



## World Scout Emblem Usage

The World Scout Emblem is the distinctive symbol of the World Organization of the Scout Movement (WOSM) and is worn by Scouts worldwide. It is also a protected symbol and is, therefore, subject to licensing restrictions. The World Scout Emblem can be used commercially or non-commercially, but must be used according to the [WOSM's Brand manual](#). Below are guidelines when using the World Scout Emblem either commercially or non-commercially. Please contact the International Department at [international@scouting.org](mailto:international@scouting.org) or 972-580-2403 for any outstanding questions or clarifications.

➤ **Non-Commercial Use**

By virtue of our membership of WOSM, the Boy Scouts of America is entitled to use the World Scout Emblem for non-commercial purposes. Non-commercial use of the World Scout Emblem covers those cases where the items are *not offered for sale*. Examples of non-commercial use would include educational material, training material, general management materials, publications, or other promotional material. Such applications will not require a non-commercial license.

However, when the non-commercial use of the World Scout Emblem is used on products, such as listed below, a specific non-commercial license must be obtained in advance. All applications for non-commercial licenses should be submitted to the [World Scout Bureau Central Office](#).

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

➤ **Commercial Use**

Commercial use of the World Scout Emblem covers those cases where the items 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 use of the World Scout Emblem on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. Royalties of 5% calculated on sales value will be collected on all items bearing the World Scout Emblem. To apply for a commercial license, please complete the Event License Form found at <http://www.worldscoutshops.com/>, within the Information menu block on the left side of the page. Applications for commercial licenses should be submitted directly to the [Official World Scout Shop](#) at least three months prior to production.

