



## Messengers of Peace

### Messengers of Peace

**Messengers of Peace is a 10-year global initiative for all member countries of the World Organization of the Scout Movement to involve individual Scouts as well as National Scout Organizations in all WOSM's regions in peace-building activities.**

This Messengers of Peace Identity Guide provides information and resources to help National Scout Organizations and Associations (NSOs/NSAs) develop their promotional materials in support of the Messengers of Peace initiative.

The Messengers of Peace Logo, including its stylised dove and olive branch elements, is a registered trademark of World Scout Bureau Inc.

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the Messengers of Peace design for non-commercial purposes, as outlined in

the general terms for non-commercial use on page 4

NSOs and NSAs are required to use the official graphic elements issued by the World Scout Bureau in support of the Messengers of Peace initiative.

This Identity Guide promotes consistent use and presentation of the Messengers of Peace design. Original graphic files are available in a variety of formats from the World Scout Bureau Central Office.

NSAs/NSOs that join the Messengers of Peace initiative are able to download the artwork from World Scouting's website: <http://scout.org>



### Protection and promotion of WOSM's designs

WOSM encourages and supports the adoption and use of its graphic designs by its member organizations. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo on any item, based on the intent "to offer it for sale" or not, in order to simplify authorised use of our designs by our member organizations. These conditions are described in more detail on page 4.

Our member organizations have access to professional graphic support, whether to produce a localised language version or to assist with a specific implementation. The underlying goal in providing these types of services at no charge to our member organizations is to ensure that the integrity of our original designs, whether in terms of proportions or colours, are respected without introducing complications around compliance as a barrier to their proper adoption and use.

The underlying objective of our licensing scheme is to define obligations and to promote and protect our members' collective rights in relation to the use of WOSM's designs. In particular, it is improper that some individuals may profit dishonestly by trading in WOSM's designs without obtaining a commercial license and contributing royalties, a practise which directly disadvantages all our members. We believe that our licensing arrangements present a fair and reasonable approach, while avoiding obligations that are either too onerous to fulfil or too complicated to be respected by all parties, including our member organizations, partners and any commercial interests.

## Logo Full Colour

### About the ® (rights reserved) symbol

The World Scout Emblem is a registered trademark and its reproduction is strictly controlled.



### About the Logo

The Messengers of Peace dove portrays a special symbolism in its flight: in addition to the olive branch it carries as a universally recognizable token of peace, the outline of the right wing is created by using a stylized representation of the Arabic translation of "Messengers of Peace".

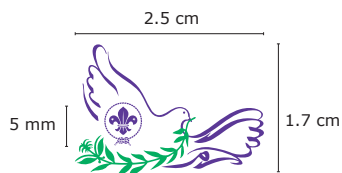
### Integrity of the design

This colour version of the logo may only be used against a white background. No other background colour is acceptable.

## The Messengers of Peace Colours

CMYK	Pantone®	RGB
 C79 M94 Y0 K0	PMS 527 C	R98 G37 B153
 C87 M0 Y86 K0	PMS 7482 C	R0 G157 B78
 C100 M73 Y0 K2	PMS Reflex Blue C	R0 G76 B153

World Scout Emblem has minimum height 5 mm



### Minimum Size:

Taking as a reference the artwork without the fonts, the logo should not be reproduced in a size less than 2.5 cm in width. The aim is to make sure that the size and method of reproduction allows for a reasonable quality image of the World Scout Emblem.

## Single colour reproduction

A single colour version may be used in reproductions in which the full colour version of the logo is difficult to reproduce.

### Positive version



**Messengers of Peace**



**Messengers of Peace**

### Negative version



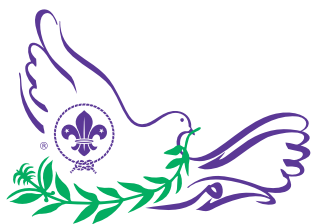
**Messengers of Peace**



**Messengers of Peace**

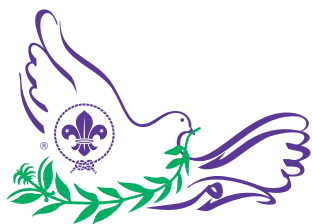
It is possible to use the logo in negative version (white) on a black or other dark contrast background. On the right it is illustrated using the green of the full colour logo.

