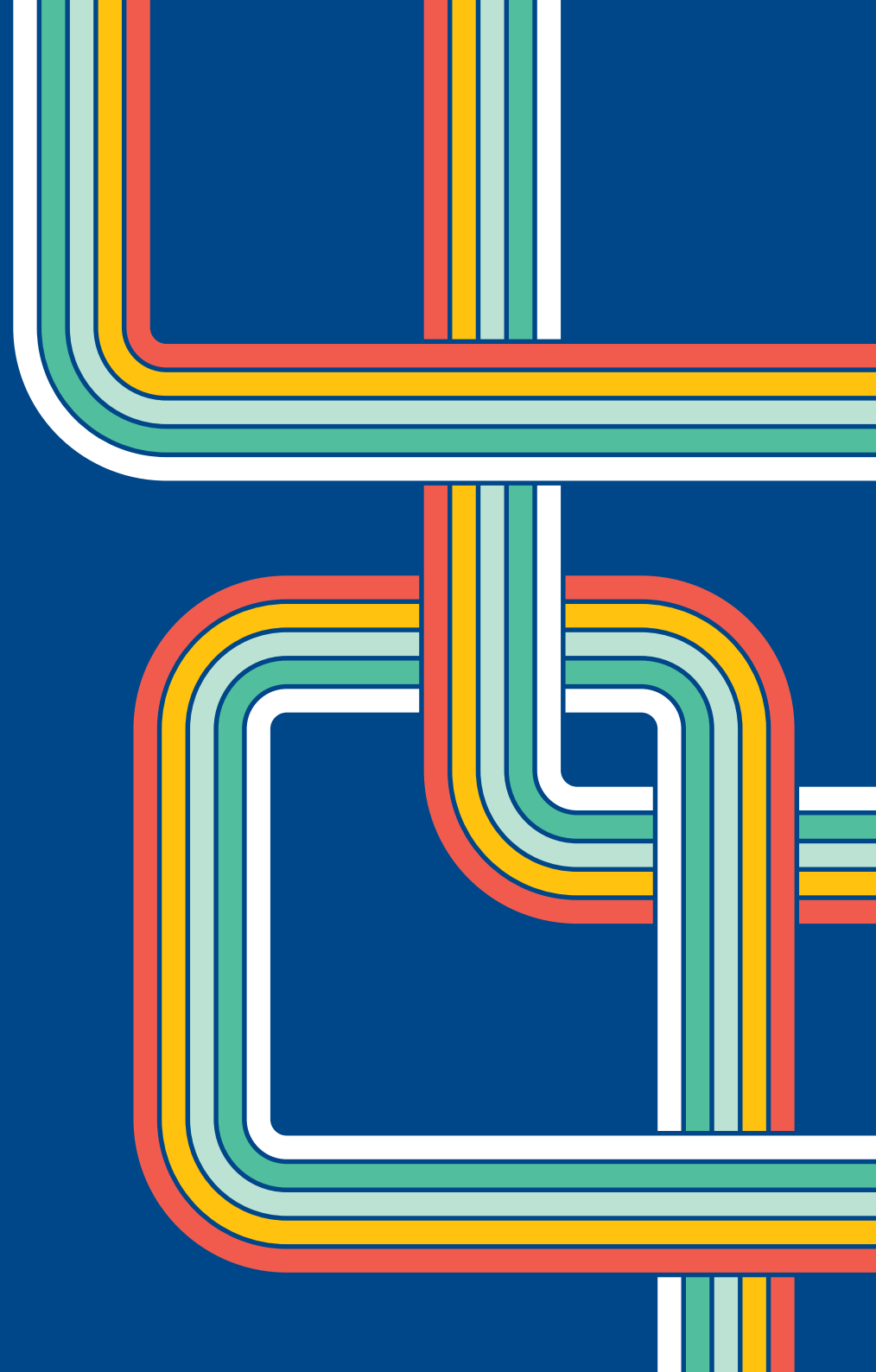




ONE CAMP 2026
DISCOVER
BRAND GUIDELINES



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LOGO

LOGO

PRIMARY VERSION

The theme of OneCamp 2026 is **Discover** – Discover new interests and opportunities for personal growth at OneCamp 2026 as you meet new friends and tackle adventurous, fun, challenging and inclusive activities.

