



Scouts
AUSTRALIA

Scouts Australia Brand Book
June 2025

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.

[Click here](#) to view the story behind our new brand identity.



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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



Alternate Gumtree Graphics

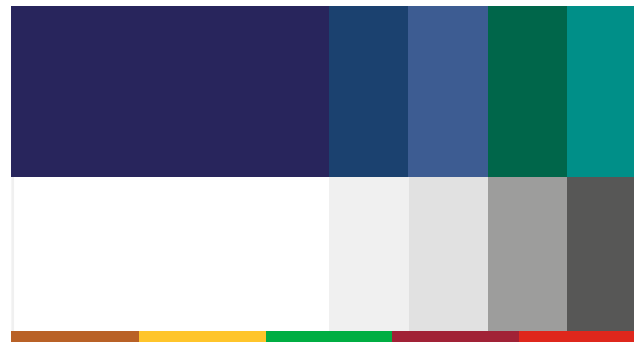


Iconography



[Click here for full range of icons](#)

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'

How to write in the language of the program:

It's important that we write the language of our program in a consistent way. This is important for people to have a consistent understanding of our program and the way in which we use our terminology.

This document especially describes the way we write the language of our program. All resources, training materials, marketing materials, and so on should follow this guide. Informal social spoken language will often be different, of course, and that's ok. However, we should be mindful of how we speak when articulating elements so as not to be confusing. [Click here](#) to view the full document.



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.

[Click here](#) to view the story behind our new brand identity.

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 17.

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 24.

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)



7.1 Our Enterprise & Support Team 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'.

For assistance in developing enterprise logos, please email your branch marketing team or email the national office at brand@scouts.com.au.

Scout Group Logos



1st Berrimah
Scout Group



Ridgehaven
Scout Group



Baywater
Sea Scout Group



Gemfields
Scout Group



1st Flinders Park
Scout Group



Normanhurst
Scout Group

Support Team Logos



Scouts WA
Adventurous
Activity Team



Scouts WA
Abseiling Team



Scouts VIC
Air Activities Team



Scouts WA
Branch Youth Council



Scouts VIC
Cycling Team



Scouts WA
Abseiling Team

7.2 Our Formation Logos & Set Sample

pg. 12

Here are some samples of formation logo.

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'.

For assistance in developing enterprise logos, please email your branch marketing team or email the national office at brand@scouts.com.au.

Formation Logos



Scouts NSW
Air Activities Centre



Scouts WA
Water Activity Centre



Scouts NSW
Air Activities Team



Scouts WA
Water Activity Centre



Scouts NSW
Air Activities Centre



Woodhouse
Activity Centre

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.

Minimum Size (with Type)

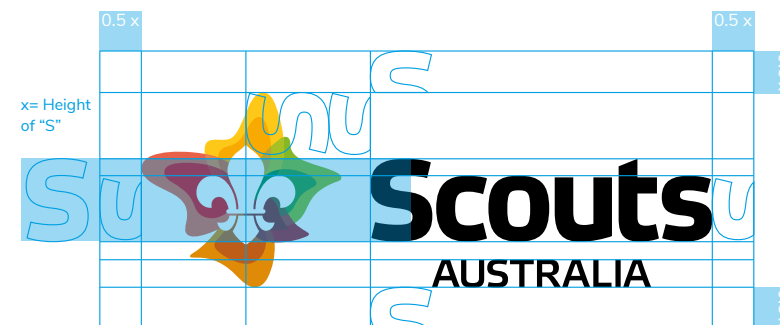
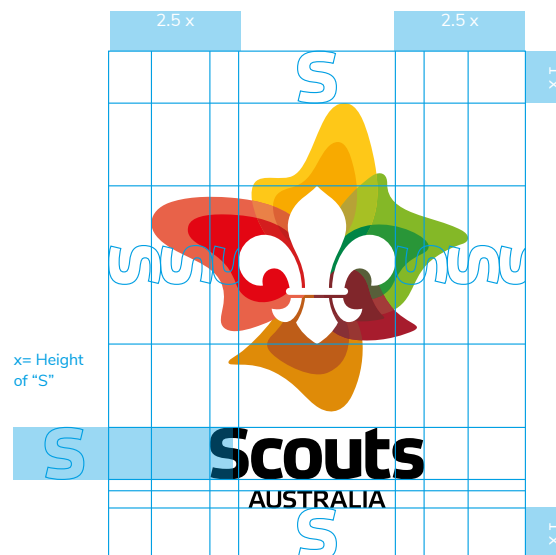


17mm



30mm

Clear Space



Incorrect Usage

×



DO NOT add an image behind logo

×



DO NOT add drop shadow

×



DO NOT change colours

×



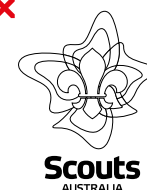
DO NOT alter size, type or positioning

×



DO NOT greyscale colour logo

×



DO NOT outline

×



DO NOT place logo as a transparency

×



DO NOT add other elements to the logo

×



DO NOT change it into dot art

×



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 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 Dual Branding Guideline

When the right opportunity arise, dual branding brings multiple companies (organisations) together to enhance brand identity, recognition, and awareness.

