

Scouts
AUSTRALIA

Scouts Australia Brand Book
January 2019 V3.0

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. Our tone of voice

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'

2. A snapshot of our brand elements

The Scouts Australia Brand is made of many elements:

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

Brandmark



Imagery



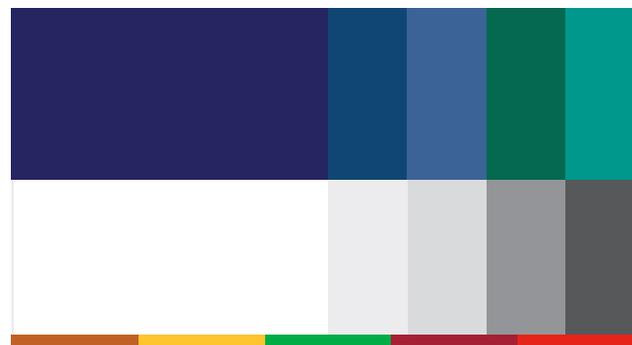
Gumtree Graphics



Iconography



Colour Palette



Typography

Nunito Sans Black

AaBb

Nunito Sans Bold

AaBb

Nunito Sans Regular

AaBb

3. 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 in Section 16 of this book.

If you're still not sure, contact your Branch for further advice.



4. Our logo

Our logo is inspired by the Southern Cross, the contours of the maps that help us scout, 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



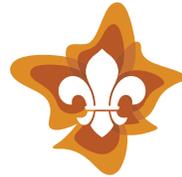
Sections



5. Our Section logos

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

Sections Master Logos



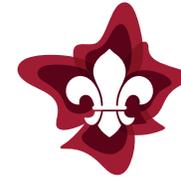
**Joey
Scouts**



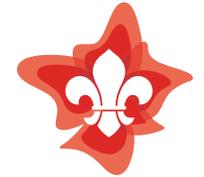
**Cub
Scouts**



Scouts



**Venturer
Scouts**



**Rover
Scouts**

Sections Logo Set Example (Provided with all Sections)



**Joey
Scouts**



**Joey
Scouts**



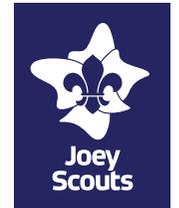
**Joey
Scouts**



**Joey
Scouts**



**Joey
Scouts**



**Joey
Scouts**

6.1. 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.

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

We can use the white monotone on a dark background, or it can be used when embossing.

The fleur de lis only appears in white for colour or black and white, or blue or black with white contours.

If you are printing on a coloured background, the fleur de lis must remain white for colour or black and white printing, or blue or black for mono printing.

The fleur de lis cannot be the colour of the background unless it is white, black or blue., or unless being applied to our special graphic backgrounds as detailed in Section 12.4.

Master Brand



Branch Logo Set Example (Provided with all Branches)



Branch Master Logos



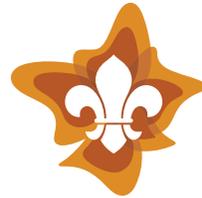
Branch Logo Set Example (Provided with all Branches)



7. Our Section logos

We use our Section logos with black or white lettering, and with a white, black or blue fleur de lis.

Sections Master Logos



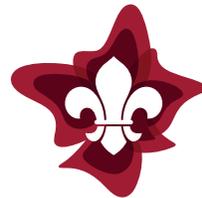
**Joey
Scouts**



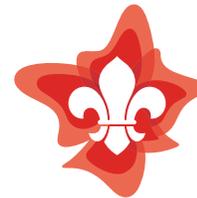
**Cub
Scouts**



Scouts



**Venturer
Scouts**



**Rover
Scouts**

Sections Logo Set Example (Provided with all sections)



