## Scouts brand guidelines

Version 3.2 July 2024



## **#SkillsForLife**





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## What we do

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## What we do

#### Welcome

This guide will help you understand who we are, what we do and how we show ourselves to the world. When we use a strong and consistent brand and talk clearly about our benefits, we attract more support for Scouts.



We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 4-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

We're the dream builders, the future makers, and the inspirers, helping create closer communities and build a stronger society.

#SkillsForLife



## We believe that skills for life can prepare better futures:

- for young people by giving them the character, practical and employability skills they need to succeed.
- for volunteers by equipping them with better skills, tools and support to deliver inspiring programmes.
- for society by bringing people together and improving the lives of those in our communities.

## We help young people step up, speak up and gain skills for life.

Character skills like resilience, initiative, independence and tenacity

Employability skills like leadership, teamwork and problem solving

Practical skills like cooking, first aid and coding

<b>Things we deliver</b> <b>Skills for life</b> • Character skills • Employability skills • Practical skills	<b>Things we enjoy</b> • Fun • Friendship • Adventure • A sense of belonging • Learning by doing • Being outdoors • Helping other people	<b>Things young people get from Scouts</b> • Skills for life • Adventure • Wellbeing • Leadership • Citizenship
<ul> <li>Things we care about</li> <li>Young people</li> <li>Volunteers</li> <li>Our communities</li> <li>Our planet</li> <li>Wellbeing</li> <li>Safety</li> <li>Inclusion</li> </ul>	<b>Things we stand for</b> <ul> <li>Integrity</li> <li>Respect</li> <li>Care</li> <li>Belief</li> <li>Cooperation</li> </ul>	<ul> <li>Things we do that benefit society</li> <li>Closer communities</li> <li>Happier, more resilient people</li> <li>More people playing their part in society</li> <li>Better life chances for more young people</li> </ul>
By 2025 we'll have prepa	red more voung people	

By 2025 we'll have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme. We'll be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

# $\sim$

## Our brand at a glance

What we talk about	Skills for Life (character, employability and practical skills)	
What we convey	A sense of belonging	
What we show	Fun, friendship and adventure	
low we talk	Grounded, conversational, colourful, relatable, inspiring and surprising	
What we call ourselves	Scouts (only 'The Scout Association' in formal documents).	

Integrity Respect Care Belief Cooperation

## Our values

As Scouts we live by our values. They run through everything we do, how we act and the way we treat each other.



## Logotype

Our logo is very important to us. It's the symbol that represents and unites us as a movement. Please use it consistently, to build awareness, recognition and adoption of our brand.



**Stack lock-up** Please use this version when there is enough room.



### Linear lock-up

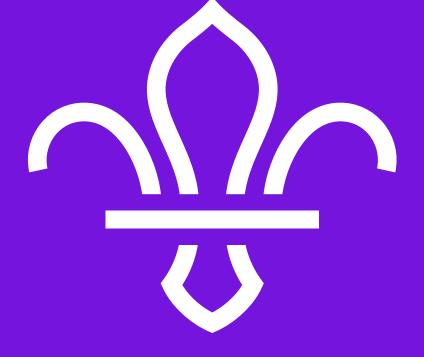
Please use this when there isn't enough room to use the stack version.

Note: All rules apply to both linear and stack versions of our logotype.

Always use the supplied artwork files. These are available at **scoutsbrand.org.uk**  The fleur-de-lis may be used when it's already clear it's in a Scouts context.

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Logotype



The logotype should always be visible and not lost on busy backgrounds and textures. The logo should only ever be used as an image file and not recreated in text form.

Our logo should only appear in a single colour; black, white or purple, except for Scouts in the nations where the following colours should be used:

Scotland - Scouts Blue Wales - Scouts Red Northern Ireland - Scouts Green or Scouts Purple

Colour references can be found on page 20-23.

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Logotype









## Local personalisation

The logo must be used locally. It can be personalised at a local level with the addition of the name of the Group. District, County, Area or Region below it. No additional words should be added to the personalisation, for example, 'Sudbury' should be used, not 'Sudbury District' or 'Sudbury District Scouts'.

Group logo lock-up personalisation. Note that the words 'Scout Group' are not required

The name must appear in Nunito Sans Extra Bold.

For all local usage, regardless of location, on a purple or black background, the logo must appear in white. On a white background, the logo must appear in black or purple, apart from in the nations where the following colours should be used:

Scotland - Scouts Blue Wales - Scouts Red Northern Ireland - Scouts Green or Scouts Purple

District logo lock-up personalisation

Colour references can be found on page 20-23.

The logo may also appear in white on a background palette colour, black on white, white on black and white on an image.

