



SCOUTS[®]
Aotearoa

BRAND GUIDELINES



This brand guide will help you use the Scouts Aotearoa brand consistently and correctly. While it's important to follow these guidelines closely, don't forget to have fun and be creative.

For more information on marketing and design, please contact
Scouts Aotearoa national office | scouts.nz

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OUR BRAND

At the centre of the Scouts Aotearoa brand is our drive to empower young people, so that they can make a positive difference for themselves and their community.

We do this through our world leading youth-centred programmes, which help our young people build **resilience, confidence, and skills for life.**

In Scouts, young people of all genders learn to be better prepared by **engaging in fun, adventurous experiences in a safe environment.**



Our Purpose

We empower youth through adventurous experiences to lead lives that make a positive difference.

Our Vision

In 2025 more than 25,000 youth will enjoy scouting adventures. They will come from every background, with a place for all, shape their own experiences, and make a positive difference for Aotearoa New Zealand.

Inclusive

At Scouts, young people from every background are welcome — all genders, ethnicities, abilities, and sexualities. We celebrate diversity and stand for having respect for oneself, others and our whenua (environment).

The language, images and approach we use in our branding should reflect our commitment to inclusion. Use gender neutral pronouns and language (them/their rather than he/she; “young people” rather than “boys and girls”). Ensure photographs and illustrations represent the diverse range of young people involved in Scouting in Aotearoa New Zealand.



Our brand

Active

At Scouts Aotearoa we **learn by doing**.

Our brand, language, and images should show the active nature of involvement in Scouts.

Photographs should show **dynamic** action, and our language should be **engaging**.

Fun

Scouts is all about having fun!

The tone of our brand is lively and energetic, but still professional. Show young people empowered to gain confidence and learn new skills through fun activities.

Images should show smiling young people engaged in exciting activity where possible.

Youth at the centre

Use youth friendly language — remember our audience. Be positive, helpful, and inclusive.

Use plain English to be accessible (such as “please phone us if you have any questions” instead of “If you require further clarification please contact us via telephone”). Avoid unnecessary words and complicated language.

Focus on showing youth in imagery. When adults are in the picture they should be supporting rather than leading.

LOGO

The Scouts Aotearoa logo is made up of the emblem, the wordmark, the registration sign, the background purple box and our country name 'Aotearoa'.

The logo appears in white on a purple background. Please use this version where possible. If this is not possible, use one of the alternatives listed.

The Scouts Aotearoa logo must appear on all documentation.

The National Council adopted Scouts Aotearoa as our preferred visual identity. "Aotearoa" recognises New Zealand's unique cultural composition as well as Scouts being a modern inclusive organisation.

Main logo



Alternative/international logo

An alternative version is available for use for one of two reasons:
(a) international settings where Aotearoa is not well understood,
or (b) where the local community feels that usage of Aotearoa
does not reflect them. In both cases the alternative visual identity
is Scouts Aotearoa New Zealand.



There are three alternative formats of our logo.

Purple logo on white background

For use on white backgrounds.



Black logo on white background

For use when colour printing is not available.



White logo on black background

For use when colour printing is not available.



Clear space

Clear space ensures maximum visibility and impact. As illustrated here, the clear space required around the Scouts Aotearoa logo is measured by the height and width of the letter 'S' in Scouts.

Avoid crowding the logo with other graphic elements.



Minimum size: 30mm (wide)



Rules for using the Scouts Aotearoa logo



- ✖ Only put the logo on a background colour of purple, white, or black.



- ✖ The logo should always be visible and not lost in busy backgrounds or textures.



- ✖ Do not change elements within the logo.



- ✖ No other logo colours should be used.
Do not mix colours within the logo.



- ✖ Do not distort the logo.

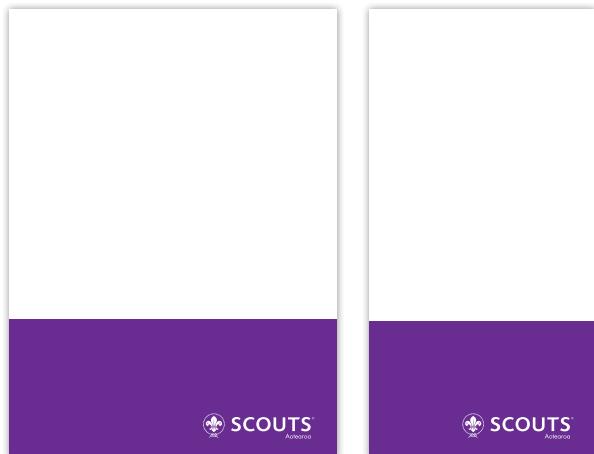


- ✖ Do not change the font in the logo.
Do not recreate the logo using text.

