

The double page spreads (50% scale) for two small books for children to help them understand how being a Scout is cool, one for boys and one for girls. It reverses the common question to children of 'what do you want to be when you grow up?' and demonstrates to them how becoming a Scout can help them in the future. It illustrates several different jobs which would be perceived as 'cool' by children ages 9 to 14 and informs the children that these professionals were Scouts when they were young, inspiring them to do the same, get a cool job and be prepared!

**Format**  
102mm x 145mm  
This is to ensure 1 book can be posted in a C6 gusseted envelope or 2 books can be posted in an A5 gusseted envelope. It also means that it is economical for printing and children can easily carry the book with them in a back pocket.

**Cover:** Heavyweight board  
**Pages:** 180gsm bright white paper

**Spiral bound**

**Illustrations**  
The illustrations within these two booklets are very graphical with limited detail to ensure children are not alienated by a character's features or by providing too much detail. Their strong appearance means that the

**Typeface**  
Typeface: Thesis The Sans  
Body text: 8pt  
Headings: 13pt

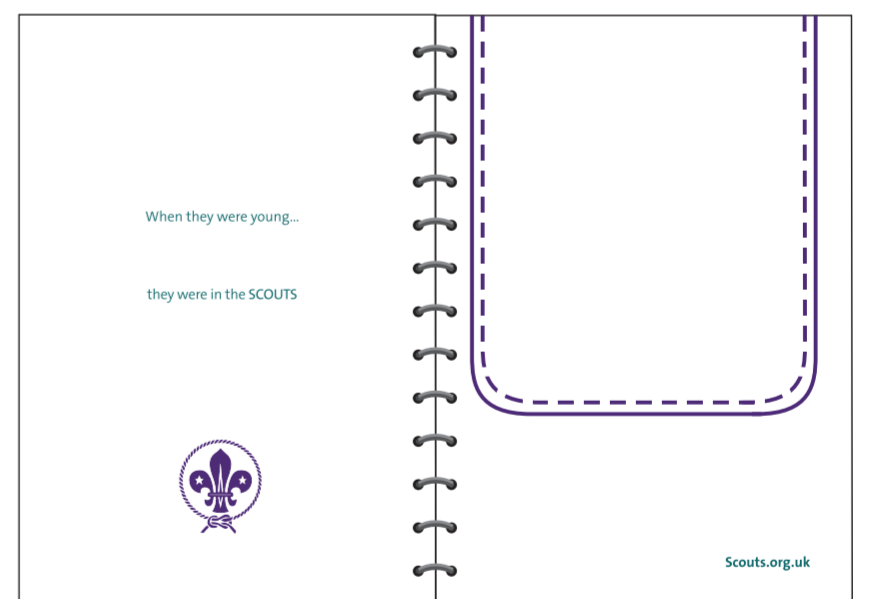
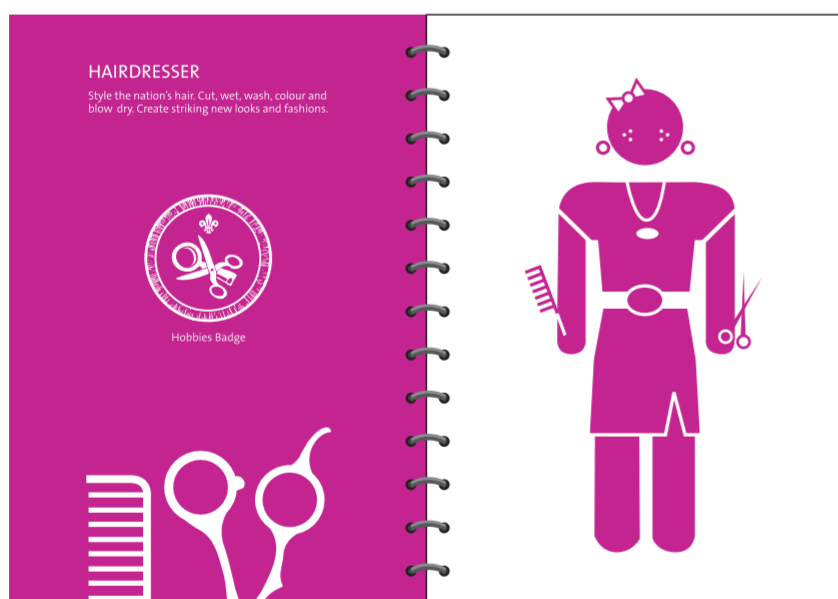
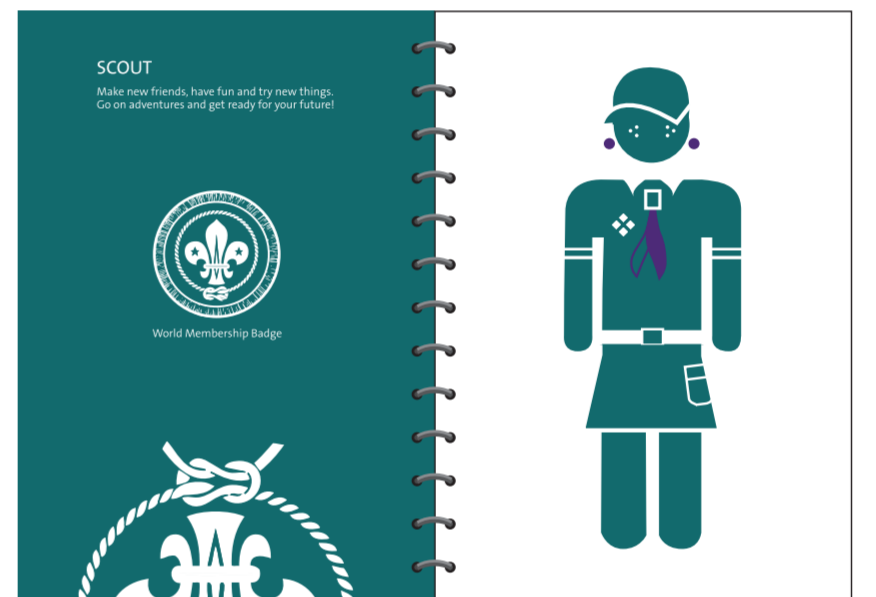
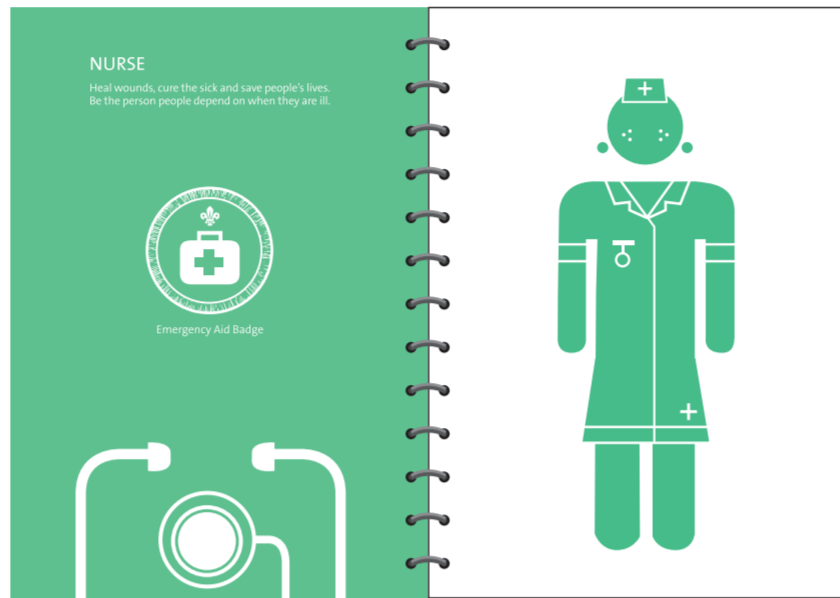
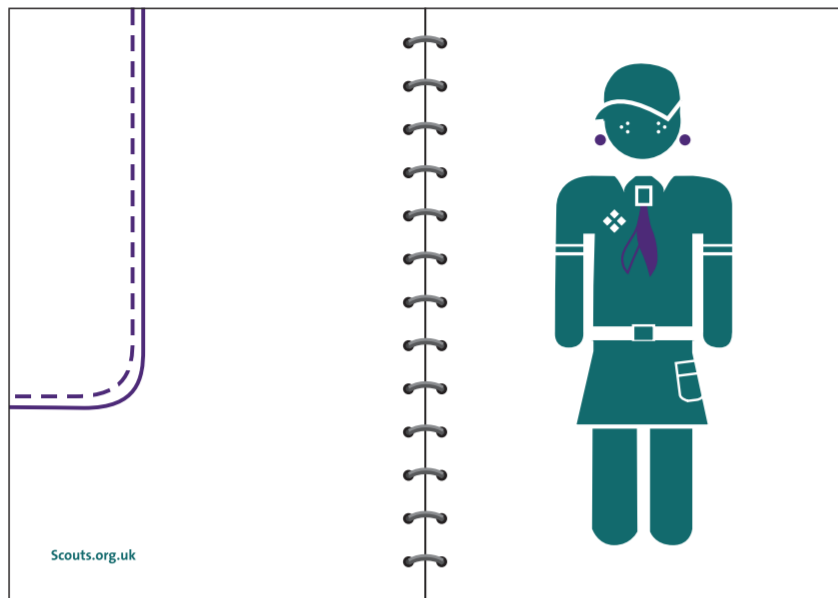
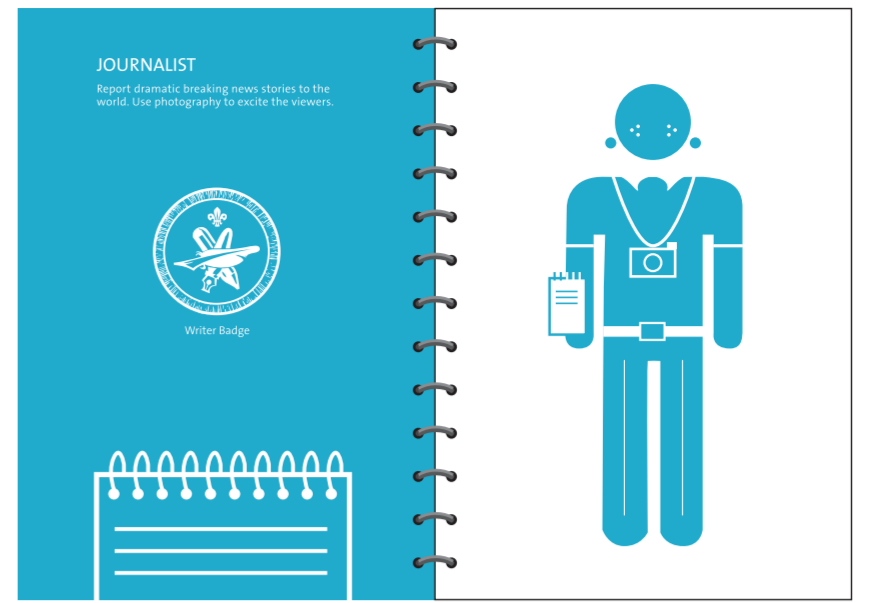
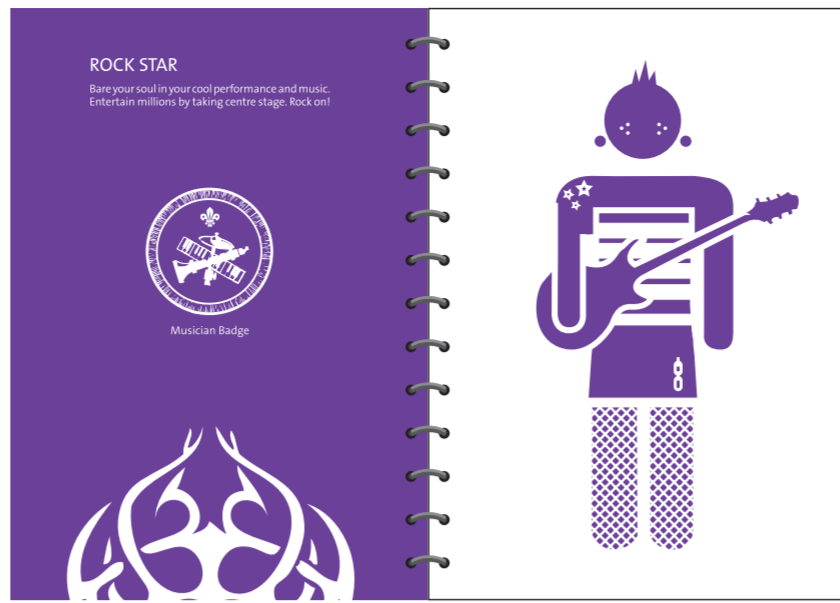
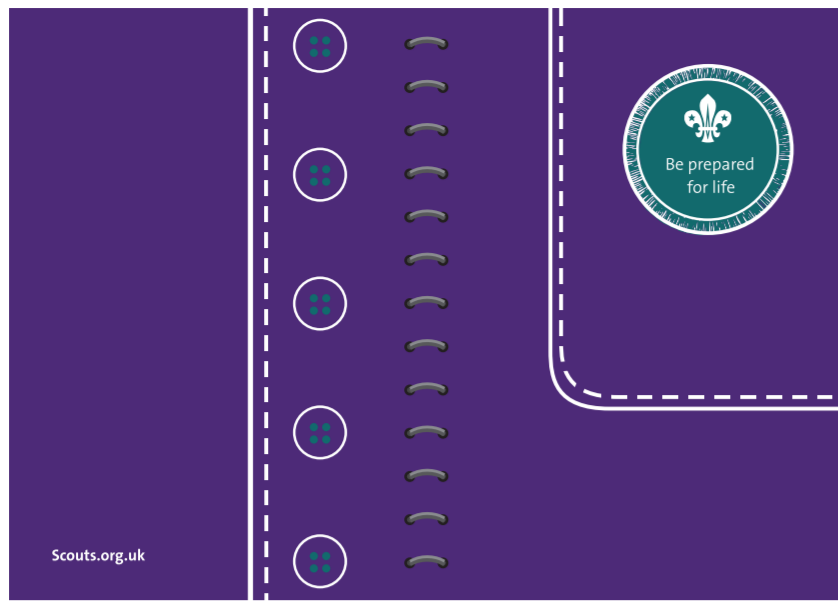
The modern, humanist typeface was chosen for its low contrast. This means that any detail is not lost when reversing the letters out of coloured pages. The