



Scouts
AUSTRALIA

Scouts Australia Brand Book
January 2020

Welcome to the Scouts Australia Brand Book.

We've updated how we look, and defined more clearly what we represent. Now it's up to you to play your part in making Scouts Australia more visible and better recognised in our community.

In our Brand Book you'll find details about our logo, imagery, colours, graphics and more. Each of us is a brand ambassador. So it's up to us to deliver clear, consistent and compelling communications that will help Scouting grow!

Read on to find out how.



1.1 A Snapshot of Our Elements

pg. 4

The Scouts Australia Brand is made of many elements:

- Logo or Brandmark
- Imagery
- Gumtree Graphics
- Iconography
- Colour Palette
- Typography
- How we write and speak

Brandmark



Imagery



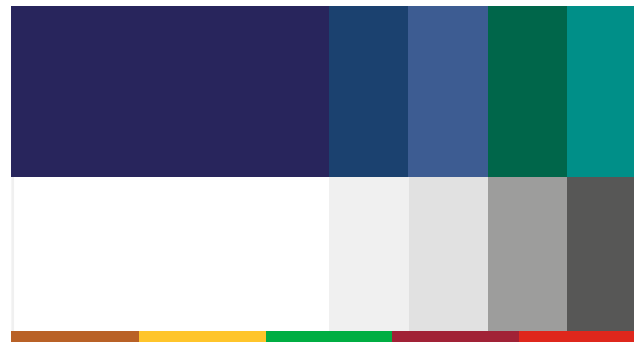
Gumtree Graphics



Iconography



Colour Palette



Typography

Nunito Sans Black

Nunito Sans Bold

Nunito Sans Regular

AaBb
AaBb
AaBb

This is what we represent and how we speak to others:

What Scouting represents:	Integrity	Respect	Care	Self-Confidence	Cooperation
Our personality:	Challenging	Fun	Bold	Adventurous	Friendly
How we write and speak:	Empowering	Optimistic	Active	Confident	Inclusive
	<ul style="list-style-type: none"> – inspiring & proactive – highlighting the experiences of real people – we invite people into our story 	<ul style="list-style-type: none"> – uplifting & inspiring – clear and direct expression – charismatic & positive 	<ul style="list-style-type: none"> – engaging & conversational – active everyday language 	<ul style="list-style-type: none"> – speaking with conviction – short, sharp sentences – positive language 	<ul style="list-style-type: none"> – diverse & welcoming – speaking as a family: 'us', 'our', 'we'

3.1 Brand Use and Approval Process

The Scouts Australia brand is trademarked and all copyright belongs to Scouts Australia. We let our members use our branding to support Scouting as long as they use it correctly and according to this Brand Book.

If you're producing merchandise (caps, t-shirts etc) to sell for fundraising or an event, we do want to approve it before it's manufactured.

Any use of Scouting branding that benefits individuals or other organisations or companies, or associates us with other organisations, needs prior written permission from Scouts Australia.

If you're not sure? Read the details on page 33 of this book.

If you're still not sure, contact your Branch, or send your query to brand@scouts.com.au



4.1 Our Logo

Our logo is inspired by the Southern Cross, the contours of the maps that guide us, and the five Sections of Scouts Australia. The fleur de lis, Scouting's global symbol, connects us to Scouts around the world.

We use our symbol for our National brand, our State brands, our Groups and any other Scout-related activities.

Master Brand



Branches



Sections



5.1 Our National and Branch Logos

We use our logo vertically as much as possible, although the horizontal option can be used sparingly.

On white or light backgrounds we use the full colour version with black lettering, or the black or PMS version.

On dark backgrounds we use the full colour with white lettering or the monotone white.

When embossing we use the white monotone.

When our logo is used in full colour, the fleur de lis appears in white.

When the single colour version is used, the fleur de lis can appear in white, black or blue or the colour of the background colour as long as the background colour showing through fleur de lis is a single, solid colour. This also applies when using it on the Gumtree Graphics.

We aim to always use the words "Scouts Australia", or our Branch name or Group name with the logo. This aids in building recognition of our brand. Where a logo is used in a uniquely and clearly identifiable Scouting context, such as on a Scout badge, or on a Scout woggle, the logo may be used without the words below.

In all other contexts please use the full logo including the words below.

For versions of the logo that are suitable for embroidery or signwriting, please refer to page 15.

Master Brand



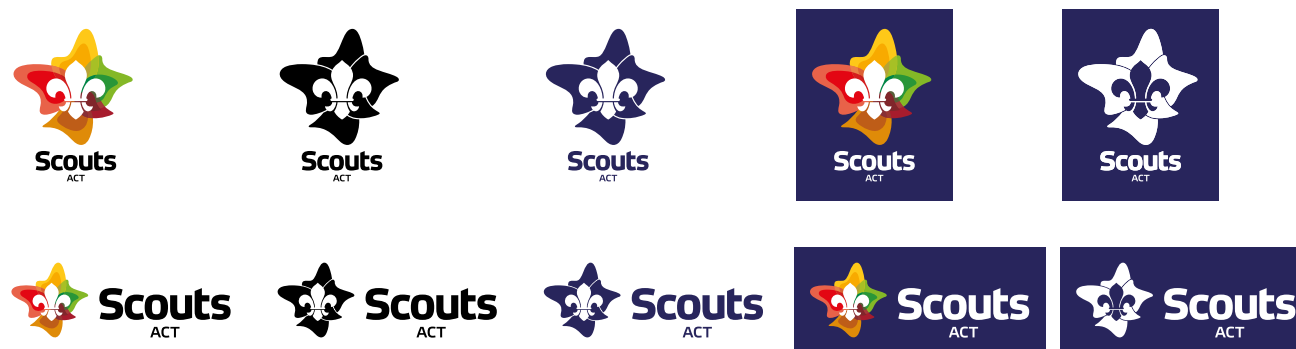
National Logo Set



Branch Master Logos



Branch Logo Set Example (All Branch logos are available on the Brand Centre at www.scouts.com.au)



6.1 Our Section Logos

When we are creating Section-specific materials we use the Section logos.

