

Preparing for our new brand

Getting started and supporting your team

[Activation guide for managers in Scouting](#)

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Welcome

Now is an exciting time for UK Scouting. Our new strategy, Skills for Life: Our plan to prepare better futures, will help us prepare even more young people with skills for life. The priority is to familiarise yourself with the new strategy and to know what is expected of you in your role, and how you can support your teams. You can find out more about the new plan at www.scouts.org.uk from 15 May.

At the same time, our new brand goes live, which includes a new visual identity and tone of voice. This will help us improve our public perception and, in turn, increase our reach, relevance and reputation, ultimately growing the movement.

Our new brand means:

- It will be easier for you to describe the benefits of Scouting (skills for life), leading to increased understanding and support for Scouting.
- There are now better tools and resources for for you to use locally.
- The new visual identity, including our logo will now be easier to use in print and online and our brand font is now free.

We have until May 2020 to update all our materials locally and nationally, but there are several simple and effective things you can do almost straightaway.

Let's get started

This is a step by step guide to using the new Scout brand. It explains how to access tools and resources and how you can start using the brand locally. It includes actions you and your team can take on the first day, weeks, months and before May 2020.

As a volunteer manager in Scouting, the most powerful thing you can do is talk positively about the brand and the benefits it will bring – making our benefits clearer and local volunteer recruitment easier. Positivity is infectious and others will follow your lead.



Our brand at a glance

Our brand is who we are and what we do, as well as what we look like, making it easier to explain ourselves to the world. This table gives a useful overview of this.

| | |
|-------------------------------|--|
| What we talk about | Skills for life (character, employability and practical skills) |
| What we convey | A feeling of belonging |
| What we show | Fun, friendship and adventure |
| How we talk | Confident, active, challenging, inclusive and optimistic |
| What we call ourselves | The Scouts, or Scouts (and only 'The Scout Association' in formal documents) |



Nunito Sans
5 weights
Black
Extra Bold
Bold
Regular
Light

Find out how colour is used in logos across the devolved Nations on page 4.



Our tone of voice

Photography showing fun and adventure while conveying a sense of belonging

Confident
Active
Challenging
Inclusive
Optimistic



Why we reviewed our brand

- Independent, national research, conducted over the last five years, showed that the public does not clearly understand the benefits of Scouting.
- The majority of the public have outdated perceptions of Scouting and it is not widely seen as relevant.
- Our current visual identity, including our logo was created seventeen years ago in 2001, before social media and does not work well online or at small size.

‘We’ve got a new vision, a new brand and a renewed determination to change lives for the better. I’m proud that we’ll be preparing more young people with skills for life. It’s a vision that inspires me and I hope inspires you too. Now’s let’s get out there and deliver this amazing plan together.’ Bear Grylls, Chief Scout

Why start using the new brand?

Our new focus on skills for life will help the public, parents and other potential supporters more clearly understand what we do. Remember, if everyone in Scouting in the UK uses the same brand and promotes skills for life, it will be more powerful than any advertising campaign. Every member, every activity we do and every communication helps us build our reputation and brand. The more quickly and consistently we use our new brand, the faster we’ll be able to improve the public’s understanding of what we do.

Our research and testing suggests that the public will respond well to our new brand. When presented with materials in the new brand, parents were 44% more likely to volunteer, 14-18 year olds were a third more likely to join and parents from BME backgrounds were 44% more likely to volunteer and 69% more likely to send their children to Scouts. Templates are available on the Scout brand centre to support local recruitment. You can register at www.scouts.org.uk/brand from 15 May.

How our visual identity works across the UK

While we have one unified visual identity across the UK, colour is used to show devolved Nation identification. Scout Groups, Districts, Regions or Areas in the devolved Nations must use the following colours for their logo when it used on a white background: Scotland: Scout Blue, Wales: Scout Red, Northern Ireland: Scout Green or Scout Purple (depending on local circumstances). All other Scout Groups, Districts, Regions or Areas should use Scout Purple. Of course black and white versions of the logos may be used by all in Scouting. You can create your local Scout logo on the Scout brand centre at www.scouts.org.uk

Your role in supporting our new brand

- Talk positively about skills for life as the key benefit of Scouting
- Use the Scout brand centre at www.scouts.org.uk/brand and encourage your team to do the same
- Ask your team if they need support with the transition and signpost the support available at www.scouts.org.uk/brand or by contacting the team at communications@scouts.org.uk



Day 1

1. Understand the plan and watch the video

The first thing to do on day one is to watch the film: Skills for Life: Our plan to prepare better futures and familiarise yourself with the new plan at www.scouts.org.uk It will give you a good sense of our direction over the next five years.

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

2. Find out what to do in your role

There is a specific set of actions to help implement the plan for each main role in Scouting. Look for the guide most relevant to your role at www.scouts.org.uk from 15 May.

3. Share our new skills for life film, Nat's story, on social media

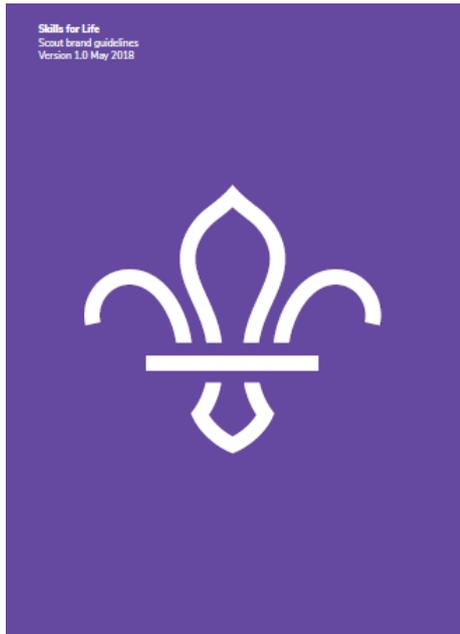
We will be sharing an inspiring new video, Nat's story, on our social media on the morning of 15 May. Please share this on your own social media channels with this wording: **'Proud to be preparing young people in Scouts with #SkillsForLife'**

Week 1

1. Read our brand guidelines and FAQs

Our new brand guidelines provide an excellent overview of our new brand and will take you through the new brand position focused on skills for life and belonging; our logo, fonts, colour, tone of voice and photography. You will find these guidelines, along with the new section brand guidelines on the new Scout brand centre at www.scouts.org.uk/brand

A full list of [FAQs](#) are available available which will help answer your questions and those from your team. For ease of reference, these are included at the end of this guide.



