

Brand Policy

THE KENYA SCOUTS ASSOCIATION

2019

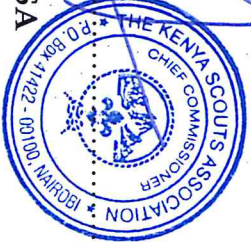
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Validation signed on..... 29th Sept 2019

Signed by.....
Mr. Moses O Danda
National Executive Commissioner, KSA

Signed by
Ms. Lydia Kiburu
Chairperson, Executive Committee

Signed by.....
Mr. Victor Radido
Chief Commissioner, KSA



KSA VISION

Creating a better world.

KSA MISSION

Educating young people to play a constructive role in the society.

This is achieved by: -

- i. Involving the youth throughout their formative years in a non-formal educational process.
- ii. Using a specific method that makes each individual the principle agent in one's development as a self-reliant, supportive, responsible and committed person.
- iii. Assisting them to establish value system based upon spiritual, social, and personal principles as expressed in the scout's law and promise.

KSA CORE VALUES

1. Professionalism
2. Transparency and Accountability
3. Integrity
4. Selflessness
5. God-Fearing

PREFACE

The Kenya Scouts Association is the national Scouting association of Kenya. Scouting was founded in British East Africa in 1910, and became a member of the World Organization of the Scout Movement in 1964. The Kenya Scouts Association (KSA) is the leading Scouting presence in Africa and the largest youth movement in Kenya where it was established in 1910. As part of the World Organization of the Scout Movement, KSA aspires to create a better World through provision of a value-based and skills-oriented education for young people. Scouting contributes to young people's education and development by providing a safe environment where young people can learn and grow by making decisions, doing and discovering for themselves, while experiencing fun, adventure and challenge. The Scouts' value system is based on three principles: Duty to God, Duty to others and Duty to self. Scouts values are expressed in the promise and law, a voluntary personal commitment to do one's best to adhere to an ethical code of behavior.

A Scout brand is about creating a positive image, reputation and identity for an NSO. The KSA's brand defines the specific relationship created nationally and internationally for the promotion of Scouting in Kenya. KSA has been in existence for over 100 years, this rich identity has been preserved in distinct brand elements.

This policy identifies, describes and specifies these elements and how these apply to any party wishing to use the Kenya Scouts Association Brand Assets (logo, graphics and similar intellectual property in promotional, advertising, instructional or reference materials, on websites, or in connection with products or services. By using or reproducing the KSA Brand Asset you are agreeing to abide by these rules which form a binding agreement between you and the Association. If you are using the KSA Brand on behalf of a legal entity such as your employer, you represent that you have the authority to bind such entity, and the terms "you" or "your" shall include such entity. If you do not agree to these rules, you are not authorized to use the Kenya Scouts Brand Assets.

The rules are intended to promote consistent use of the Kenya Scouts Association brand. This makes it easier for people to instantly recognize references to Kenya Scouts Association and related products. The rules are also intended to protect the Association's Brand Assets, and help KSA protect its valuable trademark rights from dilution and disparagement while also strengthening its brand identities.

The management commits itself to the implementation of this policy, will subject it to a periodic review to ensure its relevance in line with the changing circumstances, and needs of our stakeholders.

Thank you to all who worked hard to realize the development of this policy

VICTOR RADIDO

CHIEF COMMISSIONER, KENYA SCOUTS ASSOCIATION

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ABBREVIATION/ACRONYMS

- KSA - Kenya Scouts Association
- WOSM - World Scouting Movement

DEFINITION OF TERMS

- **Brand Identity** means the whole or any part of KSA's brand elements which include the Logo, colour palette, font, graphic devices, tone of voice, editorial style and photographic style
- **Brand Standards** means the standards required for the use of KSA's brand identity
- **Brand Elements** means the KSA's name, logo, flag, colour palette, font, graphic devices, tone of voice, editorial style and photographic style
- **Corporate identity:** the visual means by which KSA is recognized. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.
- **Image:** the impression clients or consumers have of the Association's total personality (real and imaginary qualities and shortcomings).
- **Trademarks:** a symbol, word, or words legally registered or established by use as representing KSA or KSA products.