We use our Section logos vertically as much as possible, although the horizontal option can be used sparingly

Our Section logos can appear in full colour, black or the PMS colour for that Section. The Section PMS colours can be found on page 19.

We use our Section logos with black or white lettering or the PMS colour of that Section.

When the single colour version is used, the fleur de lis can appear in white, black or blue or the colour of the background colour as long as the background colour showing through fleur de lis is a single, solid colour. This rule also applies when using it on the Gumtree Graphics.

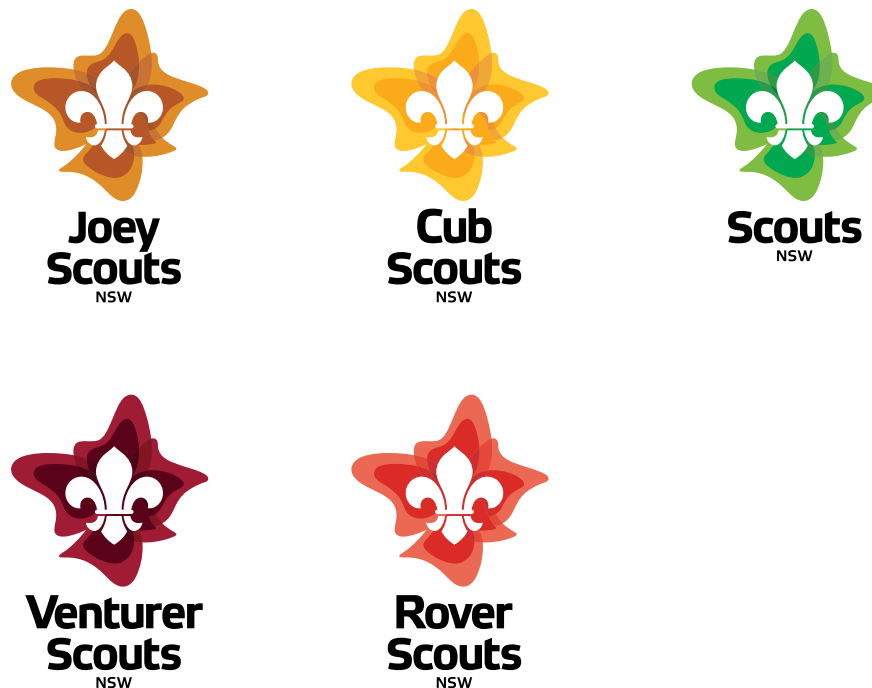
Sections Master Logos (Full Colour)



Sections Logo Set Example (All Section logos are available on the Brand Centre at www.scouts.com.au)



Sections Branch Logos (Full Colour)



Sections Branch Logo Set Example (All Branch Section logos are available on the Brand Centre at www.scouts.com.au)



7.1 Our Enterprise Logos

There are many specialised activities related to Scouting such as commercial retailers, activity centres, or a specific activity formation. They may be owned by, or belong to a Branch or Scouts Australia. Where there is a formal and recognised connection and they have the approval of Scouts Australia or one of its Branches to use the logo to identify it as a part of Scouting, the following guidelines should be followed along with the other guidelines on correct usage.

We use our Enterprise logos with National blue, black or white lettering. Enterprise logos also have the flexibility to have the typography vertical or horizontal to suit the applications where they will appear.

The word "Scout" should be used where possible in the title to associate the enterprise with Scouts Australia.

When our logo is used in full colour, the fleur de lis is used in white.

When the single colour version is used, the fleur de lis can appear in white, black or blue or the colour of the background colour as long as the background colour showing through fleur de lis is a single, solid colour. This applies when using it on the Gumtree Graphics.

The typeface used for the name of the Scout enterprise is 'Elektra Text Pro Regular'.

Enterprise Logos



Enterprise Logo Set Example

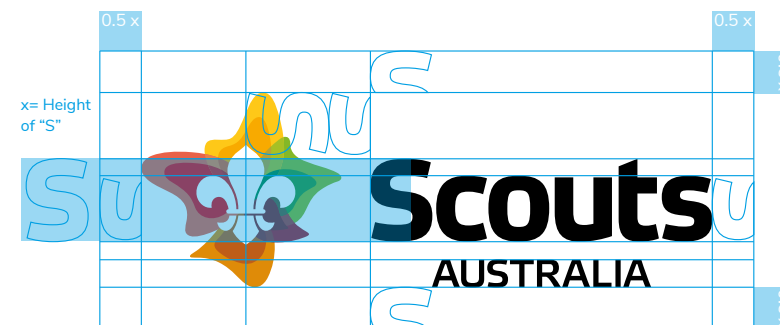
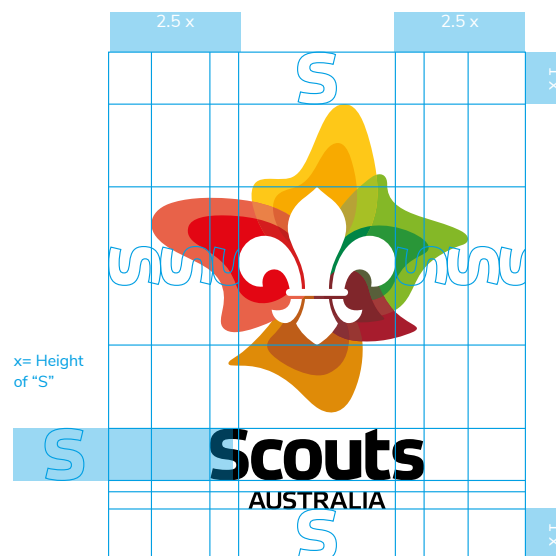


8.1 Correctly Using Our Logos

Leave space around the logo so it displays to full effect. On either side leave 2.5 x the letter S in 'Scouts' and 1 x S above. Don't squeeze, stretch or distort.

