

LIFE CHANGING ADVENTURE

Who we are, what we do,
how we look, how we talk





SCOUTING FOR ALL

Scouting is already one of the greatest movements the world has ever known. Scouts have walked on the moon, rowed across oceans, scaled the highest mountains. They have been prime ministers and Oscar winners, authors and inventors, World Cup heroes and scientists.

Our former Scouts are social workers, teachers and foster parents: the people who make society work. Scouts are all around you. You will know them by their values: the cooperation, respect and integrity that they learnt when they were young.

Quite simply, Scouting changes lives. We make a positive difference in our communities and improve the life chances and outcomes of young people from every background.

In Scouting, young people get the opportunity to discover their potential, benefit from a positive, supportive environment and make a difference. Scouting offers life changing adventure to over 446,000 girls and boys made possible through the efforts of the 105,000 volunteers who also enjoy the fun and friendship of Scouting.

‘Everyday adventure is at the very heart of Scouting: spending time away from home, outdoor and indoor activities, making new friends from all sorts of backgrounds. I want us to work together to unleash the power of everyday adventure where it can make the biggest difference.’

HANNAH KENTISH, UK YOUTH COMMISSIONER

1. ABOUT OUR BRAND

WHAT WE DO
OUR VALUES
OUR STRATEGIC AIMS
A POSITIVE IMAGE

WHAT WE DO

WHAT WE DO
OUR VALUES
OUR STRATEGIC AIMS
A POSITIVE IMAGE

Everyday adventure is the name we give the mix of active, creative, indoor and outdoor activities young people enjoy each week. Scouts deliver and take part in these activities in a spirit of fun and friendship. The end result is a positive impact on our young people, our volunteers and local communities. Scouting is about:

- everyday adventure and challenge
- fun and friendship
- positive impact

If you are engaged in media work in Scouting, it is especially important to have a good understanding of our brand. Ensure that our values and key messages are reflected in your media stories and that you promote Scouting as fun, adventurous and making a positive impact in local community. Remember you can show our diversity and the fact that we are shaped by young people in your choice of spokespeople and case studies.



OUR VALUES

WHAT WE DO
OUR VALUES
OUR STRATEGIC AIMS
A POSITIVE IMAGE

As Scouts we are guided by these values:

Integrity

We say what we mean and when we make a promise, we keep it.

Respect

We listen to others, explore our differences and work to find common ground.

Care

Scouts are friends to all and think of others before themselves.

Belief

We believe passionately in improving the lives and life chances of young people and helping them explore and develop their beliefs and attitudes.

Cooperation

Scouting is about teamwork. We believe that when we work together we achieve more than we can on our own.

OUR STRATEGIC AIMS

WHAT WE DO
OUR VALUES
OUR STRATEGIC AIMS
A POSITIVE IMAGE

By 2018 Scouting will be . . .

Growing

We believe Scouting changes lives, which is why we want every young person in the UK to have the opportunity to get involved.

Inclusive

Because every young person deserves the opportunity to take part in Scouting, we are working to remove barriers to participation.

Youth shaped

We believe that every young person should be able to shape their Scouting experience.

Community impact

Scouting makes a difference not just to the individual but also wider society.

A SINGLE POSITIVE IMAGE OF SCOUTING

WHAT WE DO
OUR VALUES
OUR STRATEGIC AIMS
A POSITIVE IMAGE

What appears in your head when you hear the word Scouts? If you're already involved in the movement, you might imagine a whole world of activities, fun, adventure, community projects, smiles, laughs and happy memories. There are bound to be plenty of positive things.

But what if you've never been a Scout? Or maybe you have not been in Scouting for many years. What appears in your head then? It could be a uniform, badges, campfires... even hats.

Our challenge is to give people a simple, accurate and positive image of Scouting. When people hear the word Scouts we want them to think about the everyday adventure and challenge, the fun and friendship and positive impact of Scouting.

As communicators (and we're all communicators) we want people to immediately identify us by the way we talk, the way we behave and the way we look – whether that's someone wearing a neckerchief or simply glancing at the fleur de lis. That's why it's important that we are consistent in the way we talk about Scouting and how we present ourselves to the wider world.

If people recognise us and understand what we do, they're much more likely to get involved. That means we can achieve our vision of bringing Scouting to all.

2. BRAND ELEMENTS

LOGO
TYPOGRAPHY
COLOUR
TONE OF VOICE

OUR BRAND FAMILY

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

We are proud of our family of brands. While each is distinctive and important in its own right, they are all part of the wider family of Scouting and share the same values.

There are thousands of companies, charities and other organisations competing for attention. It is therefore essential that we have a clear, easily recognisable visual identity.

Fleur de lis



Corporate logo



Section logos



THE FLEUR DE LIS

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

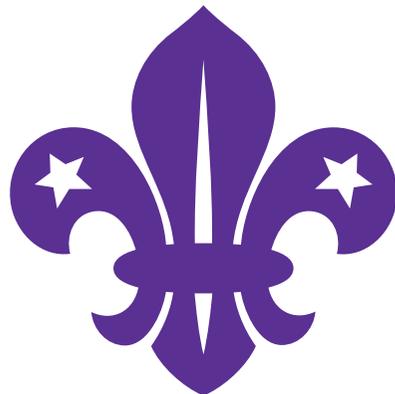
TONE OF VOICE

The fleur de lis (sometimes also called the arrowhead) is the universally recognised symbol for Scouting. Since the movement's earliest days, it has been associated with the Scouts. In fact it features in almost all our badges as well as in our official corporate identity. It is the cornerstone of our identity.

The fleur de lis may be used:

- where there is insufficient room to use the corporate logo, such as on a badge
- for digital applications where clarity and visibility are key, especially at varying sizes
- for additional clarity, immediate recognition and impact

When used alone, it must be the straight version shown here. The fleur de lis may be used on local badges by permission of the relevant local Scout Executive Committee. However it must be clear that it is a local badge (by including the name of the Group, District or County for example) and the design should not resemble a UK Programme badge.



