

22ND WORLD SCOUT JAMBOREE SWEDEN 2011
UNITED KINGDOM

*The UK Contingent
Badge and Brand*



The Logo

The logo is made up of two parts...



... *the cloud*, which can be used alone in many situations...

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...and *the text*, which can be used alongside it.

Sometimes these can appear close together.



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Often though, they'll be on the same document or item but in two different places.

On document covers, for example, it might appear as the illustration below, but on a t-shirt, the cloud might be on the front and the text on the sleeve.



Usage

The elements must always be used in the correct proportions, in the colours provided in the files, and never stretched out of shape. Text must be large enough to be legible in the chosen media, whether in print, web, embroidery, etc...



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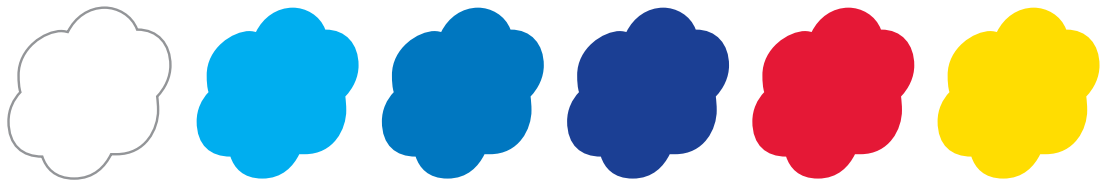
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The Colours



Pantone	White	Process Cyan 2935	Blue 072	186	109
C	0	100	100	0	0
M	0	0	46	100	10
Y	0	0	0	81	100
K	0	0	0	5	0
R	255	0	27	195	249
G	255	172	118	31	220
B	255	236	188	57	47



Greyscale version



Mono version

The Typeface

The typeface used is Boris Black Bloxx, which is freely available from http://www.urbanfonts.com/fonts/Boris_Black_Bloxx.htm

In the logo it's used at 80% of actual width.

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Boris Black Bloxx

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

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The Files

COLOUR FILES

ILLUSTRATOR AI FILES

Available on request

ILLUSTRATOR EPS FILES

UK2011 Cloud-CMYK.eps

UK2011 Cloud-SPOT.eps

UK2011 Text-CMYK.eps

UK2011 Text-SPOT.eps

JPEG FILES

UK2011 Cloud-RGB.jpg

UK2011 Cloud-RGB-LARGE.jpg

UK2011 Text-RGB.jpg

TIFF FILES

UK2011 Cloud-CMYK.tif

UK2011 Cloud-CMYK-LARGE.tif

UK2011 Text-CMYK.tif

MONO & GREYSCALE FILES

ILLUSTRATOR AI FILES

Available on request

ILLUSTRATOR EPS FILES

UK2011 Cloud-BLACK.eps

UK2011 Cloud-GREY.eps

UK2011 Text - BLACK.eps

JPEG FILES

UK2011 Cloud-BLACK.jpg

UK2011 Cloud-GREY.jpg

UK2011 Text - BLACK.jpg

TIFF FILES

UK2011 Cloud-BLACK.tif

UK2011 Cloud-GREY.tif

UK2011 Text - BLACK.tif

NB: SPOT COLOUR FILES USE PANTONE COLOURS AND SHOULD BE SUPPLIED FOR SCREEN PRINTING AND EMBROIDERY PURPOSES.
CMYK ARE FOUR COLOUR SEPARATIONS SUITABLE FOR FULL COLOUR PRINTING IN BROCHURES ETC.



UK2011 CLOUD

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UK2011 TEXT

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