

Session 6: Communication and sharing your story

Stu – CLT Comms

Scouts 




World Scout
Moot

Portugal
2025

What we'll be diving into today

- Scouts Brand
- How we talk
- MootUK Brand
- Pod Badges & Merch
- Social Media
- Sharing your story
- Photography
- Contacting us
- Have a go!





Scouts Brand

What is a brand?

- Who we are, what we do and how we show ourselves to the world.
- When we use a strong and consistent brand and talk clearly about our benefits, we attract more support for Scouts.
- More than just a logo!





Scouts

Stack and linear versions



Typography

- Scout brand font is Nunito Sans
- Free Google font, renders easily and good for SEO
- Accessible, friendly and flexible with range of weights
- It also expresses our personality and is confident and inclusive.

Nunito Sans

5 weights

Black for headlines and hashtags



Black

Extra Bold for local personalisation within our logotypes



Extra Bold

Bold for highlighting information in body text



Bold

Regular for body text when on a solid colour background



Regular

Light can be used for body text when on a white background



Light

Our colours

- We use ten colours, plus black and white.
- The familiar purple is our core colour.
- The colours are best used alone or in the pairs.
- They are vibrant, engaging and help bring our brand to life.

Scouts Purple
RGB r116 g20 b220
CMYK c72 m80 y0 k0
Pantone Violet C
HEX #7413dc
Thread YJB506

Scouts Teal
RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486
Thread YHG786

White
RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
HEX #ffffff
Thread White

Black
RGB r0 g0 b0
CMYK c0 m0 y0 k100
Pantone Process Black C
HEX #000000
Thread Black

20%

40%

60%

80%

Colour pairings

Use them together to create great visual impact in your communications.

Scouts Red

RGB r237 g64 b36
CMYK c0 m90 y100 k0
Pantone Red 032 C
HEX #ed3f23
Thread YHG125

Scouts Pink

RGB r255 g180 b229
CMYK c2 m30 y0 k0
Pantone 183 C
HEX #ffb4e5
Thread YHG172



Scouts Green

RGB r38 g183 b86
CMYK c75 m0 y91 k0
Pantone 347 C
HEX #25b755
Thread YHG741

Scouts Navy

RGB r0 g58 b130
CMYK c100 m88 y12 k0
Pantone 294 C
HEX #003982
Thread YHG328

Scouts Blue

RGB r0 g110 b224
CMYK c95 m35 y0 k0
Pantone 285 C
HEX #006ddf
Thread YHG334

Scouts Yellow

RGB r255 g230 b39
CMYK c0 m6 y90 k0
Pantone 108 C
HEX #ffe627
Thread YHG207

Scouts Orange

RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a
Thread YHG237

Scouts Forest Green

RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41
Thread YHG756

Black text on a yellow background is strongly associated with safeguarding in Scouts.



How we talk

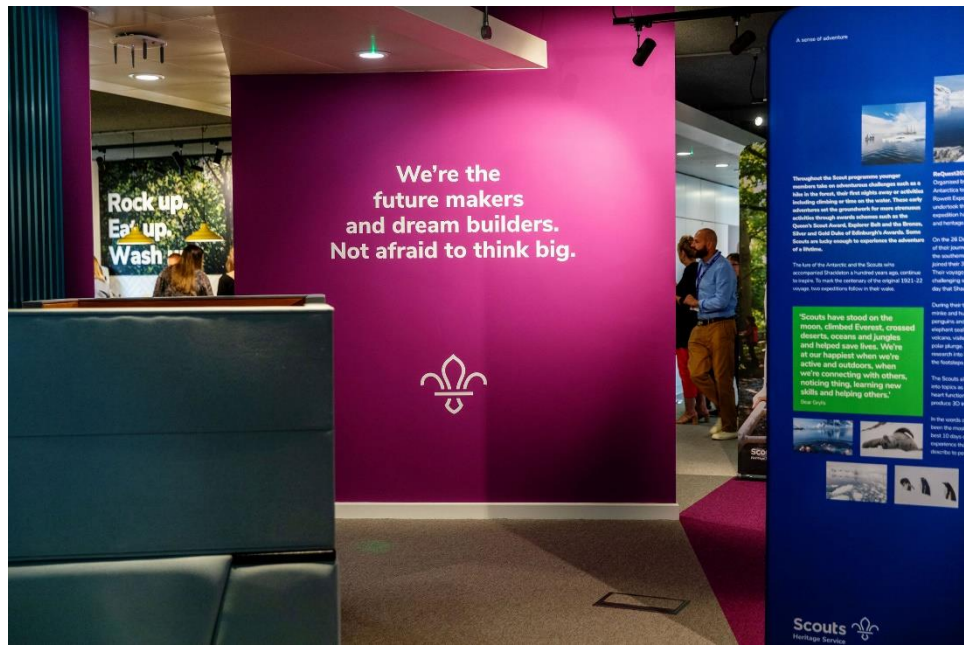
It's all about tone...