PART ONE: BACKGROUND AND INTRODUCTION

1.0 INTRODUCTION

Brand guidelines, also known as a brand style guide, govern the composition, design, and general look-and-feel of a company's branding. It is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers and this policy sets out to do this.

1.1 BACKGROUND: THE KENYA SCOUTS ASSOCIATION EDUCATIONAL PROPOSAL

Kenya Scouts Association (KSA) is a registered member of the World Organization of the Scouts Movement (WOSM). It is a voluntary, on-political and educational Movement for young people open to all without distinction of origin, race, gender, creed or ethnic/tribal background in accordance with the purpose, principles and method as conceived by the founders as stated below;

a) Purpose

To contribute to the development of young people in achieving their full physical, intellectual, emotional, spiritual, social, and character potentials as individuals, as responsible citizens and as members of their local, national, regional and international communities.

b) Principles

Duty to God

Adherence to spiritual principles. Loyalty to the religion that expresses them and acceptance of duties resulting there from.

Duty to others

Loyalty to our country in harmony with the promotion of local, national, regional and international peace, understanding and co-operation/integration.

Participation in the development of society with recognition and respect for the dignity of one's fellow man and for the integrity of nature.

Duty to self

Responsibility of the one's self; realization of ones right to develop, learn and grow, learning to assert oneself, make one's decision, set aims and identify the necessary steps to achieve one's full potentiality.

c) Method

Is a system of progressive self-education that should be applied to all sections, taking into account the socio-cultural environment of the young people.

The Scout method is applied in the following ways:

- a) Law and promise.
- b) Learning by doing.
- c) Membership of small groups (patrol system) requiring adult guidance, progressive discovery and acceptance of responsibility and training towards self-governance directed towards the development of competence, self-reliance, honesty and leadership skill objectives.
- d) Progressive and stimulating programs (progressive scheme) consisting of varied activities based on one's own interest including games, useful skills and service to community, all taking place largely in an outdoor setting.
- e) Symbolic framework or symbolic background where the scouts relate to their socio-cultural background in order to have a programmed that has a national touch.
- f) Relationship between adults and young people where leaders have the responsibility to keep an eye on the young ones especially the Sungura, as they are delicate majority.
- g) Life in nature, it is not just animals, trees, rivers etc for scouts. Nature is a club where one can enjoy themselves, a laboratory where one feels closer to God and can worship Him in one's own way.

1.2. POLICY JUSTIFICATION

This policy provides guidelines for the management of KSA's corporate identity and branding as it strives to maintain continuity and consistency in all applications of the corporate identity and branding. It gives guidelines for the development, management, authorization, usage and protection of the Association's brand as an important strategic asset of KSA.

2.0 POLICY STATEMENT

This policy governs the use of all KSA trademarks (see definition) for any purpose and applies to the entire Kenya Scouts Fraternity. Consistency in the use of KSA trademarks strengthens their value and our ability to protect them from unauthorized use. The Communications and Public Relations department should be consulted whenever it is not clear whether a proposed use is permissible.

The KSA Brand is a strategic asset and a hallmark of the Association's identity and principal symbol of the mission, vision, and values of the Association. As a hallmark of identity, the KSA brand is a key element in the corporate strategy of the Association and a symbol of its values. It is a springboard for creating value that should be used to contribute to the success of its businesses.

KSA is committed to protection of its Brand in line with the Association's approved standards.

3.0 AUTHORITY/LEGAL FRAMEWORK

This Policy Framework is subject to The Kenya Scouts Association Revised Constitution of December 2016 and the KSA Act cap 219 and the Laws of Kenya.

4.0 OBJECTIVES

The goal of this policy is to support the Association's aspirations and mandates. The broad objectives of the KSA Brand Policy are to:

- a. reflect and communicate the Association's long term mission, strategy, goals and values;
- b. unify the presentation of the Association through the messages and visual images used in its marketing, advertising, promotional and other communications, uniforms, learning materials, signage, products and other public representations of the Association, both within and external to KSA;
- c. unify the presentation of the Association in speeches, media and other corporate communications and messages to our consumers and stakeholders;
- d. provide direction on the use of KSA marks, official insignia, logos and other branding assets;
- e. ensure compliance with the University's corporate visual identity requirements across the full range of the Association's corporate entities
- f. meet legislative and codes of practice requirements;
- g. align all resources available for brand management to improve efficiencies and impact;
- h. provide a mechanism for monitoring and review of the brand, marketing strategy, and corporate communications and visual identity;
- i. Provide a process for handling inappropriate or unauthorized use of KSA brand and corporate identity.