2. Start using our new email signature

A simple first step is to update your email signature with the one below and encourage those in your team to do the same. This is an easy way to start sharing our skills for life message.

No images should be used in your signature as these are often filtered out by email systems. Use Arial, as our new font, Nunito Sans will not be recognised by all systems. We recommend using the first three lines as a minimum, and to include the line 'We prepare young people with skills for life.'

Your Name
Your Role Title
Your Group/District/County/Area/Region

Phone number
 Website
 Facebook Twitter Instagram

We prepare young people with skills for life

Please note that your email signature should also include your local charity number if you have one.

3. Install the new Scout font

You can download this for free from fonts.google.com/specimen/Nunito+Sans Instructions on how to do this can be found on page 16 of this guide. There is also a video showing you how to do this on the Scout brand centre.

You can start using the new font straight away but remember, when sending documents to others they may not have the font installed on their computer. We therefore recommend you create a PDF of your document before sharing it.

Nunito Sans
5 weights
Black
Extra Bold
Bold
Regular
Light

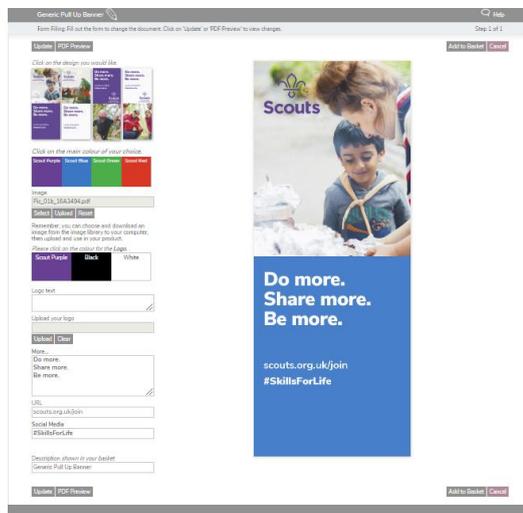
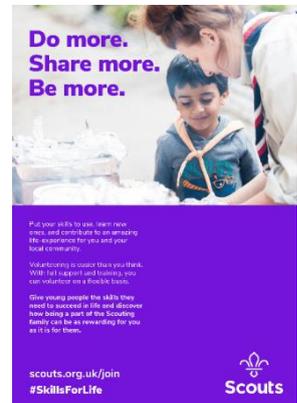
4. Register on the Scout brand centre

We have launched a new brand centre, which contains guidelines, logos, videos, images, templates, tools and resources to help support your local communications and recruitment. It helps you create great looking communications in the new visual identity quickly and easily and without the need for any design expertise or software.

Find out how to register on page 21, then get started at www.scouts.org.uk/brand You can create PDFs free of charge, or choose to order printed materials with our print partner, N2 Visual Communications Ltd. All print prices are available to view on screen when you create your product.

Once logged in, there are a number of ways to search for the materials you need. For example, if you wanted to create a pull up banner, you can either:

- Type 'pull up banner' into the search box.
- Select 'Print,' then choose 'Pull Up Banner' then use the filter to select 'Generic.'
- Click on the product then 'Customise.' This will allow you to adapt the template with your own text, choose from a variety of designs, colours and logo options.



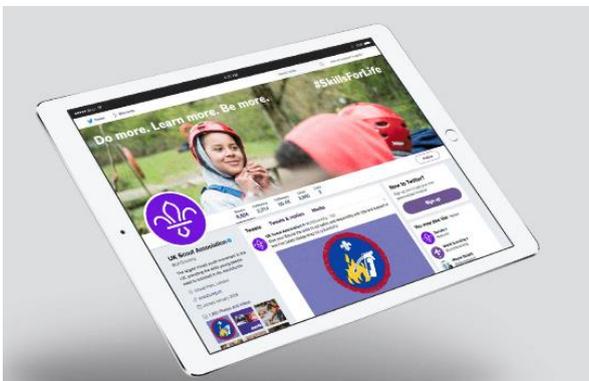
5. Download your localised logo

After you have registered and selected your location, you will be able to access your localised logo for your Group, District or County/Area/Region in the correct nation colour. It will also be available to download in a variety of formats. If you have more than one role, for example at a Group and District level, you can create other localised logos and save them in your account on the Scout brand centre.



6. Update your social media banners and icons

Use your localised logo to update your social media. You will also find social media templates on the new Scout brand centre to help you with this.



Week 2

1. Order your name badges

You can now order name badges on the Scout brand centre. This allows you to create a PDF visual of the badge yourself to check before ordering. The cost of the badge is **£3.60** each including VAT.



2. Order meeting place signs at a discounted rate

You can personalise and order Scout signs on Scout brand centre. N2 is offering a special introductory offer to order a 1200mm x 800mm Dibond sign for **£50** including VAT (until 15 August 2018).



Month 1

1. Review your printed materials

Remember there is a two-year phased implementation so not everything needs to be updated at once. The aim is to minimise wastage and keep down costs. We've included brand update checklist on page 13 to help you audit your materials. Take a look at your printed materials, such as posters in your meeting place, certificates and banners. Make a list of what you've have and start to plan when you'll update them. Then visit the brand centre to see the new templates and updated resources, such as programme and badge posters.



2. Start using the new newsletter template

If you have a Group, District or County/Area/Region newsletter, download the new MS Word newsletter template from the Scout brand centre and start using it from the next issue.

3. Start using the new MS Office templates

You will find MS Office Word templates including for letterhead and generic documents available to download on the Scout brand centre. You can also start using the new MS Powerpoint template available from the same place.

Before 2020

1. Update your vehicle livery

Designs for Scout minibuss livery are available on the Scout brand centre. You can also create logos and artwork for trailers and other items.



2. Update your banners and recruitment materials

There are a wide range of resources on the Scout brand centre to support your local recruitment campaigns, including posters, banners and flyers.



3. Update your website

Basic digital guidelines are provided in the main guidelines and additional advice is available at www.scouts.org.uk/styleguide. A number of independent commercial suppliers such as Scouts Online, Scout Websites and Spectulise offer local website templates in the new visual identity. Please note that these are not officially endorsed by the Scouts but are used by a number of Groups, Districts and Counties/Areas on a commercial basis.

