

## Mission statement SSA

SCOUTS South Africa is an independent, non-profit educational movement dedicated to the development of young people in achieving their full potential as individuals and responsible citizens. Central in this programme is a continuous transference of values such as honesty, loyalty, responsibility, respect; all aimed at governing individual behaviour and the development of strong leadership skills that will equip members to be of service to others and to their communities.

## Signage Branding Guidelines

Correctly branded signage is key to successfully promoting the Scouting Movement with our halls, camp sites and venues. The Corporate SSA CI applies to all signage. The Promotional SSA CI may not be used for signs and signage. In order to assist you in this we have developed this branding guideline for the development and design of a new sign/signage:

**There are 5 templates for SCOUTS South Africa signage:**

### 1. The purple and white logo



### 2. Signage including contact details – full colour





**3. Signage including contact details – 1 spot colour**



**4. Signage with directional arrows**



**5. Signage including a sponsor**



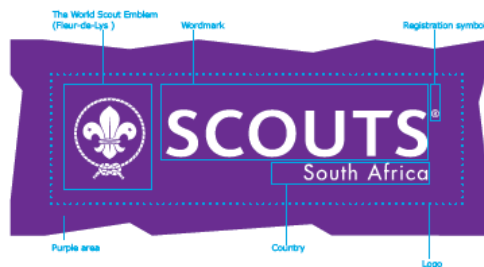
Note: If the sponsor has a vertical logo, it can be placed to the right of the sign/subject to approval of CEO SCOUTS South Africa.

## Design elements:

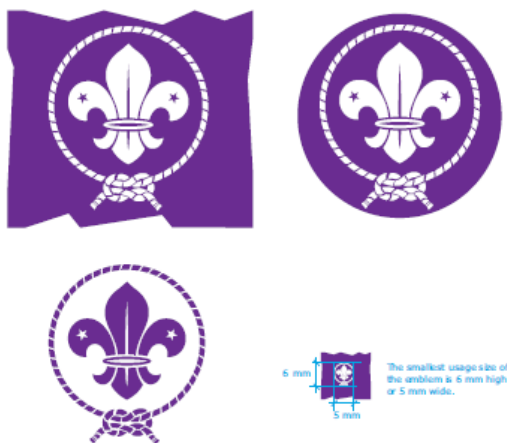
### SCOUTS South Africa logo:

The logo of an organisation is their signature and provides the first impression that a stakeholder will experience. In order to guarantee its quality and uniformity certain guidelines are required. These guidelines include its shape, colour, font and usage.

The SCOUTS South Africa logo is made up of the WOSM emblem, the wordmark 'SCOUTS', the registration sign '®' and the country name 'South Africa'. Neither the WOSM emblem, the wordmark nor the country name may be used separately within the logo and on signage within South Africa. The logo below has been registered as a trademark owned by SCOUTS South Africa. Therefore Scouting protocols and South African legislation apply.



### World Scout (WOSM) Emblem



- The World Scout Emblem may not be changed. It is a protected symbol and is therefore subject to licensing restriction. (See below brand protection).
- The colours may not be changed; it is either purple on white or white on purple.



**Don'ts**



The World Scout Emblem may only be white on purple.

- The Scouting Fleur –de- Lis may not be used without the rope, may not be deformed, stretched or used in a slanted position. The emblem is round, with the rope around it and the knot at the bottom.



The World Scout Emblem may not be used without the rope.



Do not distort the World Scout Emblem in any way.

**Typefaces / Font:**

The two typefaces fonts that are to be used are:



Verdana: For all the body text such as contact details

Futura/ Futura Bold Condensed: Where applicable, this font is to be used to reproduce the name of the country.

**Colours:**

The primary colours of the SCOUTS South Africa brand are purple and white. The “be prepared rope” may be printed in full colour to depict the National South African colours.

**Colour specifications**

	PANTONE® <i>(solid colour, one ink)</i>	CMYK <i>(four colour process)</i>	RGB decimal <i>(screen applications)</i>	RGB hexadecimal <i>(web applications)</i>
	Purple 527 C / U / M	C79 M94 Y0 K0	R98 G37 B153	#622599
	White -	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF

All materials produced in these primary colours with the SSA logo need to be pre-approved by SSA’s CEO.

## Signage sizes and proportions:

SSA HQ works on the proportion: 1000cm x 600cm



## Approval procedure:

When using the hall signage templates, your signage manufacturer can open the pdf, amend the details and print.

If you have the design for your signage ready you can email it to [info@scouts.org.za](mailto:info@scouts.org.za) and will receive the approval promptly.

Alternatively, if you would require assistance in amending the signage template by adding your Group's details, our external graphic designer can assist at a cost of R150.

## Brand protection:

This brand logo – as described above - is the signature of SCOUTS South Africa. It is a registered trademark and protected by law at national and international levels. Failure to respect these laws is an act of piracy. It is up to each and every member of SSA to respect and protect the logos and emblems from abuse, duplication or commercial use without written authorisation from SSA's CEO. This includes using them for purposes contrary to the values of the Movement. Unauthorised usage of this logo in marketing and/or items that are for commercial usage is illegal and subject to juridical persecution.

The usage of WOSM's logo is bound by international licensing agreements and can only be used with prior written consent from SSA CEO. The manufacturing of materials and signage solely with the WOSM logo is therefore prohibited.

## Queries?

Find more information about the usage of the Scout Brand on:

[https://scoutwiki.scouts.org.za/wiki/SCOUTS\\_SA\\_Marketing\\_Toolkit](https://scoutwiki.scouts.org.za/wiki/SCOUTS_SA_Marketing_Toolkit)

Email our PR Manager on [pr@scouts.org.za](mailto:pr@scouts.org.za)