The specific objectives of this Policy are to:

- a. Boost brand awareness;
- b. Improve recognition;
- c. Improve brand image;
- d. Establish brand loyalty;
- e. Build a community;

5.0 SCOPE

This Policy applies to all communications and visual materials, including all forms of media, printed materials, online representations, PowerPoint presentations, signage, uniforms, vehicles and communications and representations created by and for an entity of the Association, and by and for third parties with respect to the Association.

6.0 GENERAL PRINCIPLES

1. Professionalism
2. Integrity
3. Shared Goals
4. Accountability
5. Equity and Fairness
6. Commitment
7. Consistency

7.0 OVERVIEW OF THE BRAND

7.1 Brand Position Statement

A Youth Movement that understands the importance of nurturing young people to enable them achieve their full physical, intellectual, emotional, spiritual, social, and character potentials as individuals, as responsible citizens and as members of their local, national, regional and international communities.

7.2 Unique Value Proposition

The only youth movement with over 1 million registered members both boys and girls that invests in the development of young people through a value based education system and gives them an opportunity to contribute positively to the development of their society.

7.3 Motto

Be Prepared

7.4 Tagline

For youth and development since 1910

7.5 Brand Attributes

We offer a Scout Education Programme that instils values of trust, kindness, duty, citizenship, respect, obedience, bravery, cheerfulness, lawfulness, and cleanliness to our young people.

7.6 Brand Audience

- 1) Parents
- 2) The Government
- 3) Heads of learning institutions
- 4) Scouts
- 5) Scout Leaders
- 6) Ministry of Education
- 7) Partners and potential partners
- 8) The world scout movement

7.7 Audience Promise

We promise to continue providing a value based education system that adapts to the ever changing times of the 21st century to our young people in order to mold them into exemplary citizens of this nation.

7.8 Messaging Tone

We want to create a better world via the young people. Young men and women play an important role in determining what becomes of a society. By instilling values to them at a tender age, we will positively contributing to the citizenry of this nation which in turn will impact it positively.

7.9 Elevator Pitch

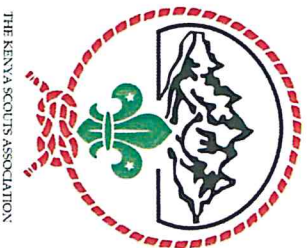
We strive to Empowering our youth to make them better citizens who are responsible and self-reliant.

8.0 PART TWO: BRAND ELEMENTS

8.1 The Corporate Trademark

Consisting of Mount Kenya mounted on the fleur de Lis and includes a rope which encircles the fleur-de-lis and the mountain and is tied in a reef knot at the bottom. The KSA corporate trademark should be used to establish the Association's identity in a product use or immediate area of distribution. The registration mark should appear below of the trademark.

8.2 Description of the Kenya Scouts Association LOGO



Size: 62.2k
Dimensions: 129px*170px
Width: 1.792 inches
Height: 2.361 inches
Resolution: 72 pixels/inch

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

8.3 Color Specifications

The KSA corporate color palette is based on a core set of colors.

Primary Colours

The main colours for Kenya Scouts Communication are green, red and white. Any additional colour can be used in Kenya Scouts communication except colours near to the Kenya Scouts Association green(KSA Green) on the colour spectrum. There must be significant contrast between the KSA green and other colours.

KSA Color information

PANTONE (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (web applications)
361	C100, M0, Y97.6, K66.7	R0, G85, B2	#38761D
1795	C0 M100 Y90 K0	R226 G61 B40	#E23D28

white	-	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF
Black C		C 0 - M 0 - Y 0 - K 100	R0, G0, B0	#000000

8.4 Corporate Trademark Usage

Acceptable ways of reproducing the Kenya Scouts Association corporate trademark.