Always use the files you download from our website rather than drawing or adapting the logo. That way it will stay strong and recognisable.

Clear Space



Minimum Size (with Type)

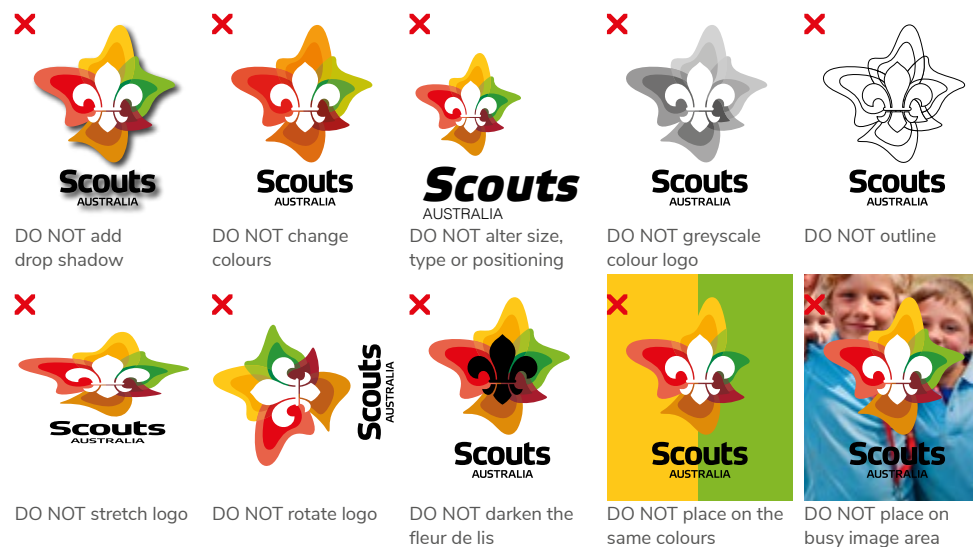


17mm



30mm

Incorrect Usage



8.2 Correctly Using Our Logos with Imagery

pg. 14

When using the logo with imagery, please follow the logo guidelines in this book. Also consider how the logo interacts with the imagery.

Correct Placement



Logo placement is in an area that isn't busy, logo follows the correct clear space rules, the transparent fleur de lis has been placed on a 'clear' part of the image.

Incorrect Placement



Logo placement is in a busy part of the imagery, clear space rules haven't been followed, the transparent fleur de lis has been placed on a part of the image with too much going on.

Correct Placement



Logo placement is in an area that isn't busy, logo follows the correct clear space rules

Incorrect Treatment



Incorrect Logo selection, the black Logotype is clashing too much with the imagery.

9.1 Embroidery and PMS Matching

Sometimes signwriters or embroiderers or even cake makers will require a simpler version of the logo that doesn't have the overlapping colours.

In these instances you can use a 6, 7, 10 or 11 colour version of the logo.

The preferred method would be to use the 10 or 11 colour version.

Sometimes it will be difficult to embroider the words under the logo, particularly if the size is small. Where a logo is used in an obviously Scouting context, such as on a Scout badge or on a Scout woggle, the logo may be used without the type below.

The minimum size is 12mm wide.

6 Colour Version



7 Colour Version



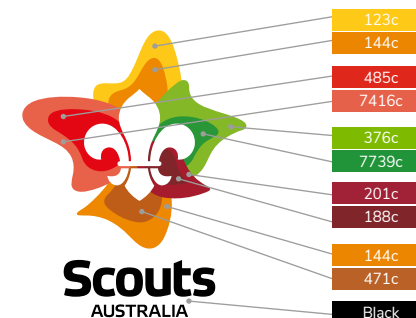
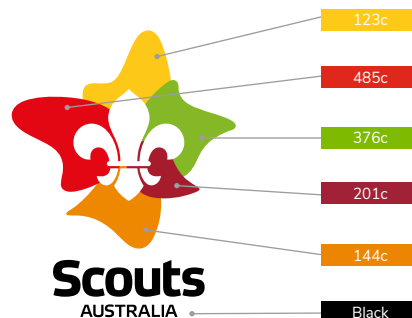
10 Colour Version



11 Colour Version



PMS Colours for Colour Matching



Logomark use at Small Scale (without type)



12mm

10.1 Correct File Formats

When designing or creating Scouts Australia collateral using any of the Master Brands, it is important that you choose the correct file format to ensure colour consistency and achieve maximum vibrancy.

This table shows which file format(s) are appropriate and inappropriate to use in each of the different situations.

	Formats for Display/Screen	Formats for Print	
	RGB	CMYK	PMS / CMYK
Create PowerPoint presentations, Word documents or Excel spreadsheets with Microsoft Office	✓	✗	✗
Design a website	✓	✗	✗
Design multimedia presentations, interactive material, and all other (display/screen) collateral not created with Microsoft Office	✓	✗	✗
Design a piece of printed collateral with desktop publishing software, reproduced with only process inks (CMYK)	✗	✓	✗
Design a piece of printed collateral with desktop publishing software, reproduced with process inks (CMYK) and a PMS	✗	✓	✓

We use an easy to access, clean and modern font.

Nunito Sans is used for text in Light, Regular, Bold and Black.

Download it onto your computer from:

<https://fonts.google.com/specimen/Nunito+Sans>

There's also a web version for online.

Headings:

Nunito Sans Black

eg. 38pt/38pt Leading, -10 tracking

Body Copy:

Nunito Sans Regular/Bold

eg. 10pt/12pt Leading, -10 tracking

Photo Captions:

Nunito Sans Light

eg. 10/12pt Leading, -10 tracking

Majority of text is left aligned, in upper and lower case.

