

# Scouts Victoria

## A Guide to 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 [Brand Guidelines](#) – please read this before using the logos and Gumtree Graphics, to make sure you use them correctly.
- The Scouts Victoria logo in vertical and horizontal layouts in CMYK, RGB, PMS, 6 colour and 11 colour versions.
- The Scouts Victoria Gumtree Graphic, to be used in conjunction with the logo.
- The Section logos in various formats.
- Template for business cards, letterhead, certificates and PowerPoint for local adaptation.
- The branding font – Nunito Sans, which will need to be loaded onto your computer to use the templates. To install fonts, watch the Windows tutorial [here](#), or Mac tutorial [here](#).
- Award badge artwork for the Joey Scout, Grey Wolf, Scout Medallion, Queen's Scout and Baden-Powell Awards in various formats.

Click [here](#) to view the Branding Kit.

Apart from the Scouts Victoria logo set, Scouts Australia logos and Gumtree Graphic, and the World Scout logo are available for use for non-commercial purposes in the Branding Kit.

### Design

For customised design requests including designs for advertising materials, flyers, etc. which are outside of the branding kit's options, a design brief form can be downloaded [here](#).

Once filled out, please email [marketing@scoutsvictoria.com.au](mailto:marketing@scoutsvictoria.com.au)

### Hall Signage

For Hall Signage, Groups deal direct with our supplier, Selbys. You can access the order form [here](#). Want a custom design contact us [hallsignage@scoutsvictoria.com.au](mailto: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, these are advertised in Be Informed).

### Promotional material and equipment

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

- please email the marketing team at [marketing@scoutsvictoria.com.au](mailto: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.

[Group Name] Scout Group		
Joey Scouts	5-8 years	[Day] [Time] - [Time]
Cub Scouts	8-11 years	[Day] [Time] - [Time]
Scouts	11-14 years	[Day] [Time] - [Time]
Venturers	14-18 years	[Day] [Time] - [Time]
Rovers	18-25 years	[Day] [Time] - [Time]

Enquiries: gl.[groupname]@scoutsvictoria.com.au