Scouts Australia Brand Book

November 2023

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.

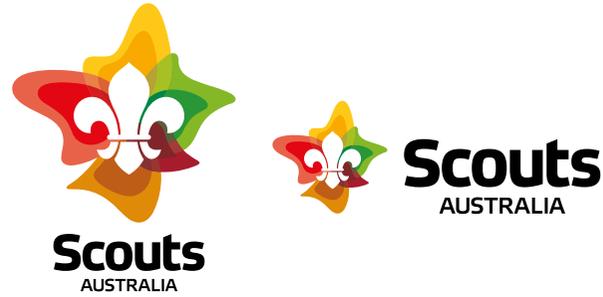Click here to view the story behind our new brand identity.

Contents

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
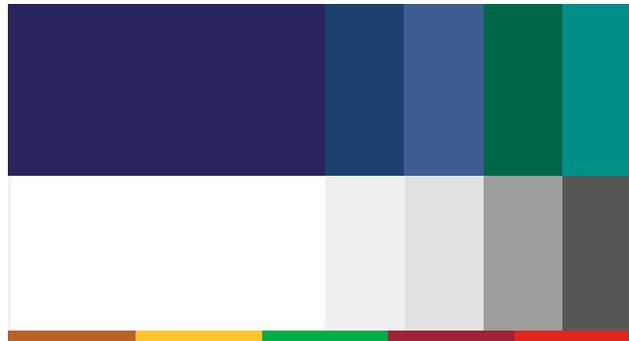

Gumtree Graphics

Alternate Gumtree Graphics

Iconography

Colour Palette

Typography

Nunito Sans Black

Nunito Sans Bold

Nunito Sans Regular

AaBb

AaBb

AaBb

2.1   Our Tone of Voice

pg. 5

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

Empowering
– inspiring & proactive
– highlighting the experiences of real people
– we invite people into our story

Optimistic
– uplifting & inspiring
– clear and direct expression
– charismatic & positive

Active
– engaging & conversational
– active everyday language

Confident
– speaking with conviction
– short, sharp sentences
– positive language

Inclusive
– 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.

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, tshirts 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

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

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

Scouts ACT

Scouts NSW

Scouts NT

Scouts QUEENSLAND

Scouts SA

Scouts TASMANIA

Scouts WA

Scouts VICTORIA

Branch Logo Set Example (All Branch logos are available on the Brand Centre at www.scouts.com.au)

Scouts ACT

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)

Joey Scouts

Cub Scouts

Scouts

Venturer Scouts

Rover Scouts

Sections Logo Set Example (All Section logos are available on the Brand Centre at www.scouts.com.au)

Sections Branch Logos (Full Colour)

Joey
Scouts
NSW

Cub
Scouts
NSW

Scouts
NSW

Venturer
Scouts
NSW

Rover
Scouts
NSW

Sections Branch Logo Set Example (All Branch Section logos are available on the Brand Centre at www.scouts.com.au)

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

Dayboro 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

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'.

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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

Scout Shop

Scout Shop

Scout Shop

Scout Shop

Scout Shop

Scout Shop

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.
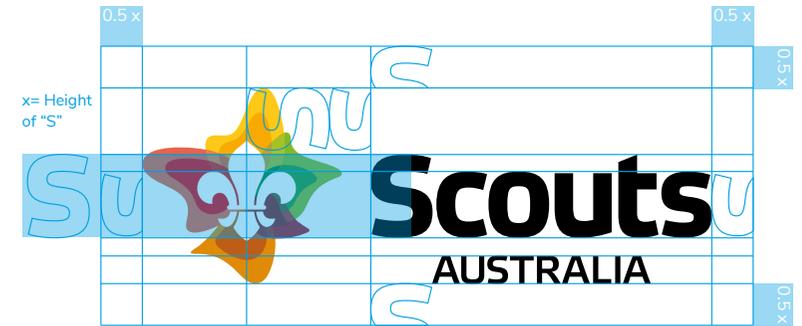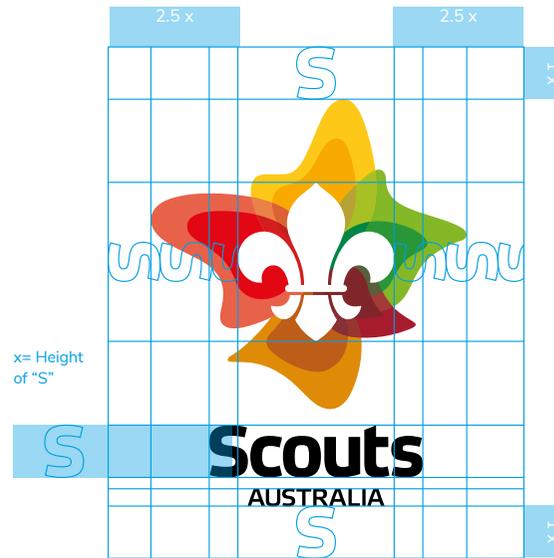
Minimum Size (with Type)

17mm

30mm

Clear Space

2.5 x   2.5 x

1 x

x= Height of "S"

0.5 x   0.5 x

0.5 x

x= Height of "S"

