



**11th Asia-Pacific
Scout Youth Forum**
TAIWAN · 2025

Visual Identity Guidelines





Visual Identity Guidelines



Visual Identity Guidelines are reference materials that outline the terms and conditions for the use of the official logo and theme of the 11th Asia-Pacific Scout Youth Forum, 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 11th Asia-Pacific Scout Youth Forum logo, therefore requiring strict caution in the use of the logo.

National Scout Organizations (NSOs), Delegations, other organizations and suppliers related to any Forum products should adhere to these Visual Identity guidelines and maintain the consistency of the logo while manufacturing products for the 11th Asia-Pacific Scout Youth Forum. Arbitrary interpretation of the contents of these guidelines is prohibited, and if any further clarification is needed, the Organizing Committee for the 11th Asia-Pacific Scout Youth Forum must be contacted in advance.

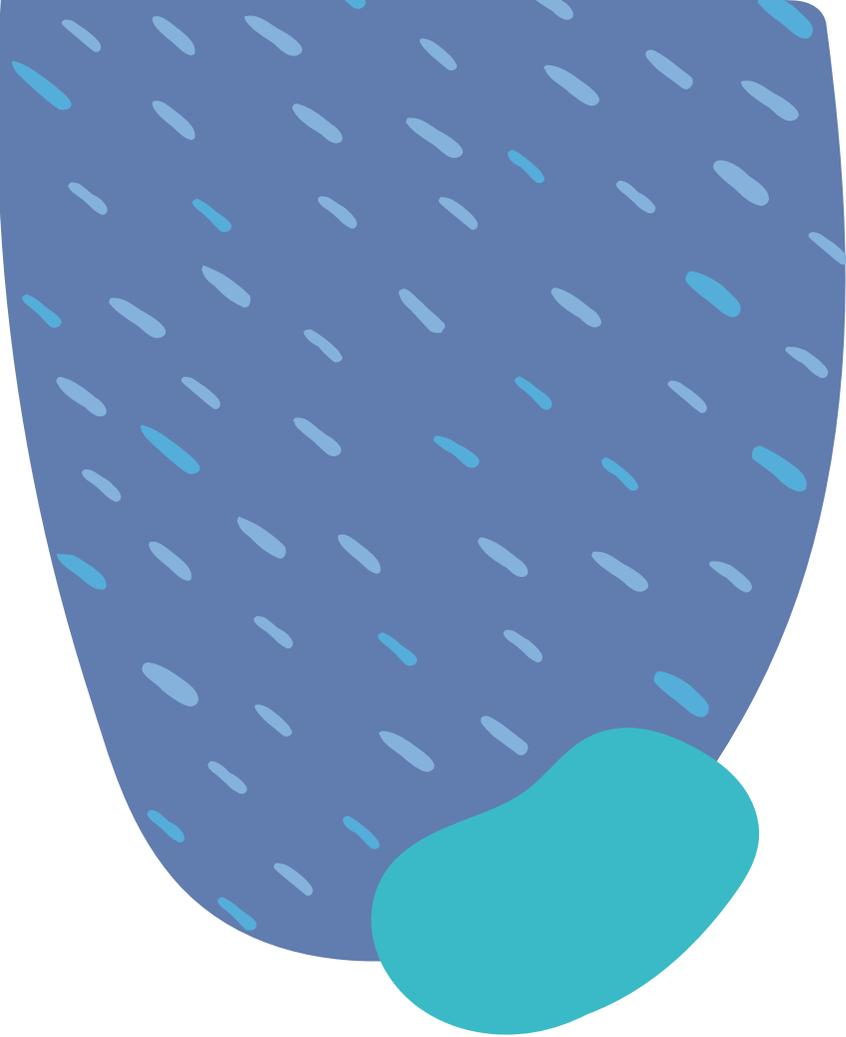
General Principles

All design elements of the 11th Asia-Pacific Scout Youth Forum can be used without changes as stipulated in these Visual Identity Guidelines for any Delegation attending the 11th Asia-Pacific Scout Youth Forum and any National Scout Organization for the purpose of promoting the 11th Asia-Pacific Scout Youth Forum.