Logo placement

The Scouts Aotearoa logo should always sit aligned to one of the four corners of a design, at either the top or the bottom. This ensures our brand is always consistent and easy to find on the page.

The standard position for the logo is the bottom right corner, followed by the top right corner.

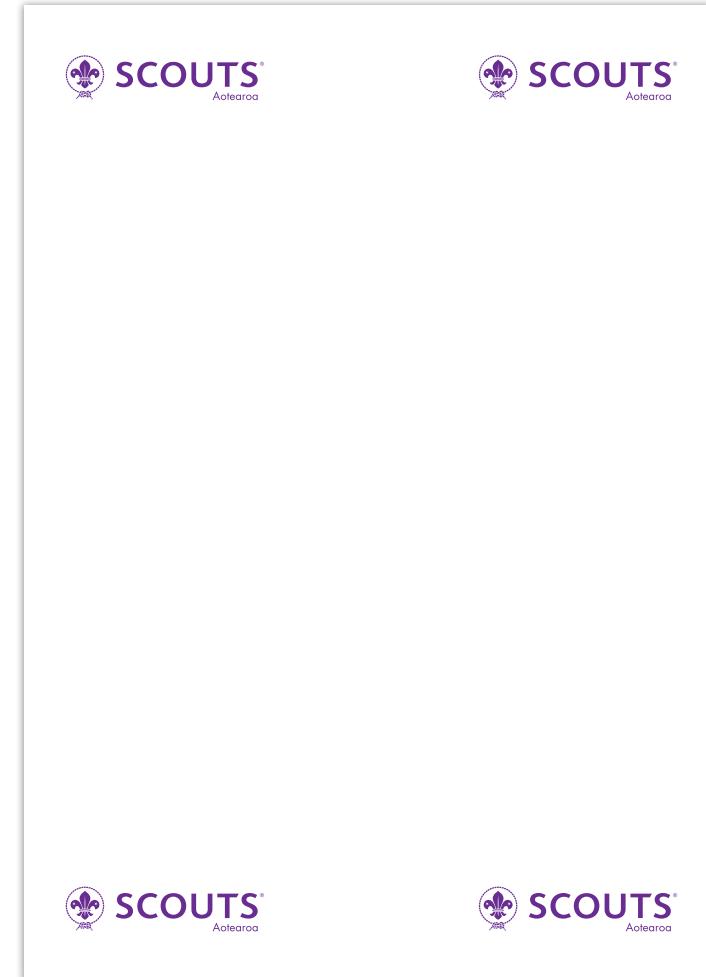


Posters and pamphlets

On a poster or booklet the Scouts logo should always be in the bottom right.

Letters

On letters, the Scouts logo should be in the top right.

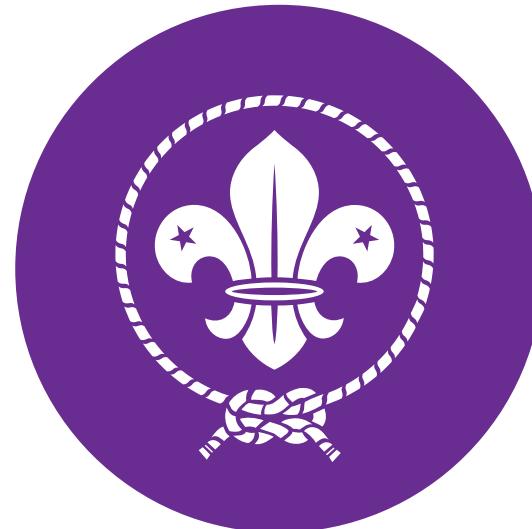


WORLD SCOUT EMBLEM

The World Scout Emblem is the distinctive symbol of the World Scouting movement and is worn by Scouts worldwide. It is one of the most well known symbols on the planet.

Using the World Scout Emblem:

- The emblem is to only be used if the Scouts Aotearoa logo isn't appropriate, such as flags or badges. Remember it is a world icon – it is not New Zealand specific.
- The same rules apply as with the Scouts Aotearoa logo (see page 9).
- The World Scout Emblem is a protected symbol and therefore is subject to licensing restrictions. The correct version of the World Scout Emblem is available from the World Scout Bureau. Refer to the World Scouts Brand Manual for detailed usage guidelines.
- This brand logo is an internationally protected registered trademark. Misusing it is an act of piracy. The conditions of use and commercialisation of this brand can be found in Circular n°5/07 and its annexes "World Scouting's Brand & Its Trademarks".
For more information, email: brand@scout.org



The smallest usage size of the emblem is 6 mm high or 5 mm wide.