Centred and right aligned text may be used if required.

Electronic Documents

Please be aware that documents sent electronically may not be received in Nunito Sans if the recipient does not have it installed on their machine. Please always send a PDF of documents to preserve the font.

Default Font

Sometimes there are circumstances when Nunito Sans cannot be used. In these cases please use Arial.

Use Arial for Emailing

For emails please use Arial as Nunito Sans won't always be installed on your recipients' machines.

Enterprise logos use Elektra Text Pro Regular.

Refer to page 12 for details.

Nunito Sans



Black

Bold

Regular

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

When you are producing printed or embroidered items for your Scout Group please use the following formats.

The typeface used is Nunito Sans

Scout Group Title:

Nunito Sans Black
eg. 32pt/32pt Leading, -10 tracking

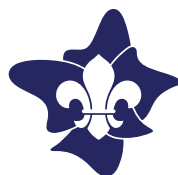
Scout Group Sub Title:

Nunito Sans Regular
eg. 22pt/26pt Leading, -10 tracking

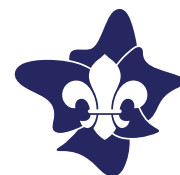
* This size is relative to the logomark. When enlarging or reducing the logo please ensure the size is kept in the correct ratio as displayed.

If you would like your own personal Groups logo created, please email brand@scouts.com.au

Mono Logo (Black may be used)



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group

Full Colour Version (Full Colour reverse may be used)



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group

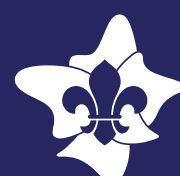


1st North Shepparton
Scout Group

Mono White



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group



1st North Shepparton
Scout Group

13.1 Our Colours

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Our colours are the colours of Australia – sea, sky, trees and animals. We also use the World Scout colour. Take these colours with the numbering on them to your designer and printer so they can match them correctly.

Base Colours

Are the core base colours for the brand, which represent Australia.

The Australian Navy Blue is also the background colour that is used on our uniforms and badges.

The Dark Grey is used for typography.

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

National Gumtree Graphics Colours

Are used to create the National Gumtree Graphics. The base colours are also used.

Scouts Dark Blue
C98 M76 Y29 K16
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

Section Colours

Are used for Section-specific activities.

We use our Section colours on our Section flags, Section logos and Section publications and badges. For the colour specifications used in the National and Branch logos please refer to Embroidery and PMS Matching on page 15.

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

International Colours

Are used in unison with the international Scouts brand.

Scouts International C79 M94 Y0 K0 R98 G37 B153 PMS527c

13.2 Our Gumtree Graphics Colours

Australian Capital Territory

Scouts ACT Gold C20 M25 Y90 K10 R190 G165 B57 PMS 7753c	Primary Colour	Scouts ACT Dark Olive C69 M49 Y85 K50 R58 G71 B42 PMS 5747c	Scouts ACT Olive C60 M20 Y100 K45 R70 G103 B36 PMS 371c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts ACT Emerald C70 M10 Y100 K25 R67 G136 B55 PMS 364c	Scouts ACT Cream C15 M15 Y80 K0 R222 G201 B85 PMS 7752c	

New South Wales

Scouts NSW Cyan C60 M0 Y0 K0 R68 G200 B245 PMS 292c	Primary Colour	Scouts NSW Medium Blue C90 M30 Y0 K30 R0 G107 B158 PMS 7693c	Scouts NSW Blue C88 M18 Y5 K0 R0 G156 B211 PMS Medium Blue c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts NSW Teal C83 M0 Y21 K0 R0 G181 B204 PMS 2995c	Scouts NSW Light Cyan C40 M0 Y0 K0 R142 G216 B248 PMS 291c	

Northern Territory

Scouts NT Orange C0 M65 Y100 K0 R244 G121 B32 PMS 166c	Primary Colour	Scouts NT Burnt Orange C42 M76 Y91 K53 R90 G47 B24 PMS 7596c	Scouts NT Amber C15 M80 Y100 K15 R184 G76 B34 PMS 484c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts NT Dark Orange C0 M70 Y100 K15 R210 G97 B28 PMS 718c	Scouts NT Orange Yellow C0 M45 Y90 K0 R249 G157 B51 PMS 145c	

Queensland

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	

Each Branch uses a specific colour palette for their Branch communications, although members are free to use any palette

Please do not alter these colour palettes in any way, as they have been specifically designed using the colours outlined here. Our Gumtree Graphics should not be used in greyscale.

13.3 Our Gumtree Graphics Colours

South Australia

Scouts SA Red C0 M100 Y100 K10 R215 G25 B32 PMS 186c	Primary Colour	Scouts SA Dark Red C0 M100 Y100 K65 R113 G0 B0 PMS 7631c	Scouts SA Crimson C0 M100 Y100 K40 R158 G11 B15 PMS 202c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts SA Medium Red C0 M90 Y90 K0 R239 G65 B48 PMS 1797c	Scouts SA Peach C0 M60 Y71 K0 R245 G131 B85 PMS 7416c	

Tasmania

Scouts TAS Green C100 M20 Y90 K0 R0 G144 B87 PMS 7727c	Primary Colour	Scouts TAS Dark Green C100 M30 Y90 K40 R0 G90 B55 PMS 3308c	Scouts TAS Medium Green C93 M25 Y92 K25 R0 G113 B65 PMS 357c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts TAS Light Green C59 M11 Y89 K0 R119 G176 B83 PMS 576c	Scouts TAS Light Lime C45 M0 Y75 K0 R149 G203 B110 PMS 369c	

