



Scouts
QUEENSLAND

V1.0 Mar 2020

How we apply the Brand in Queensland

Table of Contents

Scout Hall Signage 2

Scout Building Wall Logos 3

Section Signage 4 - 7

Campsite Signage 8

Road Signage 9

Containers for Change 10

Digital Signage 11

Promise and Law Signage 12

Marquees 13 - 17

Sponsored Marquees 18

Engraved Wooden Signage 19

Corflute Panels 20

Banners 21 - 22

Posters 23

Brochures 24

Business Cards + Tablecloth 25

Letterhead 26

Email Footer 27

Logo usage 28

Colours 29



How we apply the National Brand in Queensland

In January 2019, Scouts Australia released the new Brand at Australian Jamboree (Tailem Bend, South Australia).

The National Brand Book sets out how to apply the new Brand correctly. This is what the result looks like in Queensland.

After your Scout Group has decided on the design option it needs to be approved by the Brand & Sponsorship Team who will provide brand support to ensure your Group's needs are met.

Once artwork has been provided we still need the final proof sent to us to double-check the design.

If you would like to create your own designs using the National Brand you must check in with the Team first.

Any designs for Scout Groups must be authorised by the Group Leader.

Any designs that will be featured on merchandise must be approved by QLD Branch and by extension, National (as owners of the Brand).

This document will be updated as necessary to include new design options where appropriate.

Contact us:

1800 SCOUTS

Brand & Sponsorship Team

brandsupport@scoutsqld.com.au

Scout Hall Signage

Scout Group Name

Preferred colours are white, maroon or navy blue

No personal phone numbers (campsites may use a site owned mobile number)

www.scoutsqld.com.au or group website address

250mm approx.



Length dependant on name size



500mm
approx.

Dependant on name size

Scouts QLD Wall Logos



Scouts Horizontal logo



Scouts Vertical logo

Section Signage

Navy Blue Portrait

Formation Name

Scout Group



Joey Scouts	5 - 7 years	Monday	4:30pm
Cub Scouts	8 - 10 years	Tuesday	5:30pm
Scouts	11 - 14 years	Friday	6:00pm
Venturer Scouts	15 - 17 years	Thursday	6:00pm
Rover Scouts	18 - 25 years	Wednesday	7:00pm

Call 1800 SCOUTS

contact@formationname.scoutsqld.com.au

Cleveland

Scout Group



Joey Scouts	5 - 7 years	Monday	4:30pm - 6:30pm
Cub Scouts	8 - 10 years	Tuesday	5:30pm - 7:30pm
Scouts	11 - 14 years	Friday	6:30pm - 8:30pm
Venturer Scouts	15 - 17 years	Thursday	7:00pm - 9:00pm
Rover Scouts	18 - 25 years	Wednesday	7:00pm - 9:00pm

Call 1800 SCOUTS

contact@cleveland.scoutsqld.com.au

Cleveland

Scout Group



Joey Scouts	5 - 7 years	Tuesday	6:30pm
Cub Scouts	8 - 10 years	Tuesday	6:30pm
Scouts	11 - 14 years	Friday	7:00pm
Venturer Scouts	15 - 17 years	Monday	7:00pm
Rover Scouts	18 - 25 years	Monday	7:00pm

Call 1800 SCOUTS

contact@cleveland.scoutsqld.com.au

Enoggera

Scout Group



Joey Scouts	5 - 7 years	Wednesday	6:00pm - 7:00pm
Cub Scouts	8 - 10 years	Tuesday	6:30pm - 8:00pm
Scouts	11 - 14 years	Tuesday	6:30pm - 8:30pm
Venturer Scouts	15 - 17 years	Friday	7:00pm - 9:00pm
Rover Scouts	18 - 25 years	Monday	7:00pm - 9:00pm

Call 1800 SCOUTS

contact@enoggera.scoutsqld.com.au

Maroon (Landscape)



Cleveland

Scout Group

Join Scouts

Joey Scouts	Cub Scouts	Scouts	Venturer Scouts	Rover Scouts
5 - 7 yrs	8 - 10 yrs	11 - 14 yrs	15 - 17 yrs	18 - 25 yrs

1800 SCOUTS

contact@cleveland.scoutsqld.com.au



St Johns Wood

Scout Group

Join Scouts

Joey Scouts	Cub Scouts	Scouts	Venturer Scouts	Rover Scouts
5 - 7 yrs	8 - 10 yrs	11 - 14 yrs	15 - 17 yrs	18 - 25 yrs