Body language	55%
How we talk	38%
What we say	7%

**When people can't see you,
how you talk goes up to 84%**

Conversational. Relatable. Inspiring.





Conversational. Relatable. Inspiring.



**We're the dream builders,
the future makers, and the
inspirers, helping create
closer communities and build
a stronger society.**

#SkillsForLife

**Proud to be
me. Proud to
be a Scout.**

We're celebrating
Black History Month
with special guest
Dwayne Fields



Be the friend. The kind one. The listener.
The one who asks, 'Is everything okay?'
Be the unexpected thank you.
Be the postcard on a rainy day.
Be the one who'll go round the houses;
who's there when no one else is.
Be the one at the end of the line.
Be the one who says, 'I'll make the time.'
Be the difference. Be yourself. Be the one
who knows friends matter above all else.
Be the smile.
The one to say, 'I'll sort that out.'
Be there. Be the friend. **Be the Scout.**





**Three leaders of the
future need a new
leader today.
Could it be you?**



Did someone say cake?

Heard the news?

We have a new Chief Scout.

Yes, that's him. Dwayne. Big heart. Even bigger smile. Lots of time for people.

You might have met him.

He's only been in the role a month, but he's already smashing it.

Maybe because he's had seven years of practice as a Scouts Ambassador.

That means lots of campfires. Lots of hot dogs. Plenty of s'mores. He knows the drill.

He doesn't sit still for long. This year is Africa, New York and the Galapagos islands.

Next year it will be somewhere else.

But whatever he does, he always has time for young people and volunteers, like you.

Nice one, Dwayne.

Why bother?

- Builds trust
- Builds a connection with our audiences
- ‘We’re people like you’
- People respond to people
- Friendly and accessible not cold and remote

How we talk

Grounded
Conversational
Colourful
Relatable
Inspiring
Surprising

Hands up. Who's written a sentence like this?

- 'So far as is practicable'
- 'Contingent on approval'
- 'We are working to ensure...'
- 'We are currently coordinating a team of individuals...'
- 'Following discussions we have now identified an way forward.'

Would this be better?

- ‘As much as possible’
- ‘Waiting for a thumbs up.’
- ‘We want to make sure’
- ‘We’re getting a team together’
- ‘We’ve got together and worked out what to do next.’

