



Introduction

The key to a strong identity is consistency. Scouts Australia has a new, contemporary visual identity and this document explains how we use our logo, colours and Gumtree Graphics for our flags.

In addition to this document, refer to Scouts Australia's Policy and Rules R15.2 on how flags may be used by Scouts Australia members.

Please also refer to the Scouts Australia Brand Book for details of logo and colour palettes including PMS, CMYK and RGB colours.

Graphics and logos can be downloaded from the Scouts Australia Brand Centre at www.scouts.com.au.

Scouts Australia and Group flags may be purchased or ordered from www.scoutshop.com.au.

For information on Branch and Fellowship flags, please contact your Branch.

Old imagery

Many Formations may have Flags that reflect former imagery (e.g. a Gum Leaf image or a Scout Arrowhead encircled with Rope tied in a Reef Knot). Regardless, it is not intended that this standard requires Formations to immediately replace their flags, the cost of which could be significant. Instead, as need or opportunity prevails the adoption of the new Flag Standard occurs.

Produced by authority of the National Operations Committee of The Scout Association of Australia.

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First produced November 2019, revised February 2021

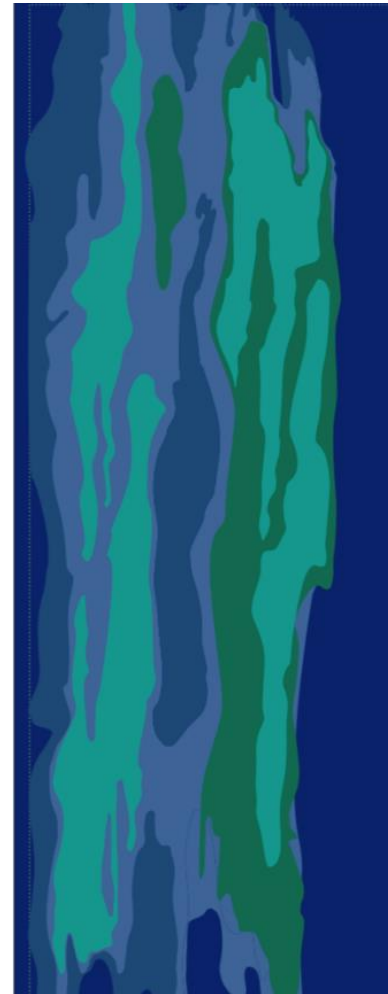
a. **Scouts Australia National Flag**

- Current Scouts Australia emblem in either full colour or the 10-colour version, centred on flag, with 'Scouts Australia' wording in white type below
- Background Australian Navy Blue PMS280c
- Gumtree Graphic - with no figures as per diagram on page 4 – in National colour palette on left



b. Scouts Australia Branch Flags

- Current Scouts Australia emblem in full colour, 10 or 11 colours, centred on flag, with 'Scouts <Branch name>' wording below in white or black type
- Background in Australian Navy Blue (PMS 280c) or the Branch Gumtree Graphic colour palette Primary Colour as outlined in the *Scouts Australia Brand Book*
- Gumtree Graphic with no figures as per diagram on the right – in Branch or National colour palettes - on left



Please use this cross section of the Gumtree Graphics for flags. It can be found on the Brand Centre

c. Formation Flags (Region, District, Group, Section, Fellowships)

- Current Scouts Australia emblem in single white colour, centred on flag, with formation name below
- Gumtree Graphics are not used on a Formation flag
- Lettering is white and stitched
- Where a Venturer Scout Unit or Rover Scout Unit is not in a Group, the flag may bear the name of the Unit.
- Scout Fellowships may bear the name of the Fellowship
- District / Region may bear the name of the District/Region
- Flag background in single colours as follows



Formation	Background Colour
Joey Scout Unit	Tan PMS 471c
Cub Scout Unit	Yellow PMS 123c
Scout Unit	Green PMS 354c
Venturer Scout Unit	Maroon PMS 201c
Rover Scout Unit	Red PMS 485c
Scout Group	Australian Navy-Blue PMS 280c
District / Region	Australian Navy-Blue PMS 280c
Fellowship	Azure Blue PMS 7709C