1 x

0.5 x

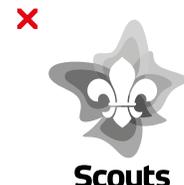## Incorrect Usage

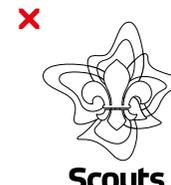✗ DO NOT add an image behind logo

✗ 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

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.
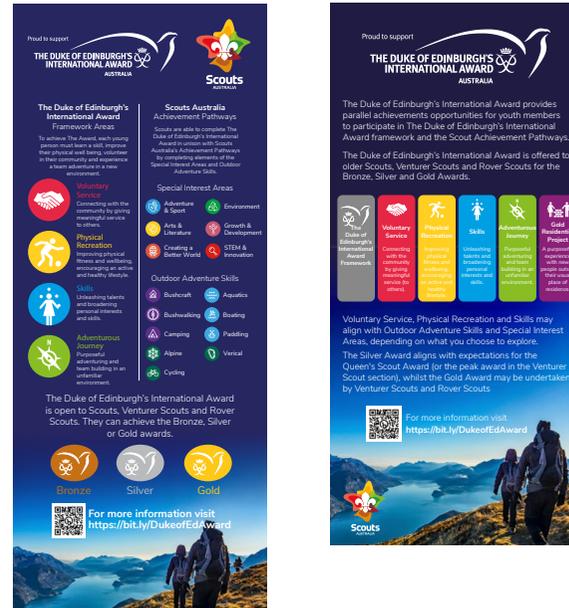
9.1   Dual Branding Guildline

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

* 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 ✔

- Clearly display logos and program outline from both organisations

- Contact details to Scouts Australia or State Branches

Power Point Slide ✔

When working on powerpoint slides, ensure to include logos and full

program names from both organisations.

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.

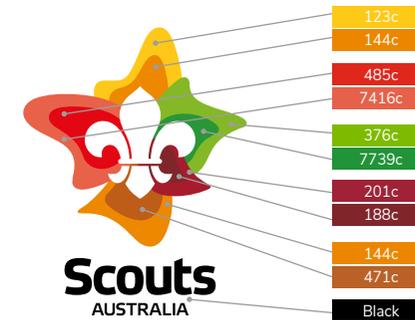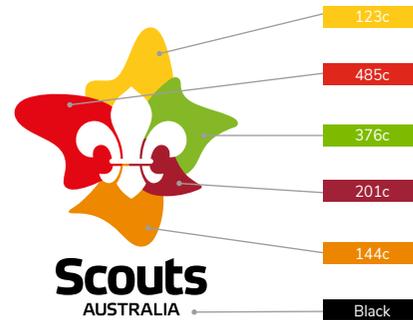The minimum size is 12mm wide.

6 Colour Version

7 Colour Version

10 Colour Version

11 Colour Version

PMS Colours for Colour Matching

123c
485c
376c
201c
144c
Black

123c
144c
485c
7416c
376c
7739c
201c
188c
144c
471c
Black

Logomark use at Small Scale (without type)

12mm

The 15 colours (Master Logo) is being used in most occassions. It is important we uses 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)

Overlapping petals with inner petals

Scouts AUSTRALIA

Samples using these logos

Social Media

Email Signature

Kitty Tsang
Marketing Executive
Scouts Australia
Level 1, 8 Help Street
CHATSWOOD NSW 2067
T: (02) 8440 5913
E: Kitty.Tsang@scouts.com.au