Only use the below icons if the icon above is not usable.

Purple on white — for use on white backgrounds.



Black on white — for use when colour printing is not available.



Primary font

Futura PT
Bold
Heavy
Demi
Medium
Book
Light

AaĀāBbCcDdEeĒēFfGgHhIiĪīJjKkLIMmNn
HhIiĪīJjKkLIMmNnOoŌō Pp
QqRrSsTtUuŪūVvWwXxYyZz
0123456789 #!@£\$€%& *()::?•

FONTS

The Futura font family is our first choice for Scouts Aotearoa. Where this is not available, Verdana can be used as a substitute.

Using our fonts:

- For Headings CAPITALS or Title Case are acceptable.
- Futura PT is the first choice for family as it fully supports Māori tohutō/macrons.
- Body copy should never be smaller than 8pt.

Substitute font

Verdana

**AaĀāBbCcDdEeĒēFfGgHhIiĪīJjKkLIMmNn
OoŌōPpQqRrSsTtUuŪūVvWwXxYyZz**

**AaĀāBbCcDdEeĒēFfGgHhIiĪīJjKkLIMmNnOoŌō
PpQqRrSsTtUuŪūVvWwXxYyZz
0123456789 #!@£\$€%& *()::?•**

Typography usage

There are a number of different weights in the Futura font family. For main headers we recommend Futura PT Heavy.

For body copy, we recommend Futura Book or Light.

Use Futura Medium or Heavy for a call to action and the Scouts Aotearoa website.

The example shown here shows how to use our Futura family of fonts.

1 HEADING

Futura PT Heavy or Bold 30pt

2 Subheading or translation

Futura PT Medium 22pt

3 BODY HEADING

Futura PT Heavy
11-12pt/15pt

4 Body subheading

Futura PT Demi or Medium
11pt/15pt

5 Body text

Futura PT Book or Light
11pt/15pt

Scouts Aotearoa

1

1 NAU MAI, HAERE MAI

2 Welcome to Scouts Aotearoa

3 NAU MAI, HAERE MAI

4 Welcome to Scouts Aotearoa

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WHAT WE DO AT SCOUTS

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Ribus mint. Perrovid ut quas quiandandit labo. Vid et ilitaecequi te preposam, core num aut eaque vendi.

- Ma dolor acime as dolorem poriorp oruptat ioreres
- Temperum que nossus evelis undes elenis modipsa nducili squiscia dolescia venis expliquos abo.
- Nem rehendae doloreperae estis assumquis aut harum is quos delias et ipsam hilis qui dosusae.
 - Nem quas sequeate volenis autae.
 - Odio totaspel ipsus doleni venet eium et ex et quas expliatenis eaquodi net labo.

Substitute Font — Verdana:

Where Futura is not available, Verdana can be used as a substitute. It is likely that if you are laying out in Google Docs or Microsoft Word, you won't have custom fonts installed and you will need to use Verdana. In this case substitute Futura Book with Verdana Regular and Futura Heavy with Verdana Bold. The example shown here shows how to use Verdana as a substitute.

SECTION/MAIN HEADING: VERDANA BOLD 25PT. CAPITALS.

Section Subheading/Subtitle: Verdana Regular 25pt.

Body heading — Verdana Bold 12pt. Purple.

Body heading subtitle — Verdana Regular 12pt. Purple.

Body subheading — Verdana Bold 11pt.

Body secondary heading — Verdana Italic 11pt (*Use sparingly*).

Body text — Verdana Regular 11pt.

Youth Programme Document Guide | SCOUTS Aotearoa

YOUTH PROGRAMME

Welcome to our new Youth Programme

Nau mai, haere mai

What we do

Youth Programme

Minusam velenti usdandi tempossit de ent as quo blabor aut quaeperum et volum imet, simus nia cum velit labo.

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Who we are

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Youth Programme Information

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- Ma dolor acime as dolorem poriorp oruptat ioreres
- Temperum que nossus evelis undes elenis modipsa nducili squiscia dolescia venis expliquos abo.
- Nem rehendae doloreperae estis assumquis aut harum is quos delias et ipsam hilis qui dosusae.
 - Nem quas sequeat volenis autae.
 - Odio totaspel ipsum doleni venet eium et ex et quas expliatenis eaquodi net labo.

Tips for text layout

✗ Avoid BLOCK CAPITALS, except in main headings.

This applies to important information also.

✗ Avoid using *italics* or underlining for emphasis.