> County, Area or Region logo lock-up personalisation

There is a logo generator on the Scout brand centre that allows vou to create and download a personalised logo free of charge. Scouts **1st Boxford** 

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Logotype

**Sudbury** 

Suffolk

14 Logotype Group logo lock-up personalisation



District logo lock-up personalisation



County, Area or Region logo lock-up personalisation



Logotype

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Group logo lock-up personalisation from each devolved nation







## Clear space for our logo

Please give our logo space to breathe. This clear space is measured by the height and width of the letter 'u' in Scouts.

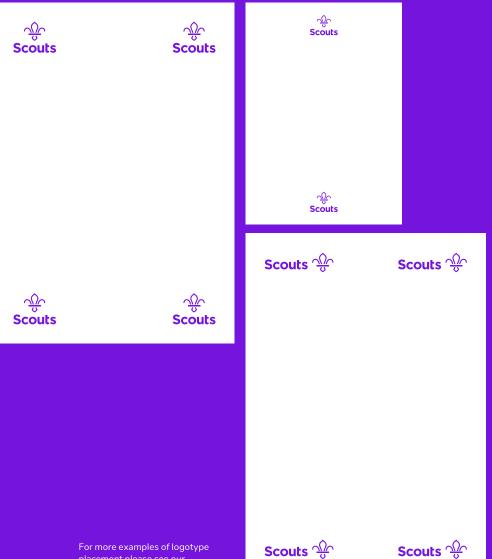


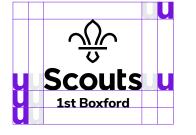
Logotype

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## Logotype placement

We have a a number of preferred positions for our logo. This means our brand is always visible and consistent. Our logo should only appear once on any page or cover. The examples show all the locations the logo may appear.

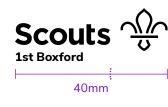






Minimum size Stack logotype





Minimum size

Linear logotype





placement please see our applications section pages 44-59



## **Our colours**

What's new?<sub>223</sub> Where they fit in <sub>2425</sub> Colour pairings <sub>2627</sub> Colour tones <sub>2829</sub> What works well <sub>3033</sub>

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## What's new?

## **Scouts Teal**

Now darker so text can be used on the colour and meet accessibility guidelines. Teal fails one category in AAA rating, but passes all AA. This replaces the lighter teal.

Colour values RGB r6 g132 b134 CMYK c85 m30 y47 k6 Pantone 7716 C HEX #088486 Thread YHG786 What's new?

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### **Scouts Orange**

A vibrant addition to our youthful, bold and optimistic colour palette.

Colour values RGB r255 g145 b42 CMYK c0 m52 y91 k0 Pantone 715 C HEX #ff912a Thread YHG237

### **Scouts Forest Green**

To reflect our Cubs uniform, our King's Scout Award badge and our close connection to nature.

Colour values RGB r32 g91 b65 CMYK c85 m40 y79 k35 Pantone 554 C HEX #205b41 Thread YHG756

## Where they fit in

### Core colours

We use ten colours, plus black and white. The familiar purple is our core colour.

The colours are best used alone, or in the pairs shown over the next four pages. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Always use the correct colour breakdowns: CMYK and Pantone<sup>®</sup> for print and RGB or Hex # for digital.

25 Where they fit in

**Scouts Purple** 

RGB r116 g20 b220 CMYK c72 m80 y0 k0 Pantone Violet C HFX #7413dc Thread YJB506

### Scouts Teal

RGB r6 g132 b134 CMYK c85 m30 y47 k6 Pantone 7716 C HEX #088486 Thread YHG786

### White

Black

RGB r0 g0 b0

HEX #000000

Thread Black

RGB r255 g255 b255 CMYK c0 m0 y0 k0 Pantone n/a HFX #ffffff Thread White

CMYK c0 m0 y0 k100 Pantone Process Black C

Our core colour is purple, anchoring our brand in a familiar world.

60%

20%

40%

26 Skills for Life
Our colours

## **Colour pairings**

Use them together to create great visual impact in your communications.

