

Logos, fonts and everyday adventure

Using our brand to grow the movement



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0845 300 1818

Welcome

This factsheet will help you explain Scouting to parents, friends, potential volunteers and supporters. It will help you answer that sometimes difficult question: *What's Scouting about?* It will cover:

- Who we are
- What we do
- What we look like – including our logo, colours and fonts
- What tools and resources are available to help you

There are over 160,000 charities in the UK, each with their own logos, messages and appeals. In such a crowded marketplace, it is vital therefore that Scouting is able to stand out from the crowd. We need to show that what we offer is unique, valuable and can be easily recognised and understood.

What is a brand?

A brand is simply what appears in someone's head when you mention a company or organisation. This could be a logo, a set of colours but more often associations and values that are attached to the organisation. When you think of Volvo cars for example, you might picture the company's logo. More likely however, you will think about their reputation for safety. Preserving and maintaining this is very important to them – it determines whether someone buys their product or services or not.

What is Scouting's brand?

Scouting is about fun, challenge and everyday adventure. That's a long way from the stereotype of hats, tents, shorts, boys and woggles. Of course we still have lots of boys in Scouting and we still go camping, but Scouting is about so much more than that. You know this – but how do we get the message across to everyone else?

The best way is for us all to agree a single positive definition of Scouting, communicate it clearly, and with one voice. So our brand is based around the idea of 'Everyday Adventure' for everyone and at every level.

Why do we need a brand?

- To give people a clear idea about modern Scouting – that it is relevant, valuable and enjoyable
- To help Scouting stand out from the crowd
- To increase the respect for and value of Scouting locally and nationally
- To help with the recruitment of new adults and young people – people will only support something they understand.

1. Be clear

It is vital that everyone knows who we are and what we do. We provide fun, challenge and **everyday adventure** to 400,000 young people across the UK. Fun and friendship are the reasons people join Scouting and stay. We are inclusive, confident about what we do and trusted by nearly a million parents each week. You may find this helpful:

What we offer: Everyday adventure

What we do: We help young people to discover their potential through fun, challenge and adventure

What we deliver: Personal development

How we speak: Positively challenging

Strapline: Be prepared...

Behaviours: Fun, friendship, inclusive, confident, values-based, trusted

2. Be consistent

So everyone knows we are part of the same Movement, it's vital we share a similar look and feel. Wherever possible, we now use the single colour **purple logo** to represent Scouting. You

The Scout Association

Gilwell Park Chingford London E4 7QW Tel + 44 (0)20 8433 7100 Fax + 44 (0)20 8433 7103 email info.centre@scouts.org.uk www.scouts.org.uk

can create your own local version of the logo free of charge at The Scout Association's Print Centre at www.scouts.org.uk/brand Our full brand guidelines are also available at the same place.



As well as our logo, we use a corporate font, called **The Serif**.

THE SERIF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

This is used mainly in designed documents such as annual reports, posters and flyers. It is a commercial font, which means that users must purchase a copy of it before using it. It is commercially available at:

<http://www.fontshop.com/search/?q=TheSerif&x=0&y=0>

Headlines on documents are most commonly produced in The Serif Black in uppercase. Why do we put the logos and titles on a six degree angle? It's purely to help us stand out from the crowd.

So members do not need to go to the expense of buying the font, we have created a wide variety of on-brand **templates** available free of charge on the print centre at www.scouts.org.uk/brand



You can select a template for a poster for example, enter your own details and create a PDF. You do not need to own a copy of the font to use this.

If you cannot find a suitable template then email communications@scouts.org.uk and we will add it to the list of items to develop.

Branded Word templates are also available at www.scouts.org.uk/brand For normal body text in newsletters and letters, please use Arial, which is available on most PCs.

We also have a fixed set of colours (our **colour palette**). Again this helps the public recognise us at a glance. For all resources aimed at people outside Scouting we use Scout Purple (Pantone 2597) and Scout Green (Pantone 377) as these colours are already associated with Scouting.

The other colours form our secondary pallet and are used for clarity and variety in Scouting publications. These are Scout Mauve (Pantone 2425) Scout Orange (Pantone 166) Scout Blue (Pantone 7469) Scout Brown (Pantone 7516) Scout Grey (Pantone 432) and Scout Black (Printers' Black).



3. Be inspiring

When talking or writing about Scouting, try and capture the energy, passion and commitment of our young people and adult volunteers. Often the best way of doing this is in pictures. Don't forget your images need to reflect fun, challenge and adventure. Go for active rather than 'grip and grin' and 'football team' style shots. You know the ones we mean!

4. Be positive and challenging

Just as a person has their own way of speaking, so too does Scouting. Although we are made up of over 500,000 different voices, when we speak as a Movement it should be with **one voice**. This will help us make ourselves heard when we want to talk about important issues like improving young people's lives, volunteer recruitment and providing safe and exciting adventures.

Our tone of voice needs to:

- put our personality across quickly and effectively – we are fun, challenging and adventurous
- help us articulate our ideas in clear, inspiring and persuasive ways
- help us stand out

Remember, the way we speak is part of what makes us who we are.