OUR CORPORATE LOGO

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

The Scout Association's corporate logo is our official corporate signature. It signals The Scout Association's ownership of a product, service or message. It should be used on all corporate communications.

The preferred version is Scout Purple on a white background. The logo must always be one colour only. It should be a 100% colour and not a tint.

The corporate logo should appear on all corporate communications to show our ownership for example on:

- Annual reports and other official publications
- Official campaign material
- Adult facing Association materials

It is used to endorse our communications rather than dominate them and should therefore be used as a large, main feature of a design. It should not compete for attention with the fleur de lis.

A web address may be added beneath the logo; it is also important that this is balanced with the logo.



scouts.org.uk/brand

USAGE

LOGO

- Our brand family
- The fleur de lis
- Our corporate logo
- Our corporate logo - usage
- Our sections
- Our sections - linear
- Our sections - stacked
- Our sections - transformed
- Our sections - usage
- Local logos
- Logo positioning
- Dual branding

- TYPOGRAPHY
- COLOUR
- TONE OF VOICE

Our identity is important. It affects how people think and feel about The Scout Association. That's why it is important to respect the logo, not to tamper with it and provide sufficient space around it.

Minimum size

The logotype should never be too small to read. We've set a minimum size of 15 mm.



Exclusion zone

We've defined an exclusion zone that prevents other graphic elements interfering with our corporate logo. The only exception to this is a web address or Group, County or District name, as these are considered a logo element.



Negative logo

Although our logo will generally be a solid colour on a white background, we have created a negative logo (white) for when this is not possible.



OUR SECTIONS

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

There are five sections (age ranges) in UK Scouting. These are part of our wider family of brands and are united by the use of the fleur de lis as well as a shared set of colours (see the section on colours on page 24).

The section logos belong to the section members. They were developed with young people and are used to show their ownership and pride in their activities, events and resources. A number of logo versions are available for each section. Linear and stacked versions are all also available as negative (white) versions. Usage information can be found on page 18.

The primary versions shown below, featuring the untransformed fleur de lis (either the linear or stacked versions can be used depending on the application.) The transformed version is for internal, youth facing and digital use to show that Scouting is both fun and youth-shaped.

Primary logos

Secondary logos



Linear



Linear (small)



Stacked



Transformed

LINEAR

This version uses the name of the section as the key element, with the fleur de lis quietly endorsing the section name.

Linear (small)

For small digital usage only (the fleur de lis is filled in):

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE



STACKED

LOGO

- Our brand family
- The fleur de lis
- Our corporate logo
- Our corporate logo - usage
- Our sections
- Our sections - linear
- Our sections - stacked
- Our sections - transformed
- Our sections - usage
- Local logos
- Logo positioning
- Dual branding

The stacked version promotes the fleur de lis as the key element and is particularly useful for digital or other applications where the smaller fleur de lis would otherwise struggle to be seen.



- TYPOGRAPHY
- COLOUR
- TONE OF VOICE



TRANSFORMED

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

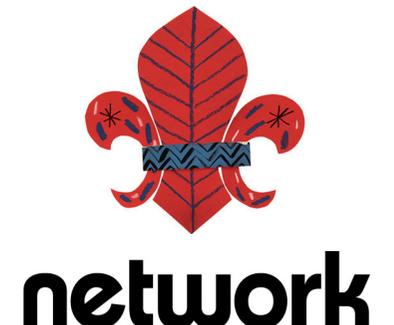
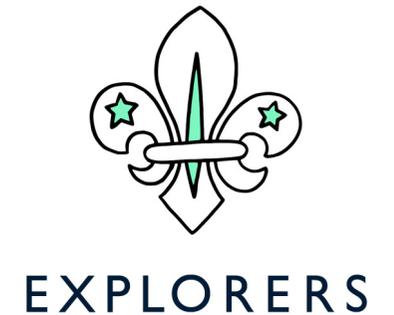
Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

The fleur de lis can also 'transform' into each age-appropriate world. The main use for this is digital. The transformed logos shown here are examples of how this could work. The transformed element should always resemble the fleur de lis. Members may produce their own unique transformed versions for the section or group. A facility is available on the Scout Print Centre to help do this.



USAGE

LOGO

- Our brand family
- The fleur de lis
- Our corporate logo
- Our corporate logo - usage
- Our sections
- Our sections - linear
- Our sections - stacked
- Our sections - transformed
- Our sections - usage
- Local logos
- Logo positioning
- Dual branding

- TYPOGRAPHY
- COLOUR
- TONE OF VOICE

Our sections identities are important. They affect how people think and feel about The Scout Association. The relationship between logotype and fleur de lis must not be altered.

Linear

Exclusions zones around logos should equal the height of the fleur. The fleur de lis minimum usage size is 7.2mm².



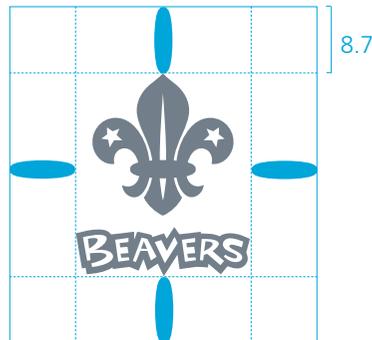
Linear (small)

Exclusions zones around logos should equal the height of the fleur. The fleur de lis minimum usage size is 3mm².



Stack

Exclusions zones around logos should equal the width of the band. The band minimum usage size for the stack logo is 8.7mm².



LOCAL LOGOS

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

We are all part of a single Scouting family. Groups, Districts and Counties therefore should appear part of The Scout Association and not stand alone. One way to do this is by creating a personalised version of the Scout Corporate logo using the Scout Brand Print Centre.

Log in at scouts.org.uk/brand to get started.



Both of these versions are acceptable.