Black or any dark colour may be used.



The Kenya Scouts Association



THE KENYA SCOUTS ASSOCIATION



The Kenya Scouts Association
Colour use of logo



THE KENYA SCOUTS ASSOCIATION



The Kenya Scouts Association



THE KENYA SCOUTS ASSOCIATION

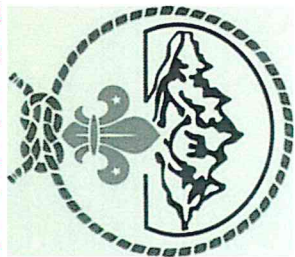


The Kenya Scouts Association



THE KENYA SCOUTS ASSOCIATION

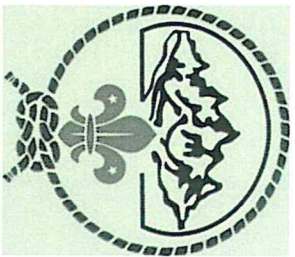
8.5 Unacceptable ways of reproducing the Kenya Scouts Association corporate trademark



The Kenya Scouts Association



The Kenya Scouts



Kenya Scouts Association



Kenya Scouts Association

- i. Do not alter the signature in any way, including changing the type face.
- ii. Do not reproduce in all green or red colors tint or otherwise.
- iii. Do not leave out the prefix "the".

9.0 BRAND PLATFORM

9.1 Always Be Prepared

Kenya Scouts live for any opportunity to display their abilities while learning new skills.

9.2 CORPORATE BRAND

'The Kenya Scouts Association' is the overarching brand of all other Scouting categories and sections.



Scouting Categories

- Land Scouts
- Sea Scouts
- Air Scouts

9.3 SCOUTING SECTIONS

Scouting Sections

- Cub/Sungura Scouts
- Chipukizi Scouting
- Mwanba Scouting
- Jasiri/Rover Scouts

1. Cub/Sungura Scouting



Sungura Scout Motto – “ Do your Best”
Sungura Scout Section Colour – Yellow
Sungura Scout Section Age bracket- 6-11 years

2. Chipukizi Scouting



Chipukizi Scout Motto- “Be Prepared”
Chipukizi Scout Section Colour- Green
Chipukizi Scout Section Age bracket- 12- 15 years

3. Mwamba Scouting



Mwamba Scout Motto- "Look Wide"
Mwamba Scout Section Colour - Maroon
Mwamba Scout Age bracket- 15- 18 years
Orange

Jasiri Scout Motto- " Service"
Jasiri Scout Knot - "Bowline"
Jasiri Scout Section colour -
Jasiri Scout Section Age bracket- 18-30



4. Jasiri/ Rover Scouting

9.4 Typefaces
In almost all instances, printed communications coming from the Kenya Scouts Association should use the KSA Logo. The logo should be strategically positioned at the top of the page title or subject of the piece.

Book Antiqua is used for the body text of all KSA documents such as circulars and letters. This same font is used for most text on kenyascouts.org.

9.5 Printed material
The use of verdana for KSA printed materials including books is acceptable.

9.6 Font specifications

Book Antiqua 12
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890

Book Antiqua 12 bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstvwxyz
1234567890