Unlike co-branding, where companies work together on the development of a new branded product, dual branding uses existing products and services.

Here are some samples of dual branding collectarals shown on this page. For templates and sample, please visit : [Scout Australia Brand Centre](https://scoutaustralia.org.au/brand-centre)

* Please refer and follow brand guidelines from both organisations. A review and approval must be granted when amending Scouts Australia resources. Please send your enquiry to brands@scouts.com.au

Pull Up Banner and DL Brochure



Power Point Slide



When working on powerpoint slides, ensure to include logos and full program names from both organisations.

- Clearly display logos and program outline from both organisations
- Contact details to Scouts Australia or State Branches

10.1 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



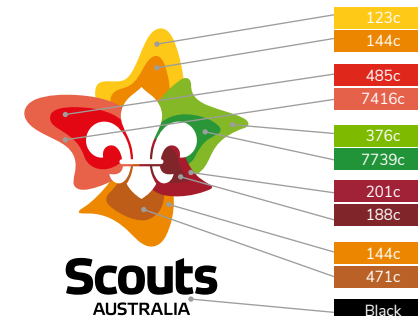
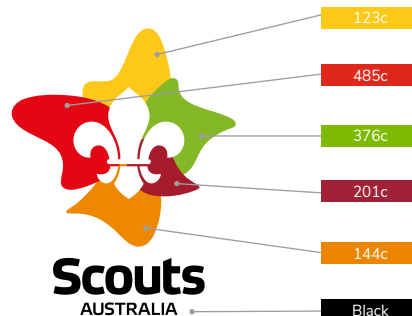
10 Colour Version



11 Colour Version



PMS Colours for Colour Matching



Logomark use at Small Scale (without type)



12mm

10.2 Correctly Using Our Logos

pg. 17

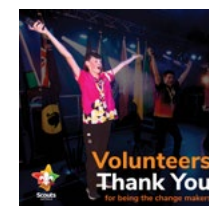
The 15 colours (Master Logo) is being used in most occasions. It is important we use the correct logo on different surfaces and media.

Here are some of the ways we can identify between the different logos and samples of where to use them correctly.

15 Colour Version (Master Logo)



Samples using these logos



Social Media



Email Signature



Print Materials

11 Colour Version



Embroidery
* Note the black outline is part of the construction of the badge



Embroidery on Merchandise



Jacquard Pattern on Towel

7 Colour Version



Rubber Patch on hat

11.1 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://scouts.com.au/members/resources/brand/>
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.

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789

13.1 Scout Groups

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. 18pt/22pt 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.

Mono Logo (Black may be used)



**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

Mono White



**1st North
Shepparton**
Scout Group



1st North Shepparton
Scout Group

14.1 Our Colours

21

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
Hex 28265c
Dulux Master Blue SB8E9

Dark Grey
C0 M0 Y0 K80
R87 G87 B86
Hex 575756

Scouts Medium Blue
C85 M65 Y20 K0
R61 G92 B146
PMS 7684c
Hex 3d5c93
Dulux Integra S40F7

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
Hex 1c4270
Dulux colour: TBC

Scouts Dark Green
C97 M33 Y78 K24
R0 G102 B74
PMS 342c
Hex 00674b
Dulux Green Paw Paw S26E9

Scouts Teal
C95 M16 Y53 K0
R0 G143 B136
PMS 7714c
Hex 008f88
Dulux Green Spool S31H8

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 16.

Scouts Joeys
C21 M76 Y100 K10
R182 G85 B24
PMS 471c
Hex ba6228

Scouts Cubs
C0 M22 Y91 K0
R255 G200 B46
PMS 123c
Hex ffc62e

Scouts Scouts
C95 M0 Y100 K0
R0 G174 G66
PMS 354c
Hex 0cae4b

Scouts Venturer
C25 M100 Y79 K20
R158 G27 B50
PMS 201c
Hex a22237

Scouts Rover
C8 M97 Y100 K1
R220 G41 B30
PMS 485c
Hex de2a26

International Colours

Are used in unison with the international Scouts brand.