LOGO POSITIONING

LOGO

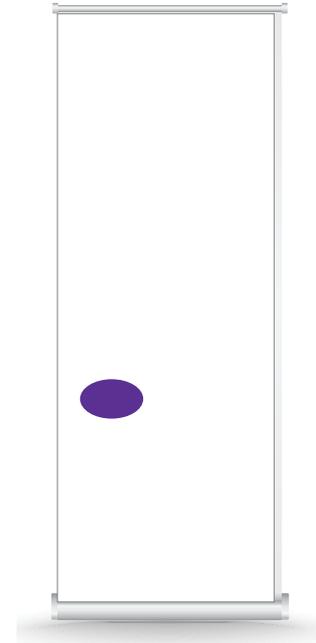
- Our brand family
- The fleur de lis
- Our corporate logo
- Our corporate logo - usage
- Our sections
- Our sections - linear
- Our sections - stacked
- Our sections - transformed
- Our sections - usage
- Local logos
- Logo positioning**
- Dual branding

- TYPOGRAPHY
- COLOUR
- TONE OF VOICE

Our logos should appear in the corner of your communication, unless in exceptional circumstances where it will not be seen – for example on the bottom left or right of a pull up banner. Our logo should not be found at people’s feet! The logo should be straight and not positioned at an angle.



Exceptional circumstance:
pull up banner



DUAL BRANDING

LOGO

Our brand family

The fleur de lis

Our corporate logo

Our corporate logo - usage

Our sections

Our sections - linear

Our sections - stacked

Our sections - transformed

Our sections - usage

Local logos

Logo positioning

Dual branding

TYPOGRAPHY

COLOUR

TONE OF VOICE

Using the corporate logo with the section brands

- The look and feel of section specific materials should primarily reflect the sub brands and not the parent brand. Ideally The Scout Association's primary logo should appear on the reverse of the material only, although this is not always possible eg on one sided material.
- If the Scout logo is on the front of any literature it should appear secondary in importance to the relevant sub-brand.

Using the corporate logo with other brands

- The corporate logo often appears alongside a partner's logo to show their endorsement and support for Scouting.
- In these instances, please use the correct colours for both logos and the correct exclusion zones for both logos. Do not attempt to join or combine the logos and do not alter either logo in any way.
- Please note that permission is required if the Scout logo is used for any commercial purpose more information can be found on page 53.

Scouts and Girlguiding

- If you wish to use our logos (for example to show a jointly run event or camp) please place both logos next to each other following both movement's identity guidelines and follow the above advice for dual branding.
- Local logos for both organisations can be created on the relevant organisation's print centres.



OUR TYPOGRAPHY

LOGO

TYPOGRAPHY

Our typography

Our typography (continued)

COLOUR

tone of voice

Typography is a crucial element of the visual identity. Using our brand typefaces consistently makes Scouting highly recognisable. It pulls together Scouting communications and makes them more distinctive.

For corporate materials and adults

The Serif font family is The Scout Association's primary typeface; it should be used for titles and headlines on corporate and adult facing materials.

Titles

- Use TheSerif Black UPPERCASE with a kerning value of generally minus 25. There is no set leading value, but please keep this tight and refer to other projects in this guide to maintain consistency. This weight should be used sparingly online only to give impact when needed.
- TheSerif ExtraLight may also be used for titles, especially for subtitles for contrast and readability. Please always refer to other projects to maintain consistency.

THE SERIF BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

THE SERIF EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

OUR TYPOGRAPHY (CONT)

LOGO

TYPOGRAPHY

Our typography

Our typography (continued)

COLOUR

tone of voice

Body copy

- For body text please use the Frutiger family of fonts.
- If you don't have a copy of either family please use Arial.
- Always present body copy in upper/lower case (not all UPPERCASE) as this is more accessible to read.

FRUTIGER ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

For young people

There is more flexibility with typography on materials for young people. Any font may be used that complements the tone of voice (see advice on tone of voice on page 26).

Please note that the logotype from the section logos should not be used for headline typography or body copy.

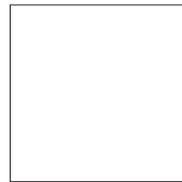
PALETTE

Our five sections share a palette of sixteen colours. This is to show the continuity and progression within the programme and to emphasise that we are a single Scouting family. The colours can be found on our badges, uniform, printed and online resources.

LOGO
 TYPOGRAPHY
 COLOUR

Palette
 Corporate

tone of voice



PANTONE
 C0 M0 Y0 K0
 R255 G255 B255
 HTML FFFFFFFF
 THREAD white



Process Black C
 C0 M0 Y0 K100
 R0 G0 B0
 HTML 000000
 THREAD black



PANTONE 116 C
 C0 M23 Y100 K0
 R255 G205 B0
 HTML FFCD00
 THREAD YHG287



PANTONE 151 C
 C0 M60 Y100 K0
 R255 G130 B0
 HTML FF8200
 THREAD YHG275



PANTONE 200 C
 C3 M100 Y70 K12
 R186 G12 B47
 HTML BA0C2F
 THREAD YHG127



PANTONE 7594C
 C0 M67 Y70 K60
 R124 G58 B45
 HTML 7C3A2D
 THREAD YJB706



PANTONE 253 C
 C42 M91 Y0 K0
 R173 G26 B172
 HTML AD1AAC
 THREAD YHG165



PANTONE 2597 C
 C80 M99 Y0 K0
 R77 G33 B119
 HTML 4D2177
 THREAD YHG4105



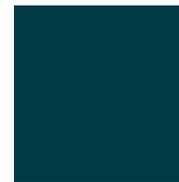
PANTONE 293 C
 C100 M69 Y0 K4
 R0 G61 B165
 HTML 003DA5
 THREAD PMS293C



PANTONE 295 C
 C100 M69 Y8 K54
 R0 G40 B85
 HTML 002855
 THREAD YJB316



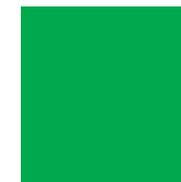
PANTONE 639 C
 C99 M1 Y5 K5
 R0 G149 B200
 HTML 0095C8
 THREAD YHG304



PANTONE 316 C
 C97 M21 Y33 K73
 R0 G72 B81
 HTML 004851
 THREAD YJB613



PANTONE 3292 C
 C98 M14 Y65 K51
 R0 G89 B79
 HTML 00594F
 THREAD YHG766



PANTONE 347 C
 C93 M0 Y100 K0
 R0 G154 B68
 HTML 009A44
 THREAD YHG743



PANTONE 377 C
 C50 M1 Y100 K20
 R132 G164 B11
 HTML 84A40B
 THREAD HB7006



PANTONE 430 C
 C33 M18 Y13 K40
 R147 G155 B161
 HTML 8C857B
 THREAD YHG8008

CORPORATE

LOGO
TYPOGRAPHY
COLOUR

Palette
Corporate

tone of voice

For corporate, adult facing materials, we recommend that you use a core palette of purple, green, grey, black and white (see page 47 for usage examples).



