



# Marketing and Branding Policy

Version 1/2016

Revision Date: 2016/09/05

This Policy is the copyright property of SCOUTS South Africa (SSA) and may only be reproduced, duplicated or published for the pursuit of the aims of SSA as stated in the registered constitution of that body. Reproduction, redaction or publication for any other purpose is only permitted on the express written permission of the Chief Scout or their delegated representative. SSA reserves the right to grant such permission. Requests for any such activity should be directed in writing to the SSA National Office or to [ceo@scouts.org.za](mailto:ceo@scouts.org.za).

## **Table of Contents**

Preamble .....	3
1. RESPONSIBLE MARKETING.....	4
2. TRADEMARK.....	4
2.1. The World Organisation of Scout Movements (WOSM) Brand .....	4
2.2. SSA Country Identity = National Scout Identity Brand .....	5
2.3. Protection under 'The Heraldry Act, 1962' .....	5
2.4. SSA Corporate Identities.....	6
3. SSA MARKETING MATERIALS.....	7
4. SSA BRANDED MERCHANDISE.....	8
5. ADVERTISING.....	8
5.1. SSA Advertising in 3 <sup>rd</sup> party media:.....	8
5.2. Advertising in SSA media (incl. online platforms) .....	8
6. COMMUNICATION .....	8
6.1. Internal Communication (within SSA) .....	8
6.2. External Communication (outside SSA).....	9
7. DIGITAL MARKETING.....	10
8. COPYRIGHT AND TRADEMARK INFRINGEMENTS .....	10
9. POLICIES TO BE READ IN CONJUNCTION .....	10
APPENDICES.....	11
Amendment Submission Contact Details .....	12

## **Preamble**

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.

In order to achieve this aim, our marketing objectives are to promote the growth and sustainability of the organisation and simultaneously rebrand the movement to address the discrepancy between the "perceived image" and the "actual image". Our various internal and external target markets should see SCOUTS South Africa as a vibrant and innovative movement of young people that help to create a better world by getting involved, excited and empowered whilst contributing productively to society and the preservation of the environment.

Whilst repositioning ourselves we also need to take note that SCOUTS South Africa's brand is part of a global brand owned by the World Organisation of the Scouting Movement. The current World Scout Brand was launched in 2007. SCOUTS South Africa adopted this global brand to promote a unified Scouting identity. Our brand is referred to by WOSM as a Country Identity Brand and is subject to WOSM's guidelines and licencing. In 2012 WOSM reviewed their guidelines and procedures relating to its use and licensing. The licensing refers to South Africa's Licence to run Scouting in our country and the adherence to the brand regulations is part and parcel thereof. This includes the sole and correct usage of our Country Identity Brand, meaning we are not permitted to use any older SSA logo's to depict Scouting in SA.

The road map that should guide us in achieving our marketing objectives and promoting a unified brand is our strategic marketing plan and this marketing policy.

## **Revision Approval**

This Marketing and Branding Policy was approved for publication by the SCOUTS South Africa Executive Committee on 5 September 2016 by the committee comprising:

Mr S Vilane; Dr B Hausberger; Mr K Mdaka; Mr D Robinson; Mr G Sagat; Mr H Sibande; Ms M Siebrits; Mr J Sturgeon and Mr A Tanner.

## **1. RESPONSIBLE MARKETING**

Responsible marketing is achieved when a company has addressed opportunities or concerns around its products or services through marketing in a way that is legal, fair, honest, transparent and sensitive to the views and needs of its stakeholders; and by doing so, has achieved a positive environmental and social impact. As a leading youth development organisation SCOUTS South Africa has a duty to market its products and services in a responsible way.

## **2. TRADEMARK**

### **2.1. The World Organisation of Scout Movements (WOSM) Brand**

WOSM has very strict rules that govern the use of the branding material by National Scout Organisations. Together with WOSM we see the proper use of the Scout branding as one way to increase the awareness of, and respect for, Scouting in South Africa.

The branding Licence rules are:

#### **World Scout Emblem**

The World Scout Emblem is the Fleur de Lis with the rope in a circle and the knot at the bottom. The Emblem is either purple on white or white on purple as shown in the two figures. No changes to emblem, its colour or shape may be made.