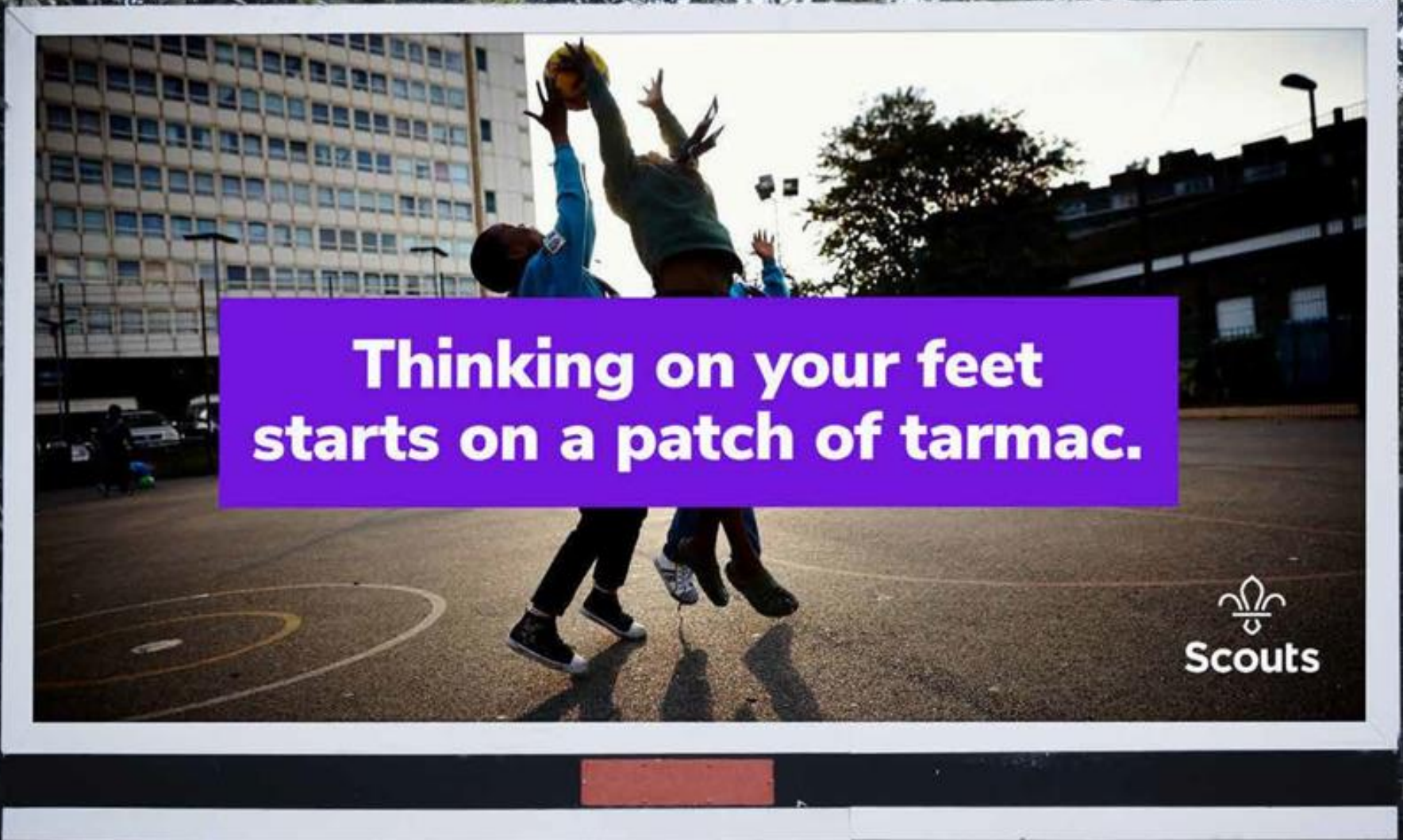
How to do it

- Keep the focus on skills for life, but in a more down-to-earth way
- Make your words more grounded by writing more like you speak
- Make it real and use everyday phrases
- Explain what a skill means – add more detail or give an example
- Help the reader jump into the action
- What might a young person say about us?

From this	To this
Independence	Under your own steam or Doing your own thing
Resilience	Try, try again or Get back up and try again
Dedication	Sticking at it or Going for it
Curiosity	Asking the big questions
Adaptability	With a plan B (and C) up your sleeve or Thinking on your feet
Teamwork	Mucking in or Playing your part
Empathy	Stepping into their shoes or Seeing their side
Motivation	Go-getting or Give it a go
Patience	As long as it takes or No rush
Initiative	Thinking for yourself

Tips

- Pair a grounded skill with an everyday place, time or activity
- Our photographs are just as important. Add less expected images to the mix.
- Use first and second person to make it personal – ‘we’ and ‘you’
- Use contractions – ‘we’ve’, ‘can’t’, ‘they’re’, etc.



**Thinking on your feet
starts on a patch of tarmac.**


Scouts



**Playing your part starts
in the village hall.**

Now write your own



More top tips

- Use shorter sentences and snappy headlines
- Avoid unnecessary information such as ‘As a team, we have...’
- Jump straight into the action
- Use active language ‘We are’ rather than ‘We have been’
- Use simple words instead of stuffy ones, such as ‘make sure’ instead of ‘ensure’ and ‘help’ instead of ‘facilitate’
- Use relatable, down to earth examples
- Inject some energy and passion



Over to you – talking about skills using every day words
Come up with your own words/short sentence to describe:

- Independence
- Resilience
- Dedication
- Curiosity
- Adaptability
- Teamwork
- Empathy
- Motivation
- Patience
- Initiative



Find more help on the brand centre

- Brand guidelines
- Guidelines on how we talk
- Logo artwork
- Local logo generator
- Templates (including banners, posters, flyers, certificates, stationery)
- Social media templates
- MS Office templates
- Image and video library