Print Materials

11 Colour Version

NO overlapping with inner petals

Scouts AUSTRALIA

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

Embroidery on Merchandise
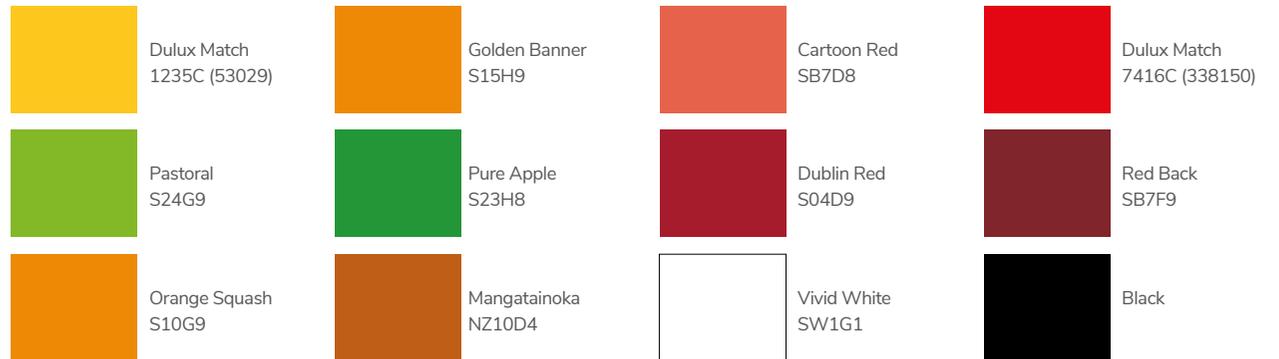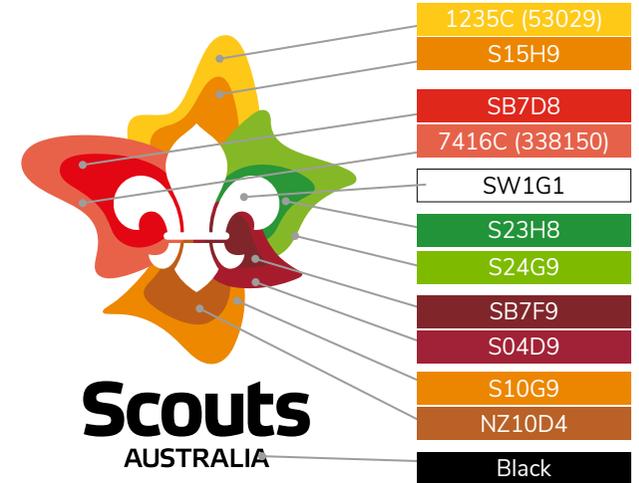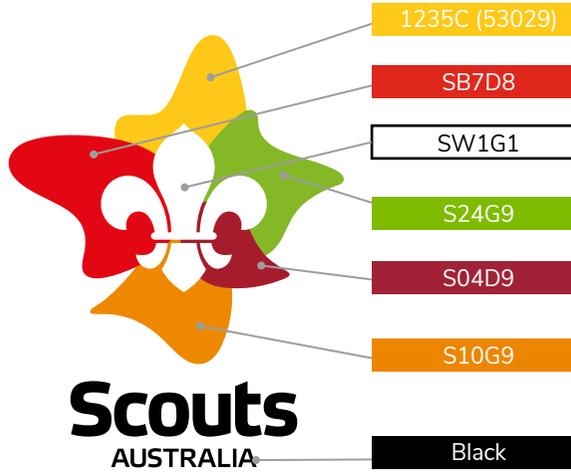
Jacquard Pattern on Towel

7 Colour Version

NO overlapping & NO inner petals

Scouts AUSTRALIA

Rubber Patch on hat

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

1235C (53029)	
SB7D8	
SW1G1	
S24G9	
S04D9	
S10G9	
Black	

1235C (53029)	
S15H9	
SB7D8	
7416C (338150)	
SW1G1	
S23H8	
S24G9	
SB7F9	
S04D9	
S10G9	
NZ10D4	
Black	

Scouts AUSTRALIA

Dulux Match 1235C (53029)	Golden Banner S15H9	Cartoon Red SB7D8	Dulux Match 7416C (338150)
Pastoral S24G9	Pure Apple S23H8	Dublin Red S04D9	Red Back SB7F9
Orange Squash S10G9	Mangatainoka NZ10D4	Vivid White SW1G1	Black

Please refer to Dulux Paint Colour Codes for Gumtree and Alternate Grumtree Design.

Dulux Paint Colour Codes for Colour Matching

S31H8	
S26E9	
SB8E9	
TBA	
S40F7	
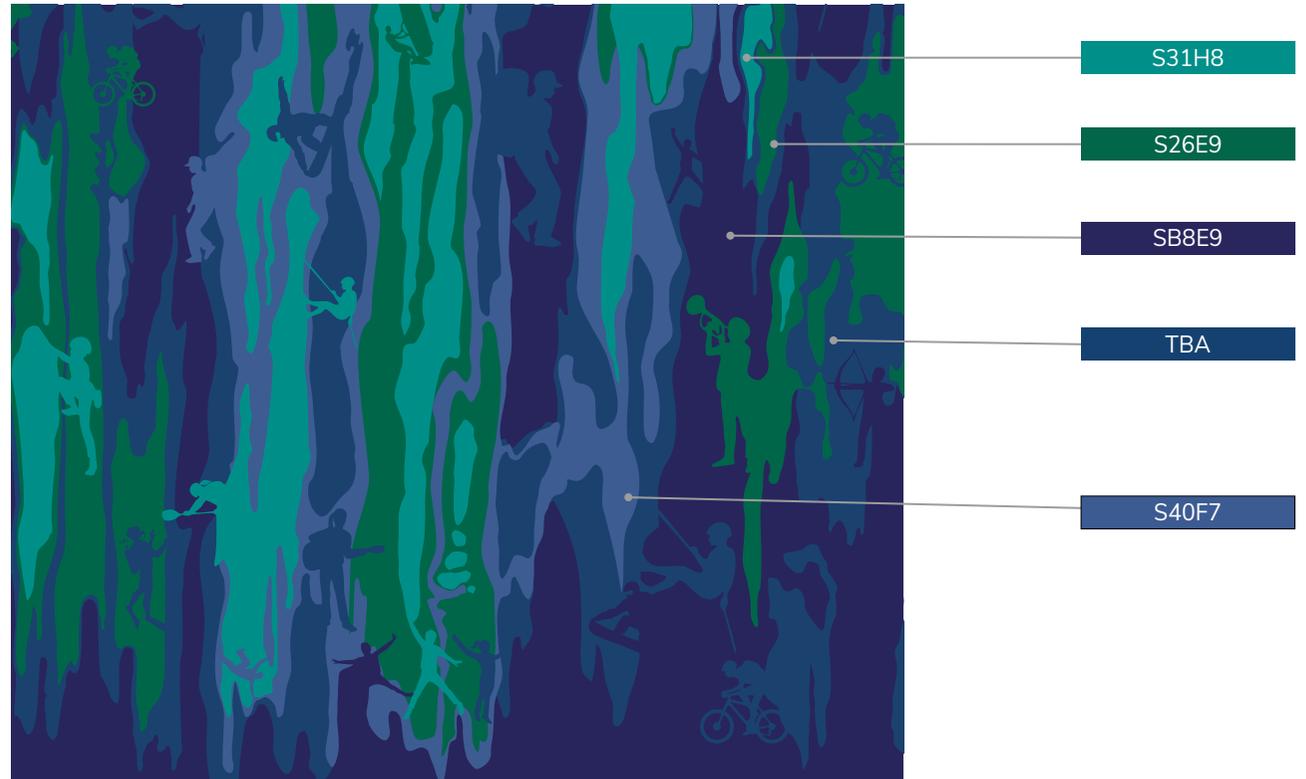
Scouts Teal
PMS 7714c
Dulux Green Spool
S31H8