Victoria

Scouts VIC Dark Navy C100 M56 Y0 K60 R0 G49 B96 PMS 7463c	Primary Colour	Scouts VIC Navy C100 M70 Y0 K30 R0 G66 B130 PMS 301c	Scouts VIC Blue C100 M56 Y0 K20 R0 G88 B153 PMS 7693c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts VIC Mid Blue C97 M60 Y0 K0 R0 G103 B179 PMS 7691c	Scouts VIC Light Blue C100 M35 Y0 K0 R0 G131 B202 PMS 7461c	

Western Australia

Scouts WA Yellow C0 M30 Y100 K0 R253 G185 B19 PMS 130c	Primary Colour	Scouts WA Black C0 M50 Y90 K100 R32 G0 B0 PMS Black c	Scouts WA Brown C0 M42 Y74 K69 R109 G69 B28 PMS 7596c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c
		Scouts WA Burnt Yellow C0 M42 Y93 K44 R156 G102 B20 PMS 731c	Scouts WA Medium Yellow C0 M39 Y100 K17 R212 G143 B21 PMS 131c	

13.4 Our Gumtree Graphics Colours

Each Section uses a specific colour palette for their communications, although members are free to use any palette

Please do not alter these colour palettes in any way, as they have been specifically designed using the colours outlined here. Our Gumtree Graphics should not be used in greyscale.

Joeys

Scouts Joeys Brown
Primary Colour
C21 M76 Y100 K10
R182 G85 B24
PMS 471c

Scouts Joeys
C25 M82 Y100 K29
R150 G58 B19
PMS 1675c

Scouts Joeys
C21 M76 Y100 K20
R170 G74 B20
PMS 1525c

Scouts Joeys
C13 M66 Y91 K8
R203 G104 B37
PMS 717c

Scouts Joeys
C8 M58 Y81 K0
R227 G128 B60
PMS 715c

Cubs

Scouts Cubs Yellow
Primary Colour
C0 M22 Y91 K0
R255 G200 B46
PMS 123c

Scouts Cubs
C0 M40 Y91 K50
R148 G104 B16
PMS 146c

Scouts Cubs
C0 M40 Y100 K24
R200 G137 B0
PMS 7550c

Scouts Cubs
C17 M39 Y100 K0
R216 G159 B0
PMS 124c

Scouts Cubs
C4 M30 Y92 K0
R243 G184 B25
PMS 143c

Scouts

Scouts Scouts Green
Primary Colour
C95 M0 Y100 K0
R0 G174 G66
PMS 354c

Scouts Scouts
C90 M31 Y91 K21
R0 G109 B60
PMS 349c

Scouts Scouts
C86 M21 Y96 K6
R0 G134 B61
PMS 355c

Scouts Scouts
C74 M4 Y87 K0
R62 G167 B78
PMS 7481c

Scouts Scouts
C58 M3 Y88 K4
R121 G177 B67
PMS 7488c

Venturer

Scouts Venturer
Primary Colour
C25 M100 Y79 K20
R158 G27 B50
PMS 201c

Scouts Venturer
C31 M94 Y67 K51
R111 G28 B38
PMS 188c

Scouts Venturer
C31 M94 Y67 K41
R126 G32 B45
PMS 202c

Scouts Venturer
C25 M100 Y79 K32
R144 G22 B36
PMS 7622c

Scouts Venturer
C22 M86 Y61 K22
R165 G54 B66
PMS 4719c

Rover

Scouts Rover Red
Primary Colour
C8 M97 Y100 K1
R220 G41 B30
PMS 485c

Scouts Rover Burgundy
C23 M97 Y100 K27
R153 G31 B18
PMS 7622c

Scouts Rover Dark Red
C18 M100 Y93 K0
R199 G24 B34
PMS 1795c

Scouts Rover Mid Red
C0 M88 Y77 K0
R230 G56 B54
PMS 1787c

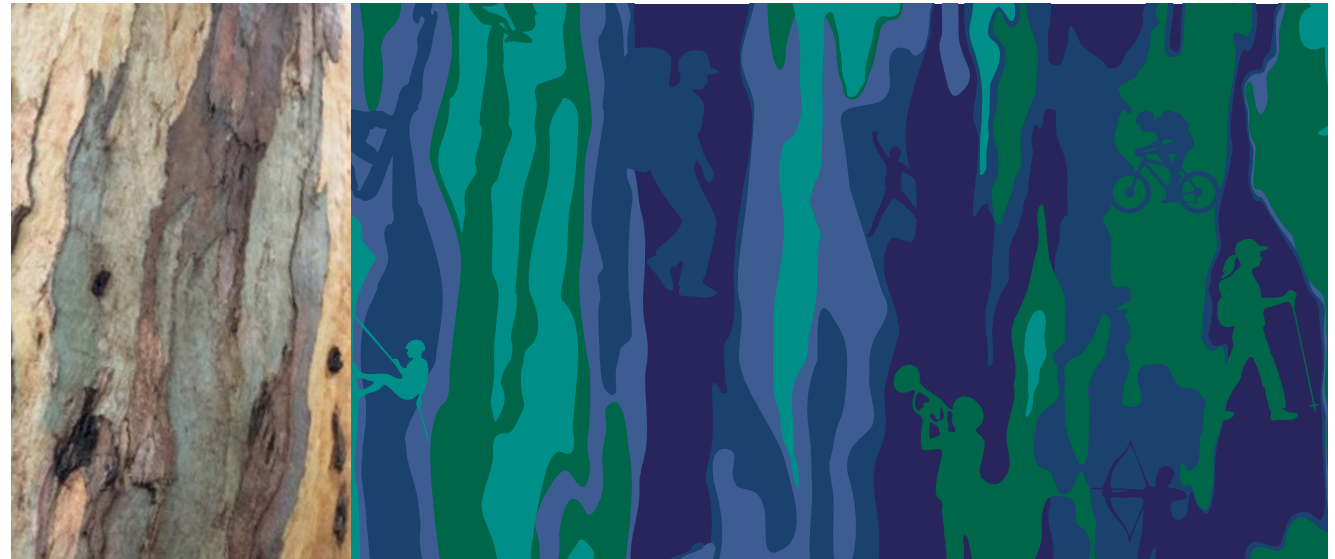
Scouts Rover Coral
C0 M77 Y67 K0
R234 G87 B75
PMS 178c

14.1 Our Gumtree Graphics

We camp and hike surrounded by gumtrees and their wonderful bark patterns.