Logo French version



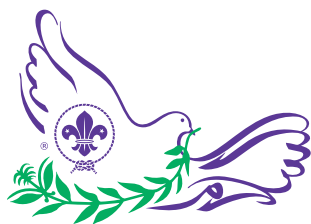
**Messagers de la Paix**

Logo Arabic version



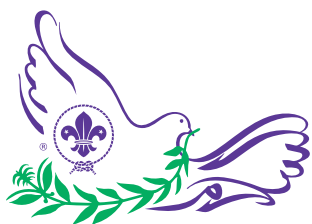
**رسل السلام**

Logo English version



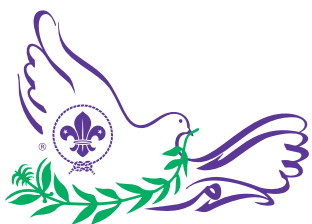
**Messengers of Peace**

Logo Spanish version



**Mensajeros de la Paz**

Logo Russian version



**Посланники Мира**

In detail



In detail



## Language Versions

### Additional language versions of the Messengers of Peace Logo and Badges

National Scout Organizations only may request the adoption of a recognized translation of the title "Messengers of Peace" in an additional language for their country by contacting the World Scout Bureau Central Office.

The World Scout Bureau may consult additional member countries that share the same language in order to achieve a consensus for the final translation.

In order to retain consistency and quality, the World Scout Bureau produces and issues the final artwork of all approved language versions of the Messengers of Peace Logo and badges. There is no charge made to the NSOs for providing this service. All language versions are subject to the same general license terms for non-commercial or commercial use, as described on page 4.

## Secondary design element

The secondary element, the colour WAVES and SWIRLS symbolises the interwoven connections which exist between Peace and Scouting.

It is a dynamic graphic interpretation which represents involvement, excitement and engagement. It conveys a sense of movement and thus represents our Movement.

## World Messengers of Peace

### ring badge

The World Messenger of Peace ring badge has been designed to encircle the World Scout Emblem Badge, as worn by millions of Scouts worldwide.

The ring badge may be worn by Scouts and Scout Leaders who participate in Messengers of Peace projects, at the discretion of their member organization.

The World Messengers of Peace ring badge is only available to NSOs/ NSAs for purchase from the Official World Scout Shop. Just like the World Scout Emblem Badge, the new ring badge is a commercial item which may only be reproduced locally by NSOs which have been granted a commercial licence in advance for that purpose.



# World Scouting's general licence terms

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general licence terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general licence terms for its use must therefore be respected, as defined in the *World Scouting Brand Manual*.

*A clear, unequivocal distinction is made between the terms "non-commercial use" and "commercial use" in relation to all of WOSM's designs.*

## Non-commercial use - general license terms

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items<sup>1</sup>:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software

even when the items are not going to be offered for sale.

Applications for non-commercial licences must be submitted to the World Scout Bureau Central Office:

### World Scout Bureau

Rue du Pré-Jérôme 5  
P.O. Box 91  
1211 Genève 4 Plainpalais  
SWITZERLAND

**email** worldbureau@scout.org  
**phone** (+41 22) 705 10 10  
**fax** (+41 22) 705 10 20  
**web** scout.org

<sup>1</sup> defined as Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

## Commercial use - general license terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued.

The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.

Applications for commercial licences must be submitted directly to the Official World Scout Shop, at least three months prior to production:

### World Scout Shop Ltd.

75 Marlborough Road  
Lancing Business Park  
Lancing  
West Sussex BN15 8UG  
UNITED KINGDOM

**email** enquiries@worldscoutshops.com  
**phone** (+44 1903) 766921  
**fax** (+44 1903) 750359  
**web** worldscoutshops.com

Official World Scout Shop

worldscoutshops.com



### World Scout Shop Ltd.

is currently developing a range of merchandise to support the Messengers of Peace initiative including ring and pin badges in five languages and a number of attractive garments and souvenirs.

Initial ranges are due for introduction by the end of September and will be featured on the website [www.worldscoutshops.com](http://www.worldscoutshops.com) once available. Enquires for bulk purchases may be made via the 'contact us' link on our website <http://www.worldscoutshops.com> or by email to [enquiries@worldscoutshops.com](mailto:enquiries@worldscoutshops.com)

The official World Scout Shop offers a wide range of World Scout branded products encompassing training insignia, clothing, equipment, souvenirs and gifts. Please do not hesitate to contact World Scout Shop Ltd who will be pleased to supply your needs including bespoke designs to meet National Scout Organisation requirements.