PANTONE 2597 C	PANTONE 377 C	PANTONE 430 C	Process Black C	PANTONE
C80 M99 Y0 K0	C50 M1 Y100 K20	C33 M18 Y13 K40	C0 M0 Y0 K100	C0 M0 Y0 K0
R77 G33 B119	R132 G164 B11	R147 G155 B161	R0 G0 B0	R255 G255 B255
HTML 4D2177	HTML 84A40B	HTML 8C857B	HTML 000000	HTML FFFFFFFF
THREAD YHG4105	THREAD HB7006	THREAD YHG8008	THREAD black	THREAD white

WHAT WE DO

LOGO
TYPOGRAPHY
COLOUR
TONE OF VOICE

What we do

How we say it

How we say it (continued)

Events

Online

Online - SEO

Social media

Social media (continued)

Our Sections

Illustration - Beavers

Illustration

Photography

Photography (continued)

Imagery top tips

Imagery top tips (continued)

Imagery – technical info

Audio/Visual

Audio/Visual – technical info

Phrase bank

Language bank

Scouting continues to grow and evolve but our values (see page 6) remain the same; this helps shape the way we talk about Scouting.

We are an active brand; this means that the focus is on what we do, rather than merely who we are. This is a way of showing the powerful, proactive role we play in today's society.

For example:

SCOUTS CHANGE LIVES

SCOUTS SPEAK UP

SCOUTS CHALLENGE

SCOUTS VOLUNTEER

SCOUTS TRANSFORM COMMUNITIES

This direct, immediate approach allows us to tell people what we do very quickly; it shows that Scouting is a powerful force for good and that we measure ourselves by the positive impact we make.

HOW WE SAY IT

LOGO

TYPOGRAPHY

COLOUR

TO NE OF VOICE

What we do

How we say it

How we say it (continued)

Events

Online

Online - SEO

Social media

Social media (continued)

Our Sections

Illustration - Beavers

Illustration

Photography

Photography (continued)

Imagery top tips

Imagery top tips (continued)

Imagery – technical info

Audio/Visual

Audio/Visual – technical info

Phrase bank

Language bank

How we say something, whether in person, in print or online, is often as important as what we say. It tells you a lot about someone's personality. Although we have over 550,000 voices, when we speak it is as one. How we say something is guided by our values and is:

- positive
- challenging
- informal
- surprising
- friendly
- youth-shaped



**A MILLION
HANDS
MAKE LIGHT
WORK**

HOW WE SAY IT (CONT)

LOGO
 TYPOGRAPHY
 COLOUR
 TONE OF VOICE

What we do
 How we say it
 How we say it (continued)

Events
 Online
 Online - SEO
 Social media
 Social media (continued)

Our Sections
 Illustration - Beavers
 Illustration
 Photography
 Photography (continued)
 Imagery top tips
 Imagery top tips (continued)
 Imagery – technical info
 Audio/Visual
 Audio/Visual – technical info
 Phrase bank
 Language bank

When we talk about Scouting in an official, corporate capacity, we can still retain our positive, suprising, informal and challenging approach. Consider the below advertisements for recruitment for example:

Case study: recruitment

Here are two different ways of writing the same advertisement for a role in Scouting. It shows the difference we can make using the right tone of voice for our communications.



Example 1

GSL required for Scout Group

A GSL is now required to design and implement the best systems to support adults, including a Group Executive Committee and section leadership teams. You will provide line management and support, ensuring you have an adequate team of appropriate adults. Please apply to the address below.



Example 2

Can you inspire?

Are you bursting with energy and ideas? Are you most at home in a room full of people, helping bring out the best in them? Good. Then you'll do nicely as a volunteer manager for our Scout Group. We promise to support you every step of the way, and no you don't need to have been a Cub or a Scout.

EVENTS

- LOGO
- TYPOGRAPHY
- COLOUR
- TO NE OF VOICE

- What we do
- How we say it
- How we say it (continued)

Events

- Online
- Online - SEO
- Social media
- Social media (continued)

Our Sections

- Illustration - Beavers
- Illustration
- Photography
- Photography (continued)
- Imagery top tips
- Imagery top tips (continued)
- Imagery – technical info
- Audio/Visual
- Audio/Visual – technical info

- Phrase bank
- Language bank

Event announcements and promotions should reflect our values like any other communications, whether it's an adventure-filled weekend for young people or a campaign to help our communities:



Scouting+ View email in browser

kayaking, canoeing and rafting indoors.

International

2014 international forum in Birmingham
As an Assistant County Commissioner (International) don't forget to [register](#) for the forum at National Exhibition Centre (NEC) Birmingham, the support day for international in a County, Area or Region. Book to attend on Saturday 22 November, 10am and 5pm. Lunch is provided and registrations open at 09.30.

[REGISTER](#)

UK Contingent plans ahead
[World Scout Jamboree](#) planning currently includes detailed task of booking flights and accommodation as well as planning for the next Unit Leader event at Warwick University, 29 and 30 November. The new [Roverway 2016](#) team are project planning with information to be shared over the coming months.

[UK CONTINGENT](#)

International updates
[Download](#) a Word document copy of this months articles ready for local communication use.