Our logo is inspired by the badges that are earned and collected as a Scout. The logo pays tribute to the event theme, with arrows around the circular badge to represent a compass and discovering new things in different directions.

The logo also features the Scouts Australia fleur de lis icon, which ties the event back to the National Scout brand.



LOGO

COLOUR VARIATIONS

The preferred colour variation to use is the full colour version with a green outer ring and the text 'Discover' in white. You may only use this version against a white background or a Discover Navy background – do not use this version against the other brand colours.

If you are placing the logo against another brand colour (Discover Green, Discover Yellow or Discover Red) then you must use the reversed version with a white outer ring and the text 'Discover' in navy.

We also have monotone white and black versions of the logo, for instances where the coloured versions do not work (for example, against certain imagery or if there is no colour printing available).

The brand colour values can be found on [page 12](#).



LOGO

SECONDARY VERSION – EVENT DETAILS

The secondary version of the logo includes the event details as part of the logo. This version has the location and dates in the green outer ring.

The colour variations for the primary logo also apply to the secondary logo.

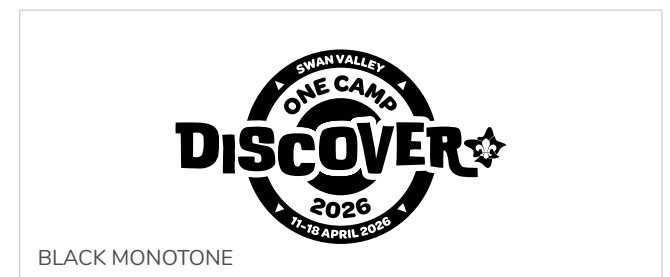


LOGO

SECONDARY VERSION – EVENT DETAILS

The secondary version of the logo includes the event details as part of the logo. This version has the location and dates in the green outer ring.

The colour variations for the primary logo also apply to the secondary logo.



LOGO

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

Keep the logo's surrounding area free of other elements by allowing for a minimum clear space, defined by the height of the Scouts Australia fleur de lis icon.

MINIMUM SIZE

To make sure the logo is clear and legible for print purposes, it should never appear smaller than 25mm wide.

FAVICON

For instances where you need to showcase a brandmark that is smaller than the minimum size (for example, a favicon on the website), please use the Scouts Australia fleur de lis icon.

Clear space



Minimum size for print



Favicon



LOGO

MISUSE

The logo must never be altered – always use the approved artwork provided. Here are some things to avoid.



✓ Correct



✗ Do not rearrange the layout of the logo



✗ Do not change the colours of the logo



✗ Do not remove any elements of the logo



✗ Do not rotate the logo



✗ Do not outline the logo

LOGO

USING THE LOGO WITH IMAGERY

You may use the logo against an image background if required, as long as the logo doesn't clash with the image content and there is enough contrast for it to be legible.

Place the logo in areas that aren't too busy, such as against the sky or in one of the corners of the photo where there isn't much in the background.