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

The use of the 11th Asia-Pacific Scout Youth Forum logo must be consistent with the sound and progressive image and values of the Scout movement.

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



Copyrights



Non-commercial Use

Any National Scout Organization can use the 11th Asia-Pacific Scout Youth Forum logo on items that are used to promote and communicate regarding the 11th Asia-Pacific Scout Youth Forum without any financial gain.

National Scout Organizations are requested to send a copy or sample of all items featuring the logo of the 11th Asia-Pacific Scout Youth Forum to the organizing committee for the official records.

Commercial Licenses

Any commercial use (Scout or non-Scout) of the 11th Asia-Pacific Scout Youth Forum logo must first obtain written approval from TGASC.

Specifications for the Forum Logo

The 11th Asia-Pacific Scout Youth Forum logo can be used in any existing form as explained in these Visual Identity Guidelines, or can be incorporated as part of a derivative Forum 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 Forum 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

TGASC owns and possesses all rights regarding the 11th Asia-Pacific Scout Youth Forum logo under a Trade Mark (all rights reserved).

The World Scout Emblem is a registered trade mark in Taiwan, 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.

Logo ✈️



**11th Asia-Pacific
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Black



**11th Asia-Pacific
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White

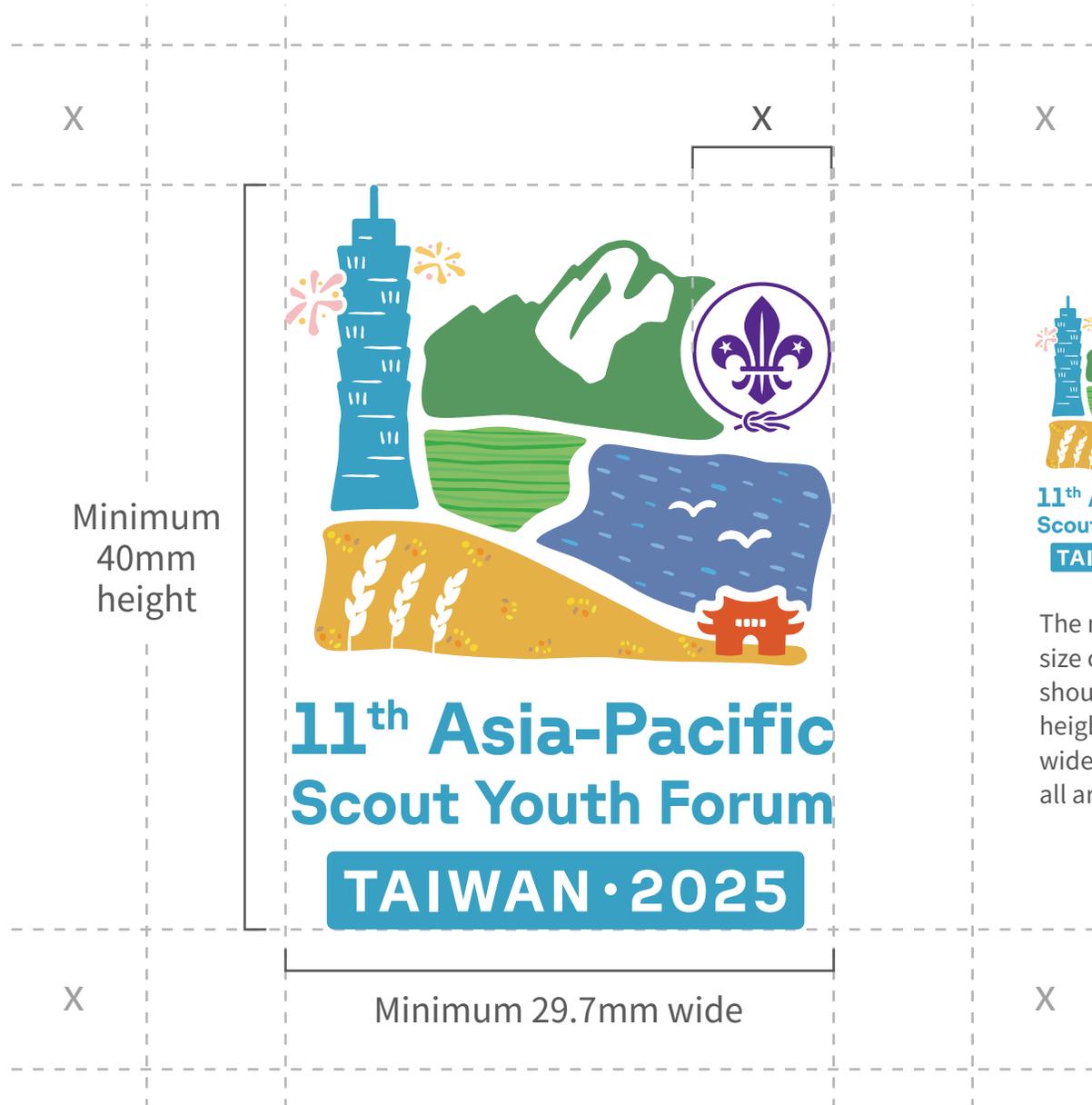


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Logo

Minimum size and clear space



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The minimum usage size of the logo should be 40 mm height by 29.7 mm wide, with a X space all around.

Logo

Stack and Horizontal variations



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Vertical lock-up

Please use this version
when there is enough room.

Horizontal lock-up

Please use this version
when there isn't enough room to use the stack lock-up

Color

Primary color



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#38A0C3

RGB 56, 160, 195

CMYK 71, 20, 17, 0

#DB5729

RGB 219, 87, 41

CMYK 11, 78, 87, 0

#FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

#F0BC30

RGB 240, 188, 48

CMYK 6, 30, 85, 0

#000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

5%

20%

40%

60%

80%



Secondary color

#E6AD00

RGB 230,173,0
CMYK 11,36,99,0

#007647

RGB 0,118,71
CMYK 95,39,92,2

#3ABAC6

RGB 58,186,198
CMYK 67,0,25,0

#428ECA

RGB 66,142,202
CMYK 72,33,3,0

#55288B

RGB 85,40,139
CMYK 79,94,0,0

#E88EAA

RGB 232,142,170
CMYK 5,55,12,0

#EE7B59

RGB 238,123,89
CMYK 0,64,60,0

Fonts 

Primary typeface

Outreque Regular

AaBbCcDdEeFfGg

HhIiJjKkLlMmNnOoPp

QqRrSsTtUuVv

WwXxYyZz

-0123456789

#!@£\$€%&*()::;?

Scouts GT Planar

3 weights

Retail 15 Bold

Bold

Italic 15 Bold

Fonts

Secondary typeface

Outreque Regular
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
-0123456789
#!@£\$€%&*():;?