The Scout Association
Thousands of people challenge themselves to fundraise for the Scouts for just in many different reasons.
Run To The Sea is just one of the fantastic ways that you can challenge yourself to make a difference - <http://www.scouts.org.uk/events/challenge-events/seaember-2014/run-to-the-sea-2014/>
11 July 2014
400 photos like this.



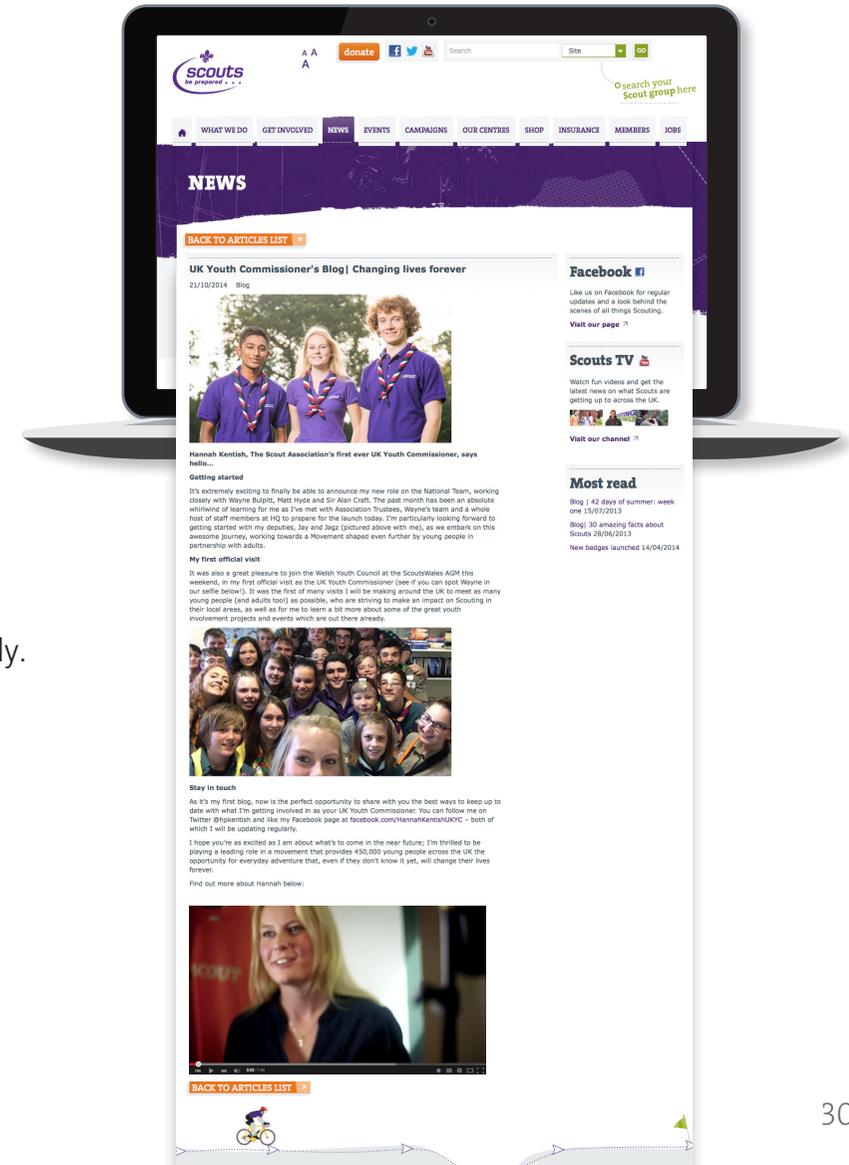
ONLINE

LOGO
 TYPOGRAPHY
 COLOUR
 TONE OF VOICE

What we do
 How we say it
 How we say it (continued)
 Events
 Online
 Online - SEO
 Social media
 Social media (continued)
 Our Sections
 Illustration - Beavers
 Illustration
 Photography
 Photography (continued)
 Imagery top tips
 Imagery top tips (continued)
 Imagery – technical info
 Audio/Visual
 Audio/Visual – technical info
 Phrase bank
 Language bank

We use the same tone when we talk about Scouting online as we do anywhere else but there are some things to keep in mind:

- break up the copy with subheadings – shorter paragraphs are easier to read online
- avoid too many links
- try to always use imagery with web copy
- include a clear 'Call to Action' (what you want them to do after reading your copy) eg a link to a 'Just Giving' page
- be direct, not indirect eg 'we decided' not 'it was decided'
- use simple language (aim for reading age of 10), never use a long word when a short one will do
- make it skim-readable: skimmers want short sentences, big pictures, lists, crossheads, info boxes and think visually.
- add links to find out more: if people are interested, they should be able to delve deeper



ONLINE - SEO

LOGO
TYPOGRAPHY
COLOUR
TONE OF VOICE

What we do
How we say it
How we say it (continued)
Events
Online
Online - SEO
Social media
Social media (continued)
Our Sections
Illustration - Beavers
Illustration
Photography
Photography (continued)
Imagery top tips
Imagery top tips (continued)
Imagery – technical info
Audio/Visual
Audio/Visual – technical info
Phrase bank
Language bank

SEO, or search engine optimisation, is used to improve the visibility of your website's content on search engines; this is achieved through good use of keywords and phrases. Here are some tips:

1. Place these words and phrases naturally and logically within the copy so that the content is still engaging and readable and always remember our tone of voice.
2. If appropriate, place keywords and phrases in page titles, headings and sub headings as well as the main copy.
3. Pun headlines work in newspapers, but online, you need to clearly state what the article is about.
4. Save images with keywords as their names before uploading to your website.
5. Share the page on social media when you publish it.