We use them to show the world the adventures we have in Scouting.

Vertical



Horizontal

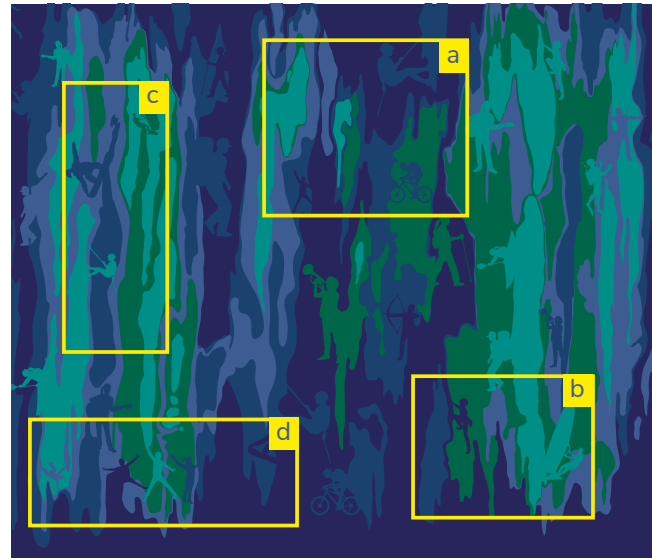


14.2 Our Gumtree Graphics

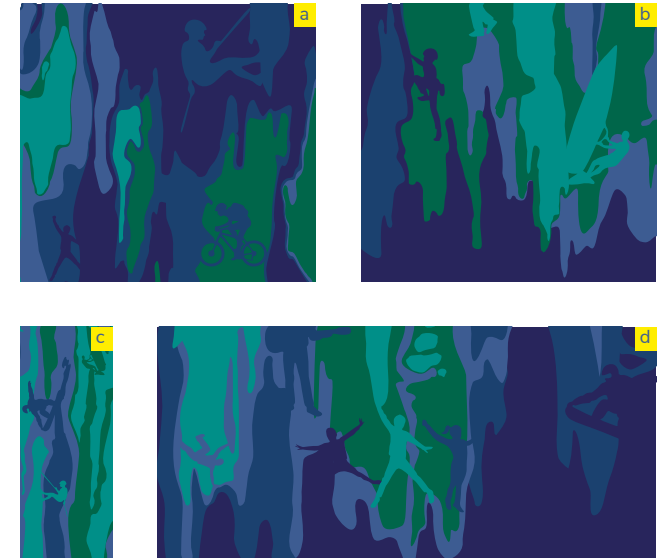
Use our Gumtree Graphics by taking a section in a size to suit your purpose.

Avoid text over the characters in the graphics. This will help others see how active we are in the outdoors.

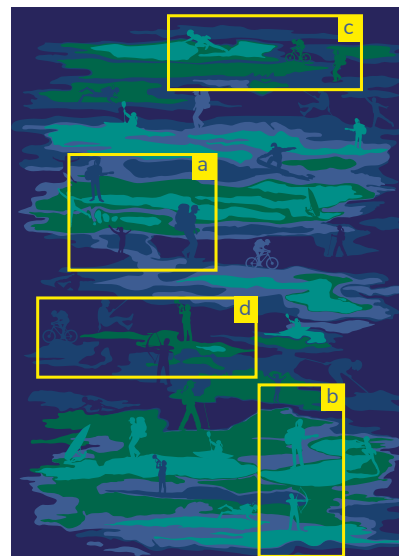
Cropping Examples Vertical



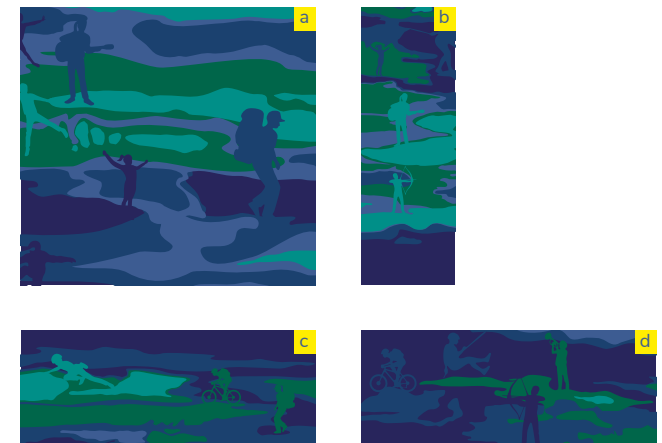
Correct Crop Treatment Examples



Cropping Examples Horizontal



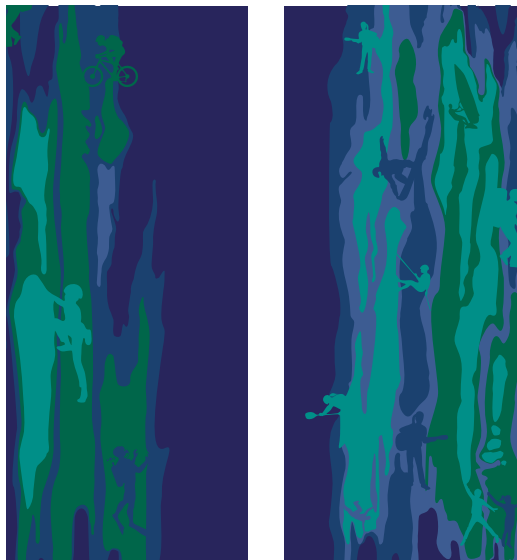
Correct Crop Treatment Examples



14.3 Our Gumtree Graphics

We have other formats for our Gumtree Graphics.

