

Cheshire's International Scout & Guide Jamboree

Introduction

Chamboree is Cheshire's International Scout & Guide Jamboree, which takes place every four years.

The 2026 event will see 6,000+ young people and adult volunteers come together from across the world for the 10th quadrennial Chamboree.

Each Chamboree has a theme which is chosen by our young people. 2026 has the theme 'Animal Kingdom'.

Whilst the event is run by Cheshire Scouts in partnership with Girlguiding in Cheshire, Chamboree is an international event with its own brand. All materials produced should follow the brand of Chamboree rather than following Scouts or Girlguiding branding.

Introduction

A brand built around:

fun
Adventure
friendship
Memories

- 1 Logo
- 2 Typography
- 3 Colour
- 4 Shapes
- 5 Imagery
- 6 How it works

Our logo

Our logo

Always use our logo in our primary highlight colour, Chamboree **Canary** - #FFB91D.

Where this doesn't work on your background colour, our logo should appear in off-black #111111, or solid black in print.

The word "chamboree" is displayed in a bold, lowercase, sans-serif font. The letter "a" is stylized with a triangular cutout. The entire word is rendered in a bright yellow color, which is the primary highlight color mentioned in the text.The word "chamboree" is displayed in a bold, lowercase, sans-serif font. The letter "a" is stylized with a triangular cutout. The entire word is rendered in solid black, which is the off-black color mentioned in the text.

Our logo

On black, our logo can be used in solid white.

The logo for Chamboree, featuring the word "chamboree" in a bold, lowercase, sans-serif typeface. The letter 'a' is stylized with a triangular cutout. The logo is rendered in solid white against a black background.

chamboree

Logo rules

We use an exclusion zone defined by the negative space of the 'o' creating a clearspace surrounding the logo.

No text or logos should sit within this space.



chamboree

Minimum size is 160px wide

Year-specific logo

At least three events will use this brand, and a variation of logo should be used where materials are year-specific.

chamboree
26

chamboree
30

chamboree
34

Typography

Our brand typeface

Variex is our brand typeface. It is used for key headings only.

You should reduce / tighten the letter-spacing by a negative 3%.

Variex is available from Adobe Typekit with a Creative Cloud subscription.

The font should always be used in lowercase, using regular for headings, and light for subheadings.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Our text typeface

Mona Sans is our text typeface. It should be used on all materials where our brand typeface is not used.

It is available from Google Fonts free of charge. Only these weights should be used.

Never mix our brand typeface and our text typeface within one line of text.

Mona Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Ag Light
Font weight: 300

Ag Regular
Font weight: 400

Ag Semibold
Font weight: 600

Ag Bold
Font weight: 700

Colours

Our colours

For 2026, **Chamboree Forest** is our headline colour. Three lighter variations can also be used.

Chamboree Canary is our primary highlight colour.

Six alternative colours have been chosen to follow our subcamps.

- Chamboree **Elephant**
- Chamboree **Octopus**
- Chamboree **Dolphin**
- Chamboree **Parrot**
- Chamboree **Scorpion**
- Chamboree **Jaguar**