Scouts International C79 M94 Y0 K0 R98 G37 B153 PMS527c Hex 83358c

14.2 Our Branches Colours

Australian Capital Territory

Scouts ACT Gold C20 M25 Y90 K10 R190 G165 B57 PMS 7753c Hex c7aa2a	Primary Colour	Scouts ACT Dark Olive C69 M49 Y85 K50 R58 G71 B42 PMS 5747c Hex 424b2a	Scouts ACT Olive C60 M20 Y100 K45 R70 G103 B36 PMS 371c Hex 516b1c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c Hex 28265c Dulux Master Blue SB8E9
		Scouts ACT Emerald C70 M10 Y100 K25 R67 G136 B55 PMS 364c Hex 488729	Scouts ACT Cream C15 M15 Y80 K0 R222 G201 B85 PMS 7752c Hex e4cc49	

New South Wales

Scouts NSW Cyan C60 M0 Y0 K0 R68 G200 B245 PMS 292c Hex 44c8f5	Primary Colour	Scouts NSW Medium Blue C90 M30 Y0 K30 R0 G107 B158 PMS 7693c Hex 006b9e	Scouts NSW Blue C88 M18 Y5 K0 R0 G156 B211 PMS Medium Blue c Hex 009cd3	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c Hex 28265c Dulux Master Blue SB8E9
		Scouts NSW Teal C83 M0 Y21 K0 R0 G181 B204 PMS 2995c Hex 00b5cc	Scouts NSW Light Cyan C40 M0 Y0 K0 R142 G216 B248 PMS 291c Hex 8ed8f8	

Northern Territory

Scouts NT Orange C0 M65 Y100 K0 R244 G121 B32 PMS 166c Hex ee7203	Primary Colour	Scouts NT Burnt Orange C42 M76 Y91 K53 R90 G47 B24 PMS 7596c Hex 623318	Scouts NT Amber C15 M80 Y100 K15 R184 G76 B34 PMS 484c Hex ba4614	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c Hex 28265c Dulux Master Blue SB8E9
		Scouts NT Dark Orange C0 M70 Y100 K15 R210 G97 B28 PMS 718c Hex d15c05	Scouts NT Orange Yellow C0 M45 Y90 K0 R249 G157 B51 PMS 145c Hex f59d24	

Queensland

Scouts QLD Maroon C40 M93 Y59 K45 R104 G29 B53 PMS 7428c Hex 681d34	Primary Colour	Scouts QLD Burgundy C10 M80 Y50 K75 R86 G21 B30 PMS 7645c Hex 571e21	Scouts QLD Ruby C42 M100 Y82 K18 R138 G34 B53 PMS 209c Hex 8d1f2c	Australian Navy Blue C100 M98 Y28 K24 R38 G38 B97 PMS 280c Hex 28265c Dulux Master Blue SB8E9
		Scouts QLD Light Maroon C26 M84 Y0 K20 R158 G64 B85 PMS 7435c Hex a43c51	Scouts QLD Salmon C22 M74 Y52 K0 R199 G99 B106 PMS 7419c Hex ea6952	

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.

14.2 Our Branches Colours

South Australia

<div>Scouts SA Red</div> <div>C0 M100 Y100 K10</div> <div>R215 G25 B32</div> <div>PMS 186c</div> <div>HEX d20a10</div>	Primary Colour	<div>Scouts SA Dark Red</div> <div>C0 M100 Y100 K65</div> <div>R113 G0 B0</div> <div>PMS 7631c</div> <div>HEX 6e0e00</div>	<div>Scouts SA Crimson</div> <div>C0 M100 Y100 K40</div> <div>R158 G11 B15</div> <div>PMS 202c</div> <div>HEX 9c1006</div>	<div>Australian Navy Blue</div> <div>C100 M98 Y28 K24</div> <div>R38 G38 B97</div> <div>PMS 280c</div> <div>Hex 28265c</div> <div>Dulux Master Blue SB8E9</div>
		<div>Scouts SA Medium Red</div> <div>C0 M90 Y90 K0</div> <div>R239 G65 B48</div> <div>PMS 1797c</div> <div>HEX e63323</div>	<div>Scouts SA Peach</div> <div>C0 M60 Y71 K0</div> <div>R245 G131 B85</div> <div>PMS 7416c</div> <div>HEX f0804e</div>	

Tasmania

<div>Scouts TAS Green</div> <div>C100 M20 Y90 K0</div> <div>R0 G144 B87</div> <div>PMS 7727c</div> <div>HEX 00854c</div>	Primary Colour	<div>Scouts TAS Dark Green</div> <div>C100 M30 Y90 K40</div> <div>R0 G90 B55</div> <div>PMS 3308c</div> <div>HEX 005833</div>	<div>Scouts TAS Medium Green</div> <div>C93 M25 Y92 K25</div> <div>R0 G113 B65</div> <div>PMS 357c</div> <div>HEX 006d3a</div>	<div>Australian Navy Blue</div> <div>C100 M98 Y28 K24</div> <div>R38 G38 B97</div> <div>PMS 280c</div> <div>Hex 28265c</div> <div>Dulux Master Blue SB8E9</div>
		<div>Scouts TAS Light Green</div> <div>C59 M11 Y89 K0</div> <div>R119 G176 B83</div> <div>PMS 576c</div> <div>HEX 7bac44</div>	<div>Scouts TAS Light Lime</div> <div>C45 M0 Y75 K0</div> <div>R149 G203 B110</div> <div>PMS 369c</div> <div>HEX a1c861</div>	