**Joey
Scouts**



**Joey
Scouts**



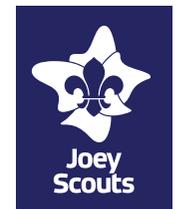
**Joey
Scouts**



**Joey
Scouts**



**Joey
Scouts**



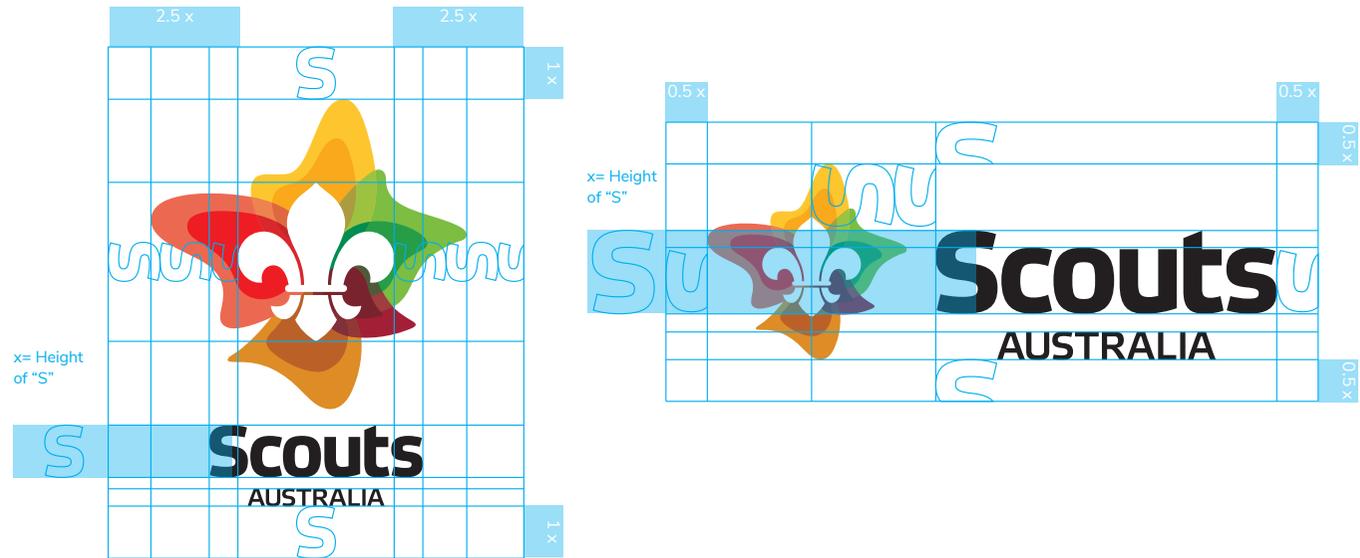
**Joey
Scouts**

8.1. Correct usage

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



17mm



30mm

Incorrect Usage

 DO NOT add drop shadow	 DO NOT change colours	 DO NOT alter size, type or positioning	 DO NOT greyscale colour logo	 DO NOT outline
 DO NOT stretch logo	 DO NOT rotate logo	 DO NOT darken the fleur de lis	 DO NOT place on the same colours	 DO NOT place on busy image area

8.2. Correct usage embroidery only

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 colour version or an 11 colour version of the logo.

The minimum size it will embroider 6 colour is 15mm.

The preferred method would be to use the 11 or 12 colour version

6 Colour Version



7 Colour Version



11 Colour Version



12 Colour Version



9. We use the right 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. 10/12pt 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.

Nunito Sans



Black

Bold

Regular

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

11. Our colours

Our colours are the colours of Australia – sea, sky, trees and animals. We also use the World Scout colour. Take these colours along with the numbering on each of them and your designer and printer will be able to easily match them.

Primary Colours

Are the core brand colours which represent Australia.

Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c	White K0
Scouts Medium Blue C85 M65 Y20 K0 R61 G92 B146	Light Grey K8
	Light-Mid Grey K16
	Medium Grey K50
	Dark Grey K80

Secondary Colours

Are used to support the primary colours.

Scouts Dark Blue C98 M76 Y20 K0 R26 G65 B111	Scouts Dark Green C97 M33 Y78 K24 R0 G102 B74	Scouts Teal C95 M16 Y53 K0 R0 G143 B136
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Section Colours

Are used for the different management areas and projects.

Scouts Joelys 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
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International Colours

Are used in unison with the international Scouts brand.