✓ Instead, use **bolded type to highlight important information.**

✗ Avoid justified text

Justified (█ █ █) text can lead to large spaces between words, making it difficult to read.

✓ Use left aligned text (█)

Left aligned text is the easiest text to read.

✗ Don't put indents at the start of paragraphs.

✗ Avoid continuing a paragraph over the page, if you can.

To avoid this, try decreasing the tracking of a paragraph to -10.

✗ Avoid splitting a word between two lines.

Turn off hyphenation. This helps the text flow for the reader.

InDesign: Paragraph Formatting Controls > untick Hyphenate.

Microsoft Word: Page Layout > Page Setup > Hyphenation: None.

✓ Leave space between paragraphs

Leave at least 8mm space between different text sections in the main content in InDesign, 12pt in Google Docs/Word.

COLOURS

Colour is an important design element to help position the Scouts Aotearoa brand. Purple is the hero colour — it should always be used as the dominant colour. Our purple links us to the World Scouting community.

- When creating a document about a Scouting Section you may use that Section's colour as a secondary colour.
- Any additional colour can be used in Scouts communication except colours near to the Scouts Purple on the colour spectrum. There must be significant contrast between the Scouts Purple and other colours.
- Limit the number of colours used at a time.
- You can bring more colour into designs using vibrant photography and illustrations. See page 18 for photography guidelines.
- Always use the correct colour breakdowns: CMYK and Pantone® for print and RGB and Hexidecimal for digital.

CMYK	Pantone/PMS	RGB or Hexidecimal
Standard desktop inkjet printer format: — inhouse documents — templates — posters.	Use the Pantone Matching System where exact colour matching is a must: — business cards — stationery — professional printing.	Use RGB colour format for on-screen use: — websites — social media — powerpoint — emails.

SCOUTS PURPLE

PANTONE 267 C

CMYK 73 95 0 0

RGB 95 36 159

Hex# 5f249f

Section colours

We also have five Section colours. These colours represent the Scouting Sections. Use the Section colours as the secondary colour when you are talking about a specific Section, such as for Kea use the Kea Orange as the secondary colour. Scouts Green and Venturers Maroon have a 50% colour option to only be used when sitting on purple.



KEA ORANGE

PANTONE 152

CMYK 0 61 100 0

RGB 229 114 0

Hex #e57200

CUBS YELLOW

PANTONE 7406

CMYK 0 13 100 1

RGB 241 196 0

Hex #f1c400

SCOUTS GREEN

PANTONE 349

CMYK 85 3 91 44

RGB 4 106 56

Hex #046a38

VENTURERS MAROON

PANTONE 202

CMYK 1 98 58 44

RGB 134 38 51

Hex #862633

ROVERS RED

PANTONE 1795

CMYK 0 96 82 1

RGB 210 39 48

Hex #d22730

PHOTOGRAPHY

Our brand is active, energetic, fun, inclusive, and modern. We want images that are used in promotions, posters, and other collateral to reflect those key brand elements.

Action, energy, and fun

We want to show Scouts in action, doing the things we love most about Scouting. Try to avoid staged photography. Our imagery should show Scouts what adventures they'll be having and reflect the energy of the Scouts community.

Youth at the centre

Show adults sparingly — focus on showing youth. When adults are in the picture they should be actively interacting with and helping young people; supporting rather than leading.

Diverse and inclusive

Show a diverse range of young people — gender, ethnicity, ability, age, Section, and so on. We always challenge stereotypes.

Things to remember

Be mindful of the imagery you choose to share with other members as well as on social, websites, and promotional materials. Use a common sense approach.

Avoid images that show members not following health and safety measures, such as not wearing a life jacket on the water, alcohol being consumed or members engaging in dangerous activities.