Sections Vertical Navy



Sections Vertical White



Sections Horizontal Navy



Sections Horizontal White



14.4 Our Gumtree Graphics

When using the Gumtree Graphics, please adhere to the following rules:

Correct Usage

You may use the logo in unison with the Gumtree Graphics, ensuring the logo stands out with the fleur de lis in clear space, not overlapping onto other colour sections of the graphic.

When applying to the Gumtree Graphics, use only the white or full colour logo as shown.

Correct



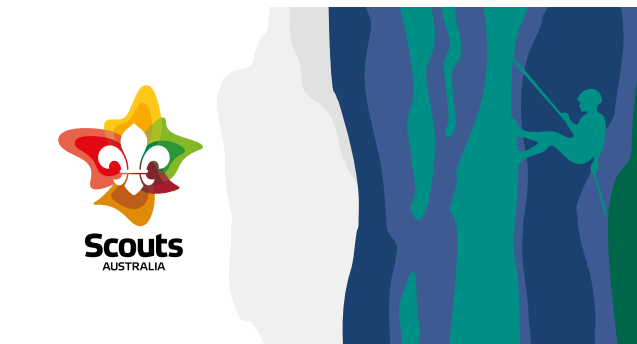
Correct



Correct



Correct



Incorrect Usage

Please ensure the logo never intrudes on the graphic by being placed within a busy area of the pattern across more than one solid colour, or over a figure.

Incorrect



Incorrect



14.5 Our Gumtree Graphics

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When using the Gumtree Graphics on applications please adhere to the following rules:

Correct Usage

You may place text over the Gumtree Graphics, but please ensure legibility.

When using with imagery, you are able to place the image behind the Gumtree Graphics.

Correct (Hall Signage example)



Correct (Poster example)



Correct (Brochure example)



Correct (Scout Hall Painting example)



14.6 Our Gumtree Graphics for Branches

Our Gumtree Graphics come in a variety of palettes that are used by Branches. You may use any palette, but please don't alter these colours as they have been designed using specific shades that can be found on pages 20–21. Our Gumtree Graphics should not be used in greyscale

Australian Capital Territory



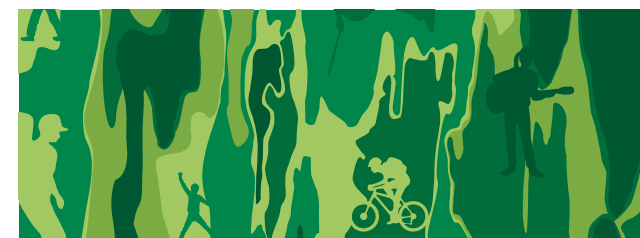
South Australia



New South Wales



Tasmania



Northern Territory



Victoria



Queensland



Western Australia



14.7 Our Gumtree Graphics for Sections

In addition to branches there's a variety of palettes that are used by Sections. Please only use the section graphics in reference to the chosen section, please don't alter these colours. Our Gumtree Graphics should not be used in greyscale.

Joey Scouts



Venturer Scouts



Cub Scouts



Rover Scouts



Scouts

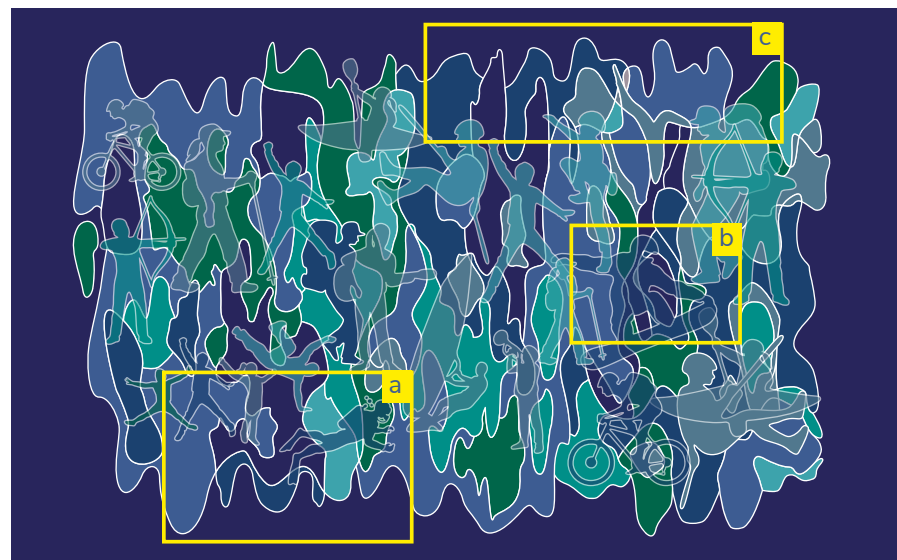


14.8 Our Gumtree Graphics – Alternate Version

We can achieve a more abstract look with the alternate Gumtree Graphics design. Because it is complex, we recommend there is no text on top and you crop the pattern tight.

You may have the pattern cropped edge-to-edge or have the edge of the pattern showing and the dominant colour running the edge.

Gumtree Graphic Alternate Cropping Examples



Correct Use



14.9 Our Gumtree Graphics – Branches Alternate Version

Here's the colour palette of alternate Gumtree Graphics for Branches.

Australian Capital Territory



South Australia



New South Wales



Tasmania



Northern Territory



Victoria



Queensland



Western Australia



14.10 Our Gumtree Graphics – Section Alternate Version

Here's the colour palette of alternate Gumtree Graphics for Sections.

Joey Scouts



Venturer Scouts



Cub Scouts



Rover Scouts



Scouts



14.11 Our Gumtree Graphics – Branches Alternate Version

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When using the Alternate Gumtree Graphics on applications, please adhere to the following rules:

Correct Usage

Please fade to the base colour when using these graphics.