scoutsbrand.org.uk

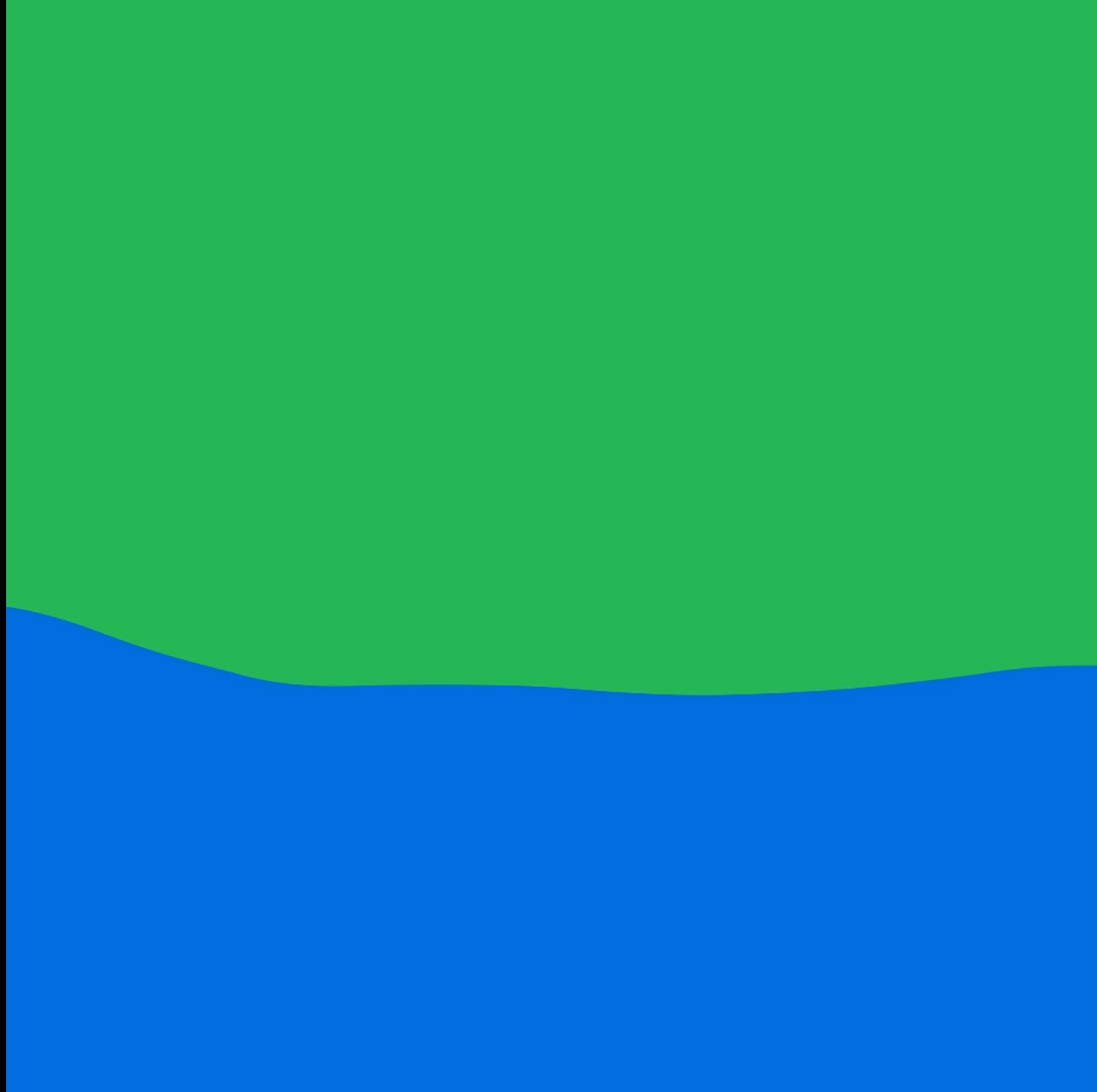
Style guides

- Editorial and digital style guides can be found at:
- **scouts.org.uk/styleguide**





UK Contingent Brand





Our Primary Logo



World Scout
Moot
Portugal
2025

- Bottlenose dolphins are a very common sight in Portugal
- Caught in a mid-air leap for a playful and dynamic feel
- It's also embellished with patterns inspired by the ceramic tiles and pottery found across Portugal.
- Patterns are echoed in the typography lock-up below

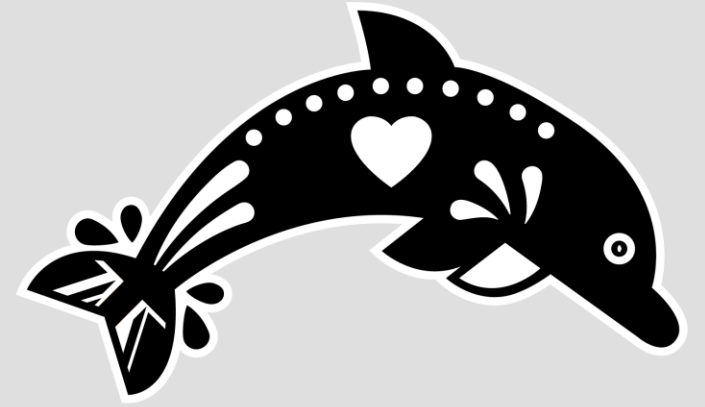
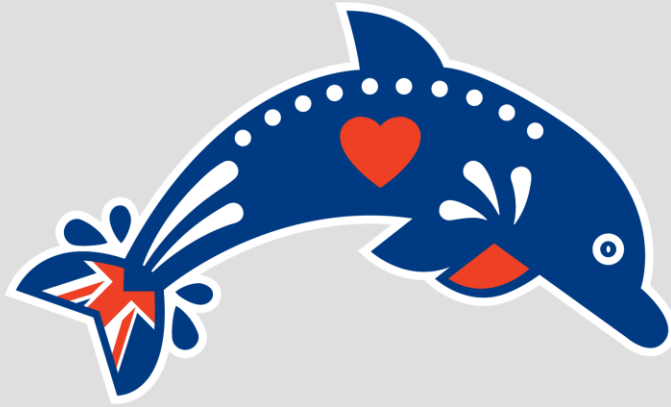
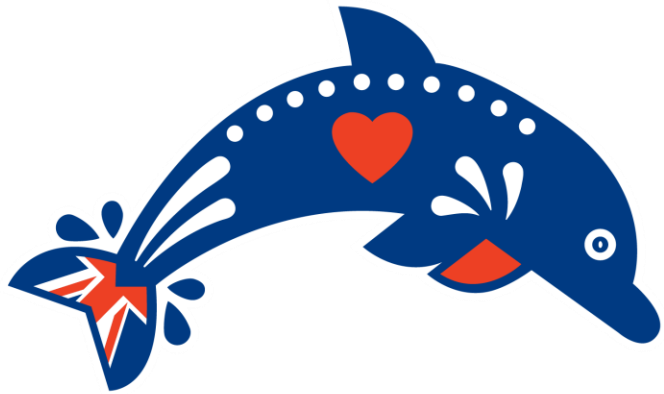