1800 SCOUTS

 StJohnsWood.ScoutGroup/
 stjohnswoodscouts.org.au

Navy Blue (Landscape)



Cleveland

Scout Group

Join Scouts

Joey Scouts	Cub Scouts	Scouts	Venturer Scouts	Rover Scouts
5 - 7 yrs	8 - 10 yrs	11 - 14 yrs	15 - 17 yrs	18 - 25 yrs

1800 SCOUTS

contact@cleveland.scoutsqld.com.au



Cleveland

Scout Group

www.cleveland.scoutsqld.com.au

Join Scouts

Joey Scouts	Cub Scouts	Scouts	Venturer Scouts	Rover Scouts
5 - 7 yrs	8 - 10 yrs	11 - 14 yrs	15 - 17 yrs	18 - 25 yrs

1800 SCOUTS

contact@cleveland.scoutsqld.com.au

Campsite Signage Maroon



Brownsea
Water Activities Centre

For Centre Hire or Campsite Bookings
email: bookings@brownsea.scoutsqld.com.au

Campsite Manager 0428 182 238 89 Allpass Parade Shorncliffe



Karingal
Campsite

For Campsite Bookings
email: bookings@soutsqld.com.au

Campsite Manager 3721 5737 1 Karingal Rd, Mount Cotton

Campsite Signage Navy Blue



Brownsea
Water Activities Centre

For Centre Hire or Campsite Bookings
email: bookings@brownsea.scoutsqld.com.au

Campsite Manager 0428 182 238 89 Allpass Parade Shorncliffe



Karingal
Campsite

For Campsite Bookings
email: bookings@soutsqld.com.au

Campsite Manager 3721 5737 1 Karingal Rd, Mount Cotton

Road Signage

JOIN SCOUTS



Scouts
QUEENSLAND

1800 SCOUTS
scoutsqld.com.au

JOIN SCOUTS



Scouts
QUEENSLAND

1800 SCOUTS
scoutsqld.com.au

Containers for Change Signage (sizes will vary)



Cleveland
Scout Group

**Containers for Change
Donation Point**

Eligible cans and bottles only

Thank you for helping us make a difference



Cleveland
Scout Group

**Containers for Change
Donation Point**

Eligible cans and bottles only

Thank you for helping us make a difference



Digital Signage (white version)



St Johns Wood
Scout Group

Be Prepared for Life! www.stjohnswoodscouts.org.au

Digital Signage (black version)



St Johns Wood
Scout Group

Be Prepared for Life! www.stjohnswoodscouts.org.au



Scout Law and Promise (Portrait)



Scouts
QUEENSLAND

Promise

On my honour,
I promise to do my best,
To do my duty to my God,
And to the Queen of Australia,
To help other people,
And to live by the Scout Law



Scouts
QUEENSLAND

Promise

On my honour,
I promise to do my best,
To be true to my spiritual beliefs,
To contribute to my community
and our world,
To help other people,
And to live by the Scout Law



Scouts
QUEENSLAND

Law

Be Respectful

Be friendly and considerate
Care for others and the environment

Do what is right

Be trustworthy, honest and fair
Use resources wisely

Believe in myself

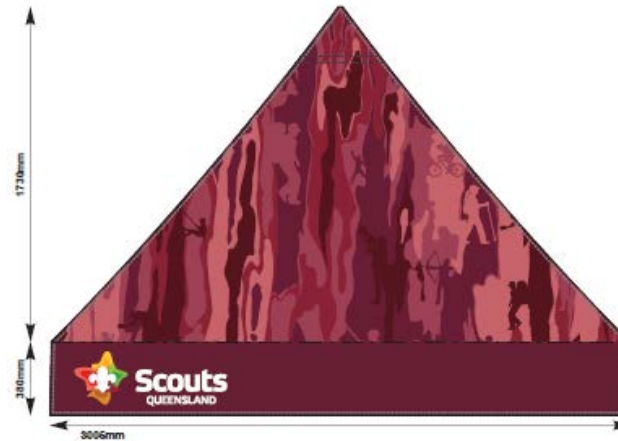
Learn from my experiences
Face challenges with courage

Promotional Marquees

3x3m maroon with full colour QLD logo



Front and Back



Left and Right

Scout Group name in white font on the front and back sides (Nunito Sans Black).