sans element means the leaders are not lost for the same reason and each letter is clearly defined and easily read by the children.

**Colour**  
The colours used in this publication are purposefully bold, bright and vibrant to draw children's attention and also to reflect the excitement of each profession. They are chosen to be distinct from each other so that professions are not confused and each section is separate.

**Distribution**  
The books will be sent as direct mail to children in schools and youth clubs where they will be most receptive. A personal approach makes the children feel this is specially for them and therefore engage more with the book. Depending on the nature of the establishment one book for each sex, two of the same sex, or individual books can be sent out.

Distribution is within bespoke envelopes crafted from GF Smith Strathmore Grandee paper, weight 216gsm, in Marina Teal to match the Scout uniform colour. This is acid free paper and also uses 20% recycled materials so is sustainable and good for the environment.

**Envelopes**  
C6 with a 25mm gusset  
A5 with a 15mm gusset



The booklet would also work as a more complex publication in the format of a flip book. Each double page spread containing a profession would be divided up into 3 sections by making 2 cuts across the whole width. This would allow the different jobs could be 'mixed and matched' by the children. This would create interest and allow children who are not sure which professional they think is cool and want to follow, to experiment with different aspects of each. Here are two example spreads demonstrating how this would work. The dashed lines indicate where the cuts would have been made.