Our Secondary Logo

- This secondary logo is similar to the primary logo, except this version positions the 'UK Contingent' text arching over the dolphin.
- Use the primary logo wherever possible

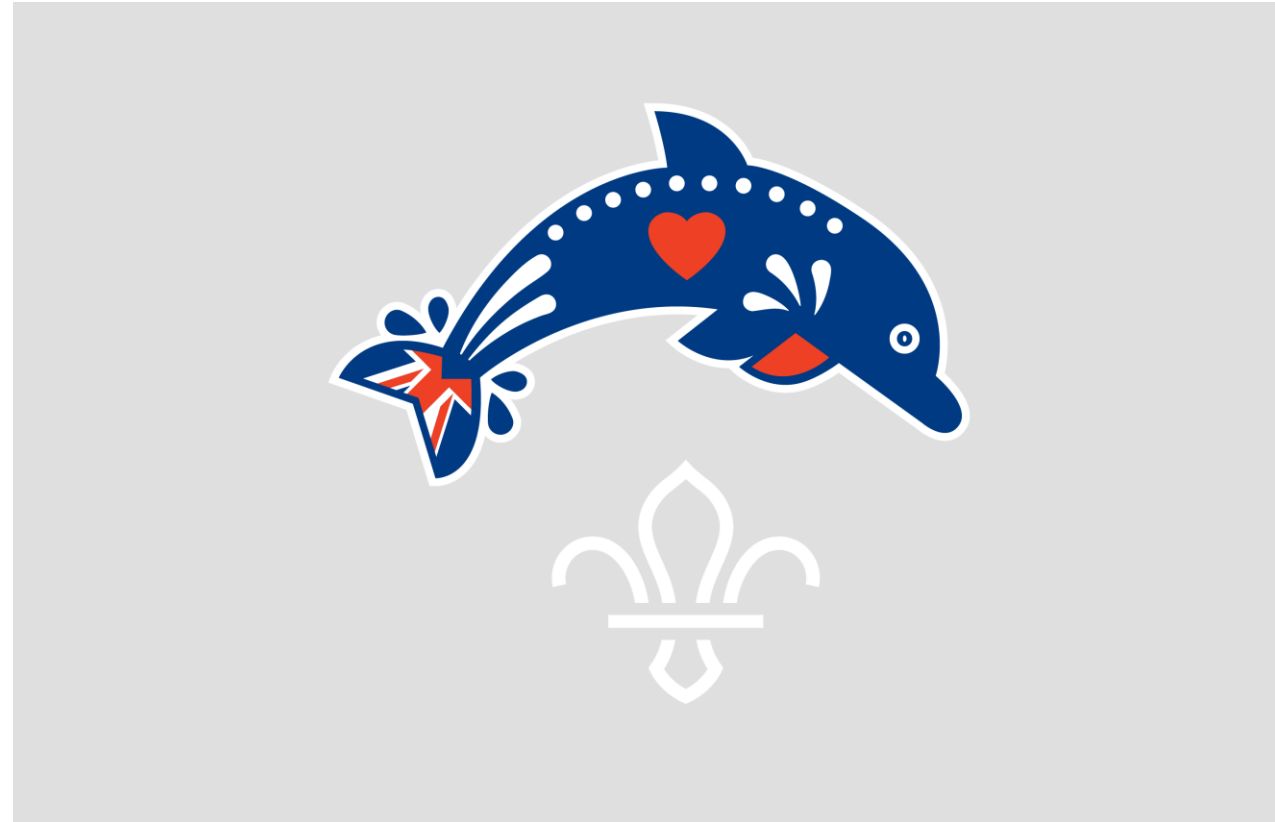


Submark Logo



The white outline around of the Dolphin helps the logo to stand out against coloured backgrounds.

