



WESTERN AUSTRALIAN BRANCH

POLICIES and OPERATIONAL PROCEDURES MANUAL

Updated – 16-Nov-04

II. IMAGE AND THE LOGO.

II.1 Image.

- II.1.1 To provide the Scout Association with a consistent image for Scouting in Australia, a new logo designed by John Coburn, was commissioned in 1997.
- II.1.2 The logo retains the essential aspect of the arrowhead of green fleur de lys, while at the same time giving it a modern look, and placing it contextually in the southern hemisphere by featuring the five stars of the Southern Cross in gold. The three elements of the arrowhead portray the elements of the Scout Promise, by use of a stylised eucalypt leaves – a distinctly Australian image.
- II.1.3 The Scout Movement in Australia will be known in reference as “Scouts Australia” which is incorporated in the design. This is a trading name. The legal name remains as incorporated, The Scout Association of Australia. The legal name of the WA Branch will remain as incorporated The Scout Association of Australia, Western Australian Branch. The logo does not replace the World Badge or the Australian flag badge.

The Logo.

- II.1.4 The Australian Scout Logo is a registered trademark owned by the National Office of the Scout Association of Australia. It is important that the two elements of the logo are applied properly and correctly to ensure that there is unity and quality of Scouts Australia. Care must be taken to select the correct form according to the needs of usage.
- II.1.4.1 The logo may not be used on any product that is to be sold as a Scout product without the approval of the National Office.
- II.1.4.2 All Scout products are “National products.” Branches and Snowgum sell such merchandise under licence to the National Office.
- II.1.4.3 Prior to the release of any commercial merchandise on which the logo is to be used, the approval of the Chairman of the National Executive Committee, must be obtained.
- II.1.4.4 The approval will consider the quality of the product and royalty fees (to be negotiated) which are payable on all sales.
- II.1.4.5 The Scouts Australia logo should be used primarily to identify the Association on all stationery and signage for all units of the Association.
- II.1.4.6 The Scouts Australia logo can also be used on all printed matter, eg, advertising material, Group notices and letterheads, promotional material and the like. Use of the logo on letterheads,

etc., for formations is acceptable without approval of the National Office being obtained. However, the Branch Office is to be consulted prior to usage and in particular if any doubt exists.

11.1.4.7 The Scouts Australia logotype can be used either on its own or beneath the emblem. If used under the emblem it must conform to the same width as the emblem.

11.1.4.8 If the logo is to be used on items such as Badges, T-shirts or uniforms, then a request should be referred to either the Chief Commissioner or the Executive Officer for approval to do so.

11.1.4.9 If the logo is to be used on banners, display boards and name bars etc, ensuring that the correct style and colours.

11.1.5 The logo may be reproduced in three colours (PMS Green 342C, PMS Yellow 123C and Black), or in black and white positive, and can be also produced in black and white reverse. The two elements can be produced for use separately. However, if used together, they must only be positioned as the complete logo.

Support material

11.1.6 A logo kit is available from the Branch Office. It consists of a colour guide/print sheet with a sample of colour prints, a guideline for logo use and logo grids etc. Under no circumstances is the logo to be presented in other than the correct dimensions. For that reason any group or individual seeking to use the logo must consult the logo kit for the correct dimensions.

Authority:

The document was endorsed by the Chief Commissioner's Committee on 27 October 04 and by the Branch Management Committee on 16 November 04 for inclusion in the Policies and Operational Procedures Manual and accordingly is incorporated into the Branch Risk Register from this date.

Signed M. H. Thomas - Chief Commissioner.

J. S. Noakes - Branch Chairman.