### Scouts Red

RGB r237 g64 b36 CMYK c0 m90 y100 k0 Pantone Red 032 C HEX #ed3f23 Thread YHG125 Colour pairings

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Scouts Pink

RGB r255 g180 b229 CMYK c2 m30 y0 k0 Pantone 183 C HEX #ffb4e5 Thread YHG172

## Scouts Green RGB r38 g183 b86

CMYK c75 m0 y91 k0 Pantone 347 C HEX #25b755 Thread YHG741

### Scouts Navy

RGB r0 g58 b130 CMYK c100 m88 y12 k0 Pantone 294 C HEX #003982 Thread YHG328

Scouts Blue

RGB r0 g110 b224 CMYK c95 m35 y0 k0 Pantone 285 C HEX #006ddf Thread YHG334 **Scouts Yellow** 

RGB r255 g230 b39 CMYK c0 m6 y90 k0 Pantone 108 C HEX #ffe627 Thread YHG207

## Scouts Orange

RGB r255 g145 b42 CMYK c0 m52 y91 k0 Pantone 715 C HEX #ff912a Thread YHG237

## Scouts Forest Green

RGB r32 g91 b65 CMYK c85 m40 y79 k35 Pantone 554 C HEX #205b41 Thread YHG756

28 Skills for Life Our colours	<b>29</b> Colour tones
Colour tones Use them together to create depth and structure to your page designs or illustrations. Scouts Red	Scouts Pink
Scouts Navy	Scouts Blue
Scouts Forest Green	Scouts Green
Scouts Orange	Scouts Yellow

## What works well

### **Recommended combinations**

'We're looking

for the future

builders and

SkillsForLife

the inspirers.'

makers, the dream

The following colour combinations have been tested for accessibility. Always use high contrast combinations for maximum readability.



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#### 'We're looking 'We're looking 'We're looking for the future for the future for the future makers. the dream makers. the dream makers. the dream builders and builders and builders and the inspirers.' the inspirers.' the inspirers.' couts.org.uk/voluntee Scouts 🕀 scouts.org.uk/ Scouts 2 Scouts 2 Scouts 👾 #SkillsForLife #SkillsForLife

#### Use large text only where possible

'We're looking	'We're looking	'We're looking	'We're looking
for the future	for the future	for the future	for the future
makers, the dream	makers, the dream	makers, the dream	makers, the dream
builders and	builders and	builders and	builders and
the inspirers.'	the inspirers.'	the inspirers.'	the inspirers.'
We must have a Whitesaday waveley to hald Woodhaathy 5 kg 1 and widdiget going get tooling on get took widdiget stock of thongs took wid get took widdiget stock of thongs took wid get took widdiget stock of conference, speaking updiget going for a Carl you bligh?	We must any Walknaday warring to heigh Wandhauth 2 list 1: year dds gar gyngs of theight og of status, into a list so of things that will gar that year all mass into a so all do ben than year all mass using a confidence, speaking speak gyng for it. Carry so Jusi?	We need every Waldwards needing to help Weinstead Will 8 to 1 and will de propag- get to average and get sched in red of this of things that will get be than statis for this Every new and the will neve an and the sched of the schedule and the schedule and the control schedule and the schedule and the control schedule and and and and and control schedule and control schedule and and control schedule and and control schedule and cont	We must every Workloadly service to table Workloadly it is a 1-year-rest per prog get tribuiles and get table, that a thirds of things that will get that will be table. Every now and there it may well many set using a set of the set of the set of the set of the conditions, speaking segred gets for it. Care you kep?
scouts.org.uk/volunteer Scouts	scouts.org.uk/volunteer Scouts	scouts.org.uk/volunteer Scouts	scouts.org.uk/volunteer Scouts
#SkillsForLife 22nd.cud#	#SkillsForLife 22ad Cuedtr	#SkillsForLife 22rd Aberdus	#SkillsForLife 20d Abordeen

Please always use the correct Nation colour for your logo (or black or white). The correct colours are Scouts Red for Scouts Cymru, Scouts Blue for Scouts Scotland, Scouts Purple for UK wide usage (including in England and islands) and Scouts Purple or Scouts Green in NI. The Sea Scouts logos may appear in Scouts Navy or black, or white. The Air Scouts logo may appear in Scouts Blue, black or white. Logos in other palette colours are reserved for national campaigns.

'We're looking	'We're looking	'We're looking	'We're looking
for the future	for the future	for the future	for the future
makers, the dream	makers, the dream	makers, the dream	makers, the dream
builders and	builders and	builders and	builders and
the inspirers.'	the inspirers.'	the inspirers.'	the inspirers.'
We need every Wedeworks evening to help Woodswark's the 1-space design grange get theiring and get tack in the 3 locks of thongs that will get the skifts for the Every now and then that may well more utility a compare, but done with their of the 1 should compare, specific grand grang for 2. Campon head?	We must every Wednesday evening to help where the second second second second second event second second second second second second through that will give them all this for IRL Every compass, the will give them all this for IRL Every compass, the will give them all this for IRL advect compass, the will give the second second second confidence, speaking upand giving for L. Carry to help	We made every Middauddy evening to help where the set of the set of the set of the get relation and get class into all lates of things that well give them all lates the file. Every norm and between any well even using and contained, speaking upon giving for a call production of the set of the set of the contained between the set of the set of the call production of the set of the set of the call production of the set of the set of the call production of the set of the set of the call production of the set of the set of the call production of the set of the set of the call production of the set of the set of the set of the call production of the set of the set of the set of the call production of the set of	We mate every Wildenschy wennig to help Wildenbach's Ets 11-year-olds get geing get thinking and get neutrit ich all kinds of thining that will give them will file of the Every new and them that may end in least a citig a compact, but price elevis that most of the advet compact, but needs has that most of the advet can you help?
scouts.org.uk/volunteer	scouts.org.uk/volunteer	scouts.org.uk/volunteer	scouts.org.uk/volunteer
#SkillsForLife Scouts	#SkillsForLife Scouts	#SkillsForLife Scouts ార్లో	#SkillsForLife Scouts ా

