



SCOUTS[®]
Creating a Better World



MEDIA 101

IMAGERY



SCOUTS®
Creating a Better World

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COMMUNICATIONS
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MEDIA 101

IMAGERY

Imagery

Our goal is to improve the quality of the message communicated through Scouting's imagery. The SCOUTS image concept is easy to understand to help young people produce photos themselves. We have defined simple rules for the creation and use of images at international level.

We need balance and diversity.

Gender: We show girls and boys, as well as women and men.

Age: We are a movement of young people, but intergenerational activities are part of our appearance.

Cultures: The global movement is visible.

Activities: The strengths and energy of our young people is clear.

Environment: In a conference room or on a field, the SCOUTS are active everywhere, let's show it!



Our behaviour is portrayed with purpose and credibility.

This means young people in action on the ground in their daily life, not only smiling, but participating and reflecting the social impact of Scouting's. We avoid static images with too much protocol or images that are too posed or too staged and thus obviously not real. Our images simply reflect real SCOUTS and their projects.

We always challenge stereotypes.

Imagery

People

There are people – as individuals or in a group – in the image. Avoid close-ups, e.g. just hands, this does not portray the SCOUTS character.

Group	Individual	Objects	
			
People			

Two Scouts from two cultures laughing while sharing a musical experience. A single Scout challenging himself and having fun.

This stone is meaningful only when we see someone is reading the inscription. The building is nothing without the people inside. Show the people.

SCOUTS heritage

The image is identified as a SCOUTS image. The people are Scouts, wearing scarfs, hats, and uniforms.

Group	Individual	Group	Individual
			
Scouts		Non-Scouts	

The hands of youth making the timeless gesture of Scouting. A happy Scout wearing a hat unique to his region.

Each image is not obviously about Scouting. The clasping of hands, although symbolic, is not a natural gesture. The boy shows little emotion and his baseball hat is not a unique symbol of his culture.

Imagery

Style

Style is not the focus of SCOUTS imagery. Content is the main issue. Keep in mind that SCOUTS imagery is natural and not posed or staged. Avoid abnormal camera angles and perspectives.

Natural Colours		Artificial colours or surroundings	
Group	Individual	Group	Individual
			
Natural Colours		Artificial colours or surroundings	
Natural setting with a wide perspective.		Artificially coloured images distract the viewer's attention from the image content. By removing the background, the context of the picture is lost and the motive of the subject is unclear.	
Group	Individual	Group	Individual
			
Real		Posed or staged	
Images that appear authentic and uncontrived support the SCOUTS message with a true moment in the SCOUTS world. Scouts are real people in real situations.		Posed images that look orchestrated and forced do not tell a good story, or inspire our audience.	

Imagery

Activities

All imagery reflects the idea of the brand strengths: Exciting, involving and empowering.

Group



Exciting

Individual



Group



Individual



Boring

Movement is visible in the images. They are action-packed and dynamic.

Looking bored and tired, these Scouts are not exciting anyone.

Group



Involving

Individual



Group



Individual



Passive

Working together, these Scouts are fully engaged in their activities.

The Scouts shown here are stiff and passive. These images simply do not portray Scouting's strengths.

Group



Empowering

Individual



Group



Individual



Controlling

This diverse group of Scouts are proud to be working with a respected partner – the Red Cross. Public speaking takes courage.

This strict and controlled military formation is not conveying a strong individual. Leadership should not be aggressive.

Imagery

Diversity in combinations

When images are combined they portray diversity of cultures, gender and age.



Multi-cultural

The World Organization of the Scout Movement shows Scouts from all over the world.



Mono-cultural

When combined these images only show one culture.



Multi-generational

Old and young are engaged and working together.



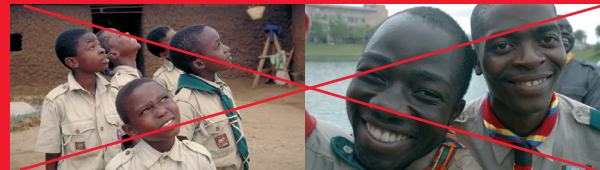
Single age

These Scouts are all the same age and are inactive or posed.



Boys and girls, men and women

Boys and girls are constructively working together.



Single gender

These Scouts are only boys, the same age, and not obviously participating in a constructive activity.

Imagery

Checklist

Use the checklist as a tool to help choose the right image(s) to show the ideal character of SCOUTS.

IMPORTANT: To represent the World Scouting. It is mandatory to be very strict in the selection of images.

Image Checklist		yes	no
People		☒	☐
SCOUTS heritage		☒	☐
Choose both	Style	☐	☐
	Natural Colours	☒	☐
	Not posed or staged	☒	☐
Choose at least two	Activities	☐	☐
	Exciting	☒	☐
	Involving	☐	☐
	Empowering	☒	☐
Choose at least two	Diversity	☐	☐
	Cultures	☒	☐
	Age	☐	☐
	Gender	☒	☐
Approved		☒	☐

This part of the checklist is used for qualifying a combination of images, e.g. for a newsletter, flyer, or brochure.

Photography 101

Imagery

Examples

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
..... Natural Colours	●	
..... Not posed or staged	●	
Activities		
..... Exciting		●
..... Involving	●	
..... Empowering	●	
Approved	●	



Approved image



Rejected image

Image Checklist	yes	no
People		●
SCOUTS heritage		●
Style		
..... Natural Colours	●	
..... Not posed or staged	●	
Activities		
..... Exciting		●
..... Involving		●
..... Empowering	●	
Approved		●

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
..... Natural Colours	●	
..... Not posed or staged	●	
Activities		
..... Exciting	●	
..... Involving	●	
..... Empowering	●	
Approved	●	



Approved image



Rejected image

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
..... Natural Colours	●	
..... Not posed or staged		●
Activities		
..... Exciting		●
..... Involving	●	
..... Empowering		●
Approved		●

Photography 101

Imagery

Examples

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
Natural Colours	●	
Not posed or staged	●	
Activities		
Exciting		●
Involving	●	
Empowering	●	
Approved	●	



Approved image



Rejected image

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
Natural Colours	●	
Not posed or staged		●
Activities		
Exciting		●
Involving	●	
Empowering		●
Approved		●

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
Natural Colours	●	
Not posed or staged	●	
Activities		
Exciting		●
Involving	●	
Empowering	●	
Approved	●	



Approved image



Rejected image

Image Checklist	yes	no
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Natural Colours	●	
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Activities		
Exciting		●
Involving		●
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Approved		●

Photography 101

Imagery

Examples

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Activities		
Exciting	●	
Involving	●	
Empowering	●	
Diversity		
Cultures	●	
Age	●	
Gender	●	
Approved	●	



Approved images



Rejected images

Image Checklist	yes	no
People	●	
SCOUTS heritage	●	
Style		
Natural Colours	●	
Not posed or staged	●	
Activities		
Exciting	●	●
Involving	●	
Empowering	●	
Diversity		
Cultures	●	
Age		●
Gender		●
Approved		●

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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