When enlarged, text is able to sit between lines. Please only use with minimal text, such as the logo.

The alternate graphics are able to be used in either vertical or horizontal format.

Correct (Poster example)



Correct (Scout Hall Painting example)



Correct (Banner example)



Incorrect Usage

Do not place text over the Gumtree Graphics Alternate. Please fade to base colour.

Do not fade pattern out to fit.

Incorrect (Hall Signage example)



15.1 Our Imagery

There are two types of photography that really show Scouting off at its best.

- Photos of Scouting in action (usually youth, outdoors).
- Photos taken from the point of view of the participant (eg. showing what it feels like to be in a tent, or canoe, where only part of the body may be visible, eg. hands, feet or back).

Scouting in Action



From the Scouts Perspective



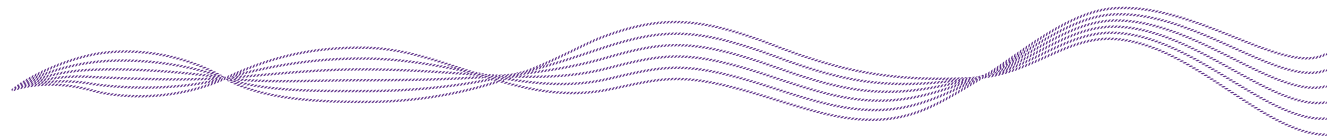
16.1 World Scout Branding

We are permitted to use World Scouting's imagery in certain situations.

We only use it according to the World Scout Brand Identity Guide.

You can find out more at:

https://www.scout.org/sites/default/files/library_files/SCTBrand%20Short%20Identity%20Guide_EN_20150122_0.pdf



Using the brand properly

The Scouts Australia brand identity is an important tool to reinforce our position as a dynamic, welcoming, development organisation for young people.

It is critical that we use it correctly, and protect it from misuse or being associated with non-Scouting activities.

We need all our members to help share our branding widely, to help build the profile of Scouting.

How to play your part

- Follow the directions in this Brand Book to help you create the items you need for your Scouting.
- Use our branding to promote only Scouts Australia-related activities.
- Always abide by trademark and copyright rules. More on that below.

It's not permitted

- to use the branding for non-Scouting related activities (unless permission is granted in writing by the National organisation of Scouts Australia).
- to use any elements for activities that will benefit you personally, financially or otherwise outside of your Scouting.
- to use the logo to imply an endorsement of a product or service (unless there is an appropriate formal agreement with the National organisation of Scouts Australia).
- for people or organisations outside Scouts Australia to use our brand identity in any way, including for any commercial purposes (without permission from the National organisation of Scouts Australia).

The Scouts Australia logo may be used for any appropriate purpose by Scout Groups, Regions, Districts and Branches in Australia.

Please use it correctly on printed materials (eg. letters, business cards and Group notices), websites, signage, promotional

and advertising materials, name bars, clothing and fundraising merchandise.

Before you manufacture any fundraising clothing or merchandise please contact the National organisation of Scouts Australia first so we can check your designs.

It's not permitted to adapt the Scouts Australia brand materials to designs outside the Brand Book.

Who owns the logo and brand identity elements?

The Scouts Australia logo is a registered trademark owned by the National organisation of Scouts Australia, as are the words 'Scout', 'Scouts Australia', 'Be Prepared', 'Joey Scout', 'Cub Scout', 'Venturer' and 'Rover'. We can therefore legally protect our trademarks from misuse and ensure they are used to benefit Scouting.

The National organisation of Scouts Australia also owns the copyright on all art and words outlined in this Brand Book and featured on the Brand Centre on www.scouts.com.au. This means that we can ensure that the elements are used correctly – by our members and others.

How do I check I am using the brand correctly?

We've tried to make it really easy for you.

- Use the artwork found on our Brand Centre at www.scouts.com.au. You'll need to log in with your membership number to access it.
- Use the templates we've already created for brochures, posters, letterhead, social media and more that you'll find on the Brand Centre.
- Don't make alterations to the artwork you download unless they are first approved by Scouts Australia.
- If you'd like to use our branding in another way, or to check that you're using it correctly, contact your Scouts Australia Branch marketing staff. Depending on where and how it will be used, they may refer your query to the National office of Scouts Australia.

What's the right way to use the Gumtree Graphics colour palette?

The Gumtree Graphics colour palette has been designed to allow flexibility, and for Branches to identify Branch-specific items. However, it's not limited to Branch use. As long as you use them in a way that conforms to this Brand Book you are welcome to use the Gumtree Graphics as background imagery for your printed items.

The various colour combinations have been carefully selected. If you have another colour combination you would like to suggest, please contact the national organisation of Scouts Australia. You cannot alter the colours used in the artwork without prior permission.

Who do I ask if I'm not sure?

Contact your Branch marketing staff for materials that will only appear within your state. For materials that will appear outside your state, please contact the National Office of Scouts Australia on 02 8440 5900 or at brand@scouts.com.au to find out more.

I'd like to find out more about commercial use

Every application for commercial use of the branding will be considered against Scouts Australia's strategic interests. If you are given permission to use our branding you may be asked to pay a royalty, and Scouts Australia will need to approve all aspects of how, when, where and why you are using it. Contact the National Office of Scouts Australia on 02 8440 5900 or at scouts@scouts.com.au to find out more.

A general word about copyright

You'll probably be aware that there are rules around using another person's work. These may be photos, words on a website or in a book, drawings, music, video footage and more. In Australia, copyright is automatic and is covered by Australian law. If you want to use another person's work, always check that you're doing so legally.

Scouts Australia owns the copyright on our brand identity, all Scouts Australia's training materials, books, resources, uniforms and all official Scouting supplies.

Thank you for being a brand ambassador for Scouting.
Please return regularly to the Scouts Australia Brand Centre, as more resources are added and we update our Brand Book.

