognised Isle of Wight colours

When using colour for design purposes, the recognised Isle of Wight colours should be used.

Example	RGB	PMS	Web
	R50 G9 B102	268	#4D1979
	R152 G199 B30	397	#99CC00
	R0 G0 B0		#000000

Correspondence and documents

Scouting on the Island can maintain a more unified image if everyone keeps to the same guidelines when writing letters and producing other written and printed documents. Here are some examples.

Business Cards



Compliment Slips

	
<p><i>... with compliments</i></p>	
<p>Your Name Role Title Group or District or Isle of Wight</p>	
<p>Your address: Town Isle of Wight POXX XXX Tel +44 (0)1983 123456 Mobile +44 (0)7987654321 email myemailaddress@here.com www.isleofwightscouts.org.uk</p>	

Letters

	
<p>Mrs A Name 99 Nice Road A Nice Town Isle of Wight PO30 XXX</p>	
<p>25th March 2007</p>	
<p>Dear</p>	
<p>Re: Isle of Wight Scouting Design Guide</p>	
<p>This is a template for the new Isle of Wight Scouting letters.</p>	
<p>All letters should be typed using this format, style and typeface described here. This letter is typed in 10 point Arial with one space only left after a sentence. If possible, avoid using underline but Arial bold or italic can be used sparingly for emphasis.</p>	
<p>The left margin is set at 20mm, type is aligned left. One full line space should be left between each paragraph which is neater than paragraph indents.</p>	
<p>Allow four full clear lines for the signature after the sign off.</p>	
<p>Yours sincerely</p>	
<p> </p>	
<p>Your Name</p>	
<p> </p>	
<p>Your Name Role Title Group or District or Isle of Wight</p>	
<p>Your address: Town Isle of Wight POXX XXX Tel +44 (0)1983 123456 Mobile +44 (0)7987654321 email myemailaddress@here.com www.isleofwightscouts.org.uk</p>	

Typography

Isle of Wight Scouting typography rules are the same as those of The Scout Association brand identity.

In summary, Frutiger should be specified for all externally printed items and Arial should be used for any in-house word processed documents. Headings should be large enough to stand out; use Frutiger Roman or Light (or Arial Bold) for headings. Body text should be set in Frutiger Light (or Arial) because large areas of Roman or Bold look too heavy. Wherever possible, body text should be no smaller than 10 point.

Please refer to the HQ documentation for full details:
www.scoutbase.org.uk/library/clipart/logos/corporate.htm

Name Badges

Name Badges are available from the Scout Information Centre and follow the generic Scout Association design. Name badges with the Isle of Wight Scouting Logo should not be produced locally.

External Signage and Banners

Advice should be sought from the County Communications Team before commissioning external signage or banners.

CD-ROM

The CD-ROM includes various versions of the Isle of Wight Scouting Logo, as well as templates to assist with its use. The table below has been designed to help with the selection of a logo or template appropriate to requirements.

Folder	Description	Filename
Logos Small (use at 100mm and smaller)	IOW Scouting Full Colour	IOW Scouting_colour_s
	IOW Scouting Grayscale	IOW Scouting_grayscale_s
	IOW Scouting Purple	IOW Scouting_purple_s
	IOW Scouting Green	IOW Scouting_green_s
	IOW Scouting No Text Grayscale	IOW Scouting_no text_grayscale_s
	IOW Scouting No Text Purple	IOW Scouting_no text_purple_s
	IOW Scouting No Text Green	IOW Scouting_no text_green_s
Logos Large (use at 101mm and larger)	IOW Scouting Full Colour	IOW Scouting_colour_l
	IOW Scouting Grayscale	IOW Scouting_grayscale_l
	IOW Scouting Purple	IOW Scouting_purple_l
	IOW Scouting Green	IOW Scouting_green_l
	IOW Scouting No Text Grayscale	IOW Scouting_no text_grayscale_l
	IOW Scouting No Text Purple	IOW Scouting_no text_purple_l
	IOW Scouting No Text Green	IOW Scouting_no text_green_l
Templates	Letter in colour	Letter.doc
	Letter in Black & White	Letter_b&w.doc
	Business Card	Business_card.doc
	Compliment Slips	Compliment_slip.doc

All logos on this CD-ROM have been provided as JPEG images. TIFF and EPS versions are available from the County Communications Team.