Scouts Dark
Green PMS 342c
Dulux Green Paw
Paw S26E9

Australian Navy
Blue PMS 280c
Dulux Master Blue
SB8E9

Scouts Dark
Blue PMS 2746c
Dulux TBA

Scouts Medium
Blue PMS 7684c
Dulux Integra
S40F7

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://fonts.google.com/specimen/Nunito+Sans 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

Aa

Black
Bold
Regular
Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

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)

Full Colour Version (Full Colour reverse may be used)

Mono White

14.1 Our Colours

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

Dark Grey
K80

Scouts Medium Blue
C85 M65 Y20 K0
R61 G92 B146
PMS 7684c

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

Scouts Dark Green
C97 M33 Y78 K24
R0 G102 B74
PMS 342c

Scouts Teal
C95 M16 Y53 K0
R0 G143 B136
PMS 7714c

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 19.

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

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

Scouts Scouts
C95 M0 Y100 K0
R0 G174 G66
PMS 354c

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

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

International Colours

Are used in unison with the international Scouts brand.

Scouts International   C79 M94 Y0 K0   R98 G37 B153   PMS527c

14.2 Our Gumtree Graphics Colours

Australian Capital Territory

Scouts ACT Gold — Primary Colour
C20 M25 Y90 K10
R190 G165 B57
PMS 7753c

Scouts ACT Dark Olive
C69 M49 Y85 K50
R58 G71 B42
PMS 5747c

Scouts ACT Olive
C60 M20 Y100 K45
R70 G103 B36
PMS 371c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts ACT Emerald
C70 M10 Y100 K25
R67 G136 B55
PMS 364c

Scouts ACT Cream
C15 M15 Y80 K0
R222 G201 B85
PMS 7752c

New South Wales

Scouts NSW Cyan — Primary Colour
C60 M0 Y0 K0
R68 G200 B245
PMS 292c

Scouts NSW Medium Blue
C90 M30 Y0 K30
R0 G107 B158
PMS 7693c

Scouts NSW Blue
C88 M18 Y5 K0
R0 G156 B211
PMS Medium Blue c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts NSW Teal
C83 M0 Y21 K0
R0 G181 B204
PMS 2995c

Scouts NSW Light Cyan
C40 M0 Y0 K0
R142 G216 B248
PMS 291c

Northern Territory

Scouts NT Orange — Primary Colour
C0 M65 Y100 K0
R244 G121 B32
PMS 166c

Scouts NT Burnt Orange
C42 M76 Y91 K53
R90 G47 B24
PMS 7596c

Scouts NT Amber
C15 M80 Y100 K15
R184 G76 B34
PMS 484c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts NT Dark Orange
C0 M70 Y100 K15
R210 G97 B28
PMS 718c

Scouts NT Orange Yellow
C0 M45 Y90 K0
R249 G157 B51
PMS 145c

Queensland

Scouts QLD Maroon — Primary Colour
R104 G29 B53
R38 G38 B97
PMS 7428c

Scouts QLD Burgundy
C10 M80 Y50 K75
R86 G21 B30
PMS 7645c

Scouts QLD Ruby
C42 M100 Y82 K18
R138 G34 B53
PMS 209c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts QLD Light Maroon
C26 M84 Y0 K20
R158 G64 B85
PMS 7435c

Scouts QLD Salmon
C22 M74 Y52 K0
R199 G99 B106
PMS 7419c

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.

14.3 Our Gumtree Graphics Colours

South Australia

Scouts SA Red — Primary Colour
C0 M100 Y100 K10
R215 G25 B32
PMS 186c

Scouts SA Dark Red
C0 M100 Y100 K65
R113 G0 B0
PMS 7631c

Scouts SA Crimson
C0 M100 Y100 K40
R158 G11 B15
PMS 202c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts SA Medium Red
C0 M90 Y90 K0
R239 G65 B48
PMS 1797c

Scouts SA Peach
C0 M60 Y71 K0
R245 G131 B85
PMS 7416c

Tasmania

Scouts TAS Green — Primary Colour
C100 M20 Y90 K0
R0 G144 B87
PMS 7727c

Scouts TAS Dark Green
C100 M30 Y90 K40
R0 G90 B55
PMS 3308c

Scouts TAS Medium Green
C93 M25 Y92 K25
R0 G113 B65
PMS 357c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts TAS Light Green
C59 M11 Y89 K0
R119 G176 B83
PMS 576c