'We're looking

Scouts 2

for the future makers, the dream builders and the inspirers.'

In meet every Wednesday evening to help foodheath's B to 11-year-olds get going, to thinking and get stuck into all kinds of ings that will give them skills for life. Every aw and then that may well mean using a impass, but more diten than not it's about infidence, speaking upand going for it. an you help?

g.uk/volunteer Scouts

We're looking for the future makers, the dream builders and the inspirers.'

Scouts 2

Interest of Proceedings of Strap domasth's Bit II-year-olds git going, thinking and get stuck into all kinds of get that will give them skills for file. Every w and then that may well mean using a meas, but more client han not it's about itdence, speaking upand going for it. you help?

org.uk/volunteer Scouts '

We're looking

for the future

builders and

scouts.org.uk/v #SkillsForLife

the inspirers.'

makers, the dream

Our colours

'We're looking	'We're looking	'We're looking	'We're looking
for the future	for the future	for the future	for the future
makers, the dream	makers, the dream	makers, the dream	makers, the dream
builders and	builders and	builders and	builders and
the inspirers.'	the inspirers.'	the inspirers.'	the inspirers.'
We made a way Missienschryweiting bhago Woodharth (B 11) sweiting bhago et mining and get much nie au luns ar Hrings that will get thaut nie al that ar Hrings that will get that mill site for the Every new and then that may well means unleg a the Every state of the site of the Every new and then that may well means unleg a the Every state of the Site of the Every new and then the site of the Every new and the site of the S	We must every 'Weinscraby sweening to help. Weinstheath's 8 to 11-year-ratio and point, get thinking and get structulus for all kinds of theing that weil give them shift for all the Every rook and then that may well means using a second and the galaxies guarding density of the conditioners, guarding using doing for it. Can you help?	We need every Medeochry evening to help Woodhaam's is to 11-aer valor garg going get threining and dyst tasks into all index of threining that will get them will for fact. Every non and their that may well threinin uning a set of their that may well and their all the conditions, expanding updated going for it. Car you help?	We must a very Vacheckty i verting to halo Woodhacht & B 11 spee - elds get gran, get mining and get truck into all a linus of things that all get behan all its fort. So very new and then that way well main a unity a set of the structure of main a unity a constructure spectra of the structure of the constructure spectra of the structure of the constructure spectra of the structure of the Care you halp?
scouts.org.uk/volunteer	scouts.org.uk/volunteer	scouts.org.uk/volunteer	scouts.org.uk/volunteer
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'We're lookina 'We're looking 'We're looking 'We're looking for the future for the future for the future for the future makers, the dream makers. the dream makers. the dream makers. the dream builders and builders and builders and builders and the inspirers.' the inspirers.' the inspirers.' the inspirers.' scouts.org.uk/ #SkillsForLife Scouts Scouts 👾 Scouts

We're looking We're looking 'We're looking 'We're looking for the future for the future for the future for the future makers. the dream makers, the dream makers, the dream makers, the dream builders and builders and builders and builders and the inspirers.' the inspirers.' the inspirers.' the inspirers.'

<sup>33</sup> **'We're looking** for the future makers, the dream builders and the inspirers.'

We meet every Wednesday evening to help Woodheath's 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it's about confidence, speaking up and going for it. Can you help?

## scouts.org.uk/volunteer #SkillsForLife



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Be colour smart

## Be colour smart

Purple is strongly associated with Scouts, so should be used as our core colour where possible at a UK level.



Our palette should feel youthful, vibrant and optimistic, so use colour combinations that reflect that.

Always use strong contrasting colour combinations that pass accessibility standards and are easy to read. Use an online colour contrast checker that follows Web Content Accessibility Guidelines, such as WebAIM: Contrast Checker

'We're looking for the future makers, the dream builders and the inspirers.'



Think carefully about your choice of colour when using it for a particular age range. For example, using Scouts Red for materials for Beavers Scouts may be confusing.