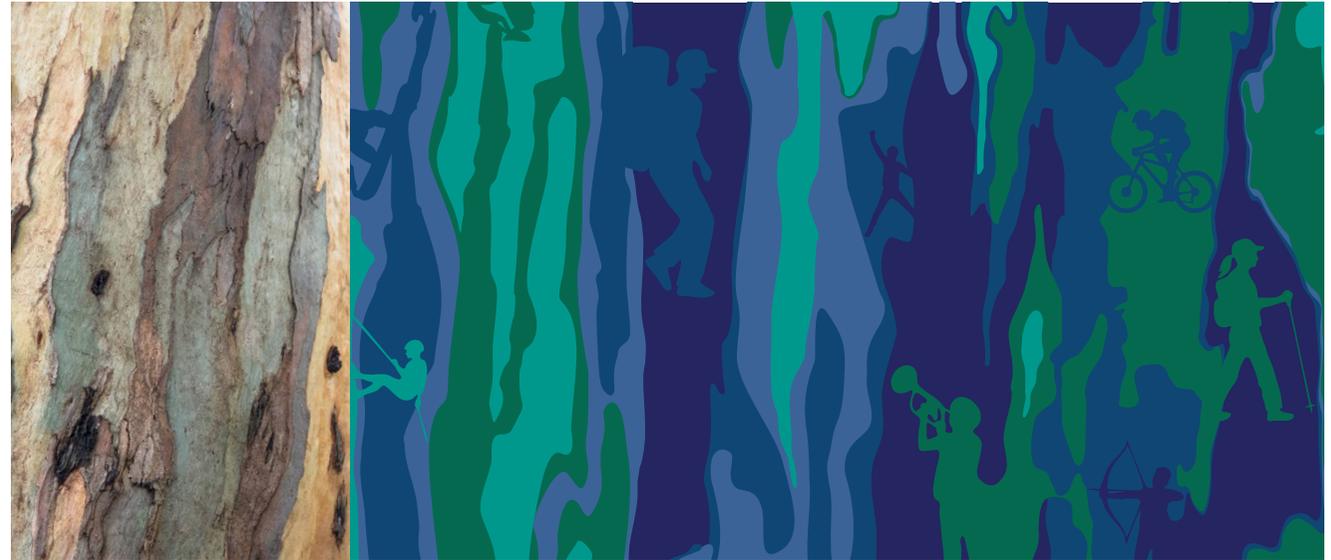
Scouts International C79 M94 Y0 K0 R98 G37 B153 PMS527C
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12.1. Our Gumtree Graphics

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

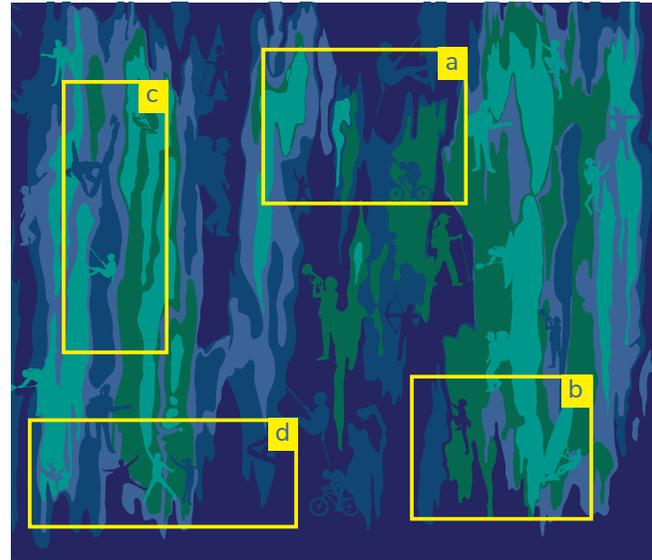


12.2. Our Gumtree Graphics

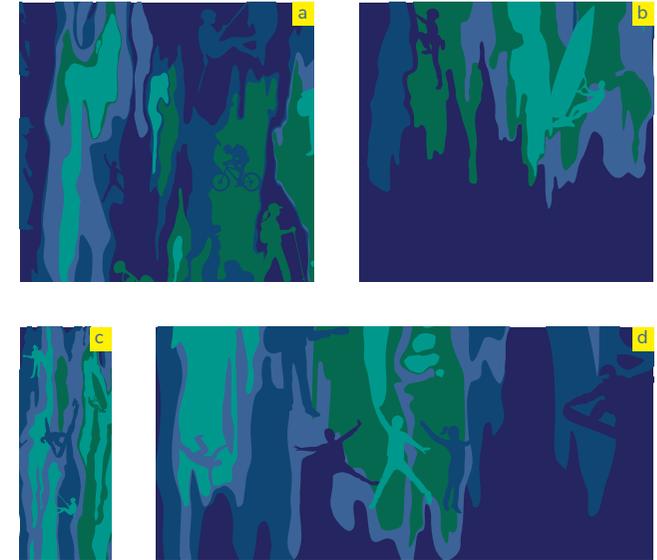
Use our Gumtree Graphics by taking a section in a size to suit your purpose.