Digital Logo





Minimum logo size - digital
Width: 35mm



Minimum logo size - print
Width: 45mm



Clear space

The preferred amount of clear space around the logo is the height of the fleur-de-lis.



Brand Pattern

The brand pattern is based on the shape of Portugal.

Echoing Portugal's coastline to create 'waves' as a playful pattern, used across communications and brand touch points.

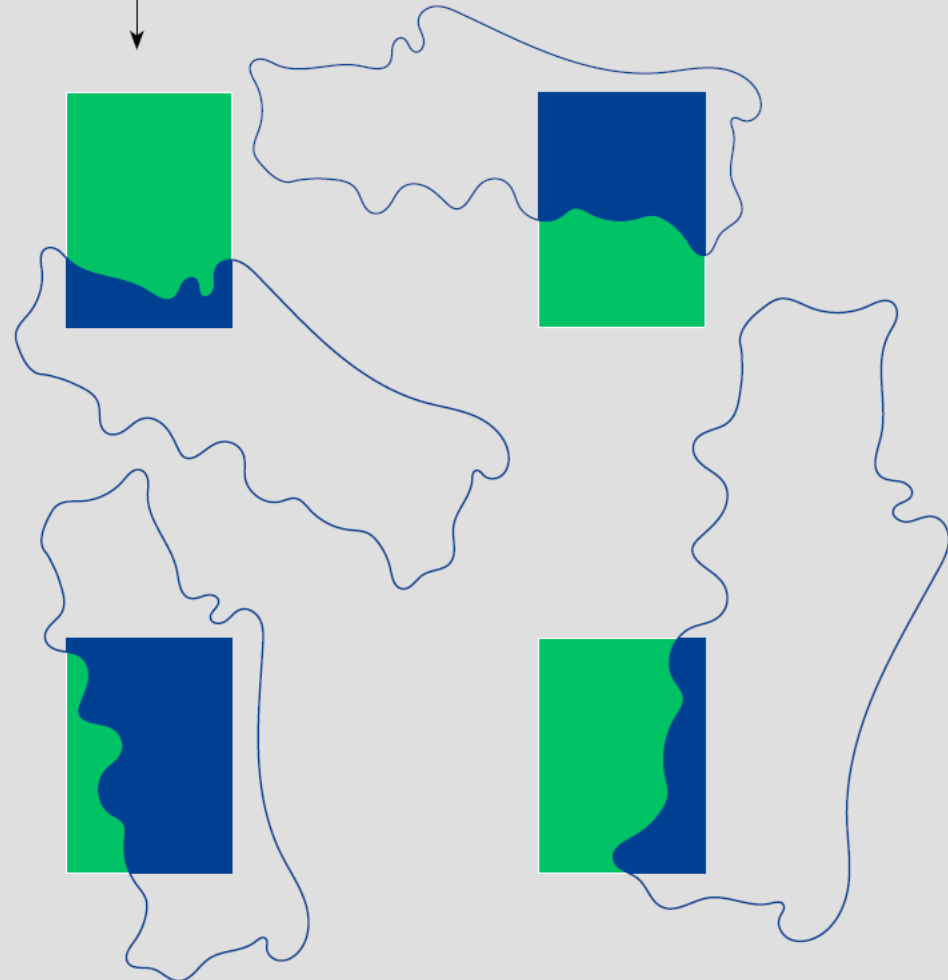


Portugal outline



Portugal shape simplified to create a graphic element.

Crop suggestions, using shape of Portugal to create waves of colour.



Primary logo



Black and white logo



Recommended



White text on coloured background.

Avoid



Please avoid blue text over dark blue backgrounds as these create a poor contrast and are not accessible.



The brand colour palette is Scouts Navy and Scouts Green, with Scouts Blue used as an accent colour.

Scouts Navy

RGB r0 g58 b130

CMYK c100 m88 y12 k0

Pantone 294 C

HEX #003982

Thread YHG328

Scouts Green

RGB r38 g183 b86

CMYK c75 m0 y91 k0

Pantone 347 C

HEX #25b755

Thread YHG741

Scouts Blue

RGB r0 g110 b224

CMYK c95 m35 y0 k0

Pantone 285 C

HEX #006ddf

Thread YHG334

Black

RGB r0 g0 b0

CMYK c0 m0 y0 k100

Pantone Process Black C

HEX #000000

Thread Black

White

RGB r255 g255 b255

CMYK c0 m0 y0 k0

Pantone n/a

HEX #ffffff

Thread White



Using our brand locally

- You can download high res logos and assets by searching for Moot at scoutsbrand.org.uk
- Read through the brand guidelines using the same link.
- You must share all locally produced Moot badges and merchandise for approval by the Contingent Management Team before manufacture.
- Please raise a support ticket at scouts.org.uk/moot to do this.