**Squirrels** 

Remember, some colours are also strongly associated with a Nation, for example Scouts Red for Wales and Scouts Blue for Scotland.



Please be sensitive if using orange in Northern Ireland as certain parts of the community have historical ties to the colour.

When using the colours, ask 'does it still feel like Scouts?' If it's for an external audience, you may wish to consider using the core palette colours (purple and teal instead).

Don't be tempted to use all the colours at once as this can be overwhelming (although there are some important exceptions, such as for the Pride Flag).

Use black sparingly, as it can rob our brand of its vibrancy and optimism.

Black text on a yellow background is strongly associated with safeguarding in Scouts, and should be reserved for that where possible. A key exception is when we use it for high accessibility name badges.

## Young people first Safeguarding

– a code of practice

# Typography

Our Scout brand font is Nunito Sans.

This is a free Google font. It offers flexibility while being clean, contemporary and highly legible. It also expresses our personality and is confident and inclusive.

The font can be downloaded from **fonts.google.com/specimen/Nunito+Sans** and used at no cost.

Black for headlines and hashtags

Extra Bold for local personalisation within our logotypes

Bold for highlighting information in body text

Regular for body text when on a solid colour background

Light can be used for body text when on a white background **5 weights Black Extra Bold** 

Nunito Sans

**Bold** Regular Light

Nunito Sans Regular AaBbCcDdEeFf GgHhliJjKkLIMm NnOoPpQqRrSsTt UuVvWwXxYyZz — 0123456789 #!@£\$€%&\*()::?• Typography

Character set

### Using typography

There are a number of different weights in the Nunito Sans font family. For main headers we recommend Nunito Sans Black. For body copy, we recommend Nunito Sans Regular. Use Nunito Sans Bold for your call to action and contact details.

Only use Italicised versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.



Headline: Nunito Sans Black 24pt 24pt

Body text: Nunito Sans Regular Nunito Sans Bold 10pt 12pt Not pictured: the mini bus driver, sandwich maker, photo taker.

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million 6-25 year olds the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

This only happens because of great volunteers, like you.

The leaflet example shown on page 27 demonstrates how to use our Nunito Sans family of fonts. Call to action: Nunito Sans Bold Nunito Sans Black 16pt 24pt

scouts.org.uk/volunteer
#SkillsForLife

## Typography and grids

Grids bring order to the page; they allow for the consistent organisation of text, graphics and photographic elements.

In both print and digital communications, we need to allow key elements space to breathe. This means not trying to cram too much on a page.

With smaller print communications, we recommend a four column grid. For larger banners and billboards, this may increase to allow for more elements.

'We're looking for the future makers, the dream builders and the inspirers.'

scouts.org.uk/volunteer #SkillsForLife

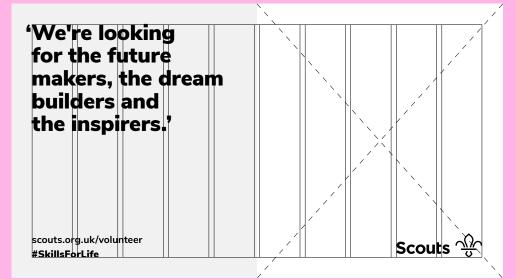


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Leaflet example

2 – 4 column grid



5 – 10 column grid

## **Photography**

Inspiring photography is at the heart of our brand. Our photography should show our diversity, fun, friendship and adventure but above all, give a sense of belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.



Photography

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Photography is all about capturing a moment in time.

It could be the moment you fell in the water while kayaking for the first time, or reaching the summit of a mountain, or the moment someone thanks you for a job well done.

Remember we don't have to show uniforms in every photo, but we should show fun, friendship and adventure, and give a sense of belonging. It's always a good idea to show young people wearing their Scout scarf (neckerchief) as this will help identify them as Scouts.

Photography



## How we talk

Here's the thing. The way we talk is just as important as what we say. It helps people get to know us, understand us better and more likely to support us. It's about getting our personality across.

The way we talk is grounded, conversational, colourful, relatable, inspiring and surprising.

Easy to say. But how do you get started?

Well, put simply, we write as we speak, people to people. We steer clear of stuffy language and never use a complicated word if a simple one will do just as well. We never forget Scouts is a hobby, and something that's often done in our spare time. That's why we keep things informal and grounded.

It helps when we explain things, and use everyday language, particularly when talking about skills for life. So instead of saying 'resilience' we'll say 'try and try again' or 'get back up and try again. We've got lots more examples of this on the next few pages. .

