



## Revised Section Brands 2015 - FAQs

### Why have the section brands changed?

In March 2013 we spoke with 1,200 volunteers and 500 young people about their section brands. In both the Beaver and Cub sections 70% liked their section branding, while the majority also said they needed 'some tweaking'. Meanwhile the majority of Scout leaders said they disliked their brand and thought it needed a 'major rethink'. In the Explorer section, opinion was more diverse, although 75% of those who responded asked for 'some change.' Network members also asked for a new look to accompany their revised programme.

**BEAVERS** 

**cubs** 

**SCOUTS** 

**EXPLORERS** 

**network** 

### When are they launching?

They will be launched at the same time as the revised Programme and accompanying materials in early 2015.

## **Who designed them?**

They were developed with young people at workshops around the UK. The final artwork was designed in house by The Scout Association's own Creative and Design Team.

## **What is the thinking behind the revised brands?**

The revised brands are now more clearly part of a single family – they share the same sixteen colours and all carry the fleur de lis. This makes them more recognisable and underlines the links between the sections. This complements the progression in the balanced programme itself. Each section brand retains its individual identity.

## **Why are there different versions?**

This is to ensure the brands are easily visible across a range of different formats. The primary, linear version is suitable for banners and other large format materials. The stacked version with the larger fleur de lis is more suitable for online/digital use.

## **Can I create personalised versions of the revised section logos?**

Yes, this can be done on the Scout Print Centre. Log in at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand) to get started.

## **Please explain the transforming fleur de lis**

An exciting feature of the new section brands is that the fleur de lis can 'transform' into an age appropriate illustration. For example, the Beavers fleur de lis can transform into a Beaver face, while the Cubs fleur de lis can transform into a paw print. This is primarily for digital use and for those already familiar with the brands.

Some examples that can be used by the movement are included in the artwork available on [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

## **Where do I get the fonts used in the revised section logos?**

The fonts used in the logos should not be used for headers or body copy in your local communications. Standard system fonts such as Arial should be used in section communications.

## **Are there new characters?**

Yes. There is a set of five new characters for the Beaver Scout section:

### **Harry** (hippo)

Harry is smart – he prefers quiet activities to physical ones.

### **Kyla** (kangaroo)

Kyla is fun-loving, outgoing and makes friends easily – she's up for anything.

### **Tareq** (turtle)

Tareq is laid-back. He loves asking questions and is funny.

### **Erin** (emu)

Erin is shy and unsure of herself in new situations but she's also sporty and strong.

They are accompanied by their leader, **Bobbi**



The artwork for these characters is available for members to use at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

There are no specific characters or fixed illustration style for Cubs, Scouts, Explorers or Network.

**Where can I find the new guidelines?**

The revised section guidelines are available at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

**Where can I get hold of the artwork?**

The artwork for the revised section brands and Beaver characters is available at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand)

**Are there any new templates to support my local communications?**

Yes – templates for each section are available on the Scout Print Centre. Log in at [www.scouts.org.uk/brand](http://www.scouts.org.uk/brand) to get started.

**When do I have to stop using the olds section brands?**

There is no fixed date for the current section brands to be phased out; materials should only be updated when they naturally come up for renewal, but we hope you will be inspired by the revised brands and want to use them.

**When can I start using the section brands?**

You can use the section brands when the new programme materials launch in 2015.