



BE PREPARED... TO INSPIRE

How we talk, write and share images about Scouting

Try this . . .	Avoid this . . .
Active	Static
Adventurous	Grip and grin
Fun and friendship	De-motivated or unhappy young people or adults
Diverse	Football team style group shots
Youthful and youth-shaped	Boys only
Challenging	Uniform only
Interaction	Little or no ethnic diversity
Teaching or passing on skills	Deliberately posed, awkward or artificial looking shots
Inspiring	No context
Teamwork and leadership	Mid distance where it is difficult to identify the subject
Citizenship	Images that propagate stereotypes eg. knots, knees and hats!
Positive impact	Excessive uniform
Determination	Images that show drinking, smoking etc.
Clear and well composed	Out of focus and poorly framed
Achievement and pride	Shots without human interest
Informal and relaxed	Marching or inspections

Our tone of voice is . . .

- Positive
- Challenging
- Friendly
- Informal
- Surprising

See scouts.org.uk/brand for more.