Brand update checklist

| Item | Print or Digital | Owner | Where can I find this? | Quantity | Total cost | Date updated by | Complete (Y/N) |
|------------------------------------|------------------|-------|------------------------|----------|---|-----------------|----------------|
| Email signature | Digital | | Brand centre | | Free | | |
| Install new Nunito Sans Scout font | Digital | | Brand centre | | Free | | |
| Social media banners | Digital | | Brand centre | | Free | | |
| Local logo | Both | | Brand centre | | Free | | |
| Group website | Digital | | Independent supplier | | | | |
| Meeting place sign | Print | | Brand centre | | £50 including VAT for 1200mm x 800mm sign | | |
| Name badge | Print | | Brand centre | | £3.60 including VAT | | |
| Letterhead | Print | | Brand centre | | | | |
| Compliment slips | Print | | Brand centre | | | | |
| Business cards | Print | | Brand centre | | | | |
| Newsletter | Print | | Brand centre | | Free | | |
| Vehicle livery | Print | | Brand centre | | | | |
| MS Powerpoint template | Digital | | Brand centre | | Free | | |
| MS Word templates | Digital | | Brand centre | | Free | | |

How we talk – our tone of voice

Just as a person has a particular way of expressing themselves, we have our own way of talking and writing as a movement. This is what we call our tone of voice. It captures our character, personality and it's unique to us. These are words we use to describe it:

Confident

Active

Challenging

Inclusive

Optimistic

We call this **optimism with attitude**. Here's an example of our tone of voice in practice:

As Scouts, **we believe in preparing young people with skills for life.** we encourage our young people to **do more, learn more and be more.**

← **Confident**

← **Active**

Each week, **we give over 450,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed.** We're talking about teamwork, leadership and resilience – skills that have helped Scouts **become everything from teachers and social workers to astronauts and Olympians.**

← **Optimistic**

← **Challenging**

We believe in bringing people together. We celebrate diversity and stand against intolerance, always. We're part of a worldwide movement, creating stronger communities and inspiring positive futures.

← **Inclusive**

So what's changed? We now use a more assertive, challenging tone, with confident phrases such as 'we believe,' 'we stand for' and 'we stand against.' We write shorter, clearer, punchier sentences in an active voice using powerful verbs such as 'empowering' 'changing' and 'inspiring.' We use the word 'we' to show our unity and collective voice, rather than 'The Scout Association', except in very formal or legal documents. Finally, we are optimistic as a movement, so let that shine through, using language such as 'positive' 'enjoying' 'better' and 'brighter.'

Ready-to-use descriptions of Scouting

Scouting in 10 words

As Scouts, we prepare young people with skills for life.

Scouting in 25 words

As Scouts, we believe in preparing young people with skills for life. We encourage our young people to do more, learn more and be more.

Scouting in 50 words

As Scouts, we believe in preparing young people with skills for life. We encourage our young people to do more, learn more and be more.

Each week, we give over 460,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed.

Scouting in 75 words

As Scouts, we believe in preparing young people with skills for life. We encourage our young people to do more, learn more and be more.

Each week, we give over 460,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

Scouting in 150 words

As Scouts, we believe in preparing young people with skills for life. We encourage our young people to do more, learn more and be more.

Each week, we give over 460,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed, now and in the future. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

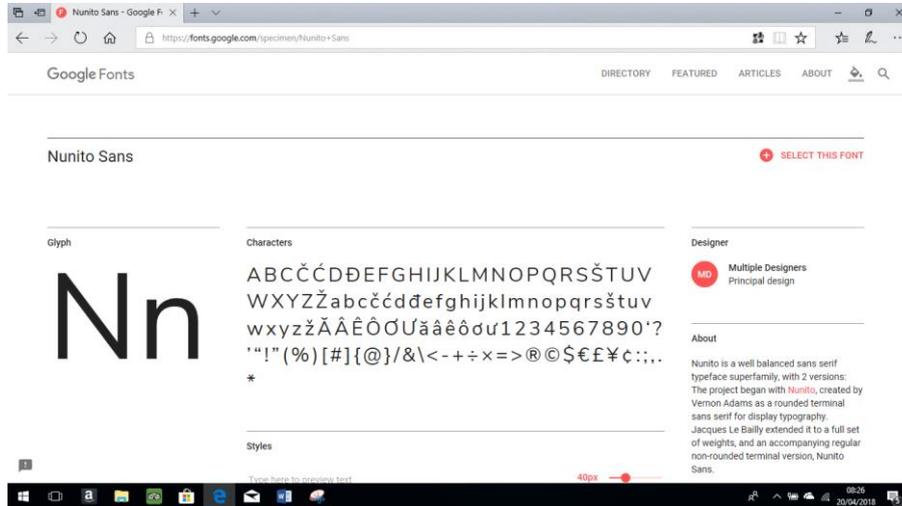
We believe in bringing people together. We celebrate diversity and stand against intolerance, always. We're part of a worldwide movement, creating stronger communities and inspiring positive futures.

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

We are proud to say we are a values-based movement. Our Scout values of integrity, respect, care, belief and cooperation guide everything we do.

How to download the Nunito Sans font on a PC

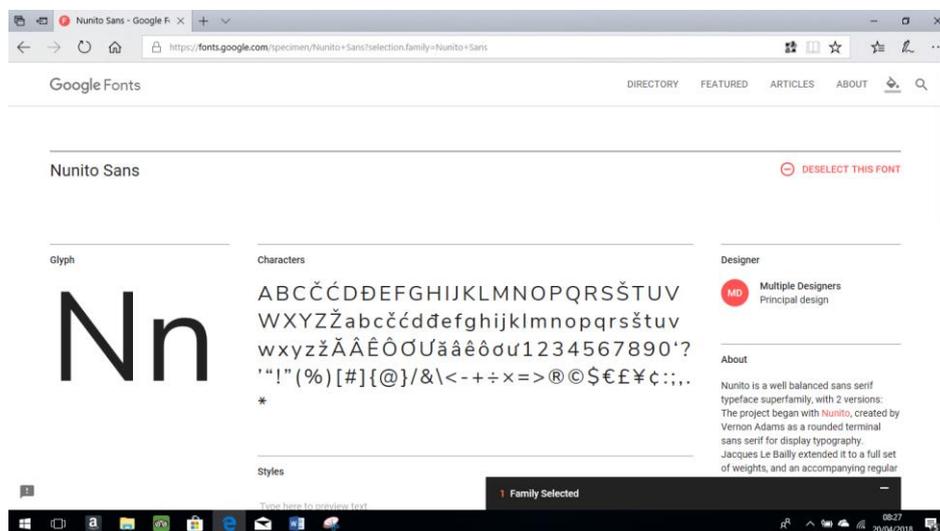
1. Type or copy this link into your Internet address bar <https://fonts.google.com/specimen/Nunito+Sans> It will bring up this page:



