



Moot

16TH
WORLD SCOUT
SCOUT MONDIAL
PORTUGAL 2025

BRAND GUIDELINES



WORLD[®]
SCOUTING

BRAND GUIDELINES



Brand Guidelines are reference materials that outline the terms and conditions for the use of the official logo of the 16th World Scout Moot, which will serve to convey the event's brand both internally and externally. As such, the aforementioned assets can be used in line with the terms and conditions stipulated in the guidelines, but any excessive modifications may undermine the original purpose and consistency of the 16th World Scout Moot logo, therefore requiring strict caution in the use of the logo.

National Scout Organizations (NSOs), other organizations and suppliers related to any Moot products should adhere to these brand guidelines and maintain the consistency of the logo while manufacturing products for the 16th World Scout Moot. Arbitrary interpretation of the contents of these guidelines is prohibited, and if any further clarification is needed, the Organizing Committee for the 16th World Scout Moot 2025 must be contacted in advance.

COPYRIGHTS

General Principles

All design elements of the 16th World Scout Moot can be used without changes as stipulated in these Brand Guidelines for any contingent attending the 16th World Scout Moot and any National Scout Organization for the purpose of promoting the 16th World Scout Moot.

All commercial use by any National Scout Organization or any non-Scout as individual or company requires an official permission in written format from Portuguese Scout Federation.

The use of the 16th World Scout Moot logo must be consistent with the sound and progressive image and values of the Scout movement.

All products featuring the Moot logo must specify that their designs are protected.

Non-commercial Use

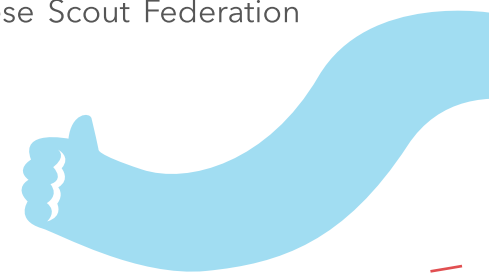
Any National Scout Organization can use the 16th World Scout Moot logo on items that are used to promote and communicate regarding the 16th World Scout Moot without any financial gain.

National Scout Organizations are requested to send a copy or sample of all items featuring the logo of the 16th World Scout Moot to the organizing committee for the official records at the following email address: **info@worldscoutmoot.pt**

Commercial Licenses

Any commercial use (Scout or non-Scout) of the 16th World Scout Moot logo must first obtain written approval from Portuguese Scout Federation. The license for commercial use of the Moot logo will be granted only for items sold to raise funds as a means to support the Scout movement. To obtain a commercial license, please submit an application to Portuguese Scout Federation including the following details:

- Description of the product including pictures or samples if possible
- Quantity to be produced
- Name and contact details for the manufacturer
- Estimated manufacturing cost and selling price
- Name and contact details of the distributor



COPYRIGHTS

Specifications for the Moot Logo

The 16th World Scout Moot logo can be used in any existing form as explained in these Brand Guidelines, or can be incorporated as part of a derivative Moot design produced by a National Scout Organization.

No license is required from the organizing committee for a National Scout Organization to use a derivative design (for non-commercial purposes), provided that the derivative design is not significantly different from the original Moot logo design.

If the derivative design includes the World Scout Emblem, please request permission to use it by contacting the World Scout Bureau at the following email address: brand@scout.org

Protection

Portuguese Scout Federation owns and possesses all rights regarding the 16th World Scout Moot logo under a Trade Mark (all rights reserved).

The World Scout Emblem is property of the World Scout Bureau, Inc. The World Scout Bureau may take legal action against any individual or entity for the unauthorized reproduction or usage of the Emblem.

National Scout Organizations are encouraged to register and protect the 16th World Scout Moot logo and any derivative Moot design in their respective countries.



SIZES AND PROPORTIONS



To maintain the consistency of the logo, it is necessary to maintain a minimum blank space around the logo. This blank space should be $\frac{1}{5}$ the width of the Moot logo. This space should not be disturbed by visual elements such as other logos, text, illustrations or photos, and should always maintain the aforementioned minimum blank space even when resizing the logo.