Victoria

<div>Scouts VIC Dark Navy</div> <div>C100 M56 Y0 K60</div> <div>R0 G49 B96</div> <div>PMS 7463c</div> <div>HEX 16345c</div>	Primary Colour	<div>Scouts VIC Navy</div> <div>C100 M70 Y0 K30</div> <div>R0 G66 B130</div> <div>PMS 301c</div> <div>HEX 1e407a</div>	<div>Scouts VIC Blue</div> <div>C100 M56 Y0 K20</div> <div>R0 G88 B153</div> <div>PMS 7693c</div> <div>HEX 025495</div>	<div>Australian Navy Blue</div> <div>C100 M98 Y28 K24</div> <div>R38 G38 B97</div> <div>PMS 280c</div> <div>Hex 28265c</div> <div>Dulux Master Blue SB8E9</div>
		<div>Scouts VIC Mid Blue</div> <div>C97 M60 Y0 K0</div> <div>R0 G103 B179</div> <div>PMS 7691c</div> <div>HEX 095faa</div>	<div>Scouts VIC Light Blue</div> <div>C100 M35 Y0 K0</div> <div>R0 G131 B202</div> <div>PMS 7461c</div> <div>HEX 147bc1</div>	

Western Australia

<div>Scouts WA Yellow</div> <div>C0 M30 Y100 K0</div> <div>R253 G185 B19</div> <div>PMS 130c</div> <div>HEX fbaa00</div>	Primary Colour	<div>Scouts WA Black</div> <div>C0 M50 Y90 K100</div> <div>R32 G0 B0</div> <div>PMS Black c</div> <div>HEX 000000</div>	<div>Scouts WA Brown</div> <div>C0 M42 Y74 K69</div> <div>R109 G69 B28</div> <div>PMS 7596c</div> <div>HEX 6d4b21</div>	<div>Australian Navy Blue</div> <div>C100 M98 Y28 K24</div> <div>R38 G38 B97</div> <div>PMS 280c</div> <div>Hex 28265c</div> <div>Dulux Master Blue SB8E9</div>
		<div>Scouts WA Burnt Yellow</div> <div>C0 M42 Y93 K44</div> <div>R156 G102 B20</div> <div>PMS 731c</div> <div>HEX a16e0e</div>	<div>Scouts WA Medium Yellow</div> <div>C0 M39 Y100 K17</div> <div>R212 G143 B21</div> <div>PMS 131c</div> <div>HEX d79400</div>	

14.3 Our Logo Colours

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

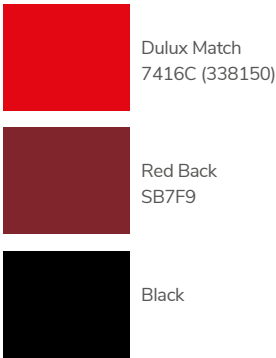
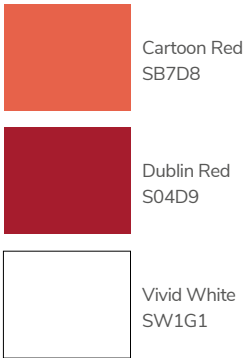
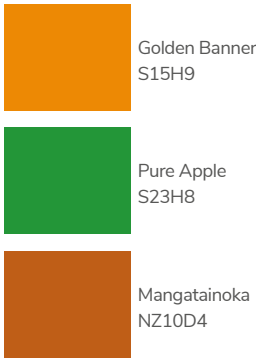
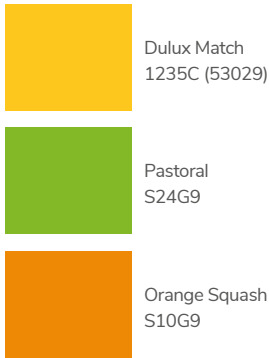
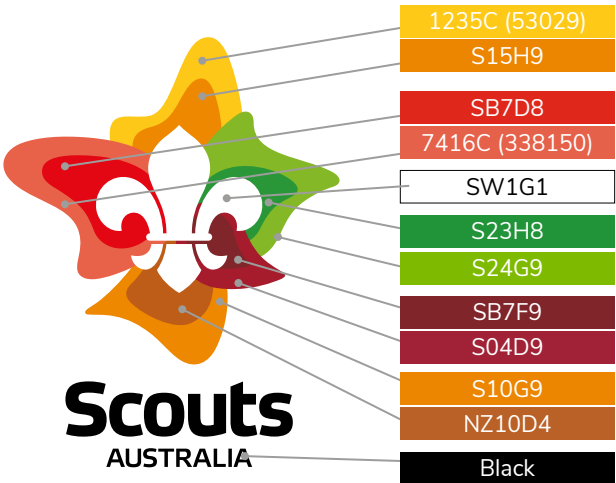
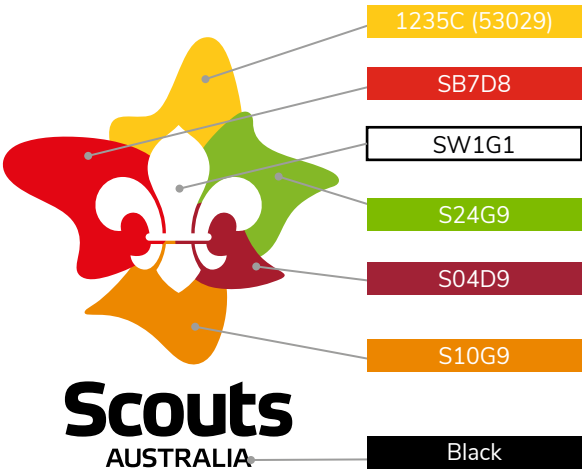
Please do not alter these colour palettes in any way, as they have been specifically designed using the colours outlined here. Our Gumtree Graphics should not be used in greyscale.