✓ Correct



✓ Correct



✓ Correct



✓ Correct



✓ Correct



✓ Correct



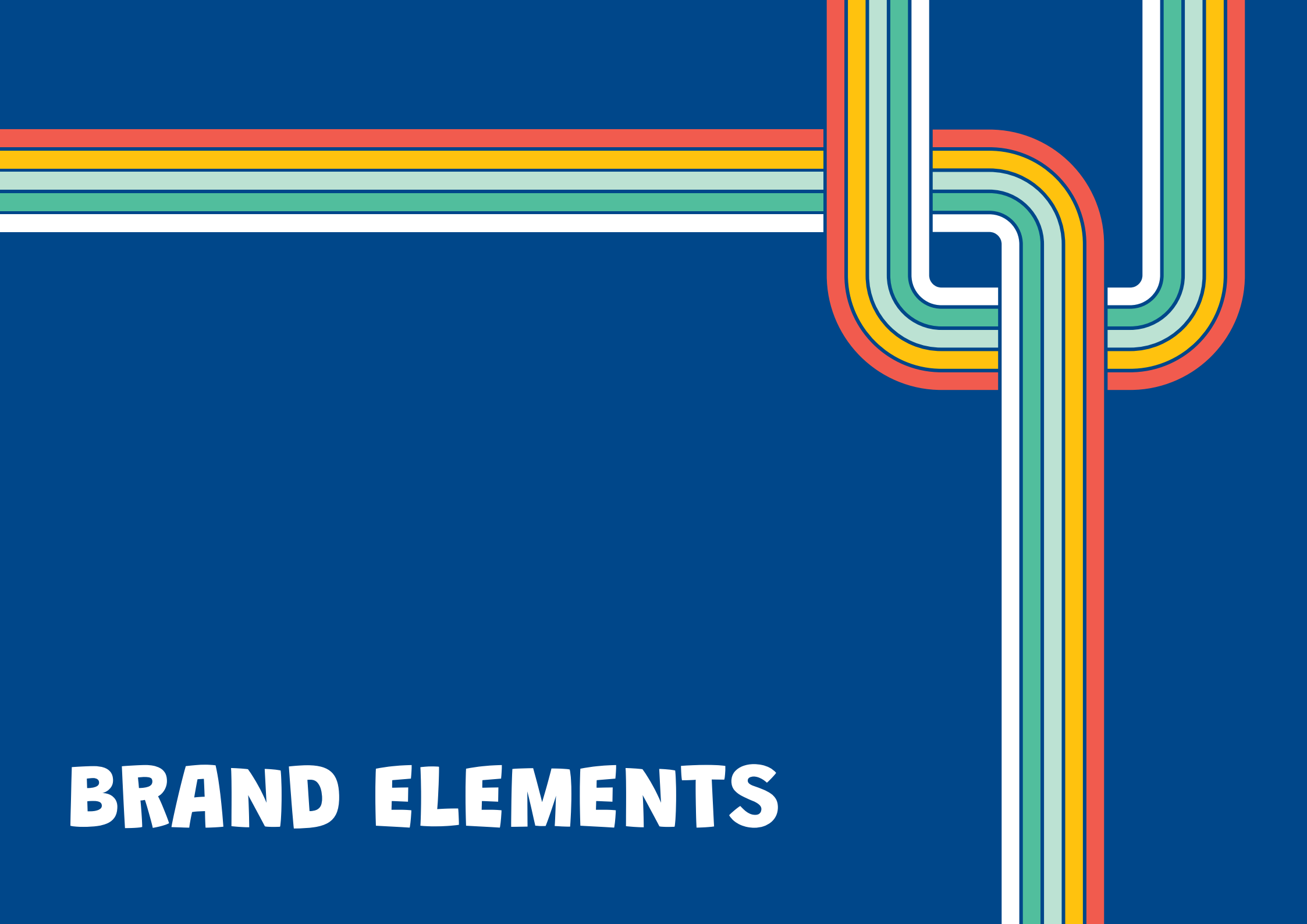
✗ Not enough contrast



✗ Too busy



✗ Incorrect placement



BRAND ELEMENTS

BRAND ELEMENTS

COLOURS

Our branding is made up of four primary colours which should be visible throughout all our communications.

You may use tints of the four brand colours if required.

Always use the correct CMYK, RGB or hex colour references shown here.

DISCOVER NAVY

C=100 M=70 Y=0 K=24
R=0 G=71 B=138
#00478A

DISCOVER GREEN

C=65 M=0 Y=50 K=0
R=81 G=191 B=157
#51BF9D

DISCOVER RED

C=0 M=80 Y=70 K=0
R=241 G=91 B=78
#F15B4E

DISCOVER YELLOW

C=0 M=25 Y=100 K=0
R=255 G=194 B=14
#FFC20E

BRAND ELEMENTS

FONTS

We use the font Grandstander ExtraBold for headings. Headings should always be in all caps. You can download the Grandstander font family [here](#).

We use the font Nunito for sub headings and body copy. The font has 8 different weights plus corresponding italic weights. We generally use Nunito ExtraBold for subheadings and Nunito Regular for body copy, but other weights can be used according to the design. You can download the Nunito font family [here](#).