Scouts TAS Light Lime
C45 M0 Y75 K0
R149 G203 B110
PMS 369c

Victoria

Scouts VIC Dark Navy — Primary Colour
C100 M56 Y0 K60
R0 G49 B96
PMS 7463c

Scouts VIC Navy
C100 M70 Y0 K30
R0 G66 B130
PMS 301c

Scouts VIC Blue
C100 M56 Y0 K20
R0 G88 B153
PMS 7693c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts VIC Mid Blue
C97 M60 Y0 K0
R0 G103 B179
PMS 7691c

Scouts VIC Light Blue
C100 M35 Y0 K0
R0 G131 B202
PMS 7461c

Western Australia

Scouts WA Yellow — Primary Colour
C0 M30 Y100 K0
R253 G185 B19
PMS 130c

Scouts WA Black
C0 M50 Y90 K100
R32 G0 B0
PMS Black c

Scouts WA Brown
C0 M42 Y74 K69
R109 G69 B28
PMS 7596c

Australian Navy Blue
C100 M98 Y28 K24
R38 G38 B97
PMS 280c

Scouts WA Burnt Yellow
C0 M42 Y93 K44
R156 G102 B20
PMS 731c

Scouts WA Medium Yellow
C0 M39 Y100 K17
R212 G143 B21
PMS 131c

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.
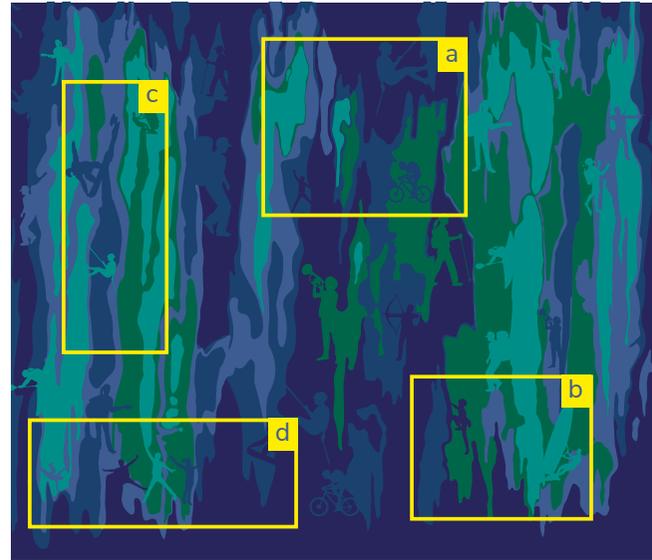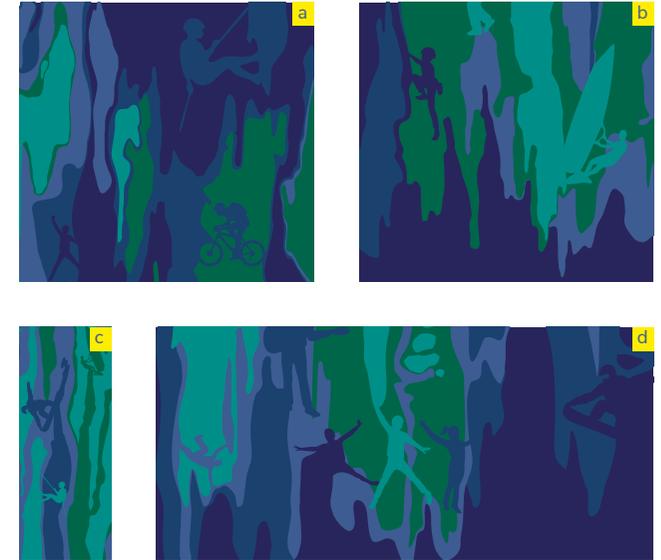
Vertical
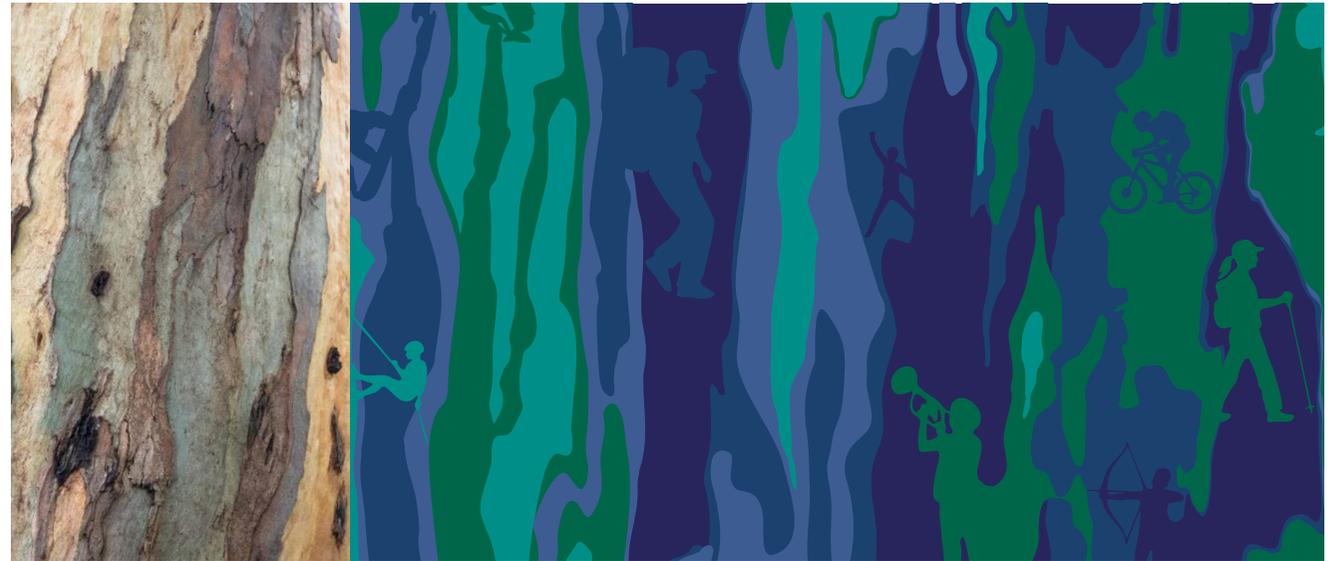
Horizontal