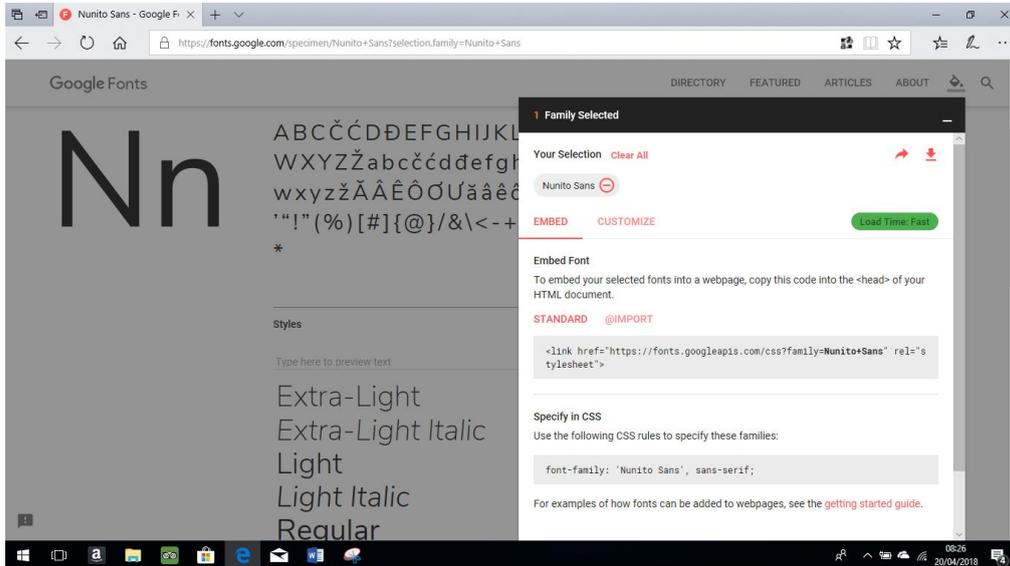
2. Now click on the red words 'Select this font' on the top hand side of the page.



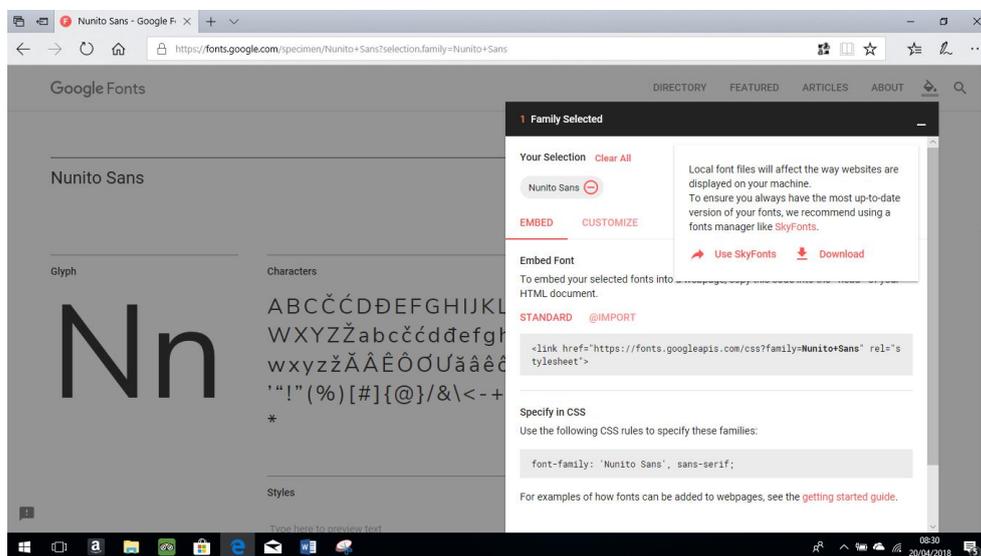
3. This will bring up a black bar at the bottom of the screen with the title 'Family Selected.'