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

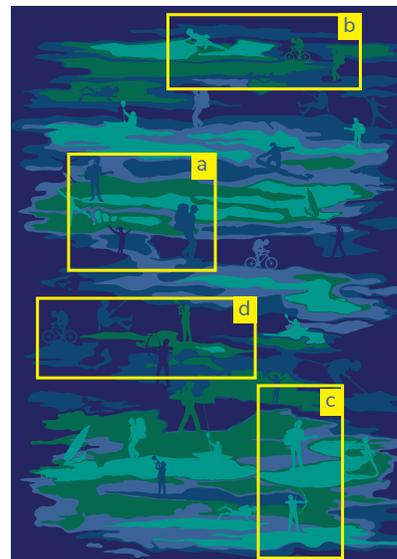
Cropping Examples Vertical



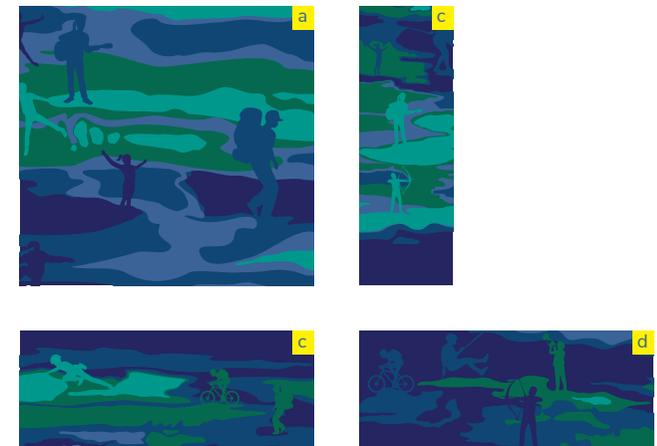
Correct Crop Treatment Examples



Cropping Examples Horizontal

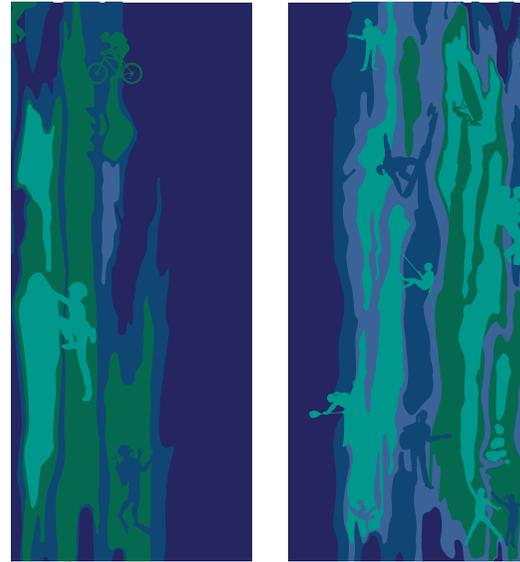


Correct Crop Treatment Examples

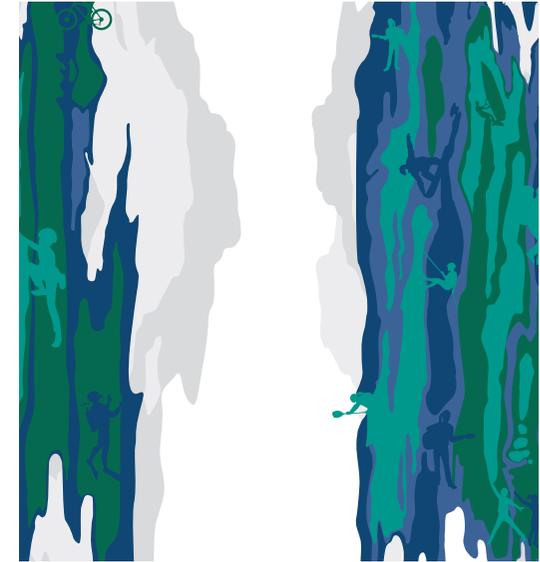


We have other formats for our Gumtree Graphics.