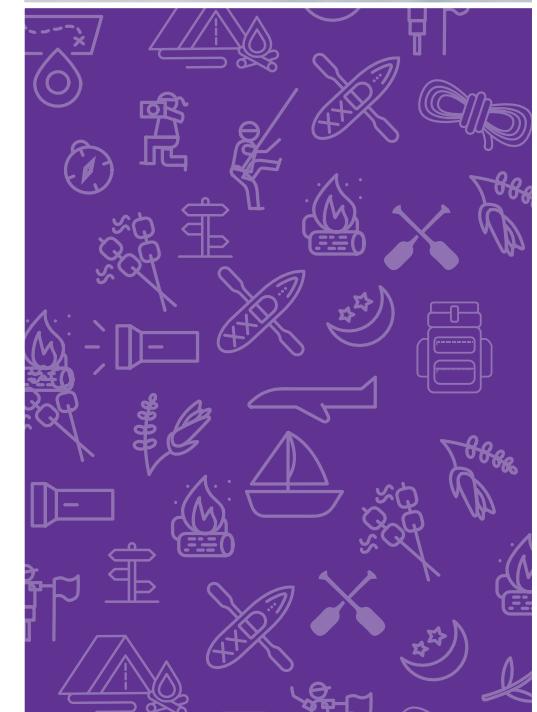
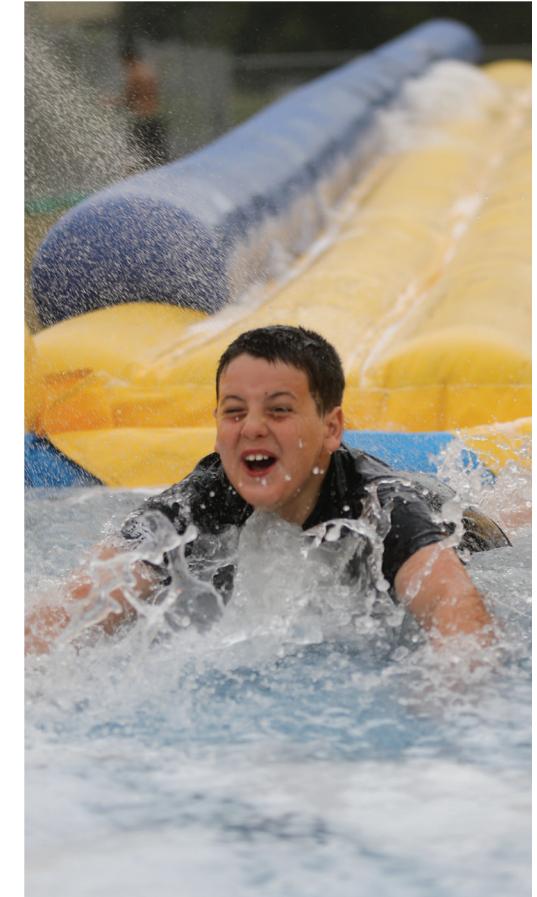
The same applies for child safety — avoid using images where a youth member is in their underwear or shirtless or in a situation that might cause them embarrassment, or they might not be comfortable with others viewing.

Permissions

You are required to get the correct and appropriate signed permission from all people in any photo that will be used in Scouts collateral. You must be specific about where the photo will be used when asking for permission. For further information please refer to scouts.nz for appropriate guidelines.

Illustration

Use photography in the first instance and for all front covers. However illustration can be effective to show abstract ideas and engage on social media. Apply these same guidelines when creating illustration for Scouts.





APPLICATION

Bringing it all together

The brand hierarchy depends on the message of each document. This example shows how a generic Scouts Aotearoa booklet and pamphlet uses this hierarchy.

Photography

Use full bleed photographs. Full bleed means the photograph goes right to the edges of the page.

Cover footer

Scouts document covers always have a footer below the photograph or illustration. The footer holds the title of the document and any important supporting information.

Always use Scouts purple as the background colour for footers (except when creating a low ink document — where you would use white). On a purple background text should be white, to maintain high contrast.

The Scouts Aotearoa web address (scouts.nz) must always feature, and always in Futura.

Scouts logo

Our logo must always be present in all Scouts Aotearoa marketing material. It should always be in a corner position — bottom right where possible.



Welcome to Scouts
Aotearoa

scouts.nz SCOUTS[®]
Aotearoa

Cover footer

Full bleed images



Welcome to Scouts
Aotearoa

scouts.nz SCOUTS[®]
Aotearoa

Using Section colours

The example below shows how a group Section specific poster uses the brand hierarchy and Section colour.



Section header (for Section specific documents only)

When you are marketing a specific section, such as Venturers, add a Section tab with that Section's colour.

The tabs must always sit at the top of a document and run horizontally.

Section names

Always use the font 'Futura' and CAPITALS for Section names.

The section names are always plural — Venturers, not Venturer; with the exception of the Kea Section, where you should always use singular to reflect the correct usage of te reo Māori.

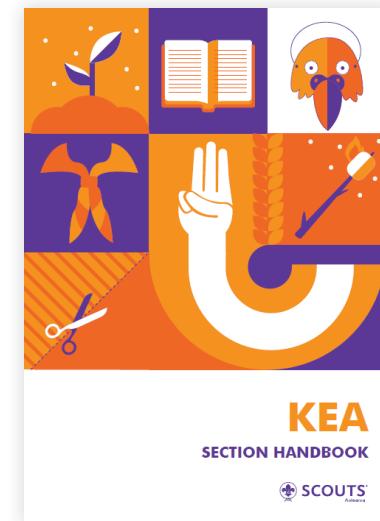


Section specific document colours

Use Scouts purple as the hero colour for all backgrounds.