Our tone of voice is positive, realistic, informal and focused on action. It expresses our values as a Movement that is committed to provide fun, challenge and everyday adventure to young people of every background. We call this tone of voice **positively challenging**.

It's positive

- because we believe we can change lives for the better
- because we are confident about our ability to provide everyday adventure
- because we're optimistic about the future.

It's challenging

- because we're honest that our work is not always easy – and there's always more to do
- because we know that people have misconceptions about Scouting that we need to challenge
- because we want to challenge negative perceptions about young people.

Here's an example of our tone of voice in action:

You're not paying for a canoe; you're funding a future.

This is the first time Tom has ever sat in a canoe. In fact it's the first time he's ever been on a boat that isn't a Thames ferry. When you're growing up in an inner city, there's not much opportunity to canoe, climb or camp in the forest. 'It's like I've discovered a new world,' says Tom, 'not just new places, but new friends and things I never thought I could do.'

5. Be inclusive

Scouting is for girls and boys, young and old, all faiths and backgrounds – anyone who accepts

Scouting's principles can be a Scout. Are you doing everything you can to promote this?

The Scout Association's Black, Minority and Ethnic (BME) membership is growing (to 4.7% in 2009/10) but there is more work still to do before Scouting fully reflects the diversity our local communities.

6. Be surprising

If people in your area still think that Scouting is all knobby knees, big hats and woggles, why not surprise them with a few facts. Did they know that Scouting has been growing for the last five years, that most people are no more than a mile from their nearest Scout meeting place and that we offer more than 200 activities?

Here are some facts you can use:

- There are now half a million members of Scouting in the UK
- Scouting in the UK has been growing for the last five years
- More young people do adventurous activities as Scouts than with any other organisation
- Each year Scouts spend over two million nights away from home doing adventurous activities.
- The youngest person to walk to the South Pole was a Scout
- Each year Scouts tackling the Queen's Scout Award walk the equivalent distance of once around the world.
- 11 of the 12 people to walk on the moon were once Scouts.
- John Lennon and Paul McCartney were both Scouts (inspiring a better quality of campfire song)
- You are never more than 10 miles from a Scout Meeting Place
- The Scout Association is part of a worldwide movement of 31 million Scouts

Here are some quotes from Chief Scout, Bear Grylls, which you can also use:

- 'Scouting's 500,000 members are an inspiration. It's great to see it. It's all about friendship and fun and adventure – people who might not normally have the chance for adventure. Scouts are shining lights in their communities.'

- ‘Every child has the right to an adventure. Life is about grabbing opportunities. The prizes don’t always go to the biggest, the best and the strongest – they go to those who persevere. These are simple life lessons that Scouting teaches.
- ‘Two things matter in life: following your dreams and looking after your friends. This is what I love about Scouting. It’s about doing great things, loving and enjoying the great adventures and helping others to do the same.’
- ‘Scouting provides a second family to lots of young people. It’s a safe place where they can aspire and grow.’

7. Be proud

It’s our passion for Scouting that will enthuse others; let’s talk to people outside Scouting and your enthusiasm will inspire others to join the adventure. If you are making presentations, putting up posters or showing videos, think about your audience. Would the time be better spent showing these to parents, local business and members of your community rather than people already in Scouting?

8. Be prepared

There are a wide variety of tools and resources to help you project a positive and adventurous image of Scouting.

At your next presentation, why not show the video ‘Think you know Scouting? Think Again.’ It’s Scouting in a nutshell and puts forward a succinct case for the need for more adult volunteers. Download it from www.scouts.org.uk/brand You’ll also find:

- Scout posters, flyers and banners that you can personalise and print, log into our print centre on www.scouts.org.uk/brand using your normal username and password
- Video, including messages from Chief Scout, Bear Grylls, to use in your local communications.
- Branded Word templates
- Meeting place signage, stationery, calendars and photo-books.
- Images (including cut out images)

All of the above can be accessed at www.scouts.org.uk/brand

Further reading

- *Welcome To Our Adventure: A Guide to The Scout Association’s Brand and Visual Identity* Available at www.scouts.org.uk/brand
- *The Scout Association’s Copyrights and Trade Marks (FS103598)* available at www.scouts.org.uk/infocentre

Feedback and questions

Please email communications@scouts.org.uk

Appendix 1

A definition of Scouting in 20 words

Scouting offers fun, challenge and everyday adventure to 400,000 girls and boys across the UK

A definition of Scouting in 100 words

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A definition of Scouting in 250 words

Scouting offers fun, challenge and everyday adventure to 400,000 girls and boys across the UK. Offering over 200 different activities from abseiling and archery to drama, street sports and water zorbing, Scouting helps 6-25 year olds grow in confidence, achieve their full potential and become active members of their communities.

This is only possible through the efforts of 100,000 volunteers who also enjoy the fun and friendship of Scouting. Trusted by nearly a million parents each week, the movement welcomes members from all backgrounds, faiths and cultures. Special emphasis is placed on bringing the Scouting programme to young people who currently do not benefit, particularly those in inner cities, those in rural areas and other disadvantaged groups. The Scout Association is a registered charity in the UK and part of a worldwide movement of 31 million Scouts working for peace and global friendship.