Prepare for adventure



Scout sections

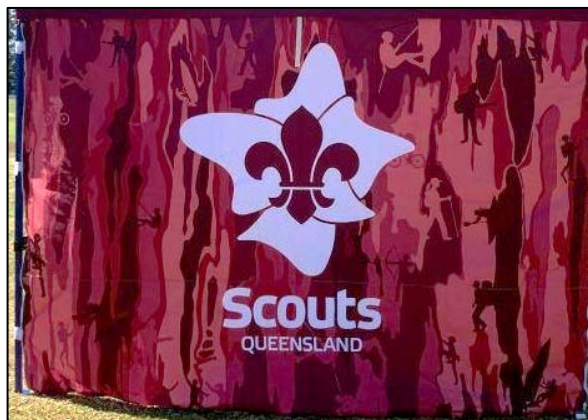


Scouts QLD logo

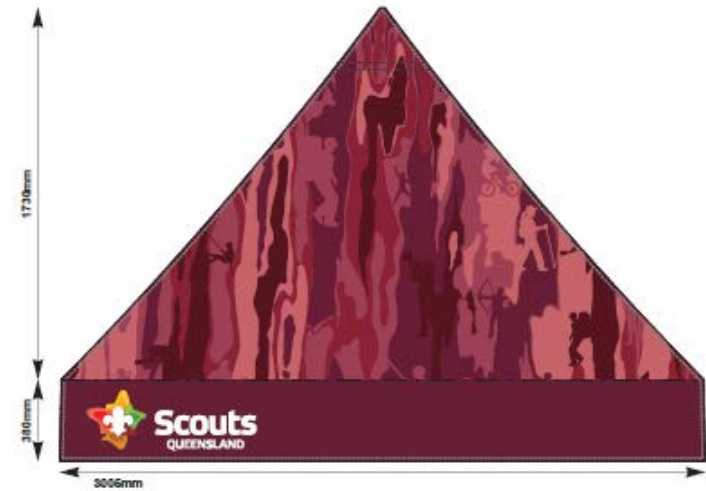


3x3m Gumbtree with White Scouts QLD logo

Front & back as well as left and right



3x6m Full Colour Scouts QLD logo





Sponsored Resources

If a politician has kindly offered to purchase a marquee for your Group the wording must read: supported by FIRST LAST (name) TITLE (MP etc). The name of your Scout Group must be visible on two sides, preferably the front and back. If these conditions cannot be met the Brand & Sponsorship Team may request that a custom branded option not be used and instead go for a solid maroon colour in order to ensure brand consistency.



Engraved Wooden signage

There is one approved design from National with two options for logo choice. The fleur de lys should be prominent with the Sections recessed.

Option 1: With 6 colour logo



Option 2: 11 colour (full) logo



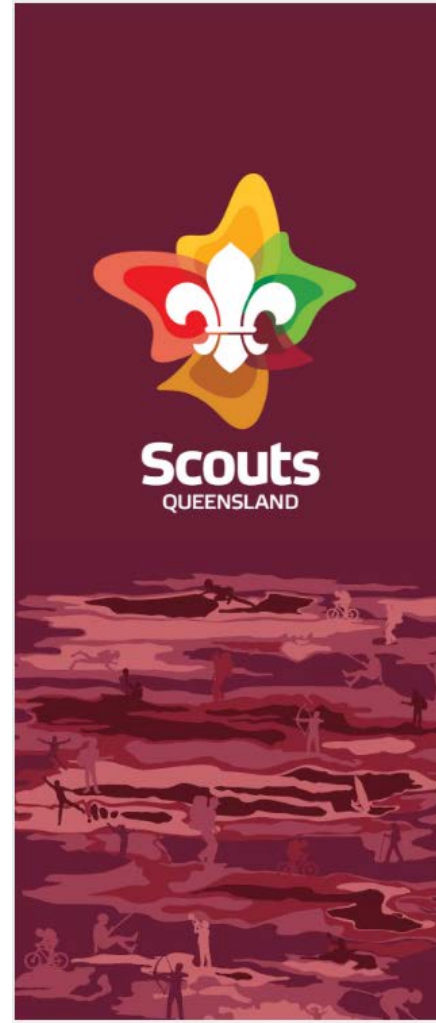
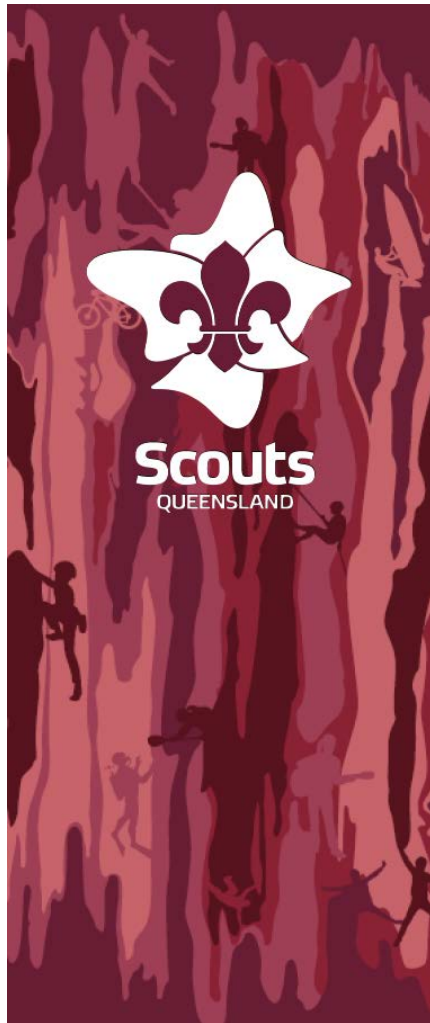
Banners – Teardrops & Pod