Joey	Cub	Scout	Venturer	Rover
Scouts Joeys Brown Primary Colour C21 M76 Y100 K10 R182 G85 B24 PMS 471c Hex ba6228	Scouts Cubs Yellow Primary Colour C0 M22 Y91 K0 R255 G200 B46 PMS 123c Hex ffc62e	Scouts Scouts Green Primary Colour C95 M0 Y100 K0 R0 G174 B66 PMS 354c Hex 0cae4b	Scouts Venturer Primary Colour C25 M100 Y79 K20 R158 G27 B50 PMS 201c Hex a22237	Scouts Rover Red Primary Colour C8 M97 Y100 K1 R220 G41 B30 PMS 485c Hex de2a26
Scouts Joeys C25 M82 Y100 K29 R150 G58 B19 PMS 1675c Hex 973d20	Scouts Cubs C0 M40 Y91 K50 R148 G104 B16 PMS 146c Hex 946a28	Scouts Scouts C90 M31 Y91 K21 R0 G109 B60 PMS 349c Hex 066d3c	Scouts Venturer C31 M94 Y67 K51 R111 G28 B38 PMS 188c Hex 701d28	Scouts Rover Burgundy C23 M97 Y100 K27 R153 G31 B18 PMS 7622c Hex 9a2320
Scouts Joeys C21 M76 Y100 K20 R170 G74 B20 PMS 1525c Hex ac4c25	Scouts Cubs C0 M40 Y100 K24 R200 G137 B0 PMS 7550c Hex c88b2b	Scouts Scouts C86 M21 Y96 K6 R0 G134 B61 PMS 355c Hex 098843	Scouts Venturer C31 M94 Y67 K41 R126 G32 B45 PMS 202c Hex 7f222f	Scouts Rover Dark Red C18 M100 Y93 K0 R199 G24 B34 PMS 1795c Hex ca2127
Scouts Joeys C13 M66 Y91 K8 R203 G104 B37 PMS 717c Hex cd6828	Scouts Cubs C17 M39 Y100 K0 R216 G159 B0 PMS 124c Hex d8a128	Scouts Scouts C74 M4 Y87 K0 R62 G167 B78 PMS 7481c Hex 3fa84d	Scouts Venturer C25 M100 Y79 K32 R144 G22 B36 PMS 7622c Hex 921a25	Scouts Rover Mid Red C0 M88 Y77 K0 R230 G55 B54 PMS 1787c Hex e73b37
Scouts Joeys C8 M58 Y81 K0 R227 G128 B60 PMS 715c Hex e2813a	Scouts Cubs C4 M30 Y92 K0 R243 G184 B25 PMS 143c Hex f3b81a	Scouts Scouts C58 M3 Y88 K4 R121 G177 B67 PMS 7488c Hex 7ab344	Scouts Venturer C22 M86 Y61 K22 R165 G54 B66 PMS 4719c Hex a63843	Scouts Rover Coral C0 M77 Y67 K0 R234 G87 B75 PMS 178c Hex eb594c

14.4 Dulux Paint Colour Codes

When painting Scouts logo on Scouts Hall or Footpath, please refer to Dulux Paint Colour Codes on this page as a reference.

