



22nd New Zealand Scout Jamboree

Solve the Mystery

Mystery Creek • 2019-2020



22nd New Zealand Scout Jamboree Branding Guidelines

Purpose:

To ensure consistency of branding across all communications relating to Jamboree. It creates a professional appearance and allows confidence in the brand for those receiving the communications.

SCOUTS New Zealand branding applies to all Jamboree communications. They can be found under the members section of the SCOUTS New Zealand website, or by contacting the Communications Manager.

Text:

- As per SCOUTS New Zealand branding, fonts are "Futura Book" or "Verdana" for paragraph text. Paragraph text is never to be smaller than 10pt font
- Headings and titles are in "Futura Bold" or "Verdana Bold" fonts. Headings can be in uppercase or the first letter capitalised. This is consistent within a document
- The Jamboree is referred to as the "22nd New Zealand Scout Jamboree"
- The tagline for the Jamboree is "Solve the Mystery" and should be in italics and 4pt larger font where possible.
- The location for the Jamboree is "Mystery Creek" when referred to in headings. The location for the Jamboree is "Mystery Creek Events Centre, Waipā District, near Hamilton" when referred to in full
- The dates for the Jamboree are short form: "2019-2020" or long form: "28 December 2019 – 7 January 2020"

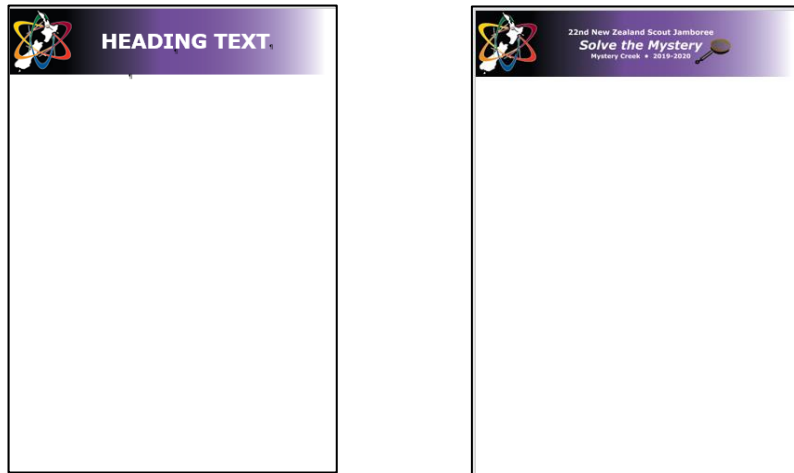
Image:

- Purple is the primary colour of the Jamboree. It should be used for base colour wherever possible
- Blue, Green, Maroon, Orange and Red are the secondary colours of the Jamboree seen in the logo
- Colours:
 - Purple (*Pantone 527 CMYK 79 94 0 0 RGB 106 44 145*)
 - Blue (*Pantone 294 CMYK 100 56 0 18.5 RGB 0 85 150*)
 - Green (*Pantone 349 CMYK 100 0 83 47 RGB 0 112 60*)
 - Maroon (*Pantone 202 CMYK 0 100 65 47 RGB 152 0 46*)

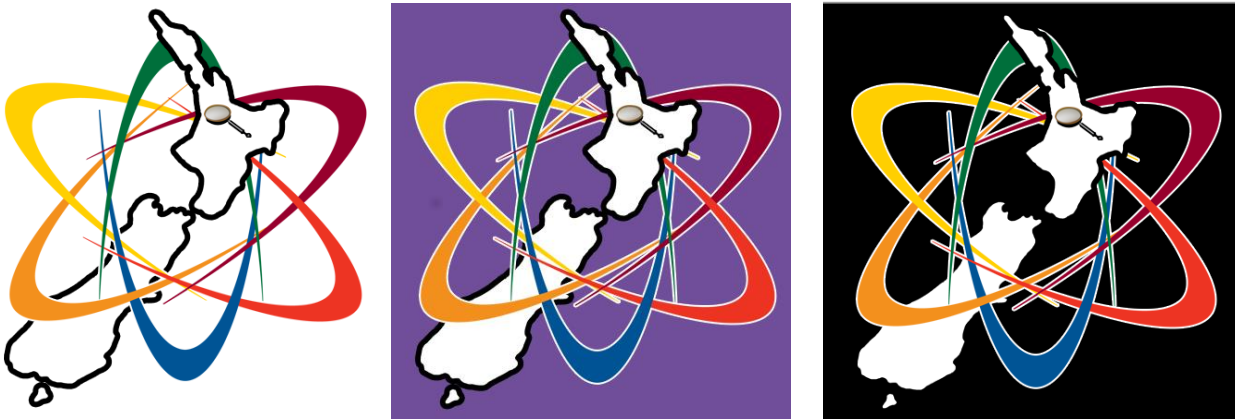
- Orange (*Pantone 152 CMYK 0 51 100 0 RGB 243 144 29*)
 - Red (*Pantone 1795 CMYK 0 94 100 0 RGB 238 52 36*)
 - Yellow (*Pantone 7406 CMYK 0 25 100 0 RGB 255 207 1*)
- The logo (shown below) is placed on the left hand side of any communication
- The logo sits on black, white or Jamboree purple only
- The logo is never to be smaller than 25mm wide. The magnifying glass is used when smaller images are required
- The letterhead (shown below) includes the logo and a colour fade from black through Jamboree purple to white
- The letterhead can be used with or without text. Text is in white
- The letterhead stretches the entire width of a page

 **Templates available:**

Letterheads: Used for letters, notices, documents etc. Is included on at least one page of official communications but does not need to be on every page of longer documents.



Logo: Used wherever Jamboree branding is needed and a full letterhead is not appropriate. Can be used in tandem with "22nd New Zealand Scout Jamboree", "Solve the Mystery" and/or "Mystery Creek" when required.



Email Signature: Used for all Jamboree email accounts. Can also include contact information below the job title and above 22nd New Zealand Scout Jamboree.