The Section specific colour becomes the secondary colour throughout the document — but it should not feature on more than 10% of the design (see right).

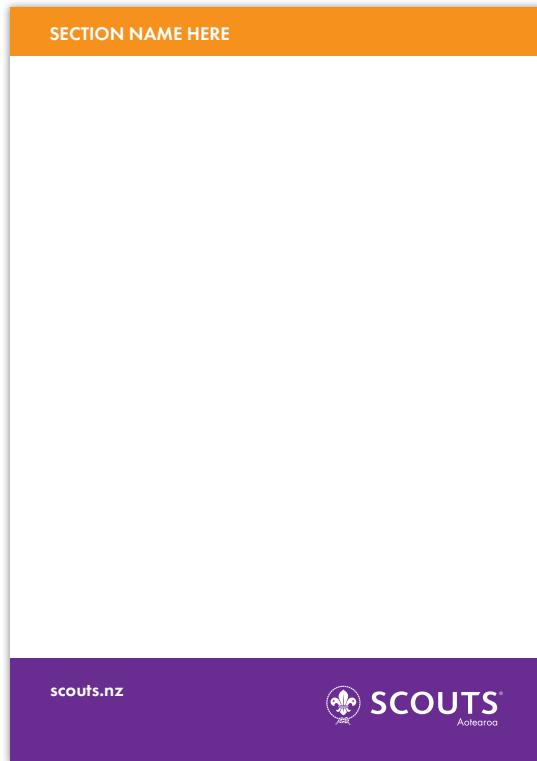
Do not use the other Section colours in a Section specific document, to avoid confusion.



Poster templates

Main template

(with optional Section specific banner to be used when applicable)

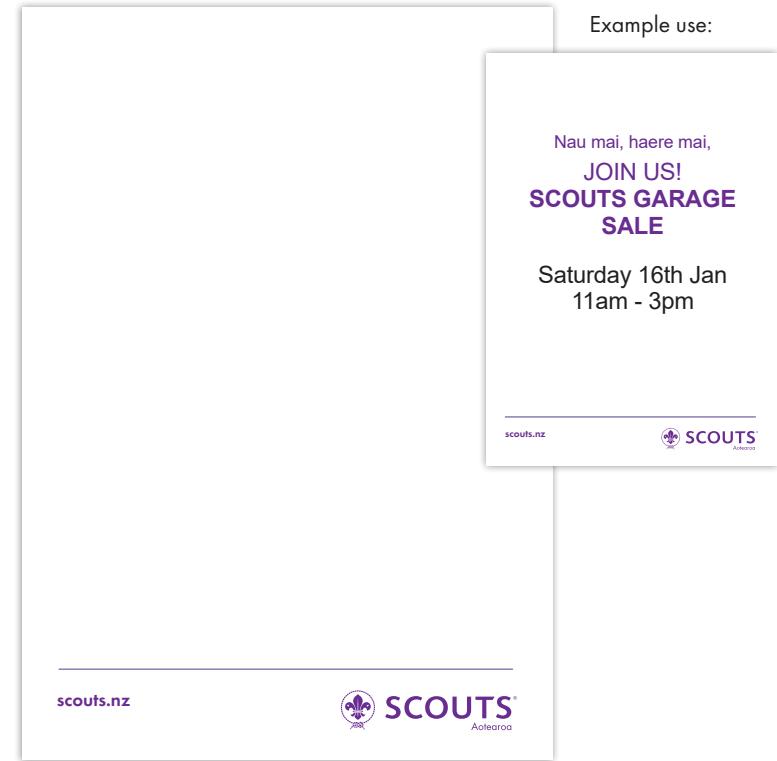


Template option with space for more text information.



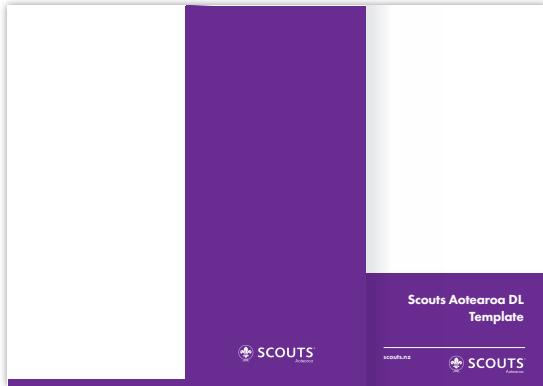
Low ink option

Use only when necessary (i.e. documents created by volunteers, longer documents, or when access to colour printing is limited).