Nunito ExtraLight
Nunito Light
Nunito Regular
Nunito Medium
Nunito SemiBold
Nunito Bold
Nunito ExtraBold
Nunito Black

GRANDSTANDER EXTRABOLD

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

? ! & @ . , ; " ' « » % * ^ # \$ / () []

Nunito ExtraBold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

? ! & @ . , ; " ' « » % * ^ # \$ / () []

Nunito Regular

1234567890

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abcdefghijklmnopqrstuvwxyz

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BRAND ELEMENTS

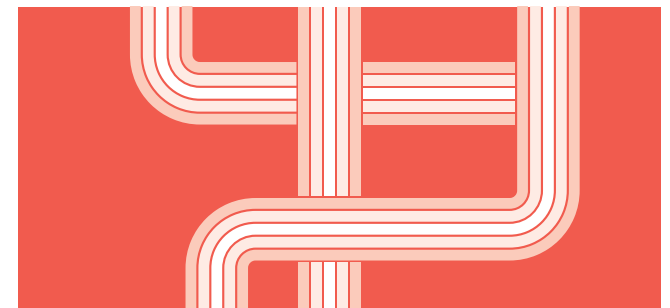
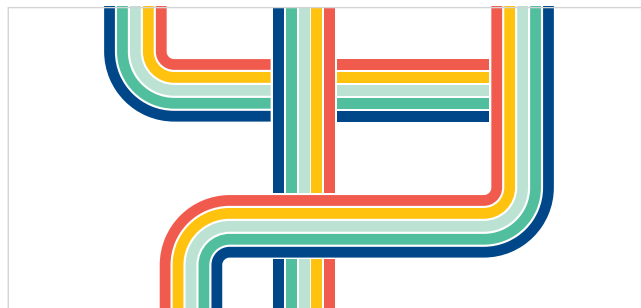
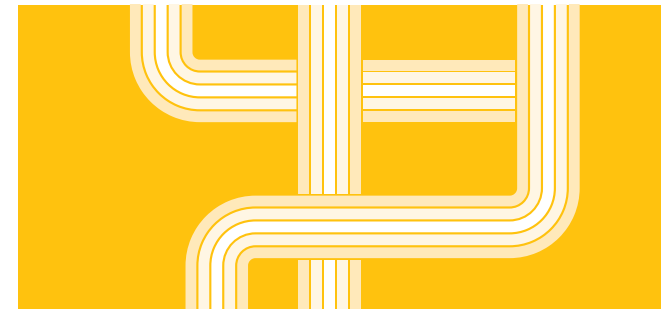
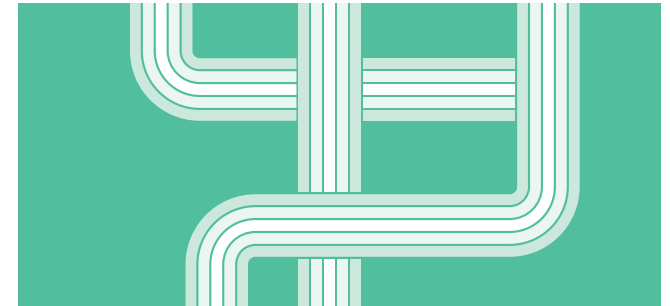
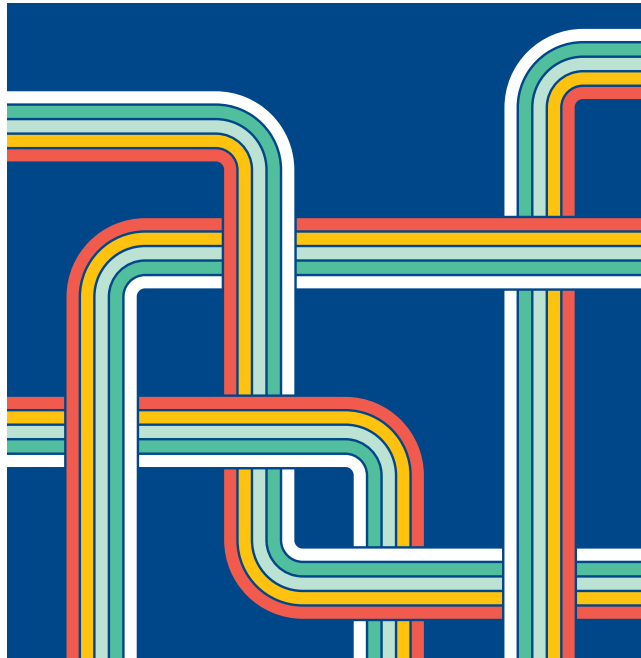
PATHWAY PATTERN