How we talk

- How we talk is just as important as what we say.
- We want to get across that we're a friendly bunch, but serious about making our Moot as good as it can possibly be.
- So cut out the stuffy stuff, and keep your writing friendly and energetic.
- We try and brighten up anything that sounds too 'corporate' or 'official.'







Like our dolphin, the UK Contingent is adventurous, and not afraid to venture into new waters. We have energy to spare.

We're a team – working as closely as a pod of dolphins, looking after each other. That means you too.

We're not afraid to make a splash; ride waves and explore new seas. We're friendly and curious. And like dolphins, we don't travel alone.



Moot 2025
Make a splash and join
the UK Contingent



Moot 2025
Are you in?



**Dive in to a
new adventure**



World Scout
Moot
Portugal
2025



**Ride new waves.
Explore new seas.**

Moot 2025
Portugal



Official Event Logo



worldscoutmoot.pt



Sharing your story



“Focus on the journey, not the destination. Joy is found not in finishing an activity, but doing it.”

Make the next 9 months count...

Social Media

- Share your Moot journey with others
- On your personal account or create a new one?
- What platform would work best?
- Use a mix of photos, videos and words
- Blog / Vlog / Podcast?
- Share your Personal Development journey?
- Factual but fun! Keep it light hearted



Social Media – Follow and tag us!



[facebook.com/
UKContingent](https://facebook.com/UKContingent)



[X \(Twitter\)
@UKContingent](https://twitter.com/UKContingent)



[Instagram
@UKContingent](https://instagram.com/UKContingent)



#MootUK



Take over our socials!

- Having a Pod get-together or weekend camp?
- Take over the UKC Instagram story and show us what you get up too!
- Raise a support ticket and we'll book you in in the diary.



Photography

- Inspiring photography
- Showing fun, friendship, adventure and most of all give a sense of **belonging**
- Capturing a moment – an emotional response
- Neckers are fine, doesn't have to be uniform every time



Photography

- Photography is more about the 'capture' than the kit.
- Often, you only get a brief opportunity to grab a shot so keep your eyes open.
- **"One of the most important things that a Scout has to learn... is to let nothing escape their attention"**
Baden Powell
- Apart from the chance capture, it's a good idea to have an outline of the sort of image you want in your head before you try and capture it.
- This allows you to think through lighting, the camera position and the possible composition options of the photo before you start shooting.



Photography

- Get your subject in **focus**, you can't fix this later
- Make sure the **exposure** is right
- **Composition** – the rule of thirds
 - Switch the grid setting on to help
- Flash on or flash off
- **Burst** Mode
- **Portrait** Mode
- App Store for Camera or DSLR apps.
- Edit and tweak to make your shot pop
- Most of all, have fun!



Sharing offline is just as important!

- **Inspire the next generation**
 - Visit local section meetings
 - Run a Portuguese themed evening
 - Run the international badge?
 - Stall at your next AGM?
 - Programme resources being developed by the CLT



Sharing offline is just as important!

- **Share with the local community**

- Masons
- Rotary Clubs
- WI
- University of the Third age
- Library Groups


- Media Interest/Press Release
- Radio Interview
- Community Newsletters/Newspapers
- Workplace/Uni?





Fundraising is a great way to share your story!



The screenshot shows the Scouts.org.uk website. At the top is the Scouts logo and navigation links: Join Scouts, Info for parents, Info for volunteers, About us, Shop, and Donate. A search icon is also present. Below the navigation is a breadcrumb trail: Home > Volunteers > Running Your Section > Programme Guidance > International Scouts and Events > International Events > 16th World Scout Moot > Fundraising. The main heading is "Fundraising" with the sub-heading "Top tips for raising funds towards your international adventure". The text explains that fundraising is essential for international adventures and provides tips on planning and observing rules. A list of fundraising ideas is provided in a box, and a "Top Tips!" section offers four key strategies. A QR code is located in the bottom right corner of the page.

Scouts 

Join Scouts Info for parents Info for volunteers About us Shop [Donate](#) 

Home > Volunteers > Running Your Section > Programme Guidance > International Scouts and Events > International Events > 16th World Scout Moot > Fundraising [Share](#) 

Fundraising

Top tips for raising funds towards your international adventure

Fundraising is an essential part of any international adventure. There are no magic answers to fundraising – it's just down to hard work, imagination and dedication, so the sooner you start planning, the easier it will be. You can fundraise individually, as a group or a mix of both to make the most of different opportunities and events. It's always good to think outside the box, trying something different and exciting that's not been done before. Remember, there are plenty of other very deserving causes out there who are also trying to raise funds for their work, so be bold but be nice!

Remember, you must observe the rules and laws relating to fundraising. If you are unsure make sure you double-check to make sure you're following all the rules.


Here's a list of fundraising ideas you could think about running as part of your journey to the Moot.