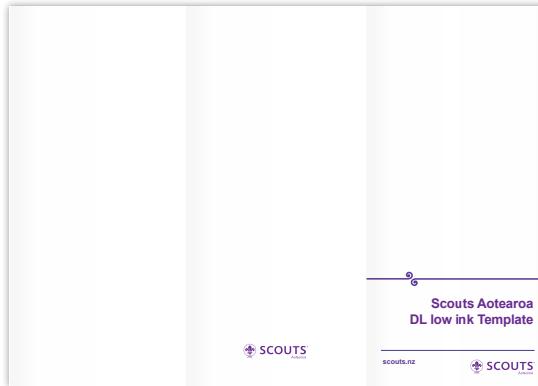


Pamphlet templates

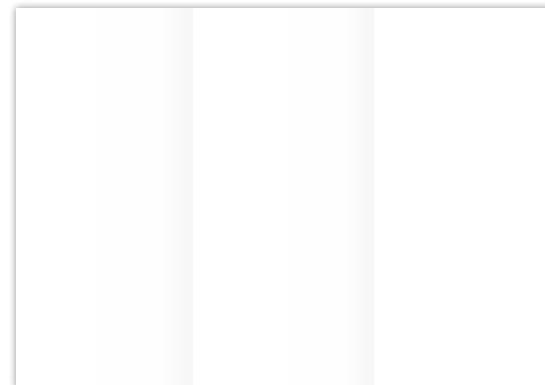
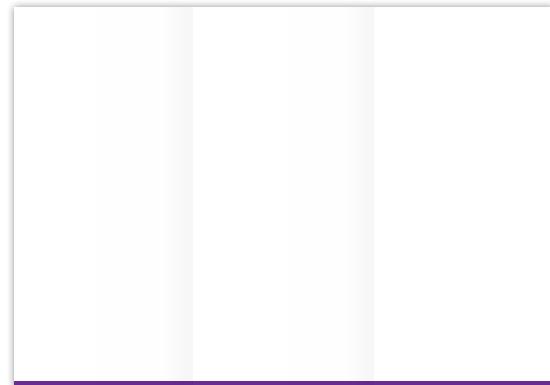
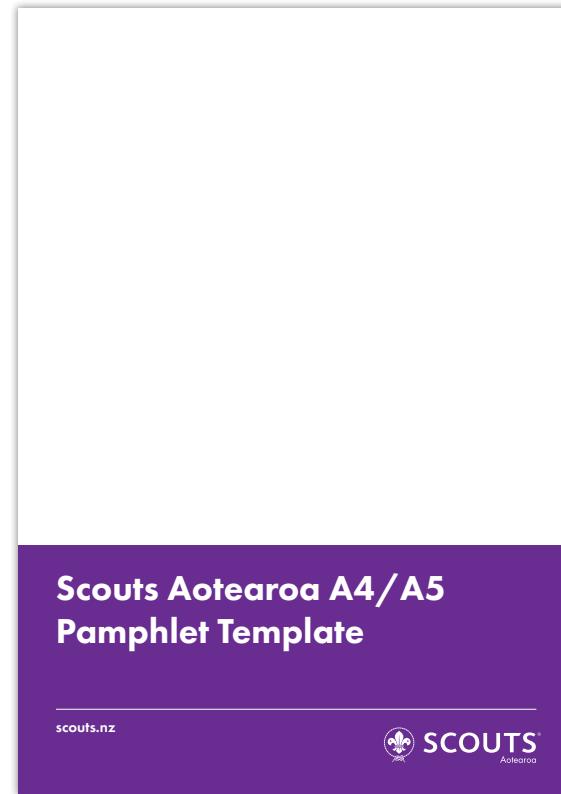
Generic DL tri-fold pamphlet template