Verdana

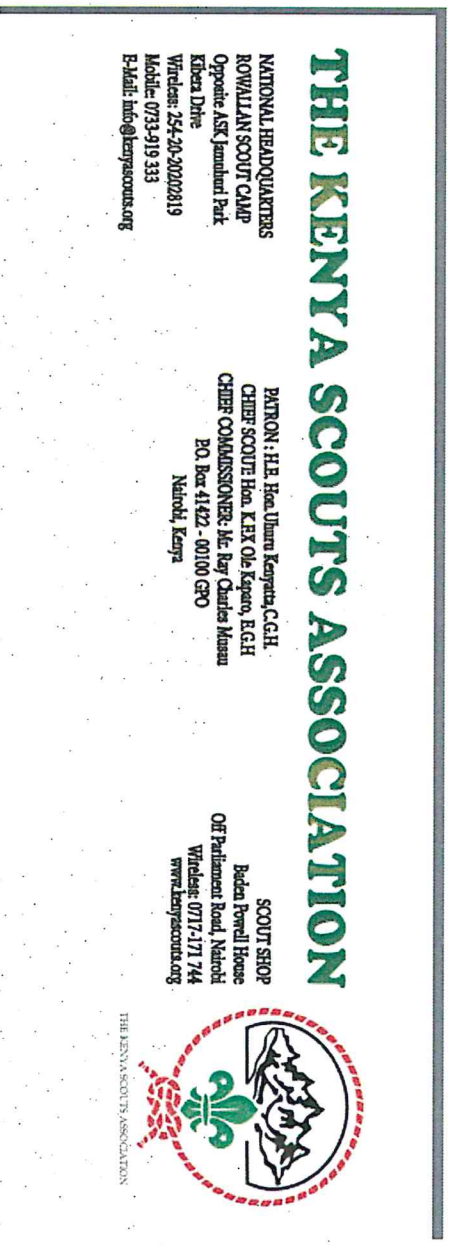
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890

Verdana Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890

9.7 Stationery and Signature

Make a great first impression by using these approved stationery elements.

9.71 Letter head



THE KENYA SCOUTS ASSOCIATION

NATIONAL HEADQUARTERS
ROWALLAN SCOUT CAMP
Opposite ASK Jamhuri Park
Kileleshwa, Nairobi

PHONE: H.E. Hoo Uthman Kenya, C.G.H.
CHIEF SCOUTS: Hon. KEX Ole Kenya, E.G.H
CHIEF COMMISSIONER: Mr. Ray Charles Mwasu
P.O. Box 41422 - 00100 GPO
Nairobi, Kenya

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Beda Powell House
Off Parliament Road, Nairobi
Wholesale: 0717-4171 744
www.kenyascouts.org

THE KENYA SCOUTS ASSOCIATION

Rowallan Scout Camp
Opposite ASK Jamhuri
Park, add' gate,
Kileleshwa drive P.O. Box 41422 - 00100
Nairobi - Kenya

ZACHARIA MUNAYI
National Youth Programme Executive

The Kenya Scouts Association

Tel: +254 20 2020819
Call: 0725 981 396
Email: zach.munayyi@kenyascouts.org
dzackobari@gmail.com
www.kenyascouts.org

For Youth And Development

9.72 Business cards



The Kenya Scouts Association

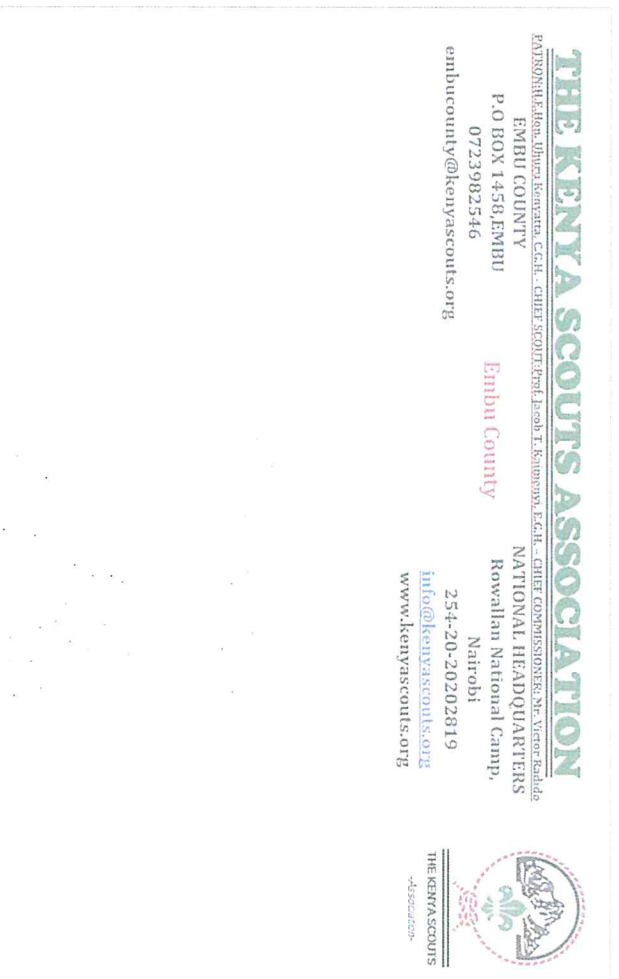
ZACHARIA MUNAYI
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Rowallan Scout Camp
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Park, add' gate,
Kileleshwa drive P.O. Box 41422 - 00100
Nairobi - Kenya