Only National Scout Organisations (NSO's) are allowed to freely use the World Scout Emblem on the reproduction of educational material, training material and general NSO management materials. NSO's, and implicitly their members, need a Licence agreement to use it on other items. No other individual, Scout Group, Region, event or activity organiser may use it either.

A royalty fee needs to be paid on every item produced with the World Scout Emblem and /or the World Scout Brand Logo – with or without the tagline “Creating a better world”. Pre-approval must be granted by the World Scout shop for each item. Only NSO's will be granted permission, so any individual or sub section of SSA must apply for permission through SSA. All administration costs associated will be carried by the individual or sub section of SSA.

### **World Scout Brand Logo**



The above rules pertaining to WOSM apply.

### **World Scout Brand Logo with tagline 'Creating a Better World'**



The above rules pertaining to WOSM apply.

### **2.2. SSA Country Identity = National Scout Identity Brand**

National Scout Identity Brands (SCOUTS South Africa country Identity)

The SSA Country Identity brand logo is made up of the WOSM emblem, the word mark 'SCOUTS', the registration sign '®' and the country name 'South Africa'.



Neither the WOSM emblem, the word mark nor the country name may be used separately. The logo as shown here has been registered as a trademark owned by WOSM. The above rules pertaining to WOSM apply.

Scouting Regions, Districts and Scout Groups wishing to add Scout branding to their various communication materials such as website, social media platforms, letterheads, etc. may use the Country Identity = National Scout Identity brand provided they adhere to the guidelines and brand manual specifications.

### **2.3. Protection under 'The Heraldry Act, 1962'**

SCOUTS South Africa's name and variations thereof are registered and protected under 'The Heraldry Act 1962'. The Movement has the sole and Exclusive right to the full names and variations thereof. Any unauthorised usage is liable to prosecution. Shops/ firms/ regional Scout Shops may not sell or otherwise dispose of any equipment of whatsoever kind bearing the words SCOUTS South Africa or a variation thereof, or the South African

Scouting logo/badge bearing our country identity brand as mentioned above and in the SSA Brand Manual. It carries a national copyright.

The Word Scout logo / badge is fully protected in terms of the heraldry Act and carries a national and worldwide copyright. The logo description can be found in the SSA Brand Manual and above.

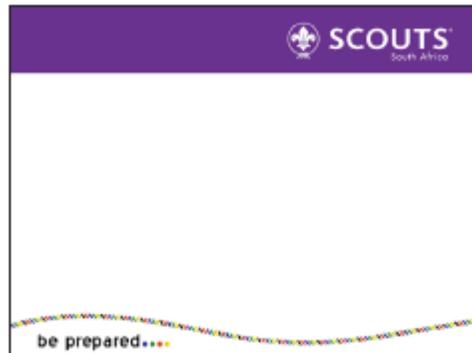
These badges shall not be reproduced in any form without first obtaining approval through SSA's National Office, royalties may be payable.

## 2.4. SSA Corporate Identities

A Corporate Identity - CI - defines the overall image of a corporation or organization in the minds of its various publics, e.g. members, partners and donors. It is imperative to build and maintain this identity in line with our marketing and fundraising objectives.

SSA has two Corporate Identities that present a defined image of SSA to specific target markets. These CI's drive the marketing and branding.

- a. **The standard CI**, refers the clean white background, the standard SSA logo, "Be Prepared" tagline and rope.



- b. **The promotional CI**, refers to textured (hessian and/or canvas) backgrounds, SSA badges as visual elements, "Be Prepared" tagline and SSA logo in badge form.



As they have different communication goals and target markets the 2 CI's may **never be mixed and used together**. See CI usage guideline and presentation for more information.

### **3. SSA MARKETING MATERIALS**

SSA has developed numerous marketing materials to be used by members to promote the Movement. The materials have been developed in line with branding and promotional objectives and should ideally not be altered with additional visual elements. The brand manual, branding and CI usage guidelines apply to all materials. To facilitate the usage of some of the marketing materials specific guidelines have been developed such as for the letterheads and outdoor signage.

In summary (but not exclusive)

- a. All official documentation:** standard CI and brand manual
- b. Letterheads:** national, regional, group and events: Need to follow brand manual & letterheads guidelines
- c. Signage on venues:** such as halls, campsites, etc.: Signage guideline and brand manual
- d. Clothing:**  
Uniform: See uniform policy

**Leisure/ Casual Wear:** SSA has a wide range of leisure / casual wear that is on offer. For more about leisure wear see the uniform policy.

