

Our Brand

Our Responsibility

The Logo

Our main logos represent saint mark scout service. the logo produced from a lion and a partial scout emblem to result in a new shape we call it "SMScout Lion"



Font

Main font used in all our scout logos and main titles is : Futura

Second font to be used in body text is: Verdana

Colors

Colour specifications

		PANTONE® (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (web applications)
	Purple	527 C / U / M	C79 M94 Y0 K0	R98 G37 B153	#622599
	White	–	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF

1- Official Version

The "SMScout Lion" with the group name
"Saint Mark Scout" and our website "
www.smscout.org"

This to be used on letterheads and official documents

Variations:

White Background : Purple ink

White Background : Black ink

Purple Background : White ink



Saint Mark Scout
www.smscout.org



2- Circle Version

The "SMScout Lion" with the group name "Saint Mark Scout", our website "www.smscout.org", "Since 1966" and scout knot

This to be used on any scout products, banners, posters, badges and other materials except official letterheads and stationary

Variations:

White background : Purple ink (with around circle)

White background : Black ink

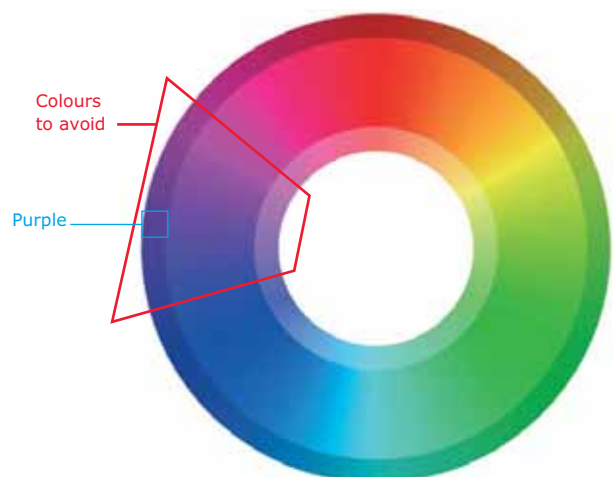
Purple background : White ink

Purple background : (white, green, yellow)



Very Important to use the logos in the correct format, colours and fonts..

Any additional colour can be used in SCOUTS communication except colours near to the SCOUTS purple on the colour spectrum. There must be significant contrast between the SCOUTS purple and other colours.



Other Logos

A- Air Scout Logo

Might be used in AirScout special communication
In Black in Purple



B- Sea Scout Logo

Might be used in SeaScout special communication
In Black in Purple



C- Roots

To be used only for memories related to 2015 celebrations for the Golden Jubile



D- 50 Years Logo

Will continue to be used on the Scarf only



E- Golden Jubile Badge

Will not reproduced again.. will continue to be on scout uniform for scouts who attend 2015 scout year



Other Elements

1- Saint Mark Scout Slogan

"We Live It" might be used only in
Font: nanum brush script
With White ink On Purple background
or with Purple Ink on White background



"Not to be used in conjunction with the our logos"

2- Scout Movement Vision and Mission

We may use the scout mission and mission, this enable use to express scout ideals

"Not to be used in conjunction with the our logos"

Vision

Creating a better world.

Mission

Educating young people to play a constructive role in society.

All logos and other stationary template have been produced for scout leaders use and regularly distribute separately

Very Important to use the logos and other elements in the correct format, colours and fonts..
Its our brand and its our responsibilities to protect it.