Banners may either use the white one colour logo on maroon gumtree graphics or the full colour logo on a solid maroon background (still in development). This applies to all banner variations.

White logo with gumtree



Banners – Pull-ups + Lectern Hanger



Posters (A3 & A4)



Want more adventures in life?

Ravenshoe Scout Group

For more information Please Contact
Tony Langer 0438 304 167
rdso.seq@scoutsqld.com.au

You are cordially invited to:

Thargomindah Scout Group Open Day



Scouts QUEENSLAND

Thargomindah State School
17 July 2019 4pm to 6 pm

This is an exciting inaugural event for Thargomindah and Scouts Queensland.

Please come and join in the fun, Leader investitures, cake cutting and Scouting Activities!

RSVP July 10th
Darrell Lee 0487 297 502

Ravenshoe Scout Group

Interested in Scouting?

Sunday 23 June 5pm

Ravenshoe Scout Den
Rear of Marshall Park
Wooroona Road, Ravenshoe

Contact Tony Langer
0438 304 167
rdso.seq@scoutsqld.com.au



Tri-fold Brochure* - 2020 Brochure is in development




Camping
 Hiking
 Team Challenges
 Abseiling
 Rock Climbing
 Canoeing
 Kayaking
 Rafting
 Camp Craft
 Navigating
 Community Involvement
 Environmental Activities
 Creative Arts
 Mountain Biking
 Weekly Meetings




scoutsqld.com.au
 1800 SCOUTS
hello@scoutsqld.com.au

"Try to leave this world a little better than when you found it"
 - Lord Baden Powell
 Founder






FRONT:



How to Join
 Simply contact the Group Leader for your local Group and try us out! We're sure you'll love it! Fees will apply and members do wear a uniform which can be bought once you join, much like your local soccer club!


Volunteering
 Scout Groups rely on volunteers and fundraising events to continue delivering our program and we encourage everyone to be involved in supporting your local Group. We have Committees of dedicated adults who ensure the Leaders have the necessary resources to deliver a fantastic program and there are always opportunities for parents and families to support our youth. Volunteering in this movement is not only rewarding but a lot of fun!


Sections
 All sections have their own Leaders and follow a program of age-appropriate activities. All sections welcome both boys and girls. Leaders undertake regular professional development, and network with other Scout Leaders.

Joey Scouts	5 - 8 years
Cub Scouts	8 - 11 years
Scouts	11 - 15 years
Venturer Scouts	15 - 18 years
Rover Scouts	18 - 26 years

For over 100 years, Scouting has shaped the hearts and minds of young people. Today over 50 million young people in 170 countries are involved. Our focus is on developing skills for life in an outdoor environment and teaching our youth the skills they need to become the leaders of tomorrow. Our Scouts learn by doing and experience adventurous activities such as rock climbing, kayaking or mountain biking. We learn basic cooking, first aid and survival skills.

We build character and develop resilience by taking risks and making mistakes in a safe and constructive peer environment. We plan, organise, run and review activities with adult oversight. We are encouraged to think critically and broadened our perspectives on social issues. Scouting leads the world in non-formal education for youth and it's not hard to see why. With Scouts you can do more, learn more, achieve more and go further than ever. So what are you waiting for? It's time to get involved!