4. Click on the black bar.
5. Click on the red download icon on the top right inside the Family Selected box.

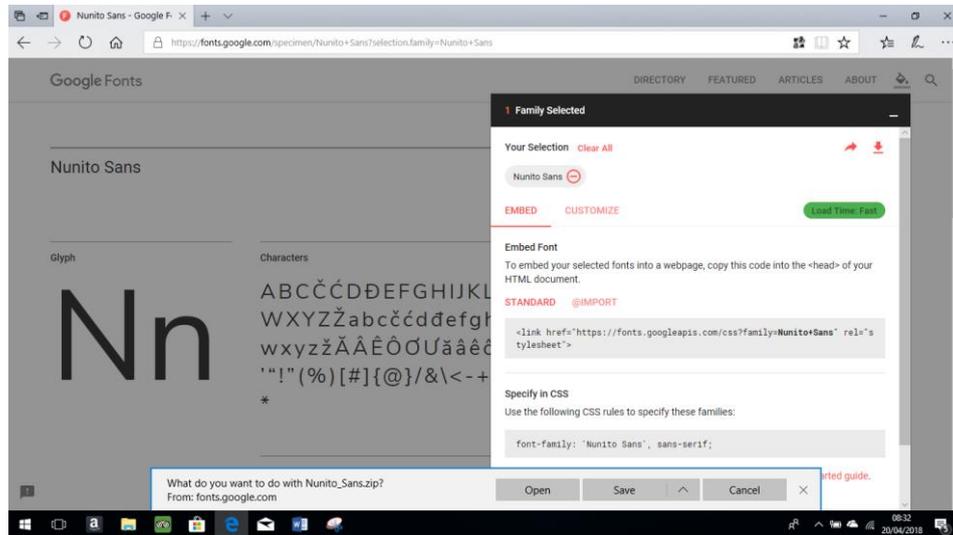


6. This will give you an option to download:

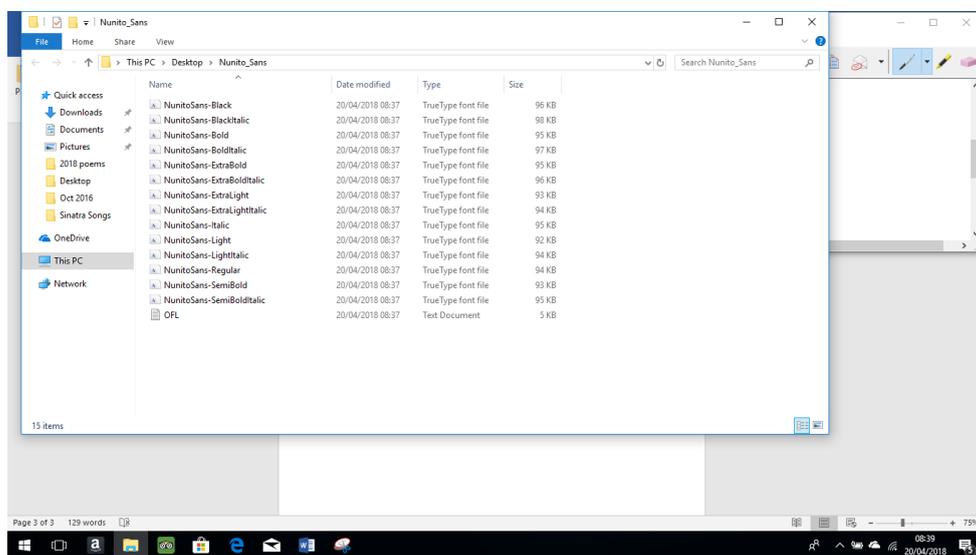


7. Click on the red word 'Download.'

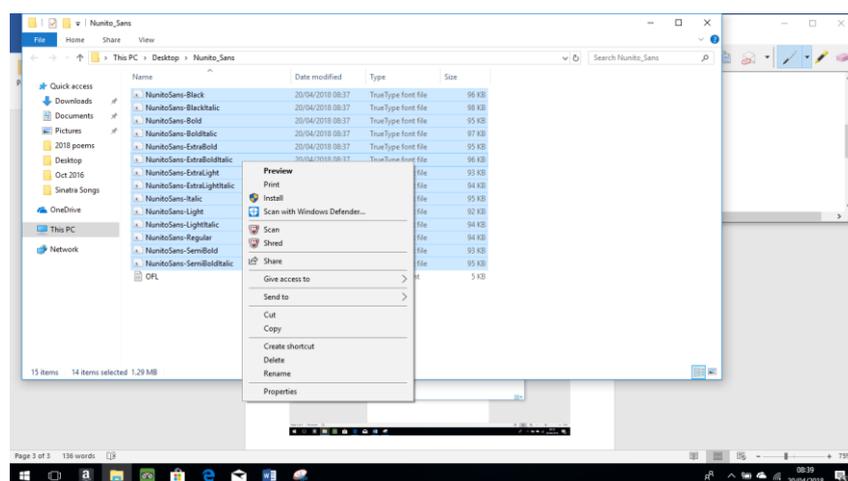
8. This will bring up an option at the bottom of the screen to Open, Save or Cancel. Click the arrow next to 'Save' and select 'Save as.' Save the file to your PC, for example your Desktop.



9. Once saved, open the file and select all weights of the font.



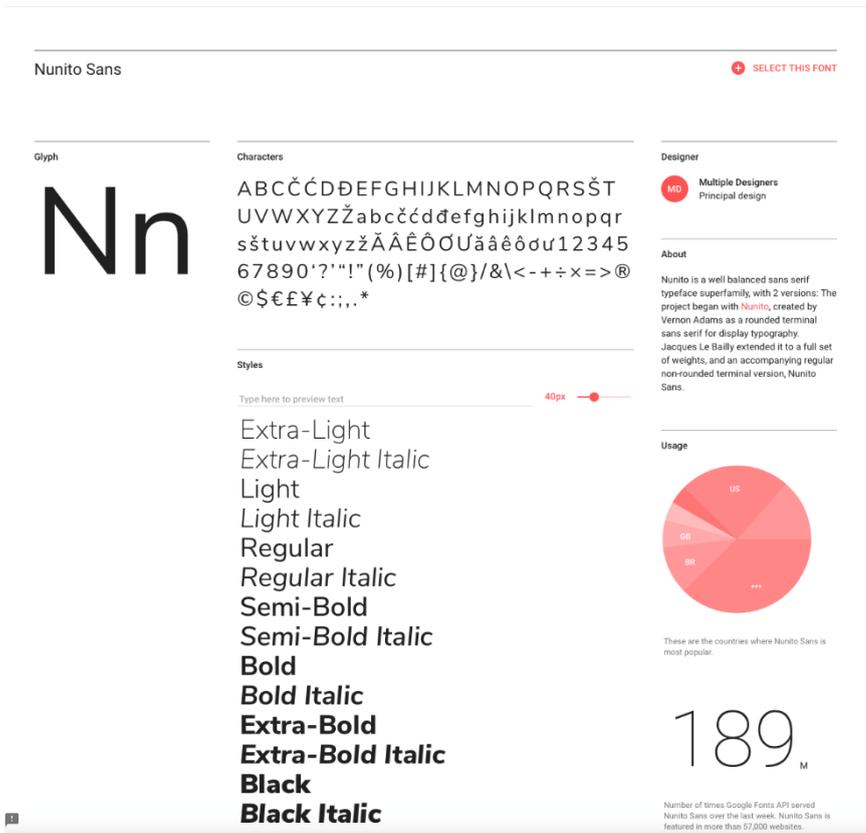
10. Right click on the selected files, then click 'Install.'



