

# how is the scouts sa brand used?

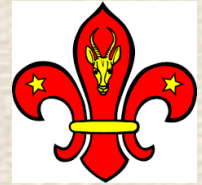


This is the World Scout brand, owned by the World Scout Bureau. ONLY WOSM can use it, unless written permission is obtained through the National Scout Office.



This is the corporate SSA brand used by National and Regional teams for official communications.

This is the old national logo of the Scouting Association of South Africa and MAY NOT BE USED anymore.



This is the SSA badge logo and the brand that is to be used by Groups, Districts, Regions and National for PR & non-commercial activities. It is the so called promo brand.



## promo brand elements are:

The textured backgrounds & SSA badges & Be Prepared tagline & verdana, futura and/or **cg stencil** fonts & SSA logo in badge form.

# how is the ssa promo brand used?



## offline marketing

- ⇒ Use and/or adapt the marketing materials provided online.
- ⇒ Make your own materials, add the SSA badge logo & use the verdana, futura and/or **cg stencil** fonts. Imagery, show what Scouting is about in line with Scout ethos.
- ⇒ Banners, stickers, etc. with SSA badge logo can be made by Groups. Flags, banners and stickers with corporate brand to be obtained through the Scout shop.

⇒ **Costly, highly visible items that don't change often like hall signage** are to be made in the **corporate SSA brand as per templates provided**. More here info on [online marketing kit here](#).

## online marketing

### Group/Events websites & social media

Scout Groups can add the SSA badge logo to their websites/ social media provided:

- ⇒ Content (info/ language/ imagery) in line with SSA's ethos and policies.
- ⇒ Fonts used are verdana, futura and/or **cg stencil** (websites).
- ⇒ The majority of images "show the fun/adventure of Scouting" opposed to posed group shots.
- ⇒ Website contains a referral link to regional or national SSA websites (e.g. to resource page).

### Scout Group website templates and landing pages

Website templates in the promo brand are being developed. Scout Groups who don't have the capacity to build/maintain a website, could use their Group's landing page on the Regional site as their webpage.

## more info on how groups can use the ssa promo brand:

[Online marketing toolkit](#)



## apparel and merchandise

### WOSM logo usage: not encouraged ✗

- ⇒ Prior consent of the design required by WOSM & a justification
- ⇒ Limitation on number of items produced.
- ⇒ Royalties are payable to the World Scout Bureau.
- ⇒ Registration of the license agreement for the item with the Department of Trade and Industry. Group to cover the registration fees.



### SCOUTS SA badge logo (promo brand) on NON Purple apparel/ merchandise ✓



⇒ Groups may add **SSA's badge logo in full colour** on their NON PURPLE Group apparel (T-shirts/caps/etc.) if the garments/merchandise are not sold for fundraising, profit,..

Items with the SSA badge logo are for Group PR only.

- ⇒ No former SSA logos (red & incl. Springbok head) may be used.
- ⇒ Fonts for lettering are verdana, futura and AG stencil.
- ⇒ Items need to be locally made / not in China (SSA doesn't endorse child labour)

### SCOUTS SA corporate logo: NON Purple apparel/ merchandise ✓

- ⇒ Groups/ events can purchase a SSA membership badge or hiking cap badge and embroider/ sew the badge onto the garments.
- ⇒ SSA logo must stand alone, not surrounded by other wording.
- ⇒ Items need to be locally made / not in China.
- ⇒ Fonts for lettering are verdana, futura and AG stencil.



### SCOUTS SA corporate logo: Purple apparel/merchandise ✓



Purchase SSA branded purple apparel and add your Group name and/or logo. Find out how [HERE](#).

Items SSA doesn't manufacture can be discussed. Just send an email to [ceo@scouts.org.za](mailto:ceo@scouts.org.za).



## More information and templates:

- ⇒ <https://www.scouts.org.za/members/marketing-toolkit/>
- ⇒ The brand regulations are in place to protect members from having to pay royalties , license fees and/or fines.
- ⇒ Any queries can be sent to [pr@scouts.org.za](mailto:pr@scouts.org.za)
- ⇒ Please remember that usage of the SSA brand is for PR purposes only. Not for commercial use.