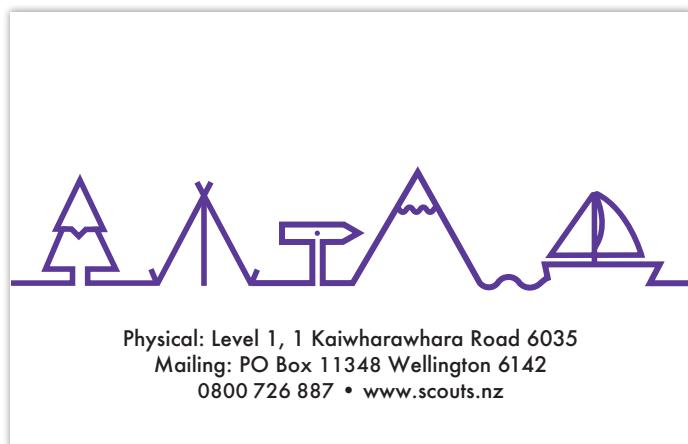
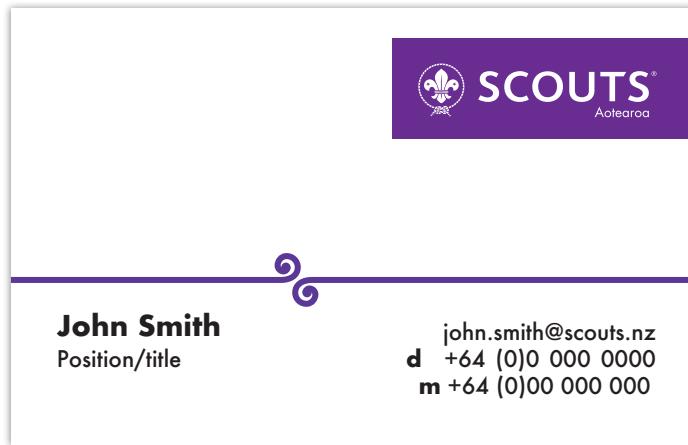
DL low ink option



Generic A5/A4 pamphlet template



Business cards template



Letterhead template



In the previous pages, the white area represents a 'flexible' portion of the layout that can be used for images, illustrations, colour or other design elements.

Signage

Signage should have the Scouts logo, the location name, and the scouts.nz website address.

Always right align the Scouts logo.

Futura is the only font that should be used on Scouts signage.

Work with a sign writer to determine the minimum text size for your sign.



Scouts Aotearoa website
Futura PT Medium, lowercase

Location name
Futura PT Medium, CAPITALS

If you have a local Scout Group website this can be added on its own line below the Scouts Aotearoa website.

Longer names can go across two lines, and/or the signage can be widened.

Additional information may go on a white panel below the main sign.

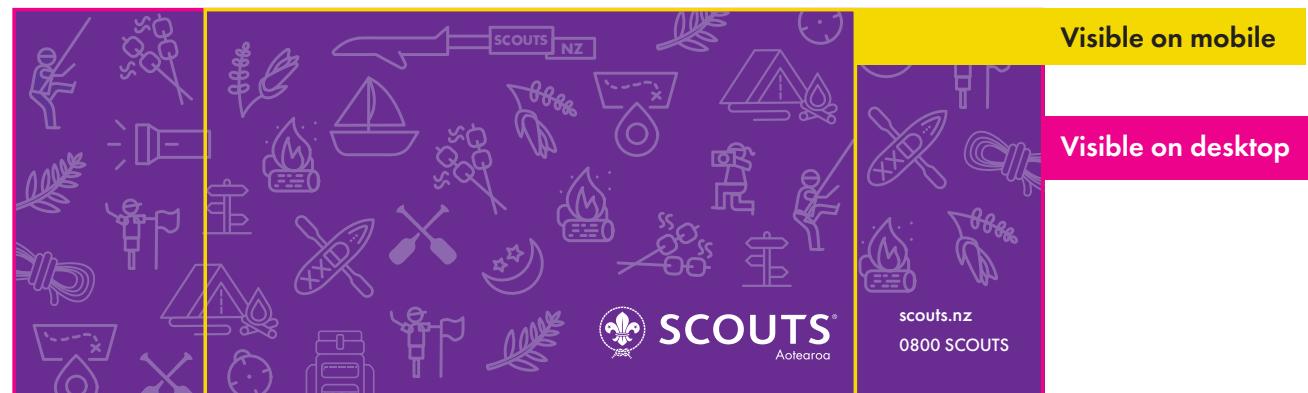


Social media cover photo template



Optimising for cropping

Cover images need to be designed keeping in mind that when viewed on mobile, the image is cropped in from the sides. Make sure when the image is cropped to fit a mobile user's screen they still get all the same important information as a desktop user — see the example to the right.



Social media quick guide

As with print media, ensure the Scouts Aotearoa logo is on all Scouts social media content.

The same logo application rules apply as with print, see page 9. Make sure the logo is always in one of the four corners — bottom right where possible. The profile picture is an exception to this, where the logo will need to be centred.

Use Scouts purple as the hero colour, but don't be afraid to add more colours, as long as they are complementary to purple.

Exporting images for web

Ensure the image file is saved correctly for screens:

- 72 dpi at the correct size
- set in RGB colour mode
- PNG or JPEG.

