



Norfolk County Scout Council

Group and Occasional Badge Guidelines

Respective policy: Policy, Organisation and Rules – Chapter 10 Uniform, Badges and Emblems

Version 1

Approved: 30 January 2017 by the Executive Committee

Review Date: 30 January 2019

Owner: County Commissioner

District, Group, Unit or Network Identifying Badges

District, Group, Unit and Network badges to be worn on the uniform or scarf must be approved by the County Commissioner before such badges are made.

This type of badge is design to be worn by members of the District, Group, Unit or Network indefinitely.

Changes to the badge design should be treated as a new request.

Detailed instructions relating to identifying badges can be found in [POR rule 10.26](#).

Occasional Badges

Occasional badges can be worn on uniforms to mark anniversaries, special events or trips.

Detailed instructions relating to how long occasional badges can be worn can be found in [POR rule 10.33](#).

Occasional badges must be approved by the County Commissioner before there are made.

A request letter with full details of the badge design and colours and a clear drawing indicating the size should be sent to the County Commissioner.

Ideally this should be via email to hq@norfolkscouts.org.uk

Sufficient time to get approval should be given to allow for any changes to design, it is recommended that at least 8 weeks notice is given.

It can then take at least an additional four weeks for badges to be manufactured.

Design guide

The following guidance is provided to support any application to help ensure that approval can be given.

Occasional badges must feature the Scout logo or Scout arrow head

Keep the design simple

Use upper case letters if possible

Use colours that complement each other so that the lettering is easily readable.

Use adventurous and exciting images

Use good contrast images

Follow Scout brand guidelines

BAD EXAMPLE

GOOD EXAMPLE

BAD EXAMPLE

GOOD EXAMPLE

Using the Scout logo

This is the preferred Scout logo, with adequate spacing.



The logo must always be one colour usually this will be Scout purple on a white background or white on a dark background.

Occasionally the logo could be in a Scout Secondary colour (see appendix for palette)

If the available space is small the logo may not be readable or be able to be reproduced. In this instance it would be best to use just the upright Scout Arrow Head and not the slanted version.



A bad example



A good example



The primary Scout logo is too small to be used in this context. The arrowhead is preferable.

Copyright

World Scout Badge



The World Scout Badge is not permitted for use other than as a membership badge.

It is the property of the World Organisation of the Scout Movement and can only be used with express written permission.

Other images

Use of copyright and trademarks not owned by The Scout Association and without permission may be illegal. Always seek permission first.

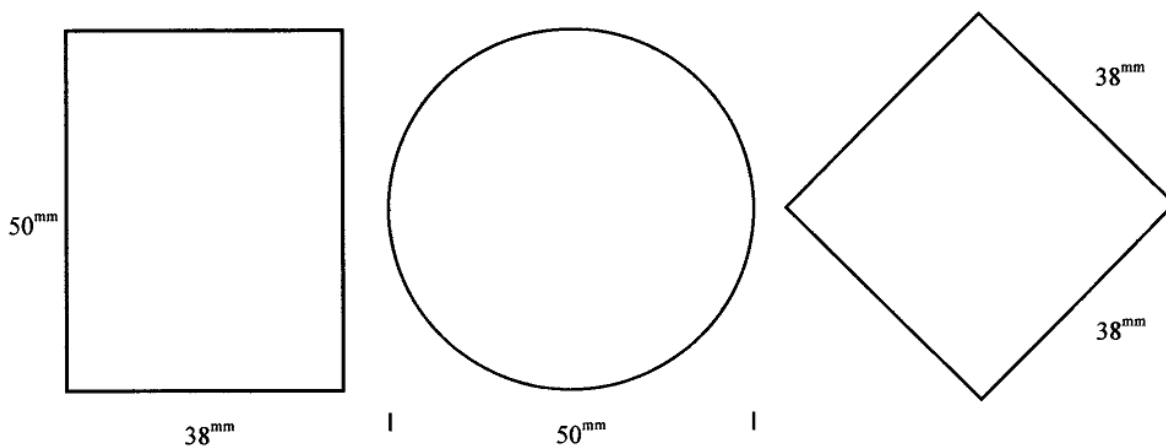
Special permission will be required if the design is intended to incorporate the County Shield or any local Council borough arms etc. It is unlikely that permission will be given to use the County Shield on any Group badge.

Image choice

Images related to the event or occasion should ideally reflect the fun and adventure of Scouting.

Size of badges

The size is restricted to a maximum size as shown in the diagrams below, to include any bound edge.



Appendix

Scout brand colour palette

							
PANTONE C0 M0 Y0 K0 R255 G255 B255 HTML FFFFFF THREAD white	Process Black C C0 M0 Y0 K100 R0 G0 B0 HTML 000000 THREAD black	PANTONE 116 C C0 M23 Y100 K0 R255 G205 B0 HTML FFCD00 THREAD YHG287	PANTONE 151 C C0 M60 Y100 K0 R255 G130 B0 HTML FF8200 THREAD YHG275	PANTONE 200 C C3 M100 Y70 K12 R186 G12 B47 HTML BA0C2F THREAD YHG127	PANTONE 7594C C0 M67 Y70 K60 R124 G58 B45 HTML 7C3A2D THREAD YJB706	PANTONE 253 C C42 M91 Y0 K0 R173 G26 B172 HTML AD1AAC THREAD YHG165	PANTONE 2597 C C80 M99 Y0 K0 R77 G33 B119 HTML 4D2177 THREAD YHG4105
							
PANTONE 293 C C100 M69 Y0 K4 R0 G61 B165 HTML 003DA5 THREAD PMS293C	PANTONE 295 C C100 M69 Y8 K54 R0 G40 B85 HTML 002855 THREAD YJB316	PANTONE 639 C C99 M1 Y5 K5 R0 G149 B200 HTML 0095C8 THREAD YHG304	PANTONE 316 C C97 M21 Y33 K73 R0 G72 B81 HTML 004851 THREAD YJB613	PANTONE 3292 C C98 M14 Y65 K51 R0 G89 B79 HTML 00594F THREAD YHG766	PANTONE 347 C C93 M0 Y100 K0 R0 G154 B68 HTML 009A44 THREAD YHG743	PANTONE 377 C C50 M1 Y100 K20 R132 G164 B11 HTML 84A40B THREAD HB7006	PANTONE 430 C C33 M18 Y13 K40 R147 G155 B161 HTML 8C857B THREAD YHG8008

Scout and Section Logo

The Scout and Section logo files can be obtained from the Scout Print Centre.

<https://www.n2printcentre.com/login.aspx>

Brand guidelines

Further information about the Scout brand can be found on [scouts.org.uk](https://members.scouts.org.uk)

<https://members.scouts.org.uk/documents/Brand%20Guidelines%20January%202015.pdf>