



**Update your
branding
in a lunchtime
(and still have
time for a
sandwich).**

#SkillsForLife

The countdown to May 2020 has begun...

Thousands of groups, districts, counties and regions across the UK are making the change.

It's time to take action and start using our new brand. And it's not just so we can show our new logo, colours and font – it's so we can talk about skills for life too.

We're showing the world how we help young people gain skills for life and that we're all part of one movement. In the words of Chief Scout Bear Grylls, 'We're an unstoppable force for good.'

Now, the countdown is on to switch to our new brand by May 2020.

Why? Because showing we're all part of one movement will help us be seen by more people, and better understood. And time spent inspiring more parents and potential volunteers is never wasted.

When people see that we're here to help young people play their part, take charge and speak up – gain skills for life – they'll want to get involved.

Remember, we only have until the end of **May 2020** to make the switch to our new brand.

scouts.org.uk/brand

**You look
like a role
model.**

**Volunteer at
scouts.org.uk/join**

#SkillsForLife



Storm



10 easy-peasy ways to get on brand

1. Talk about skills for life

Every week, we give almost half a million people aged 6-25 the skills they need for school, further education, the job interview, the important speech, the tricky challenge and the big dream. We need to show everyone that these are the skills young people from all backgrounds need for life. Get started by registering on the Scouts brand centre.

Q scouts.org.uk/brand

2. Get your new local logo

After you've registered, you'll find your shiny new personalised logo waiting for you on all your templates. You can also customise your logo with the logo generator, but remember you don't need to add the words 'Scouts', 'Group', 'District' or County'. There's a choice of linear or stacked versions – but please don't be tempted to design your own.

Q 'Logo generator' on the Scouts brand centre.



3. Spruce up your sign

Show passersby that you're part of our amazing movement. You can create and order a new sign in the new brand in minutes. It's available in different sizes, all nation colours and with a choice of delivery options. The Scouts brand centre is offering a **20% discount** off all signs until **1 February 2020**.

Q 'Sign' on the Scouts brand centre.

4. Write more like you speak

How we talk makes a big difference to the way people feel about us. Talking in a more natural way, using real examples, will make people want to listen.

- Talk in a down-to-earth, conversational way. Like you speak, in fact.
- Explain what a skill is and what can be done with it.
- Tell a story with real examples that inspires young people, parents and potential volunteers.
- Think about what a young person would say.

Q 'How we talk' on the Scouts brand centre.

5. Be sociable

How do you look on social media? Your new logo can be your profile picture, and you can make social media banners using templates from the brand centre. You should update the profile description too – if it talks about adventure, talk about skills for life instead. Your images should still show fun, friendship and adventure.

Q 'Logo generator' and 'social media' on the Scouts brand centre.

6. Set your sites on success

Think about what people can see online. Make sure your new local logo is visible on your website and that there's a clear message about skills for life. Use our 'How we talk' guide to update the language too. There are companies out there who offer website templates, but check that the basics are right first.

Q 'Logo generator' and 'How we talk' on the Scouts brand centre.

7. Stand out from the crowd

Got an event coming up? A bright, bold banner is a brilliant way to draw a crowd. Create and order your own indoor and outdoor banners in a variety of sizes. You can choose the design and add your own branding with the skills for life message.

Q 'Banner' on the Scouts brand centre.

8. Take skills for life on the road

With thousands of minibuses criss-crossing the country, vehicles are a great way to share our skills for life message with new people. You can create and order personalised branding for vehicles and trailers from the brand centre.

Q 'Vehicle livery' on the Scouts brand centre.

9. Personalise your clothing

Your name and logo on clothing makes Scouts more visible in communities, starts conversations and gets people interested. Scout Store now has a service that helps you create your own special hoodies, polos and t-shirts.

Q shop.scouts.org.uk/groupclothing

10. Celebrate a job well done

Why not hold a special evening to show off the new you? Invite parents along and show one of our award-winning films, such as 'Nat's Story' or 'Ted's Story', which are both available on the brand centre.

Q 'Logo generator' and 'social media' on the Scouts brand centre.

Register now on the Scouts brand centre

The Scouts brand centre is free for any adult in Scouts. You can create PDFs for free and order printed items at reasonable prices. Register at scouts.org.uk/brand to get started.

**20% off all
Scouts meeting
place signs until
1 February 2020**

‘Making the switch was easier than I thought.’



‘The brand centre is brilliant. We ordered our signage and minibus branding on there. There’s a lot of choice and the service is good. We use the skills for life messaging everywhere we can – we’re all over it! It’s a simple concept that people get straight away. On social media in particular we talk about skills for life a lot – it’s such a good shorthand to describe what we do. For me, the new brand is about attracting new people. I’m now getting four to five enquiries a week.’

Jonathan Skinner
Group Scout Leader, 1st Fareham



Your brand update checklist

Here's your brand-update 'to do' list. Everything you need can be ordered and downloaded at scouts.org.uk/brand

Update your website and social media with our skills for life message

Download and use your local logo

Order your new meeting place sign

Review language to make it more conversational

Update social media profile, icon and description

Update your banners

Update your vehicle livery

Create personalised clothing in the new brand

Update printed materials, such as letterheads and newsletters

Need help? Let us know at communications@scouts.org.uk

'Across our county, the skills for life message is now really getting through. The brand makes us feel part of something bigger.'

Richard Williams, County Commissioner
Greater London Middlesex West