

FACT SHEET - MARKETING BRANDING AND DESIGN



Scouts Victoria has prepared this Fact Sheet to outline the branding and design assets available to members of Scouts Victoria. When promoting Scouts, using the correct branding and design assets is essential so that we represent ourselves as a unified and contemporary organisation.

Branding

The Scouts Victoria Branding Kit is available to use and can be shared with Leaders and others for their reference. It includes various formats of the following:



- the 'Prepare for Adventure' logo
- the Scouts Australia fleur-de-lis logo (in different directions - from the top, left and right) in a ribbon border so it can be used over colour, photos and texture
- templates of business cards, letterhead and PowerPoint slides for local adaptation

Importantly, there is also a Style Guide, explaining details like colours and fonts.

The branding kit can be found at this https://www.dropbox.com/sh/tcuka7pxwgpmbqu/AAA96ao9XnjVpxn-j_EBneQra?dl=0

Apart from the Scouts Victoria logo set, Scouts Australia logos are available for use for non-commercial purposes. A brand manual guiding how to use the logo and represent Scouting is also available from the National website www.scouts.com.au.

Design

For customised design requests which are outside of the branding kit's options, a design brief form can be downloaded at this Dropbox link:

<https://www.dropbox.com/s/hj1vts93pgwqk0/Scouts%20Victoria%20Design%20Brief%20Form%20-%20Basic.pdf?dl=0>

Once filled out, please email to Leah Kemp, Marketing and Fundraising Manager at marketing@scoutsvictoria.com.au

Hall Signage

For Hall Signage, Groups deal direct with our supplier, Selbys. Access order form, with images of the signs available and prices, via email hallsignage@scoutsvictoria.com.au.

(Please note that the marketing team periodically calls out for orders of update stickers required to be produced based on changes to the meeting times displayed on the boards).

Promotional material and equipment

Also, members of Scouts Victoria, can borrow and order various promotional material such as banners, brochures and posters from us:

- See Fact sheet for Promotional Material
- If you have Extranet access you can book equipment and place orders for materials through the Extranet. Go to the 'admin' tab then 'book equipment' or 'promotions' on the left hand side.
- If you do not have Extranet access please email the marketing team at marketing@scoutsvictoria.com.au if you would like to order any promotional equipment or materials.
- Please book equipment well in advance as equipment is popular.