**SSA Promotional Wear:** The purple/white branded clothing aims to increase the visibility of the SSA brand. All purple/white branded garments will solely have the SSA logo. It is advisable that the purple branded garments are worn during public events and media activities.

**Group branding on SSA promotional Wear:** To adapt SSA purple/white garments for your group/event you must obtain prior written consent from the CEO by emailing [info@scouts.org.za](mailto:info@scouts.org.za) with a request to this effect. Placing of Group/event/sponsor logos on garment can be discussed depending on the garment in question.

- e. Business cards:**  
To be read in conjunction with brand manual and branding guidelines.

**Official Business cards:** Formal tool for promotion, standard CI. Manufactured by SSA and distributed per Exco approval only.

**Promotional Business cards:** Cards as tool for promotion, promotional CI. Not formal business cards but can be used by members for identification. Place for personal member details. Print file free online. On request to National Office printed versions can be available for sale.

**Peer to peer invitation cards:** Promotional tool for members to invite their peers to a meeting/event. Promotional CI. Print file free online. On request to National Office printed versions can be available for sale.

Any item not listed here, see brand manual, branding guidelines or email [info@scouts.org.za](mailto:info@scouts.org.za) with queries.

## **4. SSA BRANDED MERCHANDISE**

All SSA branded merchandising for sale can only be manufactured through SSA National Scout Office. The WOSM and SSA brands are registered trademarks and are regulated through licencing agreements.

No merchandise may be manufactured using images or actual stand – alone advancement badges. Items produced with imagery depicting the advancement badges need to include the official SSA logo. The above then applies.

Items manufactured by 3rd parties and/or sold by 3rd parties need to have a contractual agreement with SSA National Office prior to manufacturing/ selling the items. The production of items without a contractual agreement with SSA is prohibited.

SSA CEO is willing to consider proposals concerning the manufacturing and /or sale of SSA branded merchandise. Proposals can be sent to [info@scouts.org.za](mailto:info@scouts.org.za)

## **5. ADVERTISING**

Must be read in conjunction with Brand Manual.

In order to streamline SSA advertising the following applies:

### **5.1. SSA Advertising in 3<sup>rd</sup> party media:**

To advertise your group activities and SSA events in community and local media you can proceed without SSA National Office consent. For national, international and online media (excluding Twitter and Facebook), SSA National Office has to be informed at least 48 hours prior. Branding guidelines as per brand manual apply.

### **5.2. Advertising in SSA media (incl. online platforms)**

There may be no advertising for personal/corporate financial gain in/on SCOUTS South Africa media, including publications and/or online platforms. Only advertisements promoting Scouting related merchandise, activities, training, events, etc. may be advertised in SSA media. If advertising of a 3<sup>rd</sup> party be considered, prior permission needs to be obtained from the Marketing Committee and/or Exco.

For fundraising and sponsorship: see Finance, Fundraising and Administration Policy.

## **6. COMMUNICATION**

### **6.1. Internal Communication (within SSA)**

Within the SSA structure an open two way communication, both formal and informal, is encouraged. There are no communication boundaries, except in situations of disciplinary processes as outlined in the OR.

***In the current communication context SSA strives to***

- Provide a structure for the two – way communication and internal dissemination of Scouting information among the members of the Movement.
- To ensure that internal stakeholders are well informed and well supported.
- To ensure the swift movement of information through all levels of the movement

- To ensure effective forums for internal stakeholders so that concerns and contributions can be communicated effectively and efficiently.
- To identify and overcome the challenges that impact negatively on the distribution of internal communication and material from National to Regional and to Troop and Group levels and vice versa.

#### ***Programmes and programme material***

The programmes and programme materials are part and parcel of our communication and therefore the branding guidelines apply. The correct CI, imagery and tonality of the language used must be in line with our brand personality. However the actual vocabulary needs to be amended to address the specific target audiences effectively.

Some of the Cub programmes and programme materials will be translated in vernacular languages in order to enhance comprehension and skill transference, and as such enhance the effectiveness of our programmes. SSA strives to undertake this as the funds allow.