Dulux Paint Colour Codes for Colour Matching

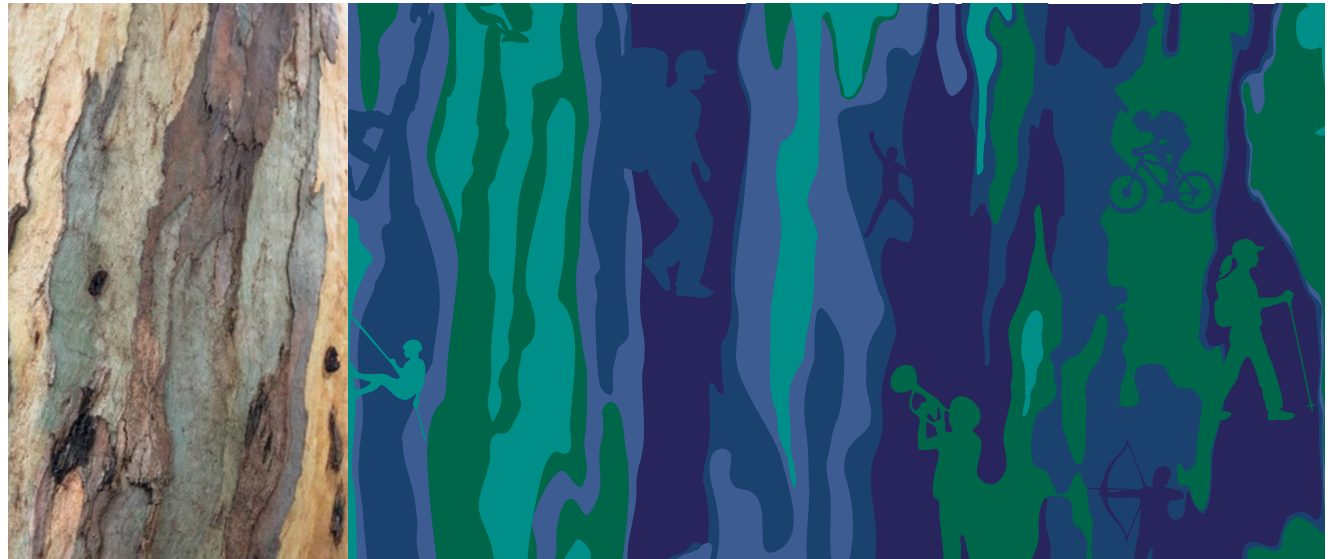


15.1 Our Gumtree Graphics

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

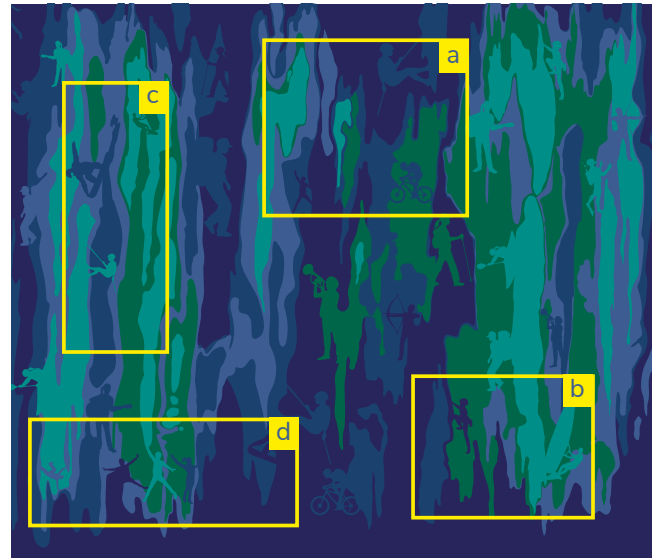


15.2 Our Gumtree Graphics

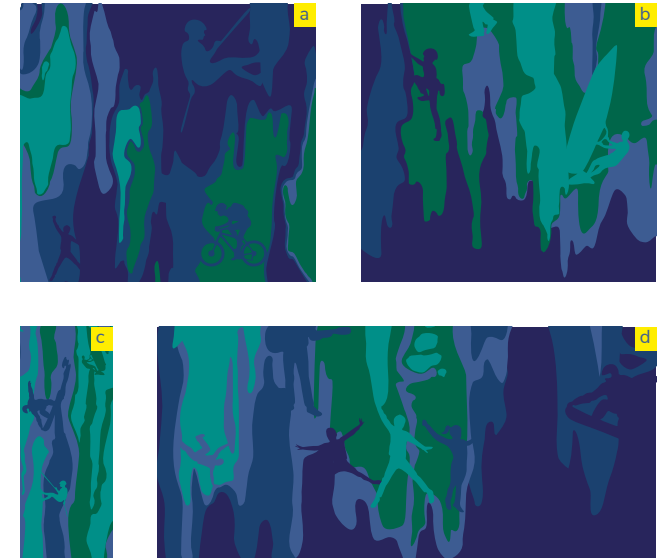
Use our Gumtree Graphics by taking a section in a size to suit your purpose.