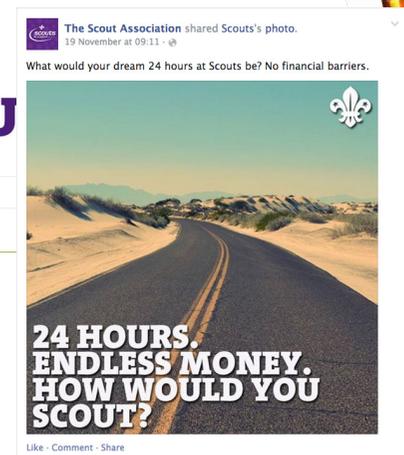
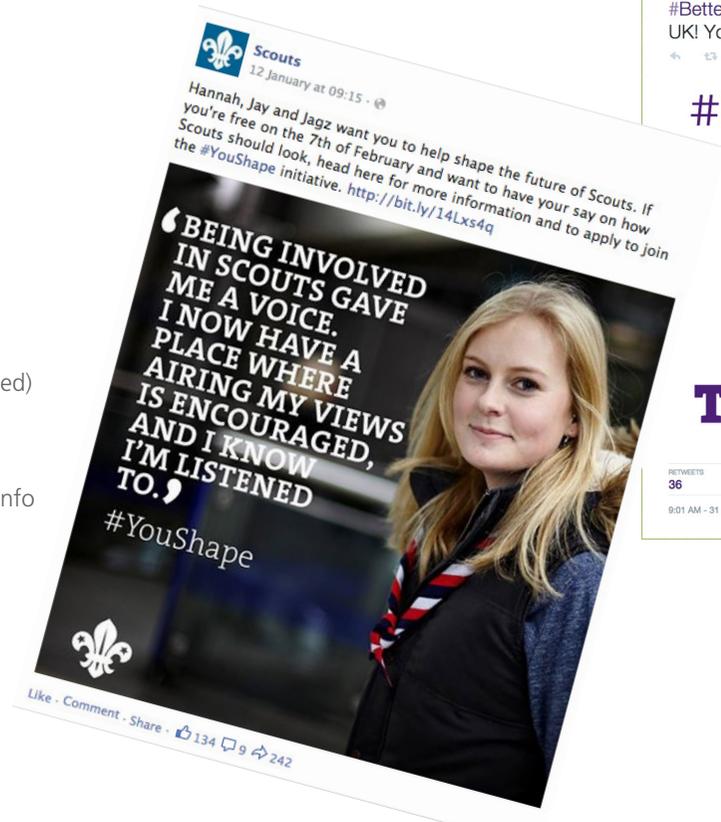
SOCIAL MEDIA

- LOGO
- TYPOGRAPHY
- COLOUR
- tone of voice**

- What we do
- How we say it
- How we say it (continued)
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Social media copy generally allows us to adopt an even friendlier and informal tone and is nearly always short and to the point. Use a tone that’s inspiring, aspirational, exciting, enthusiastic, approachable and conversational.

Twitter only allows 140 characters but we recommend a similar length for Facebook too:



SOCIAL MEDIA (CONT)

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TYPOGRAPHY

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Here are some more social media tips:

1. When posting always use an engaging image
2. Use hashtags where possible, for example #BetterPrepared
3. Include call to actions where appropriate
4. Use informal language and don't be too serious. Social media should be fun.
5. Post regularly on Facebook and Twitter. You can schedule tweets and Facebook posts in advance if you know you won't be able to update it for a while.
6. Maximum video length on social media should be 60 seconds. For more tips on video please visit scouts.org.uk/videotips

Brand tone top tips:

- avoid acronyms and abbreviations
- if a picture can say something better than in words, then use a picture instead
- believe in what you say and say what you mean
- focus on great ideas and positive results, although don't be afraid to point out areas where we need to do better
- be simple and truthful
- follow our style guide which is available at scouts.org.uk/styleguide

OUR SECTIONS

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Each of our sections has its own unique tone of voice, which drives all communications, whether in print, online, written copy, illustration or video.

Beavers (6–8 years)

Joyous/character-led/fully imagined world (similar to animated feature films and cartoons)

Cubs (8–10 1/2 years)

Cheeky/humorous/anarchic

Scouts (10½ -14 years)

Exacting/realistic/information-driven

Explorers (14-18 years)

Editorial/sophisticated/expressive/adult world

Network (18-25 years)

Editorial/sophisticated/expressive/adult world – greater use of photography and hand rendered typography in this section.



ILLUSTRATION - BEAVERS

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Artwork and templates are available on the Scout Print Centre for Beaver Scouts, there is a team of five characters;



Harry (hippo)
Harry is smart and a bit 'geeky' – he prefers quiet activities to physical ones.



Erin (emu)
Erin is shy and unsure of herself in new situations but she's also sporty and strong.



Kyla (kangaroo)
Kyla is fun-loving, outgoing and makes friends easily – she's up for anything.

Bobbi (beaver)
Bobbi is their fantastic Beaver Scout Leader.



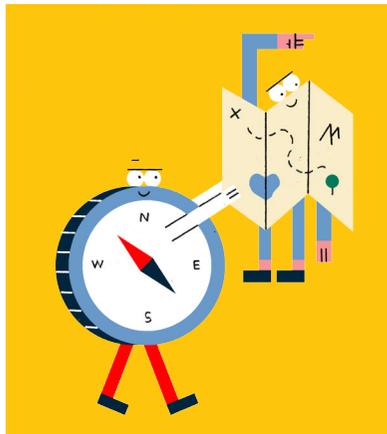
Tareq (turtle)
Tareq is laid-back, maybe even a bit lazy. He loves asking questions and is funny.

ILLUSTRATION

There is no definitive set of characters for any of the other sections, but illustrations should reflect the tone of voice for each section.

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Cubs (8–10 1/2 years)
Cheeky/humorous/anarchic



Scouts (10½ -14 years)
Exacting/realistic/
information-driven



Explorers (14-18 years)
Editorial/sophisticated/
expressive/adult world



Network (18-25 years)
Editorial/sophisticated/
expressive/adult world –
greater use of photography
and hand rendered
typography in this section

PHOTOGRAPHY

LOGO TYPOGRAPHY COLOUR TONE OF VOICE

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Photography is one of the most powerful and inspiring ways to communicate who we are and what we do. Our images should reflect our tone of voice, which is positive, challenging, informal, surprising and friendly.