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.
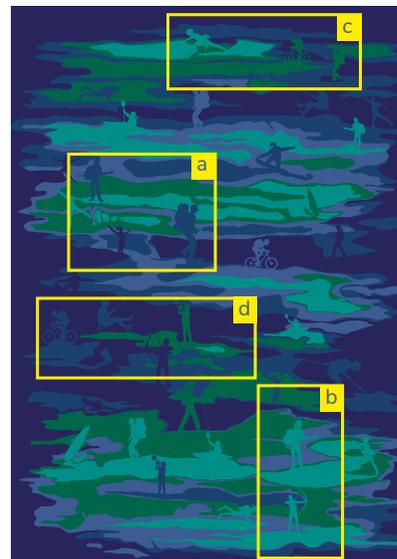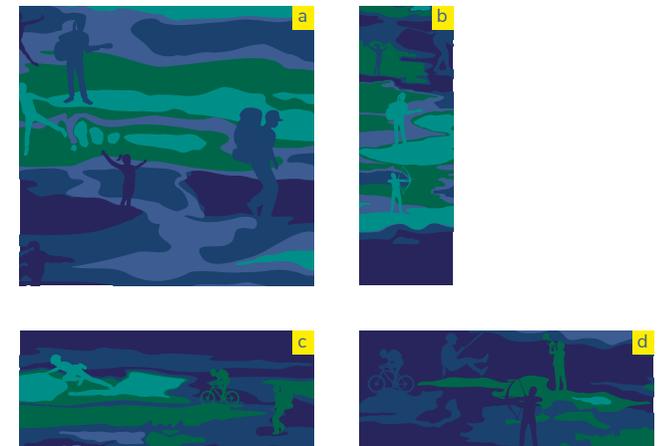
Cropping Examples Vertical

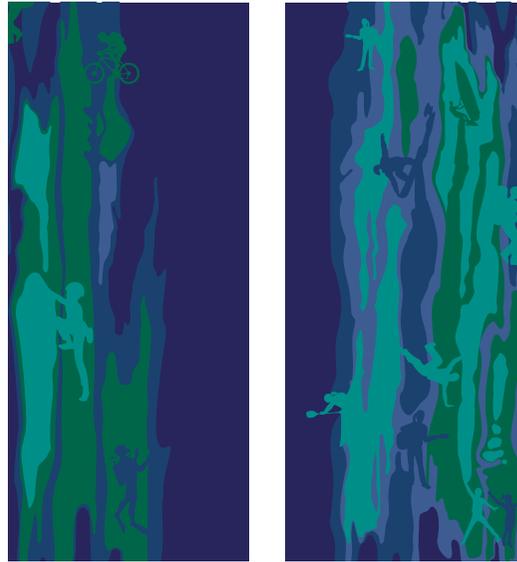## Correct Crop Treatment Examples

Cropping Examples Horizontal

Correct Crop Treatment Examples

We have other formats for our Gumtree Graphics.

Sections Vertical Navy

Sections Vertical White
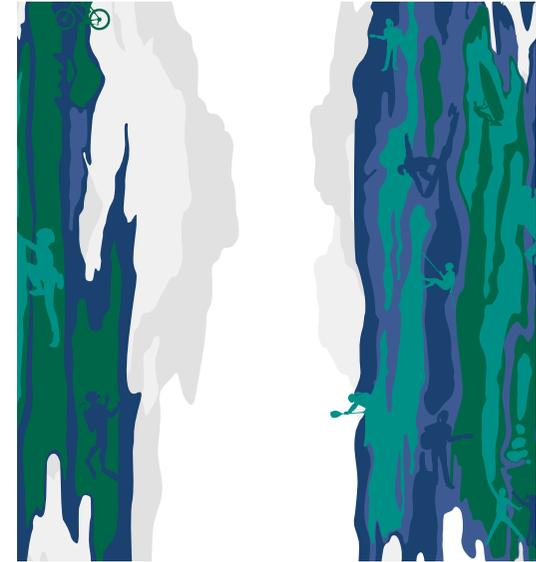
Sections Horizontal Navy

Sections Horizontal White

15.4 Our Gumtree Graphics

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.