Scouts Queensland provides fun youth development activities, building resilient and confident boys and girls aged 5 to 25 in the Joey Scout, Cub Scout, Scout, Venturer Scout and Rover Scout Sections.

We also welcome adult volunteer Scout Leaders. Scouts has opportunities for the whole family to be involved. Everyone is welcome, and we value the diversity of our members. Find out more about the Section of Scouting that is best for you.

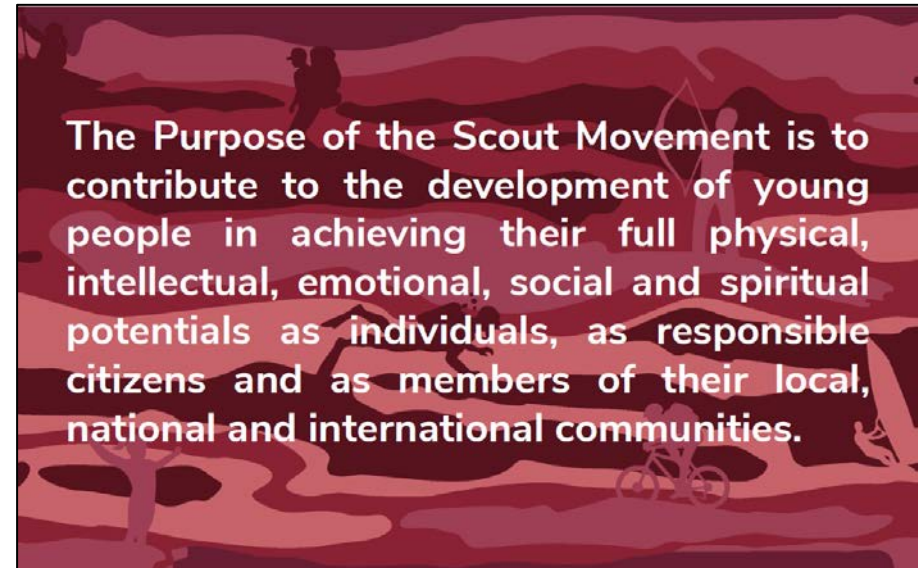
BACK:

Business Cards

FRONT:








BACK:



Tablecloth



Scouts QLD Letterhead (Groups and Branch)

 <p>Scouts QUEENSLAND</p> <p>32 Dixon Street Auchenflower QLD 4066</p> <p>(07) 3870 7000 qldhq@scoutsqld.com.au www.scoutsqld.com.au</p> <p>ABN 67 019 153 391</p> <p>Scouts Australia Member of the World Organisation of the Scout Movement</p> 	 <p>Scouts QUEENSLAND</p> <p>"insert address here"</p> <p>"insert phone here"</p> <p>"insert email here"</p> <p>www.scoutsqld.com.au</p> <p>ABN 67 019 153 391</p> <p>Scouts Australia Member of the World Organisation of the Scout Movement</p> 	 <p>Scouts QUEENSLAND</p> <p>32 Dixon Street Auchenflower QLD 4066</p> <p>(07) 3870 7000 qldhq@scoutsqld.com.au www.scoutsqld.com.au</p> <p>ABN 67 019 153 391</p>
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Scouts QLD email footer



[first name] [last name]

[title]

The Scout Association Australia Queensland Branch Inc.

32 Dixon Street, Auchenflower QLD 4066 Australia

T 07 3870 7000 D 07 3721 5751

[\[email\]](#)

www.scoutsqld.com.au

[availability/working hours]

Note: resize Scouts logo as needed.