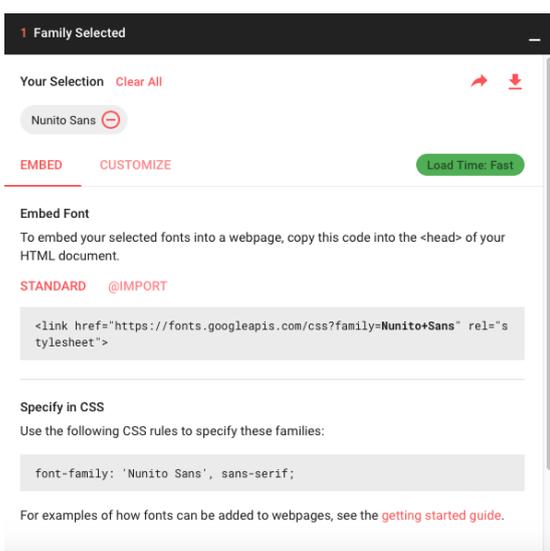
This will install the font files onto your PC. Now if you open - MS Word or MS Powerpoint you will find the fonts in the list of fonts ready to be used.

How to download the Nunito Sans font on a Mac

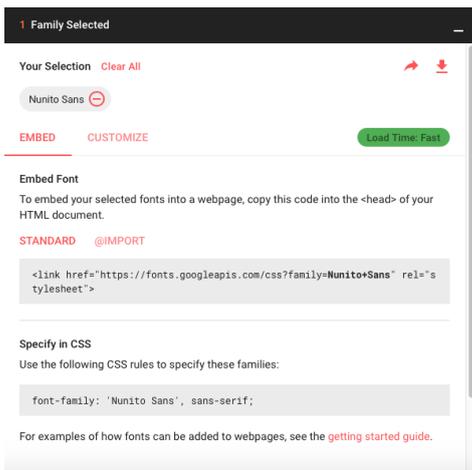
1. Search Google for 'Nunito Sans.'



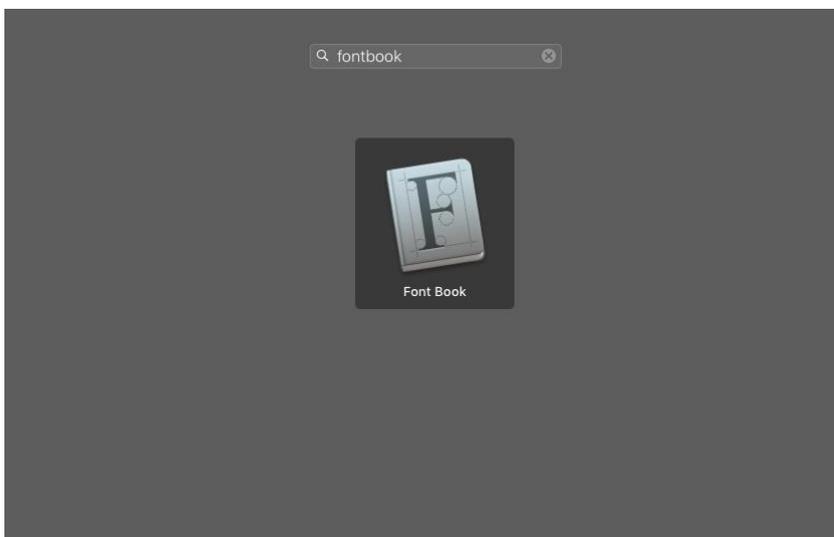
2. Click 'Select this font' on the top right hand side.



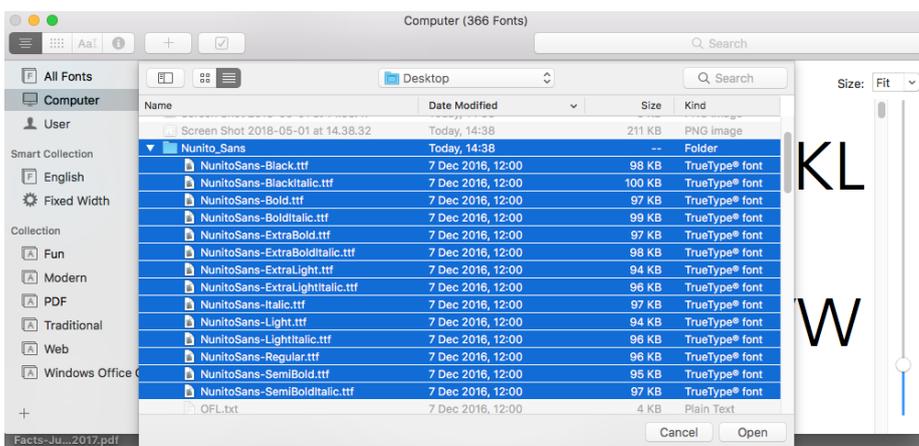
3. Download 'Nunito Sans' using the arrow button on the top right hand side.



4. Open 'Fontbook' using 'Launchpad.'



5. Add 'Nunito Sans' using the + button.



How to register on the Scout brand centre

To register for an account and gain access to the Scout brand centre you will need a valid email address. It would also be useful to provide your Scout membership number if you have one.

1. Type or copy this link into your internet address bar www.scouts.org.uk/brand or simply click the link.
2. Please select your Group, District, County, Area, Region or Bailiwick or other location from the list below. (Start typing to display the entries). You are choosing your location so the system can automatically generate your logo in the correct colour. If you can't find your designation or do not have one, please use 'Scouts.'
3. Click 'Continue.'
4. Enter your details to complete your registration request.
5. You will receive an email with a link to confirm your account.
6. Click on this link and you can begin using the Scout brand centre.
7. Please note: all email notifications will be sent from no-reply@scoutsbrandorg.uk, if you do not receive your email (within 1 hour) please check your spam/junk folders.

If you experience problems with registering please contact the support team at scouts@brand-ig.co.uk

Frequently asked questions

Over the next few days, weeks and months, you are sure to be asked many questions about the new brand and visual identity. This section should help you answer them.

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Overview

Why did we review our brand?

- Independent, national research, conducted over the last five years, showed that the public does not clearly understand the benefits of Scouting.
- The same research showed that the majority of the public have outdated perceptions of Scouting and it is not widely seen as relevant.
- Our current visual identity, including our logo was created seventeen years ago in 2001, before social media and does not work well online or at small size.

What are the key benefits of the new brand for local Scouting?

- It is easier for volunteers to describe the benefits of Scouting (skills for life), leading to better public perception, increased understanding and support for Scouting.
- There are now better tools and resources for local Scouting.
- The new visual identity and logo will be easier to use in print and online and our brand font is now free.

What's changed?