Visit our style guide for advice on how we use some specialist language and terms here at Scouts. scouts.org.uk/styleguide

## A little guide to how we talk

- Use short sentences and snappy headlines.
- Avoid unnecessary information such as 'As a team, we have...'
- Jump straight into the action.
- Use active language such as 'We're' rather than 'We have been'.
- Use simple words instead of stuffy ones, such as 'make sure' instead of 'ensure'.
- Use contractions such as 'we're' instead of 'we are'.
- Use down to earth examples.
- Inject some energy.
- Talk about skills for life, but show fun and adventure.

Like these? Find lots more at **scoutsbrand.org.uk** 

Grounded Conversational Colourful Relatable Inspiring Surprising

How we talk

## How we talk about skills for life

From this:

Independence	
Resilience	
Dedication	
Curiosity	
Adaptability	
Teamwork	
Empathy	
Motivation	
Patience	
Initiative	

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To this:

Under your own steam or Doing your own thing

Try, try again or <u>Get back up and try again</u>

Sticking at it or Going for it

Asking the big questions

With a plan B (and C) up your sleeve or Thinking on your feet

Mucking in or Playing your part

Stepping into their shoes or Seeing their side

Go-getting or Give it a go

As long as it takes or No rush

Thinking for yourself

## Need a sparky headline?

Pair a grounded skill with an everyday place, time or activity and you've got a sparky headline. It makes the skills young people learn at Scouts sound within reach. We want parents and young people to think 'that could be me'.

The one thing all these examples have in common is that we've used detail and everyday language to show the different skills young people learn at Scouts.

## A little detail goes a long way

Use detail to help ground 'skills for life' and to paint a picture of what it's really like to volunteer for Scouts. Make it everyday colourful, make it real, make it personal:

## You look like a role model.

Woodheath's young people need volunteers to help run their group on Tuesday nights.

scouts.org.uk/woodheath

<u> - 60</u>



We need tea makers, activity planners, tidy-uppers and helpers for as little or as much time as you can spare.

## **Inclusion and diversity**

We're proud be an inclusive movement, open to all. But it's not enough just to say it. Our communications needs to show this, not only in our choice of images, but also in the language we use. Inclusive language is about using welcoming words, phrases and expressions that don't make assumptions or exclude people.



## Advice on inclusive language

- Use gender neutral terms for people, such as 'volunteers', and 'members', and not words like 'guys.'
- Avoid gendered language such as 'mankind.' 'Humankind' is better.
- Use inclusive pronouns such as 'We.' This shows we're part of a team, working together.
- Don't assume everyone has parents. Words such as carer or caregiver are better.
- Think carefully before using colloquialisms such as 'that's a piece of cake' to mean 'easy.' Would a non-native English speaker understand this?
- Don't define people by their gender. In the phrase 'female engineer for example, it's not necessary to specify the gender.
- Use positive language when talking about a disability and put the person first. So for example, it's better to say: 'a person with a disability' rather than a 'disabled person.' Don't imply any sense of victimisation – never say 'suffering from sight loss' for example.
- If you're uncertain how to refer to person or a group or people, it's best to ask them what language they would prefer.
- We are actively anti-racist and never use language that stereotypes, demeans or excludes people.
   We use thoughtful, sensitive language that treat all people with dignity and respect.
- If in doubt, think: 'What's the kindest thing to say or write?'

Find out more about our commitment to inclusion and diversity at **scouts.org.uk/volunteers/inclusion-and-diversity** 

How we talk

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How we talk

## **Digital accessibility**

We need to make our branded communications as inclusive and accessible as possible. Please follow this advice when creating online content.

There are four principles a website must meet to be accessible:

Perceivable – users are able to recognise and use websites with the senses available to them

**Operable** – users can find content, regardless of how they choose to access it

Understandable – users are able to understand our content

**Robust** – our content can be interpreted reliably by a wide variety of browsers and technologies

How we talk

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### Please remember:

- Add alternative text (Alt text) to every media file for people who use screen readers. Alt text should:
  - be descriptive and able to build up an image in your mind
  - describe as many things in the foreground and background as possible, including colours and objects
  - no more than one or two sentences.
- Use clear call to actions don't use 'click here' or 'find out more' as a screen reader won't know where the link is taking them
- Link titles need to be descriptive
- Use spacing to keep text clear and easy to read
- Use bullet points to break up long lists or to give instructions
- Make sure all language is in Plain English and in our tone of voice
- Use subtitles on all videos.
- Use transcripts for all audio
- Use text not images of text (Images of text are not readable by devices such as screen readers)
- Capitals should be used only at the beginning of a sentence.

## Please don't:

- Capitalise whole words
- Use language like 'the blue box at the bottom of the page'
- Italicise or underline font
- Use emojis or smiley faces in any website content
- Insert Excel tables (these aren't easily readable on mobile devices). Use bullet points instead to display data
- Use a blue background when adding a hyperlink within text.