Noto Sans TC

7 weights

Black

Bold

Medium

Regular

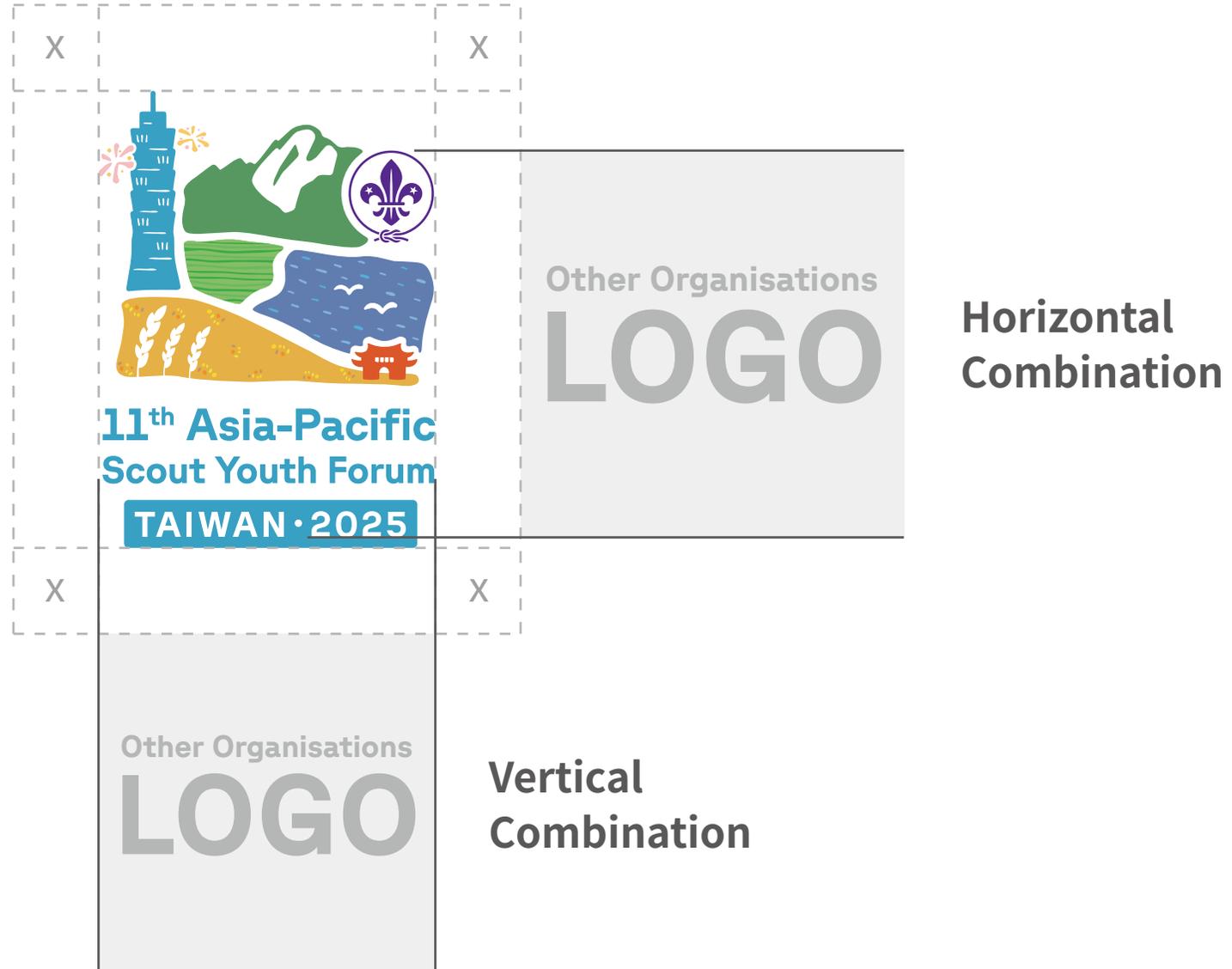
DemiLight

Light

Thin

Logo Placement

Enterprise / Organization Logo Combination



Logo Placement

Usage scenarios on light and dark backgrounds



Use white background frame for colored logo on colored backgrounds.

Logo Placement

Usage scenarios on light and dark backgrounds



Use the solid black logo on light-colored backgrounds,
and the solid white logo on dark-colored backgrounds.

Logo Placement

Usage scenarios on greyscale, black and white



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Usage Restrictions

Don't



The colour

Do not use any other brand or off brand colours.



The Font

Do not replace the original typeface with other fonts.



The elements

Do not change or swap any of the elements.



The proportions

Do not adjust the proportions or rotation.



The sizing

Do not use below the minimum size or crop.



The refinement

Do not add effects like drop shadows or glows.



The usage

Do not use on complex background.



The line

Do not use an external line shape.



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The General Association of the Scouts of China (Taiwan)

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