Images should also promote our brand values: everyday adventure and challenge, fun and friendship and positive impact. The following should act as a shorthand guide and applies to Scout images used for any purpose.



Use this kind of image

Active
Adventurous
Fun and friendship
Diverse
Youthful and youth-shaped
Informal and relaxed
Interaction
Teaching or passing on skills
Inspiring
Focus on people
Citizenship
Positive impact
Clear and well composed
Achievement and pride
Teamwork and leadership



Avoid this kind of image

Static
Grip and grin
De-motivated or unhappy young people or adults
Little or no diversity, boys only
Adults only
Uniform only, marching or inspections
Football team style group shots
Deliberately posed, or pointing, awkward or artificial looking shots
No context
Difficult to identify the subject Images that propagate stereotypes eg. knots, knees and hats! Images that show drinking, smoking etc
Out of focus and poorly framed
Shots without human interest
Solitary children

Image files are available on the Scout Brand Centre scouts.org.uk/brand

See also usage examples on pages 38.

PHOTOGRAPHY (CONT)

LOGO
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TONE OF VOICE

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Beavers



Cubs



Scouts



Explorers



Network

IMAGERY TOP TIPS

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Imagery top tips (continued)

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Audio/Visual – technical info

Phrase bank

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Images should:

- try and capture a moment of transformation or achievement
- show a moment of connection, friendship or accomplishment; this should be spontaneous rather than contrived
- reveal an adult or young person's personality
- tell a story
- provoke a strong emotional response from the viewer
- breakdown the distance between Scouting and its potential supporters

Your image checklist:

- Are the young people in the photograph recognisable as Scouts?
- Does it show Scouting's diversity?
- Does it show that we are a youth shaped movement?
- Does it demonstrate the positive impact we make in local communities?
- Is there sufficient context to show what the photograph is about at a glance?
- Does it support our brand?
- Will it stand out from hundreds of other images?
- What makes it different, special, interesting or unique?

IMAGERY TOP TIPS (CONT)

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Imagery in print

In print, photography should enhance the reader's understanding and engagement with the subject. It should be used to expand rather than repeat information and to give a fuller impression of an event or activity. Images should attract a reader's attention and invite them into the story:

- image choice should be led by the story, focussing on the main person or people in the narrative
- use a mixture of close up and mid distance shots to give different perspectives on the subject
- identify the single image that best captures the story and give this prominence in the layout
- informal, behind the scenes style shots, showing off the cuff moments help create a more welcoming and inclusive tone
- think about how images might work with headlines; for potential cover shots or chapter or feature openers, remember to leave enough room for the copy and masthead.

Online

It is easy to post an image, but it is just as easy to create a negative or out-of-date impression about Scouting. When it comes to social media and other online activity, we are all publishers. Remember our reputation is our most valuable asset so think carefully before posting any image online.

- What does it say about the charity?
- What does it make people feel?
- Do you have permission from the person or people in the photograph?
- Is the image on brand? (check the general advice on page 5 of this document)
- Remember the image is likely to be viewed at a small size – so the subject should be clear; images with lots of details in the mid or far distance will be lost
- unusual, interesting or unique images are more likely to be shared online.

IMAGERY – TECHNICAL INFO

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As a general rule of thumb, small and medium resolutions are suitable for online. If you want your images to appear in printed publications, use the larger image setting on your device.

For social media, the correct size for imagery on Facebook is 800x800 and 440x220 for Twitter.

AUDIO/VISUAL

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Audio/Visual – technical info

Phrase bank

Language bank

Video is a brilliant way to bring Scouting to life and most people with a smart phone and some basic training can now make a film of their own. All of the same advice applies to video as in the general advice on photography. Scout videos are:

- relaxed
- informal
- youth-focussed
- playful
- narrative based
- fun but focussed on a powerful and positive outcome

Music/soundtracks should reflect the fun and informal tone of the film:

There are occasions when a Scout film challenges, surprises and has an emotional impact, which can incorporate a different kind of audio/visual approach:

Tips

- Plan or storyboard your messages and prepare a list of shots you need to capture. Time spent thinking about the story you want to tell (and whose story it is) will be well spent.
- Keep your edit short (maximum three minutes) and ensure it communicates your messages. Remember your audience will have a limited amount of time and patience.
- For more advice, tools, footage and resources, please search for Video Toolkit on scouts.org.uk



AUDIO/VISUAL – TECHNICAL INFO

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Best formats for sharing/uploading video/audio: YouTube:
1280x720 MP4 encoded at least 1000kbs

Offline: 1024x576 .MOV (encoded as H264) or a WMV9 at the same frame size (to avoid quicktime requirement)

High resolution master copy - Apple Pro Res 422 [HQ] in whatever resolution you eventually film

YouTube compression 1920 x 1080 resolution (you could use this for both uploading to platforms and running off laptops)

Audio: .aiff or .wav at 48kHz 16bit or 24bit.

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Here are some of the phrases we use to express our aims:

- Better prepared for a brighter future
- Scouts change lives
- Everyday adventure
- Scouting for all



	
<ul style="list-style-type: none"> • CLIMBING • SURFING • CRAFTING 	<ul style="list-style-type: none"> • CLIMBING • SURFING • CRAFTING

LANGUAGE BANK

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Everyday adventure and challenge

- Over 200 activities
- International opportunities
- Exploring
- Possibilities
- Active
- Safe
- Indoors and outdoors
- Everyone and at every level
- Overcome
- Teamwork
- Leadership
- Volunteer
- Responsibility
- Take part

Fun and friendship

- Exciting
- Enjoyable
- Positive
- Rewarding
- A social life with a purpose
- Friendship across borders and different background

Positive impact

- Happier, more confident young people
- Life changing
- Developing tomorrow's leaders
- A more promising future
- Life-skills for boys and girls
- Professional skills for adults
- Empowered adults and young people
- Active citizens
- Global awareness and impact
- Achievement
- Youth participation
- Results, success and recognition
- Community development
- A charity that has a positive and practical impact

3. APPLICATIONS

CORPORATE
YOUTH FACING
LOCAL
FUNDRAISING

CORPORATE

CORPORATE
YOUTH FACING
LOCAL
FUNDRAISING

Digital: web designs should incorporate responsive functionality wherever possible

Photography: full bleed editorial; people in action; representative of the Association's strategic aims



Typography: TheSerif Black and TheSerif Light.