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.

Correct ✔

Correct ✔

Correct ✔

Correct ✔

Incorrect ✘

Incorrect ✘

When using the Gumtree Graphics on applications please adhere to the following rules:
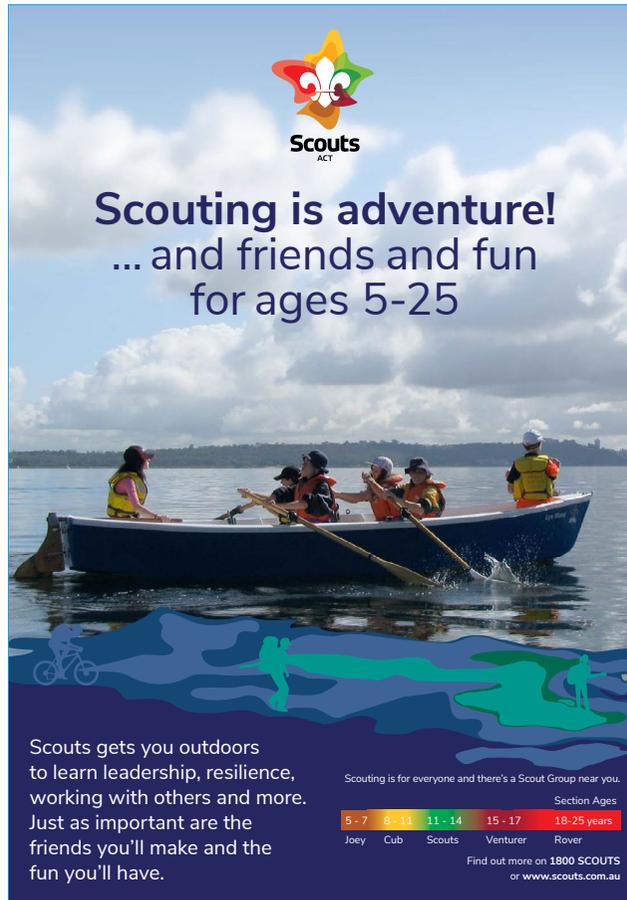
Correct Usage

You may place text over the Gumtree Graphics, but please ensure legibility.

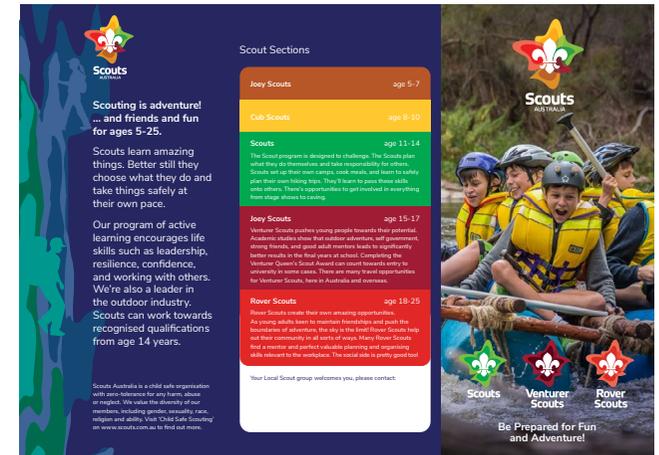When using with imagery, you are able to place the image behind the Gumtree Graphics.

Correct (Hall Signage example) ✔

Correct (Poster example) ✔

Correct (Brochure example) ✔

Correct (Scout Hall Painting example) ✔

15.6 Our Gumtree Graphics

When using the Gumtree Graphics on applications please adhere to the following rules:
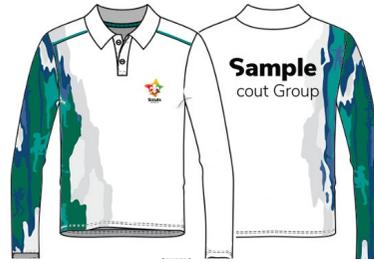
Correct Usage

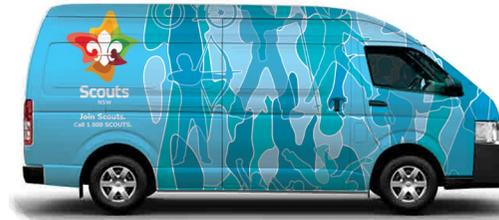You may place text over the Gumtree Graphics, but please ensure legibility.

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
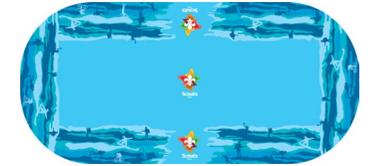

Gumtree design Vehincle wrap

Table Cloth

Lanyard

Reversable 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 differnt section gumtree patterns together.