Tel: +254 20 2020819
Call: 0725 981 396
Email: zach.munayyi@kenyascouts.org
dzackobari@gmail.com
www.kenyascouts.org

For Youth And Development

9.73 County Scouts Association letter heads



9.74 E-Signature

Name (first & last)

Corporate Title | Kenya Scouts Association

Tel: +254 (020) 2020819 / +254 (07233) 919 333 | Direct line +254 -----

| Address: P.O. Box 41422-00100 Nairobi, Kenya | Rowallan Scouts Camp

Email: ----- | Website: www.kenyascouts.org

Disclaimer

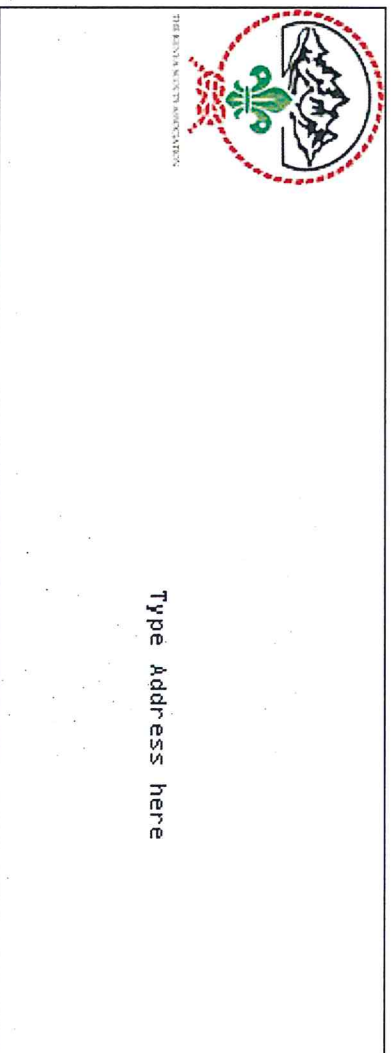
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transmitted by this email. Kenya scouts Association, P.O. Box 41422-00100
Nairobi, Kenya. www.kenyascouts.org

9.75 E-signature for county offices

Name (first & last)
Title
County Name
Address of county

9.76 Envelope



The Kenya Scouts Association logo is located in the top left corner of the envelope template. It features a circular emblem with a mountain, a tree, and a fleur-de-lis, surrounded by a red dotted border. Below the emblem, the text "THE KENYA SCOUTS ASSOCIATION" is written in a small font. The main body of the envelope is a large white rectangle with a black border, containing the text "Type Address here" centered within it.

10.0 SIGNAGE

10.1 Exhibit and Signage Display

Keep signage simple by using approved brand identity elements, fonts, and photography. The Associations Logo and signature should be used appropriately to strengthen the message and brand.

10.2 Architectural Signage

Location and building signs should use approved fonts and colors, and the Kenya Scouts Association corporate signature. Signs may be matte-finished in approved colors or rendered in metal or stone. The sign should include the name of the building or facility and the Kenya Scouts Association trademark, separated by a vertical line or stacked.

11.0 PATCHES

Patrol emblems & Merit badges.

While Scouting insignia seems countless, there is only one method for approved manufacturing. The Kenya Scouts Association requires that an official Kenya Scouts Association licensee manufacture all patches. Any trademark that is used on a patch

not created an official Kenya scouts Association licensee is considered an unauthorized use of the KSA's trademarks.

11.1 BRANDED PRODUCTS

Any use of the Kenya Scouts Association trademarks by any third party on any product, including patches, pins and T-shirts, requires that the manufacturer of these products be Authorized by the Kenya Scouts Association National Council.
Uniforms

Scouting uniforms are among the most recognized icons in our culture. In addition to creating a sense of pride and belonging, the uniforms exemplify the character, citizenship, and strength each Scout strives to embody.