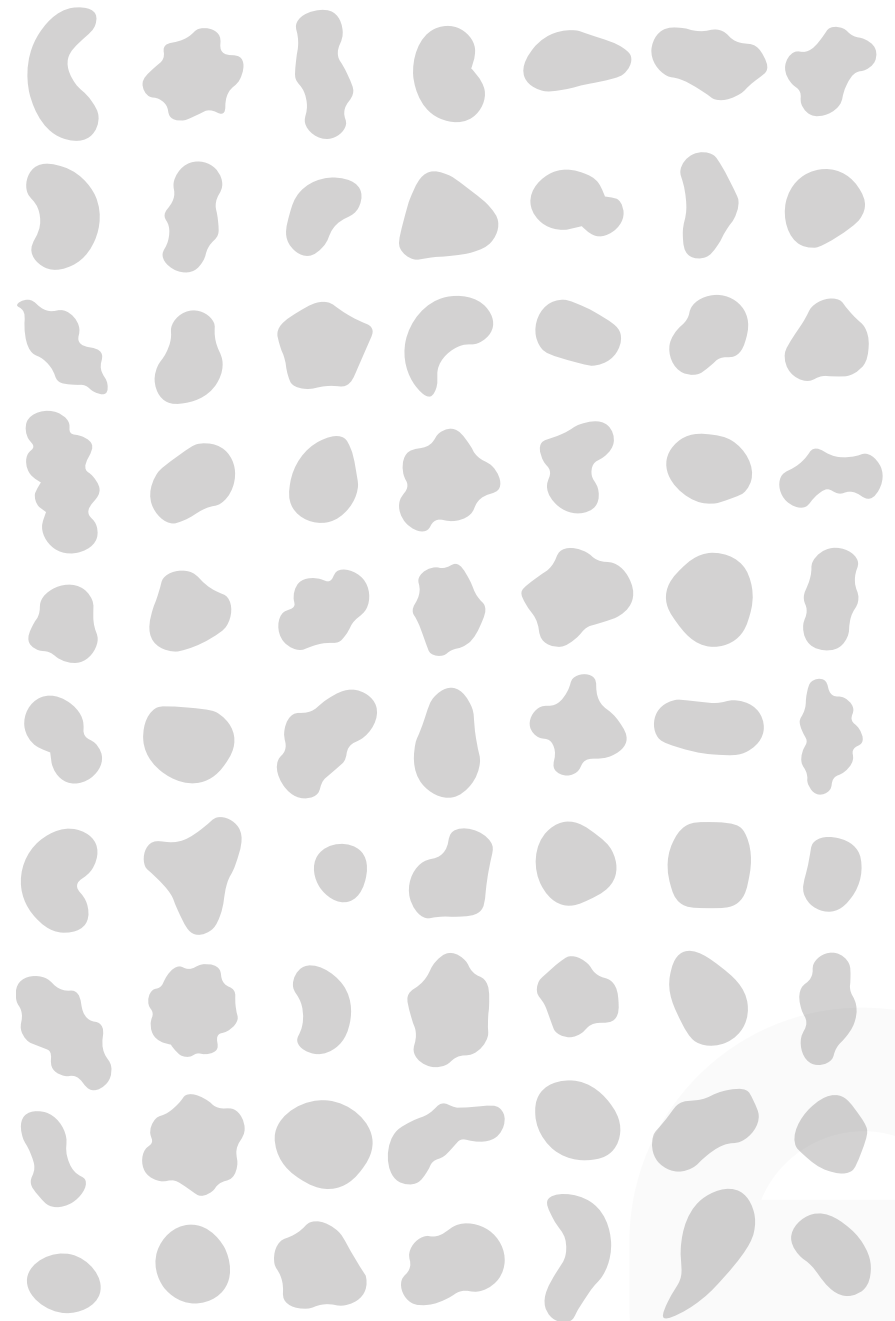


Shapes

Shapes

Alongside a brand font and colours, shapes have been added as a brand asset to distinguish the brand from any other.

These shapes are to be used as secondary elements - sitting in block colour, above or behind elements, or housing imagery and text.



How it works

Brand book

chamboree.org.uk

How to use it

Don't be formal, be fun. Use shapes, add a few puns, and always use colour.

toucan
climb up at once

Subcamps

There are six subcamps for 2026, each named after an animal habitat.

Each has a colour from the alternative colour palette.

Where a subcamp name is used, an additional outline is used on the lettering to add some additional weight, ensuring they stand out.

Each subcamp has a shape, lightly linked to it's name.

everest
atlantic
arctic
amazon
savannah
sahara

sahara

amazon

savannah

arctic

atlantic

everest

Atlantic subcamp

welcome to atlantic

the home of the
great white shark

Brand book

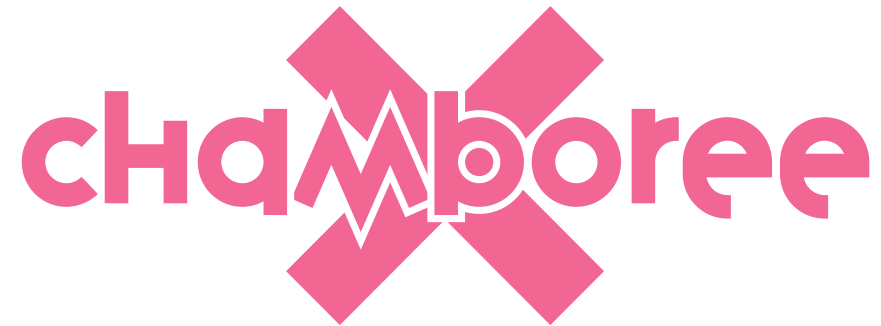
chamboree.org.uk

ChamboreeX

The entertainments team ChamboreeX have their own brand which will be used each year.

Chamboree **Flamingo** is the ChamboreeX brand colour. The HEX code for digital use is #FE6694.

The logo should be used either on white, or in white on the brand colour background.



Diversity & inclusion

pride
rock

Capture the moment

We'll use photos of fun,
adventure and friendship.
These are the moments that
will create lifetime memories.

Social media

Use imagery where possible, overlaid with text using gradients where needed.

Hashtag everything with **#chamboree**, and keep official media within the **@Chamboree** social handle.

Key posts will be shared via **@CheshireScouts** and Cheshire Girlguiding social media channels.





it's going to be wild

chamboree 26

**Join 6,000+ Scouts & Guides
for Cheshire's 10th
International Jamboree.**

8th - 15th August 2026
The Royal Cheshire Showground

chamboree.org.uk



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chamboree 26



chamboree.org.uk