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

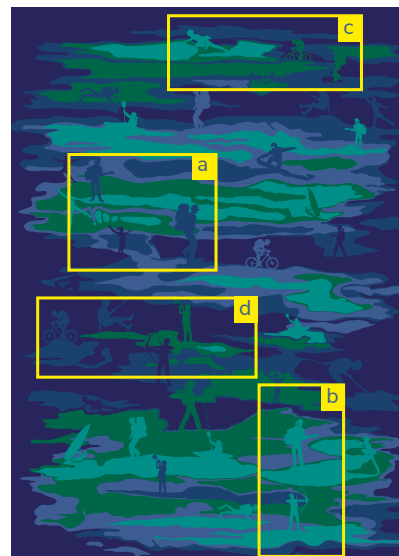
Cropping Examples Vertical



Correct Crop Treatment Examples



Cropping Examples Horizontal



Correct Crop Treatment Examples



15.3 Our Gumtree Graphics

We have other formats for our Gumtree Graphics

Correct Usage

You may change the position of the shillhouettes within the gumtree pattern to suit your artwork.

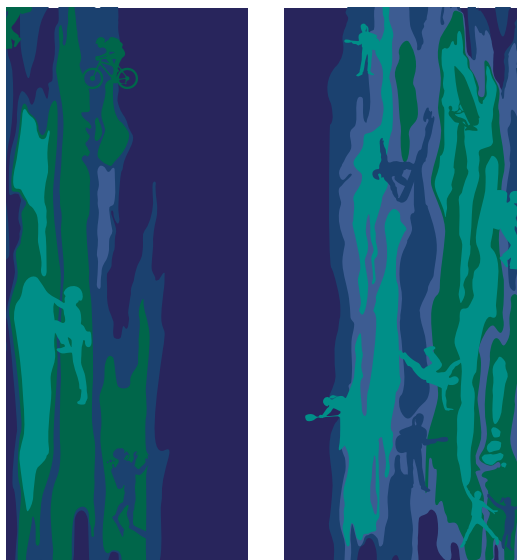
However, shillhouettes MUST remain their original style and size (in porportion to the gumtree background).

Incorrect Usage

The gumtree design MUST NOT be distored, re-created or redesigned in any way.

The shillhouettes within the gumtree were carefully developed with Scouting activities in mind. Therefore, shillhouettes MUST NOT be modify in any form.

Sections Vertical Navy



Sections Vertical White



Sections Horizontal Navy



Sections Horizontal White



15.4 Our Gumtree Graphics

pg. 29

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



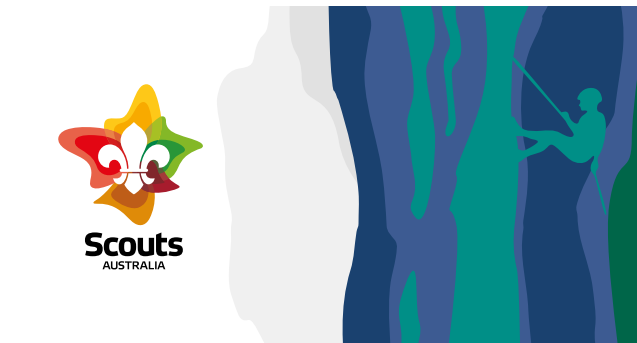
Correct



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



15.5 Our Gumtree Graphics

30

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)



15.6 Our Gumtree Graphics

31

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.

For more samples of merchandise and logos, please visit: www.scouts.com.au/members/resources/brand

Recommended (Sample of Merchandise) ✓



Activity shirt with gumtree design



Gumtree design Vehicle wrap



Table Cloth



Lanyard



Reversible Hat



Gumtree Design socks



Camping Tent

Not Recommended (Sample of Merchandise) ✗



We DO NOT recommend placing the Scout logo on top of the gumtree design. Unless it the logo is easy to read with negative space around the logo.



We DO NOT recommend mixing different section gumtree patterns together.