## **6.2. External Communication (outside SSA)**

#### ***What needs to be portrayed***

An effective and efficient external communication is vital for the growth and sustainability of the South African Scouting Movement. It is the responsibility of every member who communicates about SSA to note that our external communication should strive to:

- Portray a positive, innovative, adventurous and caring public and corporate image.
- To ensure and strengthen the effective and efficient two-way communication with the external stakeholders.
- To clearly include our communication themes in the messaging to various stakeholders. These being SSA is a 'Social Force' who brings a 'Culture of Peace' and who makes a 'Constructive Contribution' to society and environment.
- To clearly communicate SSA's brand values in the messaging to various stakeholders. These being 'Involving' (constructive, educational, equal), 'Exciting' (attractive dynamic, innovative) and 'Empowering' (value-based, democratic and responsible).

#### ***Communicating with the Media***

It is one of SSA's primary communication goals to focus on building a stronger relationship with our internal and external stakeholders, it is however just as important for us to build solid relationships with the media.

Groups and Regional Offices may contact and build relationships with local and regional media. Please forward scans of articles published to SSA National Office for record keeping and further promotion online.

For national, international and online / digital media - and/or news agencies, all SSA members need to work through the SSA National Office. By streamlining the national media communication we are able to strengthen solid relationships that will benefit the Movement as a whole.

For more information on how to represent SSA and how to communicate with various media: see "Representing SSA" and "SSA Media Toolkit". Must be read in conjunction with Brand Manual.

## **7. DIGITAL MARKETING**

In our society online and mobile communication or digital marketing has become as important as offline marketing. It is no longer viable for an organisation not to have a functional website and social media platforms that fit into a digital marketing strategy. Recent studies show that in South Africa youths from impoverished and rural areas access the internet mainly through their cell phones and sms communication is soaring amongst children and youths that represent the highest percentage of SSA's current membership.

Therefore the SSA National Office strives to communicate with members through – and encourages members to use – the tools developed such as our database, national website and regional websites and various social media platforms.

**SSA Database:** For more information on the usage of the database facilities: see database usage and management guidelines.

**SSA National website:** in line with branding and new marketing messaging the National and - after Regional consultation and approval - Regional sites are developed and branded in line with the approved wireframes and promotional brand. It is recommended that Groups adapt their sites to the developed Group Wireframes and Promotional CI to promote a unified brand and message.

**SSA Social Media Platforms:** Please take note that the guidelines as mentioned in "Social Media Guidelines" and "Representing SSA" apply here and that it is vital that members do not use these platforms as places to communicate grievances and other organisational queries that do not contribute to the general messaging of SSA.

Must be read in conjunction with Brand Manual, Representing SSA, SSA Child Protection Policy and SSA Social Media usage guidelines.

## **8. COPYRIGHT AND TRADEMARK INFRINGEMENTS**

For information on the SSA and WOSM brands, copyright and trademark directives: See SSA brand manual and Brand licensing guideline.

Any infringement will be dealt with under the SSA Member Code of Conduct.

## **9. DOCUMENTS TO BE READ IN CONJUNCTION**

1. Organisational Rules
2. Code of Conduct
3. Child Protection Policy
4. Uniform Policy
5. Finance, Fundraising and Administration Policy
6. Social Media Guidelines
7. Brand Manual

## **APPENDICES**

1. For the comprehensive list of materials and guidelines see the SCOUTS South Africa Marketing Toolkit @  
<http://scouts.org.za/members/marketing-toolkit/>
2. [SSA Brand Manual](#)
3. [When to use SSA's Corporate or Promotional Identity](#)
4. [Signage Guidelines](#)
5. [Letterhead Guidelines](#)
6. [PowerPoint Usage Guidelines](#)
7. [Social Media Guidelines](#)

## **Amendment Submission Contact Details**

While every attempt is made to ensure that the contents of this policy are correct and consistent at the time of publication, the changing nature of SCOUTS South Africa and the communities that we serve is acknowledged, and as living documents this Policy should and will require correction and amendment from time to time.

Any proposals for amendment of the contents of this policy should be submitted in line with the process described in the standing Organisation Rules in effect at the time of submission of the proposed amendment.

The proposed amendments for this document should be submitted to:

SCOUTS South Africa  
National Office  
PO Box 2434  
Clareinch  
7740  
[info@scouts.org.za](mailto:info@scouts.org.za)