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 20–21. Our Gumtree Graphics should not be used in greyscale

Australian Capital Territory

South Australia

New South Wales

Tasmania

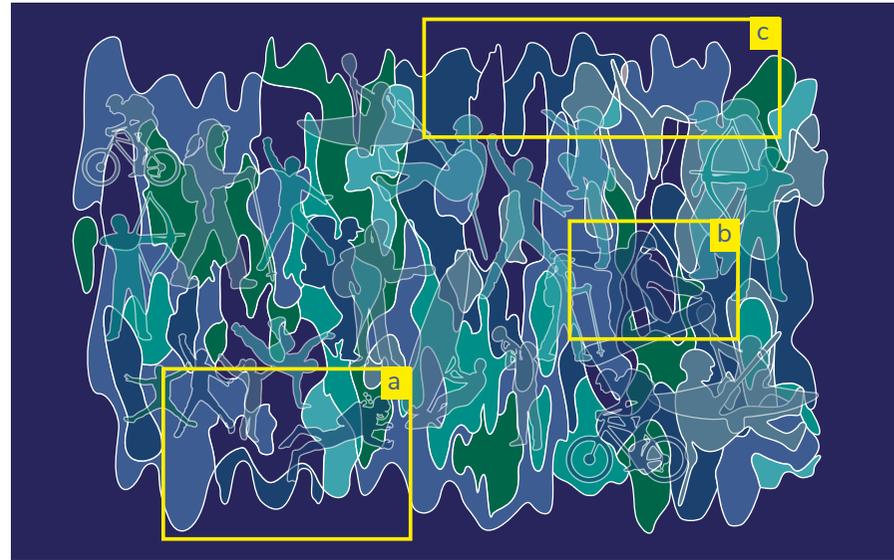## Northern Territory

Victoria

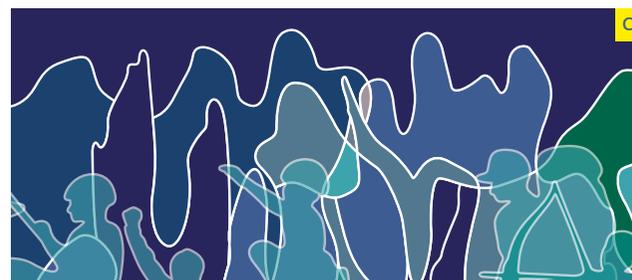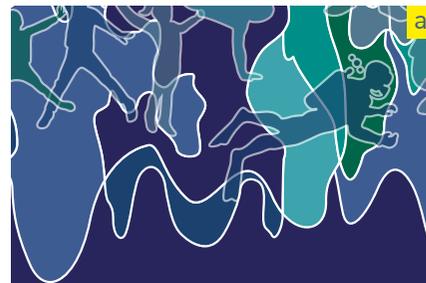## Queensland

Western Australia

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

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

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)
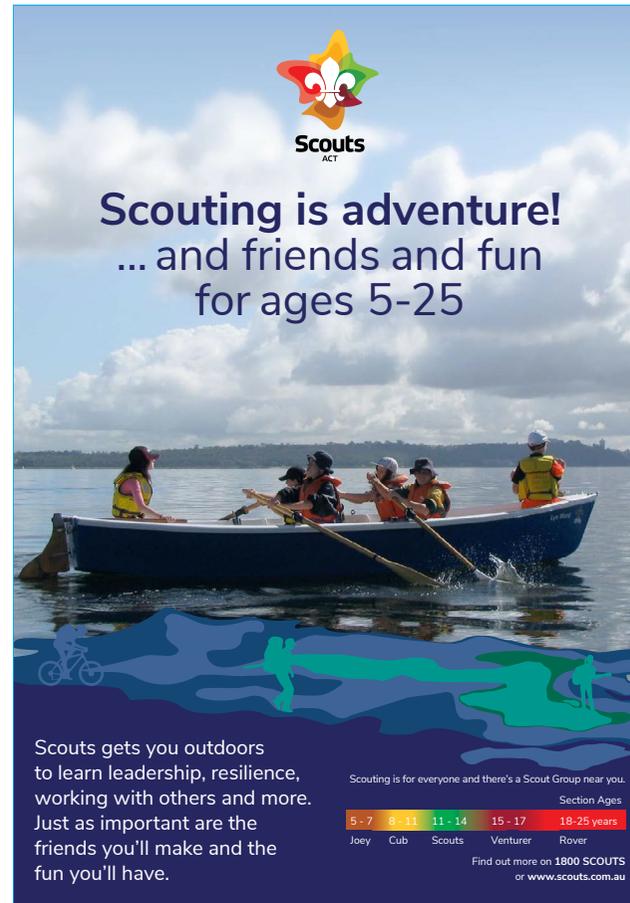
Correct (Scout Hall Painting example)

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)

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

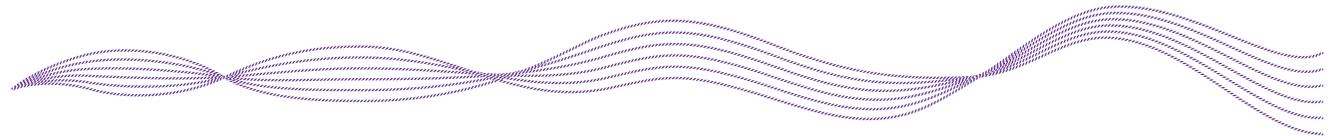## From the Scouts Perspective

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.