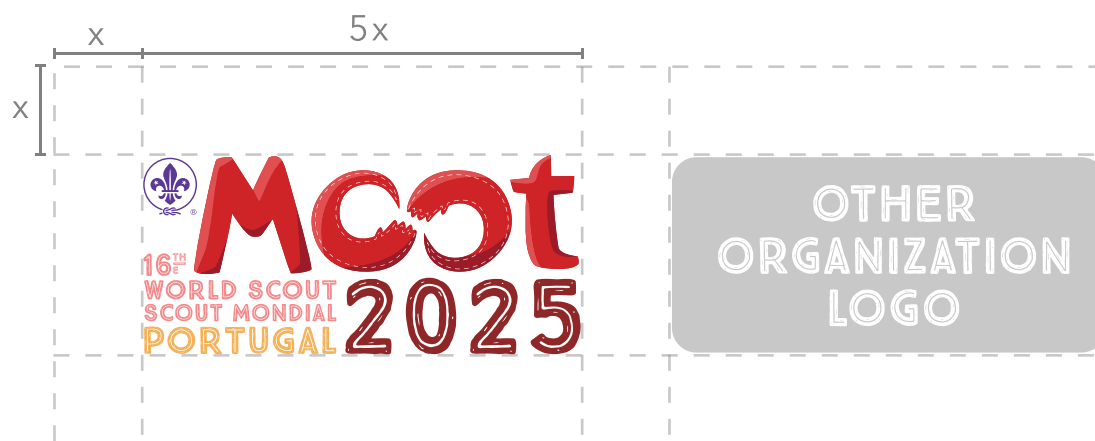
SIZES AND PROPORTIONS

In cases where the 16th World Scout Moot logo must be used in combination with the logo of another organization or company, the two logos should maintain a gap of X (this gap should be 1/5 the width of the Moot logo). However, it may be necessary to verify and comply with the brand guidelines of the organization or company concerned in order to prevent any conflicts.

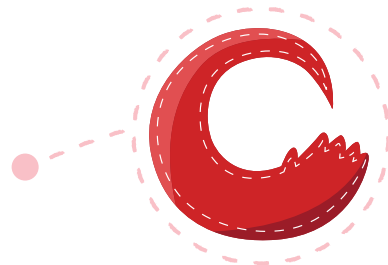
Vertical Combination



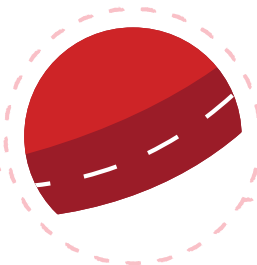
Horizontal Combination



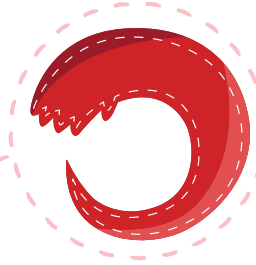
THE OFFICIAL LOGO



**ENGAGE
THE WORLD**



PATHS



OCEAN WAVE



MOUNTAINS

The Moot logo was inspired by Portuguese culture and tradition, with a rustic look common to villages and throughout Portuguese history. A logo that reminds us of the nature present in Portugal, which includes the mountains and the sea that runs along the entire Portuguese coast, along with colors that remind us of the sun, summer, the Portuguese flag and the experience of being a Rover. With Engage being the motto, we have hands that intertwine as a sign of fraternity, friendship and group spirit. The hands that intertwine all the Rovers in the world!