John Smith

Joey Leader

Scout Group

District/Region

Scout Den Address

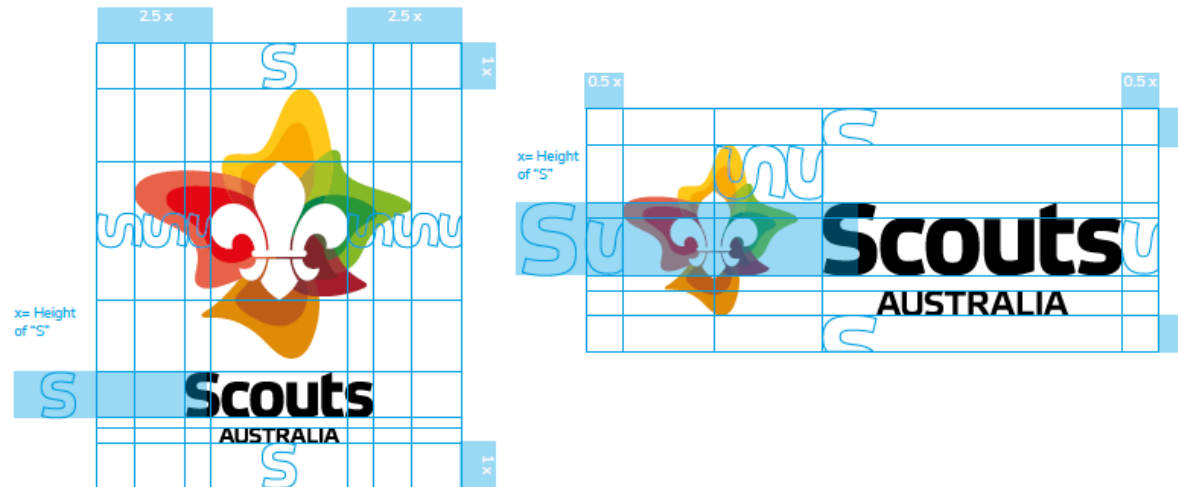
MOB: 04 xxx xxx

[\[email\]](#)

www.scoutsqld.com.au

Logo Usage Requirements

Clear Space



Minimum Size

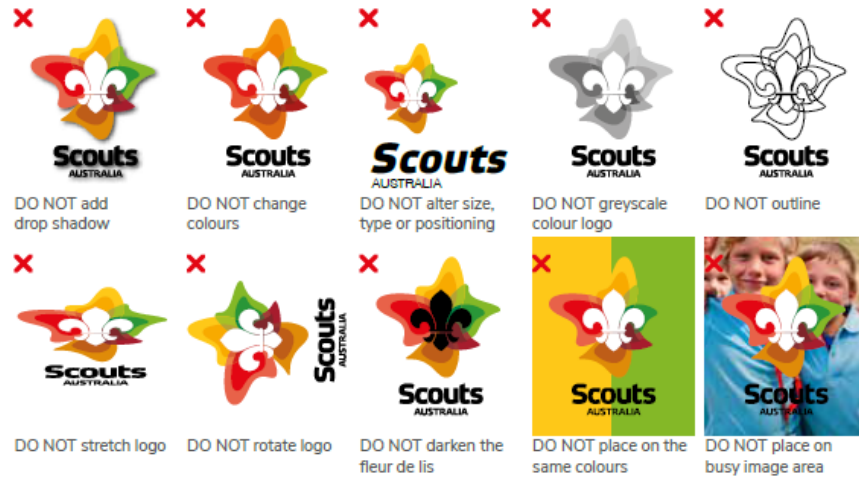


17mm



30mm

Incorrect Usage



Colour Codes for Sign maker usage (Section 11.1 Our Colours)

National Colours'

Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c	Dark Grey K80	
Scouts Medium Blue C85 M65 Y20 K0 R61 G92 B146 PMS 7684c		
Scouts Dark Blue C98 M76 Y20 K0 R26 G65 B111 PMS 2746c	Scouts Dark Green C97 M33 Y78 K24 R0 G102 B74 PMS 342c	Scouts Teal C95 M16 Y53 K0 R0 G143 B136 PMS 7714c

Sectional Colours'

Scouts Joeys C21 M76 Y100 K10 R182 G85 B24 PMS 471c	Scouts Cubs C0 M22 Y91 K0 R255 G200 B46 PMS 123c	Scouts Scouts C95 M0 Y100 K0 R0 G174 G66 PMS 354c	Scouts Venturer C25 M100 Y79 K20 R158 G27 B50 PMS 201c	Scouts Rover C8 M97 Y100 K1 R220 G41 B30 PMS 485c
Scouts International C79 M94 Y0 K0 R98 G37 B153 PMS527c				

QLD Colours'

Scouts QLD Maroon R104 G29 B53 R38 G38 B97 PMS 7428c	Primary Colour	Scouts QLD Burgundy C10 M80 Y50 K75 R86 G21 B30 PMS 7645c	Scouts QLD Ruby C42 M100 Y82 K18 R138 G34 B53 PMS 209c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts QLD Light Maroon C26 M84 Y0 K20 R158 G64 B85 PMS 7435c	Scouts QLD Salmon C22 M74 Y52 K0 R199 G99 B106 PMS 7419c	