

# JUST TEA, COFFEE AND CAR PARKING?

## AS IF!

A guide to the Scout Active Support Visual Identity



[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)

# INTRODUCTION

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Scout Active Support allows people to give their time to Scouting in a flexible way. People can still be involved in Scouting without the commitment of being a full time leader.

Scout Active Support Units provide a resource for managers of local Scouting who can use them to support their activities.

These guidelines will help you show Scout Active Support as a vibrant and important part of Scouting. They should be read in conjunction with The Scout Association’s Brand Guidelines available at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

## SCOUT ACTIVE SUPPORT

### BRAND VALUES

- Pro-active
- Practical
- Sociable
- Supportive
- Adaptable
- Approachable

### KEY MESSAGES

- We volunteer (to an external audience)
- We support (to other adults in Scouting)
- We belong (to other members)

### STONE OF VOICE

- Positive
- Informal
- Confident

If you need help on any communications matter email: [communications@scouts.org.uk](mailto:communications@scouts.org.uk)

# LOGO

## OUR LOGO



[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)

### INTRODUCTION

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#### PRIMARY:

Above is the primary version of the Scout Active Support logo. The preferred version is always the green and mauve colour logo.

**PLEASE NOTE:** Only use the artwork supplied by The Scout Association and DO NOT ALTER!

#### IMPORTANT RULES

1. **NEVER** stretch or otherwise distort the logo.
2. **NEVER** box out the logo.
3. **ONLY** use the logo once on any page.
4. **DO NOT** fade or use transparencies on the logo element.
5. **ENSURE** the logo always has plenty of space around it.
6. **ENSURE** the product is always of high contrast to the logo element.
7. **THINK** about colours and how they fit with the brand.

# LOGO

## USAGE

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**[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)**

### Black logo

On occasion, it will not be possible to use the standard logo formats (in black ink only documents for example). In these situations, use of a black logo is permitted.



### White logo

When used on any coloured background the logo should be reversed out white. This may only be used on a colour of sufficient saturation and contrast to the white logo.

# LOGO DON'TS

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To help, we have highlighted some things that should never be done to the logo.



[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)

1. Do not stretch the logo.



[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)

2. Do not stretch the logo.



[scouts.org.uk/activesupport](https://scouts.org.uk/activesupport)

3. Do not change the colour.



4. Do not use main logo on a coloured background.



5. Do not rotate the logo.



6. The logo should never be too small to read.

# LOGO

## LOCAL

The logo consists of a green diagonal slash followed by the word 'activesupport' in a bold, purple, lowercase sans-serif font.The logo consists of a green diagonal slash followed by 'activesupport' in purple, and 'hampshire' in green below it.The logo consists of a green diagonal slash followed by 'activesupport' in purple, and 'muslim' in green below it.The logo consists of a green diagonal slash followed by 'activesupport' in purple, and 'croydon' in green below it.The logo consists of a green diagonal slash followed by 'activesupport' in purple, and 'international' in green below it.

The above route is recommended for local or specialist Scout Active Support Units who wish to incorporate extra information.

This should be accompanied by the corporate Scout logo.

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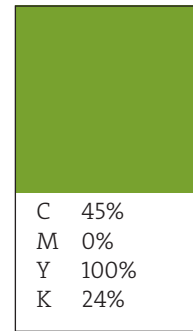
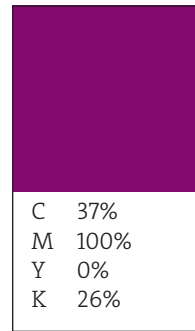
# COLOURS

There are two core colours used for Scout Active Support.

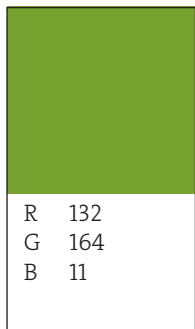
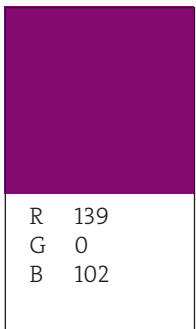
## COLOURS



Pantone



CMYK



RGB



Web

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# PHOTOGRAPHY

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Photography is an important element of the Scout Active Support visual identity.

Imagery should be active, thought provoking and inspiring. We want to show the unexpected, diverse and adventurous aspects of Scouting. It is important that the photography complements our typography across all materials.

Try to avoid the use of staged presentation shots ('grip and grin'), static group shots, shots of people's backs or excessive use of uniform shots or marching.