We have a new visual identity (including logo, font and colour palette) tone of voice and brand position. Our brand is now focused on two things: 'Skills for Life' and 'Belonging.' We will talk about Skills for Life as the key benefit of Scouting, show fun and adventure and convey a sense of belonging. There are minor changes to our section brands to bring them in line with the new main Scout brand.

What do you mean by brand?

This is the sum total of what appears in someone's head when they hear or see the name of an organisation. This could be words, colours, images, ideas or logos. Our brand is who we are and what we do, as well as what we look like, and makes it easier to explain what we do.

What do you mean by skills for life?

These are character skills like resilience, initiative, independence and tenacity, employability skills like leadership, teamwork and problem solving and practical skills like coding, cooking and first aid. They are the skills that help young people succeed in life. Independent national research showed that skills for life was the phrase that helped the public best understand what Scouting does and encourages most people to get involved.

Have we dropped adventure from our brand?

No. But rather than talking about adventure as the key benefit of Scouting, we will talk about skills for life. We will show fun and adventure in our imagery, while conveying a sense of belonging.

Have we dropped 'Be Prepared'?

No. Be Prepared remains our motto. However we will not be using this phrase across all materials or in our logo. It will be used selectively and for campaigns.

Is 'Skills for Life' our new slogan?

No. Skills for life describes the key benefit of Scouting, but is not a slogan and is not a formal part of our logo.

Is 'Do more. Learn More. Be More' our new slogan?

No, this is just one example of a call to action in our new tone of voice. We will test a range of different calls to action in our communications over time.

When should we use #SkillsForLife?

We use the hashtag #SkillsForLife to build awareness of our key benefit. We use this locally and nationally on social media where we talk about the positive benefits of Scouting.

Will the new brand help with local recruitment?

Yes. Our testing suggests that the public will respond well to our new brand. When presented with materials in the new brand, parents were 44% more likely to volunteer, 14-18 year olds were a third more likely to join and parents from BME backgrounds were 44% more likely to volunteer and 69% more likely to send their children to Scouts. Templates are available on the Scout brand centre to support local recruitment.

Why have we updated our logo?

Our old logo was created seventeen years ago in 2001, before social media. It looked and felt dated and struggled online and at small size. The new logo is fit for a digital age, while retaining our heritage. We have retained the fleur de lis, which is a key part of our brand and heritage and contemporized it. As one volunteer put it, 'it speaks to the future as well as where we come from.'

Who approved the changes to our brand?

The Board of The Scout Association approved the changes, following a recommendation from the Operations Committee. The respective Nation Boards and National Teams approved the changes for Scouts Scotland, Scouts Cymru, and Northern Ireland. This followed 18 months of research, consultation and testing with over 7,000 people. The project was overseen by a project board made up of volunteers and staff from across the Nations.

Who has been consulted?

More than 7,000 people have been consulted, including young people not in Scouting, members of the public, parents, young people, volunteers and staff in Scouting and across the devolved Nations in the UK. Reviewing our brand was also identified as one of the priorities in a separate strategy consultation which involved over 15,000 people.

How were young people involved?

Over 2,000 young people were involved in the brand consultation and testing. Many provided feedback at section meetings and focus groups while others completed online questionnaires.

scouts.org.uk/brand

[#SkillsForLife](https://scouts.org.uk/brand)

Visual identity

Do we have a new colour palette?

Yes. It contains eight colours plus black and white. You can view the new palette and obtain colour references on page 22 of the new brand guidelines which will be available at www.scouts.org.uk/brand on 15 May 2018.

Do we have a new font and is it free?

Yes, our new font family is Nunito Sans and it is free. It works well in both print and online and is highly accessible. It can be downloaded at no cost from <https://fonts.google.com/specimen/Nunito+Sans>. We have created a short video on how to install the font on a PC or Mac which is available on www.scouts.org.uk/brand

Where can I download the new logo?

The logo can be downloaded in a number of different formats, including a localised local version, from the Scout brand centre at www.scouts.org.uk/brand on 15 May 2018.

What is our new tone of voice?

Our new tone of voice is confident, active, challenging, inclusive and optimistic. More advice on our tone of voice can be found in the brand guidelines at www.scouts.org.uk/brand

How much did the new logo cost?

The cost of the logo development was £5,000.

Moving to the new brand

When can we start using the brand?

From 15 May 2018. We recommend that you update your social media and email signature first.

How long do we have to make the changes?

There is a two year implementation period so members have until May 2020 to make the changes to minimise disruption and cost to local Scouting.

Do I need to dispose of materials in the existing brand?

Printed materials (such as banners and minibuses livery) in the current brand can be updated when they naturally come up for renewal, although all changes should be complete by May 2020.

How and when will national materials be updated?

Print and digital materials will be updated in stages over the two year implementation period. Some obvious 'shop windows' such as www.scouts.org.uk, Scouting magazine and our social media will be updated first.

Will I need to update or change my flags?

At this stage, there are no proposed changes to flags. The only exception is a very small number of flags that display the old 'swoosh' logo, which will need to be replaced by May 2020.

Section branding

Have the section brands changed?

The section brands remain substantially the same. We have just removed the old fleur de lis and matched the colours where there is an equivalent colour in new colour palette. The new versions are available on the new Scout brand centre at www.scouts.org.uk/brand and the section templates have been updated. New section brand guidelines are also available on the Scout brand centre.

Do I need to update materials with the new section brands?

Firstly, there is no expectation for young people to update their existing uniforms or badges just because of the new branding. This will naturally happen over time as they grow out of it or move up to new sections.

On printed and digital materials, there is the same two year phased implementation period for the section brands as for our main Scout brand. If you can easily update digital versions of the section brands then please do so. There is no need to dispose of any printed items featuring the current section branding until they naturally come up for renewal. Members have until May 2020 to make the changes.

Scout Active Support Units

What is the recommended branding approach for Scout Active Support Units?

We recommend that Scout Active Support Units take exactly the same approach as Groups, Districts, Counties/Areas and Regions, adding the name of their Unit below the linear or stack version of the new logo. The logo generator on the Scout brand centre will allow you to do this quickly and easily. The logo should be generated in the colour (Scout Red for Wales, Scout Blue for Scotland, Scout Green or Scout Purple in Northern Ireland and Scout Purple in the rest of the UK). An example is shown below. This logo can then be used in the templates on the brand centre.



