About the Guidelines

The Design Guidelines is set to promote the Jamboree design in a coherent way. Each section of this guideline set out basic rules to follow when using the Jamboree designs. If anything not clear or your design is not coming with the guideline, please consult with the 23rd World Scout Jamboree Office.

Copyrights

General principles
All design elements of the 23rd World Scout Jamboree can be used unchanged as described in these Design Guidelines by any National Contingent attending the 23rd World Scout Jamboree and any National Scout Organization for the purpose of marketing the 23rd World Scout Jamboree.
All commercial use by any National Scout Organization or any non-Scout actor needs a license from the office of the 23rd World Scout Jamboree.
All use of the 23rd World Scout Jamboree design must be consistent with the good image and the values of Scouting.
All products featuring the Jamboree design must show clearly that the design is protected.

Non-commercial use
Any National Scout Organization may use the 23rd World Scout Jamboree design on items, which are used to promote and communicate the 23rd World Scout Jamboree without financial gain.
National Scout Organizations are requested to send a copy of all items featuring the design of the 23rd World Scout Jamboree to the Jamboree Office for the official record of the event.

Commercial licences
Any commercial use (Scout or non-Scout) of the design of the 23rd World Scout Jamboree must be authorised by the Jamboree Office in writing, prior to the production. Licences for commercial use of the Jamboree design will only be granted where items will be sold to raise money on behalf of Scouting.
To obtain a Commercial Licence, please apply to the Jamboree Office, including the following information:
• A description of the product (including pictures or samples where possible)
• Quantity to be produced
• Name and contact details for the manufacturer
• Estimated manufacturing cost and selling price
• Name and contact details for the distributor

Derivative Jamboree design
The 23rd World Scout Jamboree design can be used in any existing form as described in these Design Guidelines, or can be incorporated as part of a derivative Jamboree design produced by a National Scout Organization.
No licence is required from the Jamboree Office for a National Scout Organization to use a derivative design (commercially or non-commercially), providing the derivative design is significantly different from the original Jamboree design.
If the derivative design includes the World Scout Emblem, please request permission to use it by contacting the World Scout Bureau at: brand @ scout.org.

Protection
The 23rd World Scout Jamboree logo is a Trade Mark of the Scout Association of Japan and all rights are reserved.
The World Scout Emblem, which is part of the 23WSJ design, is a registered trademark, property of the World Scout Bureau, Inc.
These protections allows the 23rd World Scout Jamboree Office and the World Scout Bureau to take legal action against any individual or entity for unauthorised reproduction of the logo and the emblem. National Scout Organizations are encouraged to register and protect the 23rd World Scout Jamboree design and any derivative Jamboree design in their own country. Please refer to the 23rd World Scout Jamboree Office before taking any of such actions.

Contact
For more information and to obtain a licence, please contact the 23rd World Scout Jamboree Office.

23rd World Scout Jamboree Office
Scout Association of Japan
23wsj@scout.or.jp
1-34-3 Hongo, Bunkyo-ku
113-8517, Tokyo, Japan
The Jamboree logo is created based on the traditional Japanese Mizuhiki knot. The impressive and decorative string and knot represent the energy, new experiences and meetings at the Jamboree and the unity of the Scouts gathered from all over the world. The three colours represent the Jamboree concepts: Energy, Innovation and Harmony.

The Mizuhiki knot is made of Japanese paper, used as a gift for occasions such as weddings and childbirth. It is said that the motion of the knot represents the bond between people. The logo hopes to create the bond between the Scouts gathered from all over the world. On the lower right side of the logo, the kanji character “和” [WA] illustrates the meaning of the Mizuhiki.

In addition, on the right of the logo, the Jamboree title is indicated in English and French, and as Jamboree is an official event of the World Organization of the Scout Movement (WOSM), the World Scout emblem is featured.

Monochrome Use
When placing the logo on the coloured background, or you have limited colour choice on the printing, you can use the logo in the monochrome. If it is possible, produce the logo in either black, white, or Jamboree Red.

Minimum Size
When using the logo in small size, make sure all elements appear properly. You can take out ® mark when it is not properly appears. When printing, size shown in the left is the minimum size that you can print. If the logo is used in the electronical format, be sure all the elements appears properly. You can use the alternative logo design in the following page if the official logo does not fit for your usage.
Alternative Use of the Logo

When printing especially small size
In any case the minimum usage size is satisfied -print or display- you may adapt the alternative design on the right.