Corporate Logo: with project related URL link typeset underneath
Logo position: in a corner

Colour palette (corporate): white/black/purple/green/grey

YOUTH FACING

Tone of voice: age appropriate and in-keeping with guidance for the section (see page 34)

CORPORATE
YOUTH FACING
LOCAL
FUNDRAISING

Colour palette: used for graphic elements and background colours

Colour palette:
brand thread
references used
for merchandise
Logo: fleur de lis

Illustration: age appropriate style
Colour palette: Illustrators free to work in their own style

Dual branding: Section logo on document front; corporate logo on document reverse
Logo position: in a corner



LOCAL

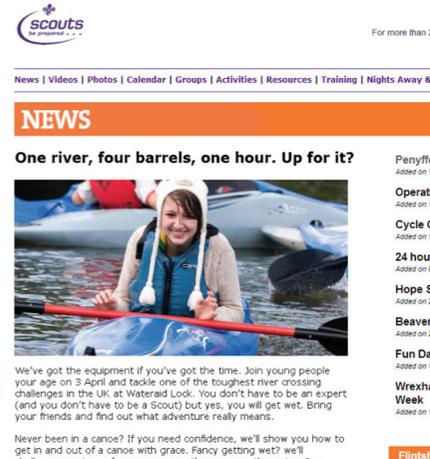
CORPORATE
YOUTH FACING
LOCAL
FUNDRAISING

Social media: clear call-to-action;
repetition of imagery (below) to
reinforce messaging



Logo: corporate local
customised for local
usage, created online at:
scouts.org.uk/brand

Press: youth focused;
on brand tone of
voice; engaging active
image

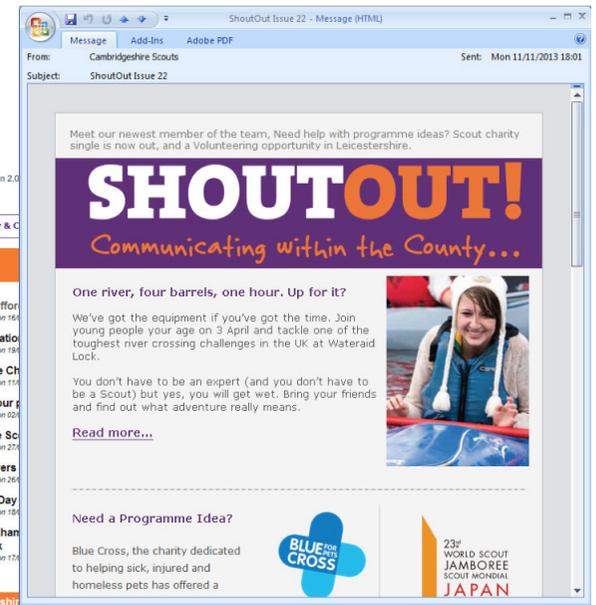


Never been in a canoe? If you need confidence, we'll show you how to get in and out of a canoe with grace. Fancy getting wet? We'll challenge you to perform some smooth moves on the water. Our range of clothing and equipment means you just have to turn up.

Sign up online
explorers@localscouts.org.uk / @LocalScouts / 07787 567109
Online advice
scouts.org.uk/canoefacts



Typography: TheSerif is used here for all titles; Arial is used for body copy
Colour Palette: all colours used are taken from the brand palette
Photography: full bleed editorial; people in action; representative of the call-to-action; suitable for use across a range of channels/platforms



FUNDRAISING

CORPORATE
YOUTH FACING
LOCAL
FUNDRAISING

Social media: reactive to events;
usage of editorial 'doing' imagery to
illustrate story; hashtag included



The Scout Association
Do you believe that every young person should have the equal opportunity for a brighter future?
If so, please sign up and give your online support to our #BetterPrepared campaign.
http://bit.ly/1e9pQDn
27 October 2014



Album: Timeline Photos
Shared with Public
Open Photo Viewer
Download
Embed Post



Tone of voice - case studies: a first person voice, exemplifying the brands core aims and values

Photography: full bleed editorial; people in action; emotional; representative of the call-to-action; suitable for use across a range of channels/platforms.



Social media: clear call-to-action; repetition of imagery to reinforce messaging



Event: repetition of imagery to reinforce messaging; Logo position: exceptional usage due to large format



Audio/Visual: narrative based

1. ABOUT OUR BRAND

2. BRAND ELEMENTS

3. APPLICATIONS

4. RESOURCES

4. RESOURCES

USEFUL INFORMATION
BRAND CENTRE

RESOURCES

RESOURCES USEFUL INFORMATION

Brand Centre

Our brand centre scouts.org.uk/brand contains a wide range of resources and information.

Please visit it for:

- Word templates
- Brand photo library
- Videos

and much more.

If you are an adult member of Scouting, you can also log into the Scout Print Centre.

Scout Print Centre

To get started, please log in at scouts.org.uk using your normal username and password.

The print centre contains:

- Templates (banners, flyers, certificates, invitations, posters, newsletters, letterheads, business cards, car stickers etc).
- Local logo generator
- Logo artwork
- Brand guidelines

USEFUL INFORMATION

RESOURCES
USEFUL INFORMATION

Permissions

The Scout Association's Trade Marks (including the fleur de lis, corporate logo and section logos) may be used by local Scouting in the day to day operation and promotion of Scouting.

However our Trade Marks may only be used commercially under licence from The Scout Association. To request a licence, please apply with details to communications@scouts.org.uk

Questions, suggestions and feedback

Please contact the Communications Team at communications@scout.org.uk and a member of the team will reply.