

# LOGO CONCEPT NOTE

National Scout Jamboree 2026



This logo concept celebrates the ultimate moment of triumph: a Scout reaching the summit, arms outstretched to embrace the vastness of the sky and the freedom of the outdoors. It represents far more than just a physical arrival; it is a profound internal transformation—a quiet, powerful milestone of personal growth and self-discovery.

Aligned with the spirit of the **National Scout Jamboree 2026**, this design encapsulates a transformative journey where young people push their boundaries, forge deep connections with the natural world, and evolve into confident, mindful leaders. Through this imagery, the logo brings that entire arc of development to life.

## THE IDEA

The logo is rooted in a deep reverence for the natural world. At its core, this logo embodies the spirit of rising. The central Scout figure serves as a proxy for every participant, illustrating that growth is forged through effort, teamwork, and resilience. This upward ascent is not just a physical challenge; it is a profound journey toward purpose, happiness, and self-realization.

By placing this journey within the majestic mountains of Bhutan, the design gains deeper significance. The landscape acts as a mentor rather than a backdrop, teaching Scouts patience, strength, and a profound respect for nature. This connection to the environment is foundational to the identity of the Jamboree. It serves as a quiet but powerful call to stewardship: as Scouts rise to meet their potential, they are reminded of their responsibility to protect our shared planet and to actively engage with the challenges of climate change. Ultimately, the logo illustrates that personal development and global responsibility are inseparable—to climb is to care.

## THE FORM

The logo takes the form of an emblem, designed to evoke the pride of a scout's badge—a symbol that feels grounded, complete, and deeply personal. Its structure is anchored by an outer curved square finished in a warm, Bhutanese earth tone, providing a robust foundation that ties the design to the local land, culture, and sense of identity. Within this frame, a bold blue diamond serves as a centralizing shield, providing the logo with focus and strength while drawing the eye directly to the narrative unfolding inside.

## THE STORY INSIDE

The design is composed of several symbolic elements that harmonize to tell a deeper story:

- **The Scout:** Represented with elegant simplicity, the climbing figure—arms outstretched—is a universal symbol of courage, liberation, and the pure joy of achievement. It captures a profoundly human experience that resonates with every participant.
- **The Mountains:** Embodying the spirit of Bhutan, the mountains symbolize the necessity of challenge, endurance, and ambition. They serve as a constant reminder that true personal growth is only realized when we push beyond our comfort zones.
- **The Clouds:** These elements soften the composition. Drawing inspiration from traditional Bhutanese patterns, they introduce a sense of tranquility and balance,

encouraging Scouts to remain mindful and grounded, even while striving for greater heights.

## The VALUES

The logo is a visual expression of three foundational pillars that guide the Scout experience:

- **Leadership:** The courage to embrace initiative and step forward with conviction.
- **Service:** The commitment to contribute selflessly and provide meaningful support to others.
- **Mindfulness:** The practice of remaining grounded, balanced, and fully present in every moment.

These are not just ideas. They are experiences that every participant will live through during the Jamboree.

## COLOUR FEELING

- **Blue** (#004aad) brings a sense of trust, unity, and openness.
- The warm Bhutanese **earth tone** (#c39a57) reflects culture, warmth, and belonging.
- **White** adds clarity, purity, and the feeling of the high mountains

Together, the colors feel both strong and calm, modern yet deeply rooted in Bhutan.

## WHY THIS DESIGN WORKS

This design is defined by its clarity, simplicity, and immediate recognizability. Versatile enough to translate seamlessly across any medium—from uniforms and embroidered badges to large-scale banners and digital platforms—it strikes the perfect balance between visual impact and emotional resonance. It is more than just a graphic; it is an experience that stays with the viewer, moving beyond what is simply seen to what is felt.