Sea Scout Groups

What is the recommended branding approach for Sea Scout Groups?

We recommend that Sea Scout Groups take the same approach as Groups, Districts, Counties/Areas and Regions, adding their name, including 'Sea Scouts', below the linear or stack version of the new logo. The logo generator on the Scout brand centre will allow you to do this quickly and easily. The logo should be generated in the colour (Scout Red for Wales, Scout Blue for Scotland, Scout Green or Scout Purple in Northern Ireland and Scout Purple in the rest of the UK). An example is shown below. This logo can then be used in the templates on the brand centre.



Air Scout Groups

What is the recommended branding approach for Air Scout Groups ?

We recommend that Air Scout Groups take the same approach as Groups, Districts, Counties/Areas and Regions, adding their name, including 'Air Scouts', below the linear or stack version of the new logo. The logo generator on the Scout brand centre will allow you to do this quickly and easily. The logo should be generated in the colour (Scout Red for Wales, Scout Blue for Scotland, Scout Green or Scout Purple in Northern Ireland and Scout Purple in the rest of the UK). An example is shown below. This logo can then be used in the templates on the brand centre.



Devolved Nation branding

How does the brand work in each of the devolved Nations?

While we have one unified brand across the UK, colour is used to show devolved Nation identification. Scout Groups, Districts, Regions or Areas in the devolved Nations must use the following colours for their logo when it used on a white background: Scotland: Scout Blue, Wales: Scout Red, Northern Ireland: Scout Green or Scout Purple (depending on local circumstances). All other Scout Groups, Districts, Regions or Areas should use Scout Purple. Of course black and white versions of the logos may be used by all in Scouting.

Localisation

How do I localise the logo?

When you register on the Scout brand centre you will be asked to select your location. When you log in you will find your local logo in the correct colour ready and waiting to be used.

scouts.org.uk/brand

[#SkillsForLife](https://twitter.com/SkillsForLife)

If you need to create a different one (for example if you have both a Group and a District role) there is also a logo generator on the new brand centre that allows you to create and download a localised logo at no cost.

The logo must be used locally, and can be localised with the addition of the name of the Group, District, County, Area or Region below it. No additional words should be added to the localisation, for example, 'Sudbury' must be used, not 'Sudbury District' or 'Sudbury District Scouts'. Where the word 'County' is part of the place name this may of course be included. Where a District and County have the same name, the word District or County may be added for clarification.

For local usage, the logo must appear in purple on white, black on white or white on a coloured background from the palette. The only exception is for Scout Groups, Districts, Regions or Areas in the devolved Nations, where the following colours from the palette must be used when the logo is used on a white background: Scotland: Scout Blue, Wales: Scout Red, Northern Ireland: Scout Green or Scout Purple (depending on local circumstances).

Uniform, badges, clothing and merchandise

Does the brand review include a uniform review?

No. Scout uniform is not part of the brand review. No adult or young person will be required to update their uniform simply because of a change to the logo.

Will there be new merchandise available from Scout Store?

Yes, a range of items including hoodies, polo shirts and t-shirts in the new brand identity will be available from Scout Store at www.scouts.org.uk/shop from the day of the launch.

Can I use the new brand to create local clothing?

Yes, Groups, Districts and Counties can continue to produce locally branded informal clothing for their own members as long as it is clear there is local identification. Scout Store offers a service that allows you to personalise branded clothing with your local Group/District/County/Area/Region details. Contact the team at Scout Store at customer.services@scoutshops.com and they will be happy to help with this. However if you wish to create and sell generic Scout branded materials to other Groups, Districts and Counties or the public, you will need to apply for a commercial licence. Please contact communications@scouts.org.uk Uniform for adults and young people may not be produced locally under any circumstances.

Will badges be updated?

The World Scout Membership Badge will not be updated and is not being reviewed. The fleur de lis will be updated on activity and challenge badges over the two year implementation period as stocks come up for renewal. However as this is a minor change and a minor part of the badge, there is no need to wait for new badges or dispose of existing ones. The Chief Scout's Awards will be carefully considered over the two year implementation period, with no immediate changes planned.

Can I create items featuring the new brand to sell to other Scouts or the public?

Commercial, Scout branded items may only be produced under license from The Scout Association. To apply for a license, please contact communications@scouts.org.uk

Brand support

What help is there to update our branding?

We have launched a new Scout brand centre at www.scouts.org.uk/brand Here you will find a wide range of print and digital templates including signage, posters, flyers and banners and social media banners. You will also find branded

MS Office templates, including a branded Word document, PowerPoint and stationery templates along with a photo and video library. Artwork for our main brand and section brands and badges can be downloaded from the Scout brand centre, along with your own local logo.

How can I order a new sign for my meeting place?

If you would like to update your meeting place sign, there is currently an offer to create and purchase a 1200mm x 800mm Dibond sign for **£50** including VAT (valid for 100 days from 15 May). Please visit the Scout brand centre to create and order this.

Where can I find the new brand guidelines?

These are available on the Scout brand centre at www.scouts.org.uk/brand The section guidelines are also available on the Scout brand centre.

What digital support is available?

Our new visual identity is designed to work well online. We are in the process of developing a digital toolkit, which will define best practise for delivering digital services in Scouting. This will evolve and expand over time. Please refer to the brand guidelines and visit the digital style guide for guidance at www.scouts.org.uk/styleguide

What social media support is available?

A range of social media banners are available on the Scout brand centre at www.scouts.org.uk/brand

Is there a local website template?

At their request, we have briefed Scout Websites, Scouts Online and Spectulise on the new identity. These are independent commercial suppliers who provide branded website solutions for local Scouting on the new brand. These are not official partners but many Groups, Districts, Counties and Areas use them.

I can't find a template that I used to use on the Scout print centre. Where is it?

Only the most popular templates have been recreated on the new Scout brand centre. However the new templates are much more flexible, allowing you to change colour, image, text and headers, so they can be adapted to meet most needs. If you have a suggestion for a new product, please email communications@scouts.org.uk

Is there a standard email signature I can use and adapt locally?

Yes, this is shown on page 5 of this guide.

How can I contact N2 about a print order I have placed?

Email scouts@brand-ig.co.uk

Any other questions?

I have a question not covered here. Who can I contact?

Please contact communications@scouts.org.uk