MOOT COLORS



C: 25%
M: 100%
Y: 89%
K: 22%

R: 155
G: 28
B: 41



C: 13%
M: 99%
Y: 100%
K: 3%

R: 205
G: 37
B: 39



C: 7%
M: 84%
Y: 67%
K: 0%

R: 224
G: 81
B: 81



C: 0%
M: 57%
Y: 34%
K: 0%

R: 245
G: 138
B: 139



C: 3%
M: 33%
Y: 73%
K: 0%

R: 253
G: 178
B: 92



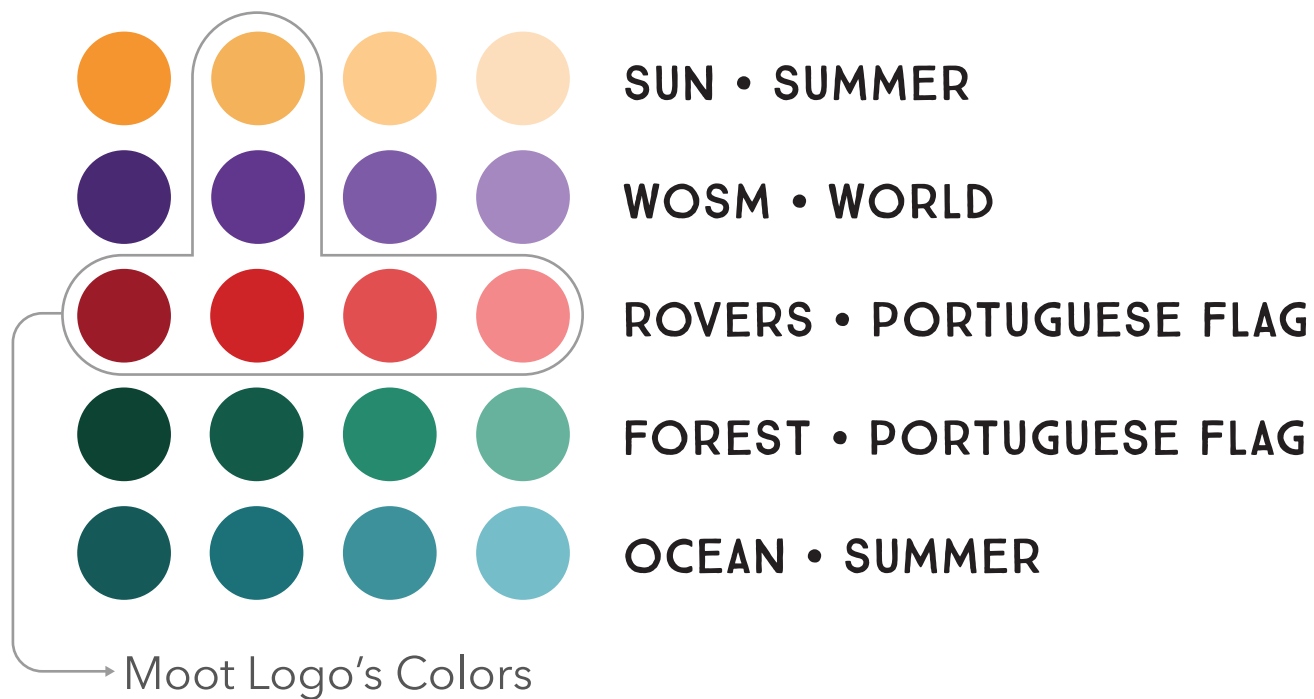
C: 77%
M: 94%
Y: 8%
K: 1%

R: 97
G: 56
B: 139

TRUE NORTH ROUGHT INLINE BLACK

A B C D E F G H I J L M N O P Q R S T U V X Z
1 2 3 4 5 6 7 8 9 0

MOOT COLORS



Moot brand colour is an important part of the official image of the 16th World Scout Moot and must be used accurately with reference to the colour specifications as outlined below when reproducing the colours using various media. Please use any sub-colours in combination with the base colour.

MOOT FONTS

TRUE NORTH ROUGHT INLINE BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRUE NORTH ROUGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRUE NORTH ROUGH INLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRUE NORTH ROUGH 3D BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRUE NORTH ROUGH BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRUE NORTH ROUGH 3D
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Font family used by Moot was created by Charles Gibbons and Cindy Kinash, and published by Cultivated Mind. To be used, it must be purchased on the Cultivated Mind page, complying with the legal regulations for its use. It is a rustic font that reminds us of the roots of Portuguese culture, its villages and history.

USAGE RESTRICTIONS



If you change the colour randomly



If you change the font arbitrarily



If you distort the aspect ratio



When used over similar background colour



In case of arbitrarily changing the combination type



If you give an arbitrary slope



When using at a lower resolution



When using an external line shape

To ensure the consistency of the brand, the logo should always be used in the original form provided and should not be arbitrarily modified in any way. The World Scout Moot logo should always appear in its complete form and in the correct proportion. It is prohibited to redraw the logo or retype the text.

ICONOGRAPHY



Moot's visual identity is based on hands and small icons. It convey the message of what it is like to experience a moot in Portugal, an experience full of many adventures in villages, forests and on the coast, always in fraternity with other scouts and the local communities! An identity that represents our motto "Engage", with scouting and cultural traits from Portugal.