Inspired by the theme "Discover", we use a colourful pathway pattern as a supporting device to use throughout our communications.

The pattern is made up of five solid lines that move in different directions, curve around corners, and overlap each other to represent different pathways and journeys.

The pathway pattern may be altered according to the design, as long as the basis for the pattern stems from the original five lines.

Please only use the colour combinations on this page (dependant on the coloured background it is used against).



An abstract graphic on a solid blue background. It features a series of parallel lines in red, yellow, light green, and white. These lines enter from the left, form a complex knot-like structure in the upper right quadrant, and then continue downwards. The knot is composed of several interlocking loops, with the lines following a path that creates a sense of depth and movement. The overall style is modern and minimalist.

APPLICATION EXAMPLES

APPLICATION EXAMPLES

SHIRTS



APPLICATION EXAMPLES

HOODIES



APPLICATION EXAMPLES

HOODIES



APPLICATION EXAMPLES

HATS



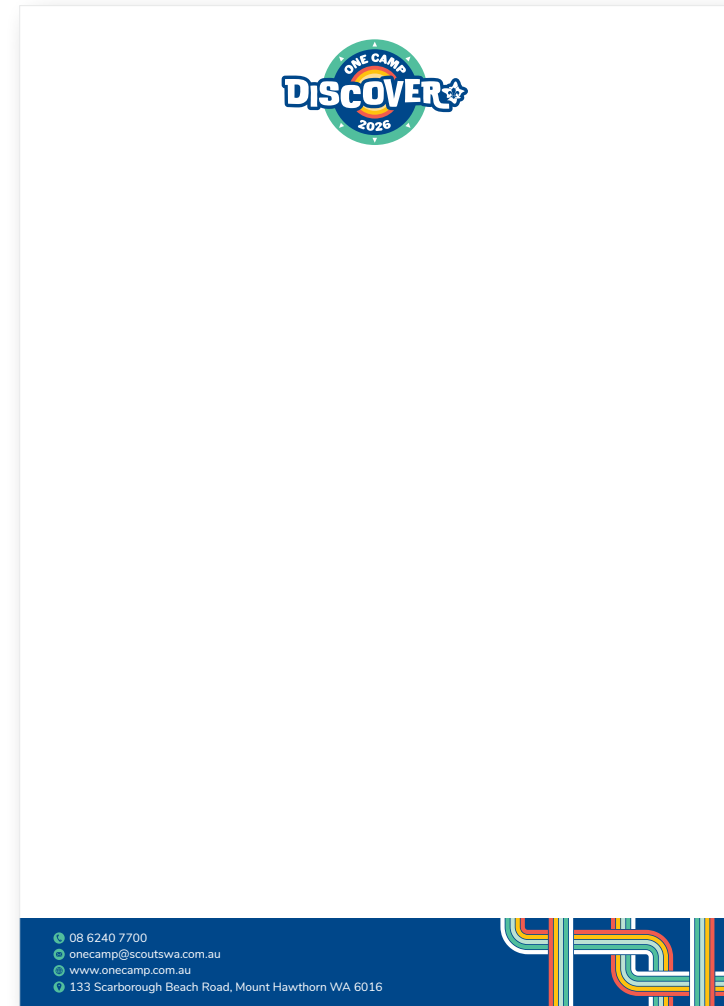
APPLICATION EXAMPLES

CUPS AND BOTTLES



APPLICATION EXAMPLES

STATIONERY



APPLICATION EXAMPLES

BANNERS