### Good example



This shows someone having fun while participating in a Scouting activity.

### Bad example



Static shots do not demonstrate our brand – that we are fun, challenging and adventurous.

### Image Library

Images can be downloaded from the image library at [www.tsa.thirdlight.co.uk](http://www.tsa.thirdlight.co.uk)

# 1. TONE OF VOICE

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It doesn't just matter what we say, it's how we say it. Spend a little time getting your copy right. Remember to keep it **positive, informal** and **confident**.

### **FOR EXAMPLE – GOOD**

#### **We're active citizens too!**

*Who are we? A Scout Active Support Unit from Nottingham committed to supporting our community. Recently we've been helping emergency and local services look after vulnerable people in the recent harsh weather. From delivering medicines to towing stranded motorists out of ditches, there's nothing we won't try. We believe all our members should play an active and positive role in society. It's a real example of the Big Society in action.*

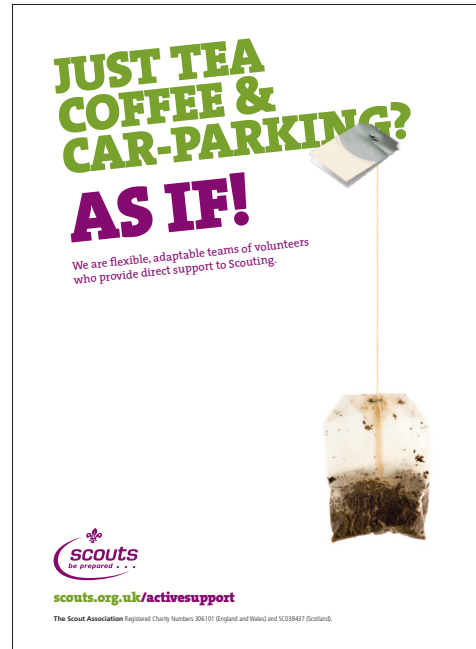
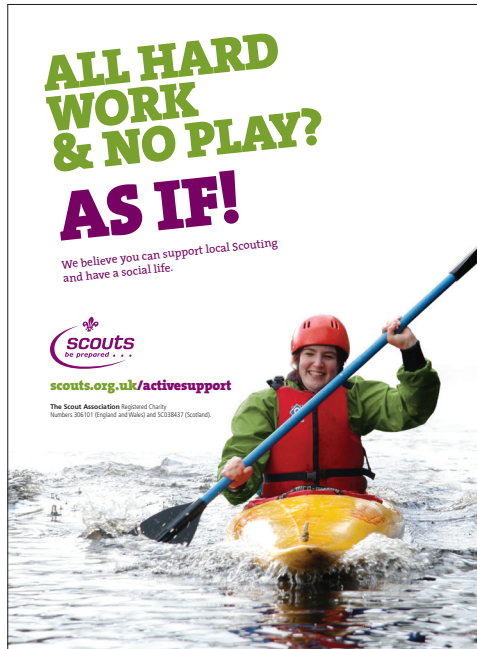
### **FOR EXAMPLE – BAD**

#### **Tired of 'normal' Scouting? So are we.**

*Our Scout Active Support Unit is for older Scouts who no longer wish to work directly with young people. We will make tea but will draw the line at leading activities. Please remember we do not have all the answers and cannot make a regular commitment. We would prefer that only those with over twenty years Scouting experience get in contact.*

# MATERIALS

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  - Merchandise



**Left**

A selection of flyers.

Useful if you want to change perceptions about your Scout Active Support Unit.

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# MATERIALS

INTRODUCTION  
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Merchandise



**Left**

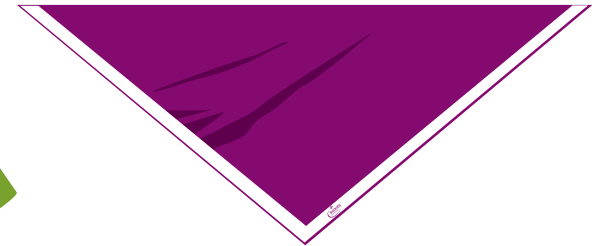
Penguin banner samples.

Useful if you want to advertise ways your Unit can support local Scouting.

These banners are available to order on The Scout Association's Print Centre at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

# MERCHANDISE

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Merchandise



**Left**

Scout Active Support T-shirts and scarf which are available to purchase from [www.scouts.org.uk/shop](http://www.scouts.org.uk/shop)

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