## Before you make your content live:

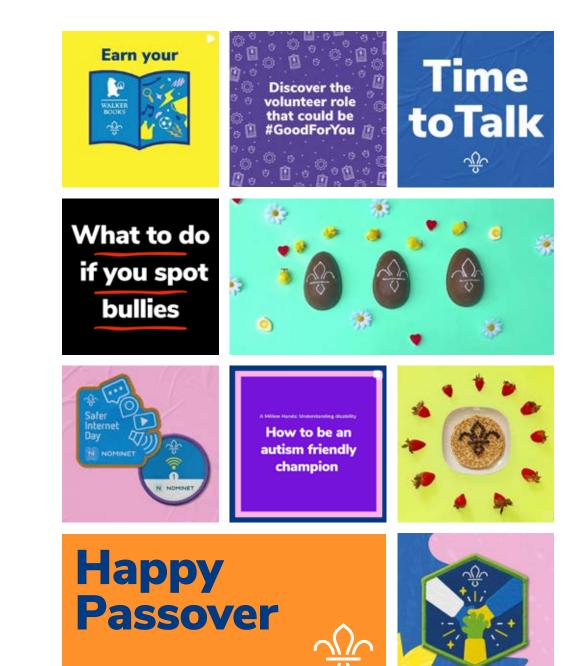
- In Microsoft Word and PowerPoint, vou can use the accessibility tool to check for errors, warnings and tips. To use this tool, click the 'Review' tab and then click 'Check Accessibility.'
- Try navigating the page with your keyboard – Take the nomouse challenge
- Test your webpage on different devices – press F5 on your keyboard, click the arrow next to 'Dimensions Responsive' and you'll be able to select to view the page in different devices from an iPad through to a Samsung Galaxy.

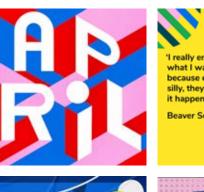
## Further reading

- Accessibility auidelines on the UK Gov Website
- How we talk Getting to know our tone of voice **scoutsbrand.org.uk**

# Using our brand

Our visual identity is bold, clean and contemporary. It has greatest impact when we use it confidently and with simplicity. Here are some examples of bold and effective usage. 57 Using our brand





YouShape 🕀

'I really enjoy telling the leaders what I want to do at Beavers – because even if I say something silly, they find a way to make it happen!'

Beaver Scout, 5th Redruth



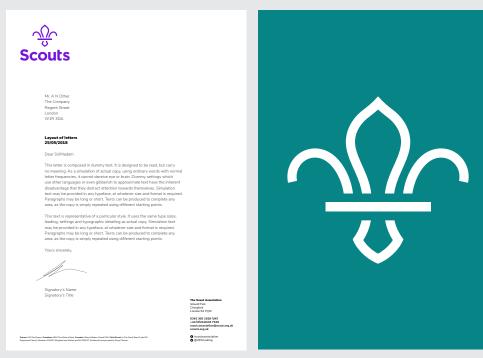






Social posts

a day over 75



#### Letterhead





Compliment slip



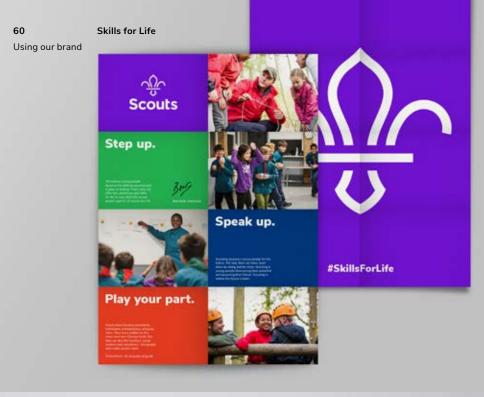


Business cards

Templates are available on the Scouts brand centre at **scouts.org.uk/brand** 



Scouts Scotland





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#### Using our brand

ach week, we help over 450.000 young people evelop the skills to succeed in life. But this can ny happen thanks to our brilliant volunteers. folunteering is easier than you think. Whether

volunteering is easier than you trink. Whether you can spare an hour a month or a day a year, we have hundreds of opportunities both behind the scenes and directly supporting young people. With full support and training, you can volunteer on a flexible basis.

Not only is it incredibly rewarding and great fun, you'll learn some brilliant skills transferable to the workplace and further education.

We welcome volunteers from every community and background. You don't need to have been a Scout. You just need to believe in a more positive future and the difference we can make together.

oung people with Skills for Life





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Single-sided adult

recruitment flyer

Single-sided adult recruitment flyer with border Scouts.org.uk/join #SkillsForLife Step up. Speak up. Play your part.