Sections Vertical Navy



Sections Vertical White



Sections Horizontal Navy



Sections Horizontal White



12.4. 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 if it is reversed.

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



12.5. Our Gumtree Graphics

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

Correct Usage

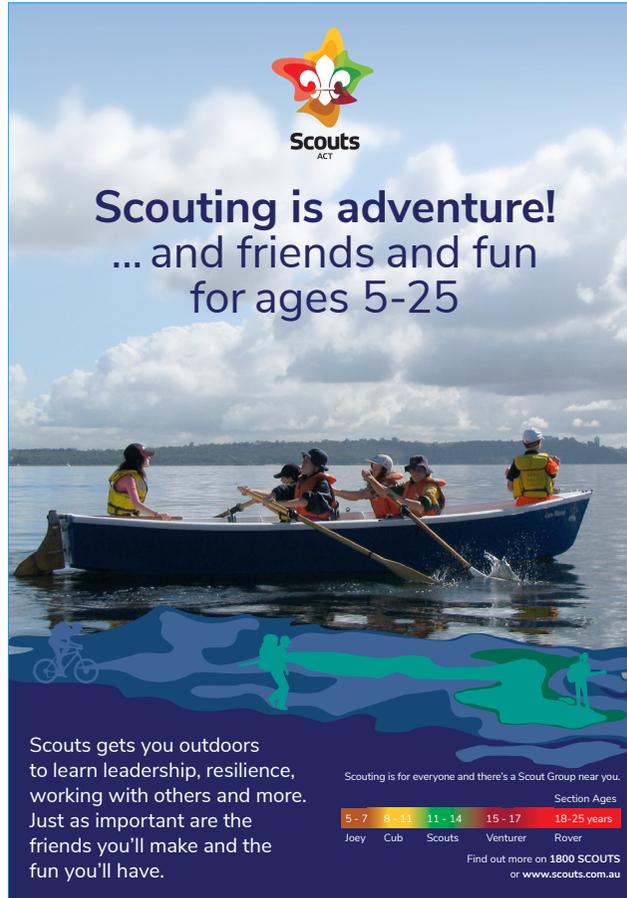
You may place text over the Gumtree Graphics, but please ensure legibility.

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

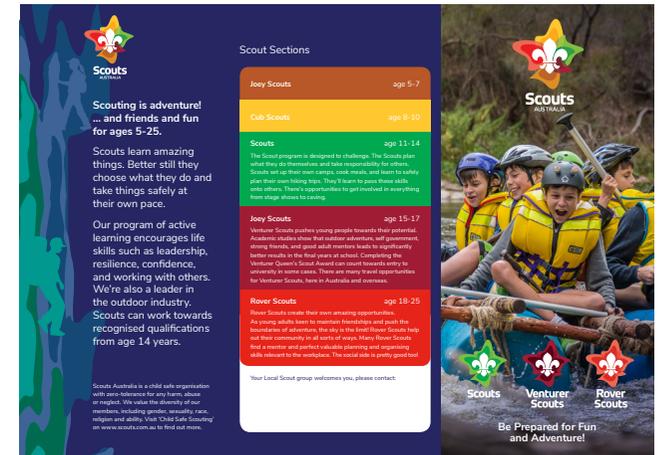
Correct (Hall Signage example)



Correct (Poster example)



Correct (Brochure example)



Correct (Scout Hall Painting example)



12.6. Our Gumtree Graphics for Branches

Our Gumtree Graphics come in a palette of colours that will be used by Branches and you can use them too.