For detailed information on proper uniform wear and placement of badges and insignia, consult the *Kenya Scouts Programme Hand Book*.

The Kenya Scouts Association uniforms and insignia are considered copyrighted by the Association and unauthorized use is prohibited.

11.2 Trademark and Logo Protection

An Act of Parliament Cap 219 protects the trademarks and logos of the Kenya Scouts Association. The KSA Logo is registered under the Trademark regime in Kenya.

12.0 WEB DESIGN

Elements to building an effective website:

1. **Know your audience.** Websites should be structured so the visitor can find the information. Don't create the categories based upon organizational structure.
2. **Clean design.** Websites should be treated no differently than any other marketing materials. Use the approved brand identity elements, colors, and online font – Arial.
3. **Simple navigation.** A menu bar that contains all available pages and a link back to the homepage invites visitors to explore your website.
4. **Interactive opportunities.** Digital content has an enormous advantage over printed material – interaction. Encourage visitors to share thoughts by creating interactive elements such as polls, a monitored forum board, or a blog.
5. **Plan for timely and appropriate content.** Develop an editorial calendar to ensure that you are continually updating your site. This creates a "sticky" site that brings visitors back. Even short updates about past events, upcoming outings, or a regular blog entry can increase site traffic. See Web Content Guidelines for more information.

12.1 Web Content

Guidelines

- The Associations websites must be hosted off-site at a hosting facility
- The Association must have direct control over the content of its official website.
- The content of the Association's site must be appropriate for Scouting.
- The Association site cannot contain links to any sites that contain material deemed inappropriate for Scouting.
- The Associations site can engage in the electronic sale of KSA merchandise
- The Association's site must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.

Key Considerations for Social Media

- Guide lines
- Use forethought, care, and responsibility when creating and maintaining social media channels where people share information and media about Scouting.
- Adhere to the terms of service and existing guidelines outlined by each individual social media channel such as Facebook, Twitter, and YouTube.
- Abide by the guidelines outlined in the KSA social media policy.
- Before creating a Facebook page, consider whether designated administrators will be able to monitor that page and post content consistently to help ensure that only appropriate content is posted.
- Do not give out Scouts' personal information (e.g., last name, phone number, home address) on social media channels.
- Never post questionable content or respond to someone else's content in a way that could reflect poorly on yourself or the KSA.
- Be timely in updating social media channels and responding to information requests on social media channels.
- Understand that the public may view your social media activities, and members of the public may engage in an online dialogue with you as a result.

13 PHOTOGRAPHY AND VIDEO

Guidelines.

Appropriate: Scouts in action having fun, images of Scouts in their uniforms looking sharp.

Diversity: Scouting welcomes all sizes, ethnicities, and faiths. Any photography or video should reflect that.

Natural Setting: Scouts are most at home when they are outdoors. Show them experiencing all that nature has to offer.

Captured Moments vs. Contrived Poses: Scouts know a phony smile when they see it. Real moments evoke real emotions.

14.0 USE OF THE BRAND

The Association licenses the use of the KSA brand to all County Scout Associations upon the terms set forth in this manual.

15.0 RELATED STANDARDS, POLICIES AND PROCESSES

- i. Communications and Public relations Policy
- ii. IT Policy
- iii. KSA Uniform Policy
- iv. KSA Media Guideline
- v. News Media Policy

16.0 POLICY REVIEW AND AMENDMENT

- i. The Executive Committee will review and update, if necessary, this policy as the need arises but not exceeding three years.
- ii. The Executive Committee in consultation with the Scout Board can appoint an Information Technology Committee to carry out the function of IT at the Association.
- iii. The existence of the Public Relations and Communications Policy Framework of Kenya Scouts Association as a legal document may be terminated in the event that:
 - a) KSA is dissolved;
 - b) There is re-organization or merger of sub-committees by the National Scout Board.
 - c)

17.0. POLICY VERSION HISTORY

Version	Date	Description	Approved By
1.0	2/09/2016	Public Relations & Communications Policy	National Executive Committee
2.0	29/09/2019	Public Relations & Communications Policy	National Scout Board