Step up.

Speak up.

Play your part.

P. def a directed bit to back back new order and controlled to an a sever to the competition for your of your local community. Durr part. Suburscenig is caller than you thin With All support and training, you any volumeter on a faceble back. Give young segale the abilit they have back a part of the Solitify any back to the Solitify any back t

scouts.org.uk/join #SkillsForLife



Step up. Speak up. Play your part.

With full support and can volunteer on a flex Give young poople the need to succeed in lift how being a part of it family can be as revea as it is for them

scoutscymru.org.uk/join **#SkillsForLife** 



Double-sided adult recruitment flyer

Single-s with bor

Single-sided flyer with border and low ink coverage

> Step up, Speak up, Play your part. A different of the second of the seco

scouts.org.uk/join **#SkillsForLife** 





Put your skills to use, learn new ones, and contribute to an amazing life-experience for you and your local community.

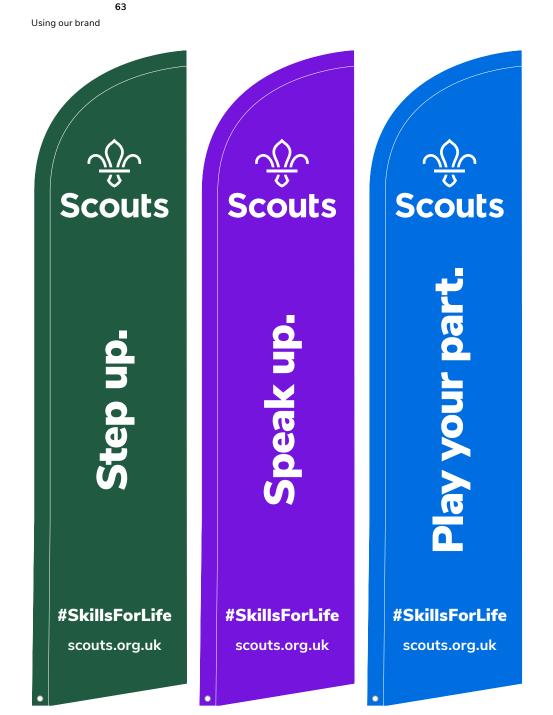
With full support and training, you can volunteer on a flexible basis. Give young people the skills they need to succeed in life and discover

scoutoni com/isin

scoutsni.com/join #SkillsForLife <u>\_</u> Scouts Using our brand







Feather flags

Pull-up banners









Scouts

Scouts

Presentation title Page heading











68 Skills for Life
Using our brand

69

Using our brand

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'We're looking for the future makers, the dream builders and the inspirers.'

scouts.org.uk/volunteer
#SkillsForLife

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## Resources

#### **Brand centre**

We want to make creating on-brand Scout materials as easy as possible. Our brand centre **scouts.org.uk/brand** contains a wide range of templates, tools and resources to support communications and recruitment, including:

- brand guidelines
- logo artwork
- local logo generator
- web to print templates
- (including banners, posters, flyers, certificates, stationery)
- social media templates
- MS Office templates
- photo library
- videos

#### Style guides

To make sure we're consistent across the movement in the way we write and present our communications, visit our editorial style guides at scouts.org.uk/styleguide

#### Permissions

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Got a question or suggestions? Please let us know at support@scouts.org.uk 'Scouts have stood on the moon, climbed Everest, crossed deserts, oceans and helped save lives. We're happiest when we're outdoors, learning new skills and helping others.'

Bear Grylls OBE, Chief Ambassador of World Scouting



'The most important lesson life has taught me is that even when things are really bad you can always find something to laugh about. Never give up hope. My dream is to travel the world and go on all the biggest zip lines!' Arthur, Beaver Scout

'Our 7,000 Scout groups

communities. They play

such an important role in

helping young people step

up and gain skills for life.'

Ellie Simmonds OBE.

Scouts Ambassador

are at the heart of our

'What our volunteers do makes all the difference. Without their ideas, hard work and encouragement Scouts simply wouldn't happen.'

Dwayne Fields, Scouts Ambassador

'When we change the start of the story we change the whole story. Squirrels helps young people play and learn together outdoors at a critical time in their lives.' Matt Hyde OBE



'As a Scout, I've collected for food banks and even cooked with Levi Roots. I'm so proud to be a Scout and would like to say a special thank you to my leaders. Keep smiling and keep helping others.'

Sarijane, Scout





Get in touch We're always happy to help. Contact us at member.support@scouts.org.uk

Facebook.com/scoutassociation Instagram.com/scouts Twitter.com/scouts



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