Australian Capital Territory



South Australia



New South Wales



Tasmania



Northern Territory



Victoria



Queensland



Western Australia

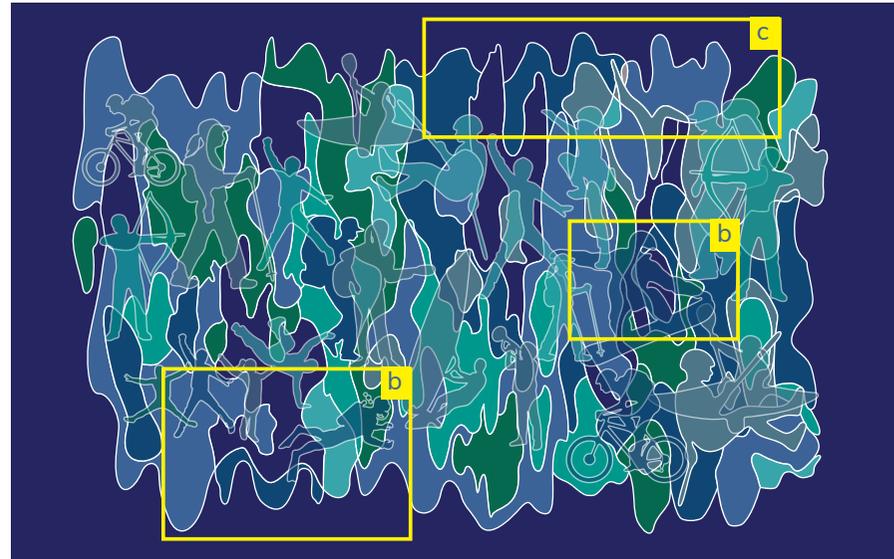


12.7. Our Gumtree Graphics – alternate version

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 cropping 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



12.8. 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



12.9. Our Gumtree Graphics alternate for Branches

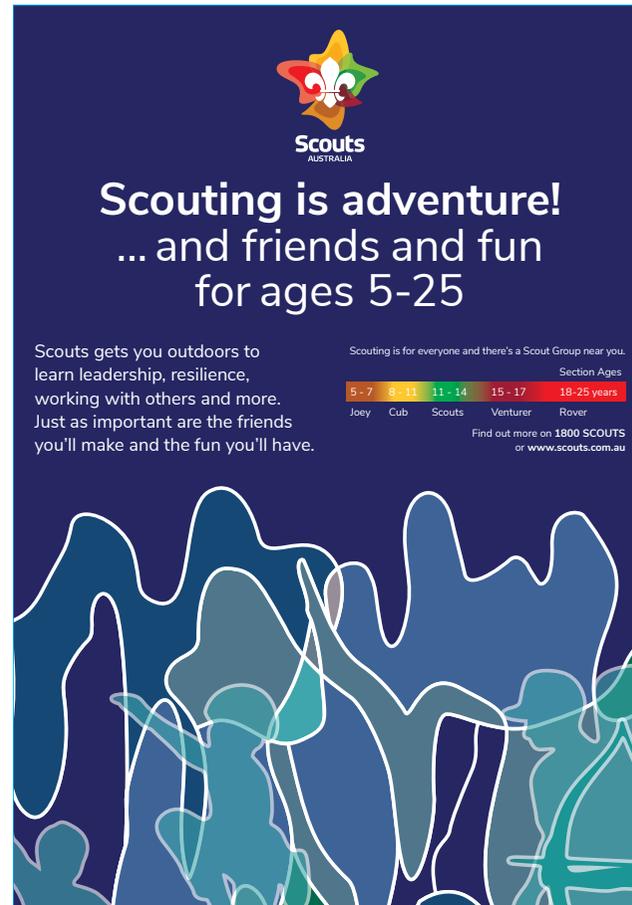
When using the Gumtree Graphics on applications, please adhere to the following rules:

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.

Correct (Poster example)



Correct (Scout Hall Painting 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) ✗



13. Our images

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



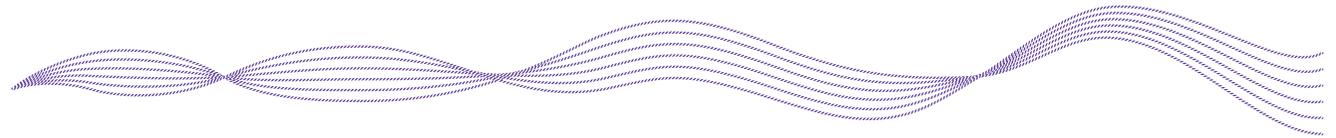
14. World Organisation of the Scout movement branding

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 scouts@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.

The background features a vibrant, abstract pattern of overlapping shapes in shades of blue, teal, and green. Overlaid on this pattern are various white silhouettes of people engaged in outdoor and recreational activities. These include a person in a hat carrying a large pack, a person in a canoe, a person climbing a tree, a person playing a trumpet, and a person sitting on the ground. The overall aesthetic is energetic and outdoorsy.

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.