- Coffee Morning – Bake some cakes and treats and invite everyone round for a cuppa!
- Quiz Night – Write the quiz yourself or download rounds online.
- Leaflet Drops – Try and get a few businesses to sign up in one go
- Curry Night – Strike a deal with your local curry house to provide the food and charge a ticket fee.
- Marshal or provide a refreshment stop for charity bike rides, fun runs etc
- Rent-a-Tent – Got loads of camping gear sitting around? Hire it out to friends and family.
- Bag Packing – Join together to cover as many tills as you can and share your story with customers.
- Car Boot Sales or Local Fairs – Time for a clear out? Buy a table and sell those old DVD's.
- Absailing - How good are you with heights? Lots of companies across

Top Tips!

1. Try to spread your fundraising out from now until the Moot. Don't try and do everything at once but leave a few months in-between events.
2. Try not to target the same people all the time. Think of different audiences/friends/work colleagues who might want to support you.
3. Think outside the box! The wackier and different the better. Think about your target audience and what they might like to take part in.
4. Share your fundraising adventures on social media for others to see.

[Feedback](#)



scouts.org.uk/mootfundraising

**In small
groups/with the
person next to
you...**



**discuss how you
can share your
#MootUK
journey with
others**





Getting in touch with the UK Contingent



Contacting us

- If you have a question about anything, the first place to check is the FAQ section and our blogs at scouts.org.uk/moot
- If you can't find the answer there, please submit a ticket using our service desk form also at scouts.org.uk/moot
- We will aim to get back to you as quick as we can. Please note that some queries may take a bit longer whilst we find the answer for you.
- The service desk is managed by volunteers. We'll do our best to get back to you as quickly as we can.



How we'll contact you

- Email is our primary communication method.
- Email will always be used for any **'calls to action'**.
- Make sure you can access and regularly check the email address you registered in EventsAir.
- Reminders posted on the Closed Facebook Group facebook.com/groups/mootuk2025.
- The facebook groups aren't regularly monitored for answers.



Chatting in your Pods

- Facebook groups are for you to network, share ideas and collaborate. Join the main one first, answer all the questions then once approved then your Pod group.
- Unless it's relevant for the whole contingent, use your Pod group first.
- Pod WhatsApp Groups
 - Remember, creating a WhatsApp group will mean that an individual's mobile number is shared and can be seen by everyone in the group.
 - Follow the yellow card at all times.
 - There must never be 1:1 contact between an adult and a young person.

Moot Mondays

- Virtual get-together every two months
- Share updates, information, topics and personal development
- Replay and slides available if you can't make it
- Monday 25 November 2024 at 7.30pm
- Monday 27 January 2025 at 7.30pm

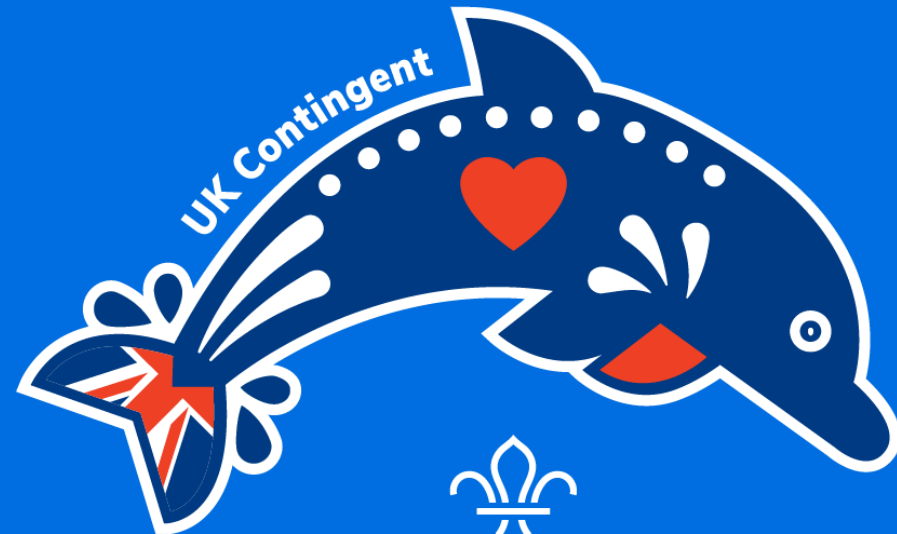
Link to join the calls:

scouts.org.uk/mootmondaylink

Link for replay/recordings:

scouts.org.uk/mootmondayrecordings






World Scout
Moot
 Portugal
2025

A little gift to help you share your story!

Scouts 

Now it's your turn! During your break...

- Make a post on social media summarising your weekend at Moot Meet Up
- Small groups or individually
- Take a photo using what you've learnt, or edit one you've already taken
- Think about the caption/words and use our tone of voice
- Think outside the box!
- Tag us [@UKContingent](#) and use [#MootUK](#)



Thank You!



World Scout
Moot
Portugal
2025