Horizontal Logo
When you are making documents and presentations, it is sometimes hard to fit vertically designed logo. In such cases, you can also use the horizontal logo. In any case if you use the horizontal logo, please try to show the official logo somewhere in the document.

Use of the Design Elements

The Mizuhiki Knot, Kanji Character "WA", and some of the typographies can be used as the design material.

Using the Mizuhiki Element

Use of the Kanji Character "WA"

Use of Typo

There is also a logo design file without Japanese title.

23rd WORLD SCOUT JAMBOREE SCOUT MONDIAL
Placement of the Logo

Always care how it appears
Logo must always be placed on the background with clear contrast, preferably on the white background. Although if you are using the logo on any of the picture or coloured background, chose any of the logo come with the best legibility, and if necessary, place white background around the logo. If you placing any other design elements, keep space of “1.5a” described below, so that logo have good recognition.

Allocating with Other Designs
When you are placing the Jamboree Logo in the line with any other logos, please be sure it has described “1.5a” space in between any other elements. Similary, any other logos often have similar design rules, and you should respect it too. To have better apperance, align any of the element with the grid indicated on the right.

Do not change the shape
Do not change the colours
Do not outline the elements
Do not put any effects on the logo
Do not add elements around the logo
Use good quality file
Jamboree Circle Design

Other Design Element
Apart from the logo originated design elements, we have circled design.

Sound of “WA” also means “circle” in Japanese. This design element is extremely simple and easy to use but please follow the following guidelines:

DO
• use only precise circle
• consider use the circle as vivid accent of the page lay out- good use of the circle design gives proper identity of the 23WSJ according to its theme and concept
• check Jamboree official publication for more exemplar uses

Good Samples

Show only part of the circle, to have proper 23WSJ image.
The circle design also can be used as header or footer elements.
Small circles can be used as the page number element. In this case you can also place a large circles as design or header/footer element. Although the balance of the two circles must be carefully considered.

To have consistant image:
Please avoide designs described below. Always use precise circle for the Jamboree Circle Design.

Don'ts
• use more than one circle element in a page, except very small circle such as page numbering design or bullet points
• show entire circle, except small uses

Making the Jamboree Brand

Use of the Jamboree logo is only part of the many aspects which is necessary to build a Jamboree brand. Selection of colour, choosing materials how to distribute your information... will all make Jamboree brand.

When you are in charge of the marketing of the Jamboree, please also refer to Jamboree Brand Guidelines, along with the other communication publication issued by the World Scout Bureau.
Typography

Official Document Fonts
Jamboree official documentation uses Futura, a strong elegant typeface, or Verdana in an ordered grid system.

Those two fonts gives simple, clean and structured impression, and it is coherent with the World Scouting system.

If Futura is not available in the system, we recommend to use Century Gothic. Verdana is widely pre-installed most of the systems.

If you need to show numbers and alphabet in the same line, such as URL or e-mail address, futura sometimes gives confusion. Use Helvetica in such case.

Japanese Fonts
Official publication in Japanese uses Shin-Gothic. When Shin-Gothic is not available, use MS Gothic on Windows system, or Hiragino Kaku-Gothic on Mac OS.

Samples of the Fonts:
Futura:
23rd World Scout Jamboree in 2015

Verdana:
23rd World Scout Jamboree in 2015

Century Gothic:
23rd World Scout Jamboree in 2015

Helvetica:
23rd World Scout Jamboree in 2015

Example of Japanese Fonts:
Shin-Gothic:
第23回世界スカウトジャンボリー

MS Gothic:
第23回世界スカウトジャンボリー

Hiragino Kaku Gothic:
第23回世界スカウトジャンボリー

Showing our theme: "WA"
"WA: a Spirit of Unity" is the theme for the Jamboree. The Kanji Character " 和 " [WA] embraces many meanings such as unity, harmony, cooperation, friendship and peace. WA also represents Japan and its culture.

To describe the theme, depending on the circumstances, you may use one of the following on the right:

Using the image file:
You can use design file included in the design guidelines. Allocation of [wa] can be moved in somewhere near the kanji character.

Describing by text:
和 [WA]: a Spirit of Unity

Describing by alphabetical text only:
If you are environment does not support Japanese typo, or only write with alphabet, use following writing:

WA: a Spirit of Unity