15.7 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 22-23. Our Gumtree Graphics should not be used in greyscale

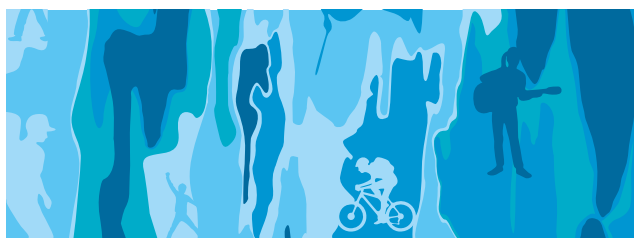
Australian Capital Territory



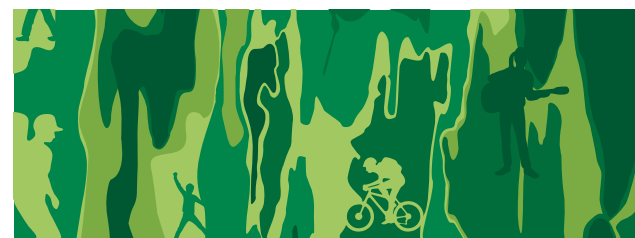
South Australia



New South Wales



Tasmania



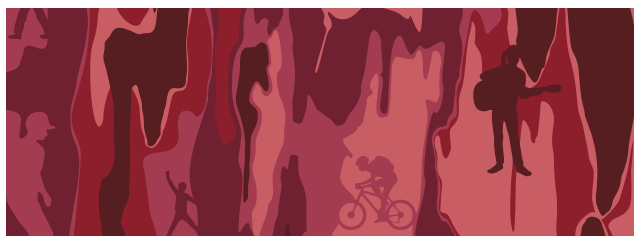
Northern Territory



Victoria



Queensland



Western Australia



15.8 Our Gumtree Graphics for Sections

Our Gumtree Graphics come in a variety of horizontal, vertical and alternative designs that can be used by different sections. Please don't alter design and colours as they have been designed specifically for each sections. You may refer to these specific shades that can be found on pages 22-23. Our Gumtree Graphics should not be used in greyscale

Joey Scouts



Cub Scouts



Scouts



Venturer Scouts



Rover Scouts



15.9 Our Gumtree Graphics – Branches Alternate Version

pg. 34

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)

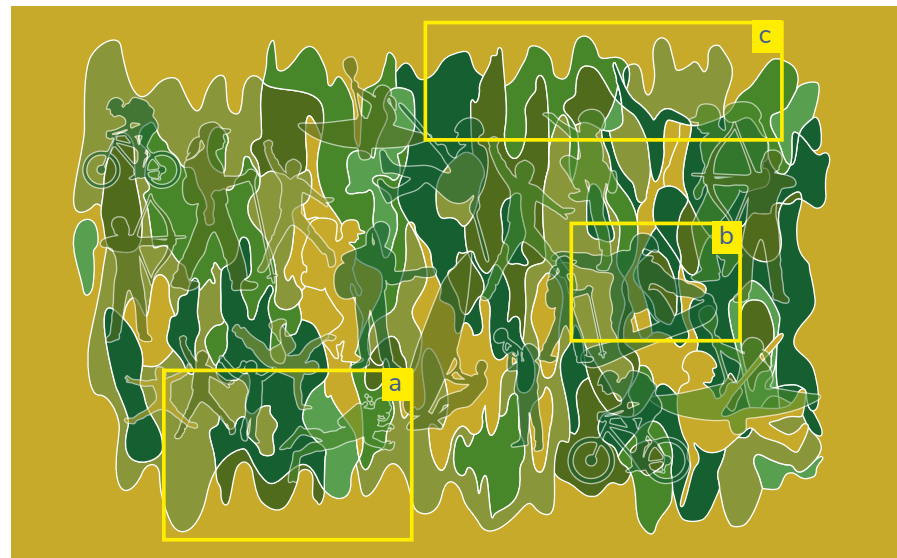


15.10 Our Gumtree Graphics – Alternate Version

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



15.11 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



16.1 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



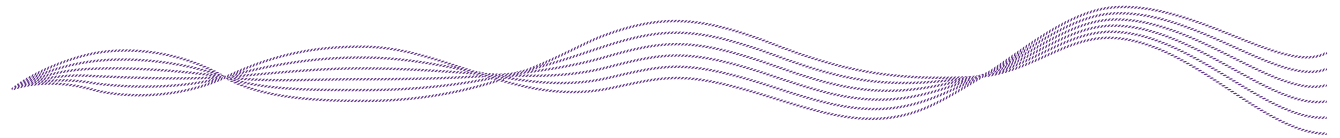
17.1 World Scout Branding

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.
- Let us know if you see the brand being used in a non-approved manner (described below).
- 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'. These are some of the 30+ trademarks that we hold, with new trademarks being applied for as required every year. 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 by others.

Due to the legal structure of Scouting in Australia, the National organisation of Scouts Australia provides legal permission for the Branches, and their Groups, to utilise their trademarks and copyright on a fee-free basis through a formal Trademark Agreement. Any third party must enter into a similar agreement before they can legally use any of our trademarks or copyright.

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 organisation 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 organisation 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 organisation 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 and merchandise.

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.

