KSA Core Values

1. Professionalism
   - Transparency and accountability
   - Integrity
   - Selflessness
   - God-fearing

This is achieved by:

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

KSA Mission

Creating a better world.
The Chief Commissioner, Kenya Scout Association
Victor Radido

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

...and needs of our stakeholders.

To a periodic review to ensure his relevance in line with the changing circumstances,
The management committee is to the implementation of this policy, will subject it

...distribution and dispensation while also strengthening the brand identity.

The rules are intended to promote consistent use of the Kenya Scout Association

Kenya Scout Brand Assets.

If you do not agree to these rules, you are not authorized to use the

 babel foreign language.

As part of the agreement between you and the Association,

For reproducing the KYS Brand Asset you are agreed to abide by these rules which

are the terms and conditions of use for Kenya Scout Association Brand Assets (Logo, Graphics, etc).

This policy identifies, describes and specifies these elements and how these apply to

for over 100 years, this rich identity has been preserved in distinct brand elements.

As a School, is about creating a positive image, reputation and identity.

The Kenya Scout Association is the national Scouting Association of Kenya. Scouting

Preface
TRADEMARKS: a symbol, word or words legally registered or established by
personality (real and imaginary qualities and shortcomings)

IMAGINE: the impression clients or consumers have of the association’s total
its activities.

CORPORATE IDENTITY: the visual means by which KSA is recognized. It is also a
graphic device, tone of voice, editorial style and photographic style.

BRAND ELEMENTS means the KSA’s name, logo, colour palette, font,
 Identify
BRAND STANDARDS means the standards required for the use of KSA’s brand
style and photographic style

Includes the logo, colour palette, font, graphic devices, tone of voice, editorial.

DEFINITION OF TERMS
into account the socio-cultural environment of the young people.

Is a system of progressive self-education that should be applied to all sections, taking

\[
\text{Method}
\]

Steps to achieve one's full potentiality:

- Learning to assert oneself, make one's decision, set aims and identity the necessary
- Responsibility of the one's self, realization of one's right to develop, learn and grow,

Duty to self:

- Duty of one's fellow man and for the integrity of nature.
- Duty to others:
  - Acceptance of duties resulting therefrom.
  - Adherence to spiritual principles.
  - Loyalty to the religion that expresses them.

Duty to God:

- Principle:
  - International communities.
  - Responsible citizens and as members of their local, national, regional and
    intellectual, emotional, spiritual, social and character potential and individuals
    as individuals.

To contribute to the development of young people in achieving their full physical,

a) Purpose

The method is conceived by the founders as stated below:

- creed or ethical/ideal background in accordance with the purpose, principles and
- Movement for young people open to all without distinction of origin, race, gender,
- Kenya Scouts Association (KSA) is a registered member of the World Organization

PROPOSAL

1. BACKGROUND: THE KENYA SCOUTS ASSOCIATION EDUCATIONAL POLICY

1.0 INTRODUCTION

1.0 INTRODUCTION

PART ONE: BACKGROUND AND INTRODUCTION
should be used to contribute to the success of its business. Association and a symbol of its values. It is a significant for creating value that association and a symbol of its values, it is a key element in the corporate strategy of the organization, the KSA brand is a key element in the corporate strategy of the organization, its symbol of the mission, vision, and values of the association. An integral part of the KSA brand is a strategic asset and a hallmark of the association’s identity and reputation. Moreover, it is not clear whether a proposal has been possible. Consulted whenever it is not clear whether a proposal has been possible. The Communication and Public Relations Department should be consulted whenever it is not clear whether a proposal has been possible. This policy governs the use of all KSA trademarks (see definition) for any purpose.

2.0 POLICY STATEMENT

2.1 CORPORATE IDENTITY

This policy provides guidelines for the management of KSA’s corporate identity and reputation.

2.2 POLICY JUSTIFICATION

and can worship Him in one’s own way. (E) Life in nature it is not just animals, trees, forests etc. for sceneries, Nature is a world’s largest laboratory where one feels closer to God, where one can enjoy theuriyae, a laboratory where one feels closer to God, where one can enjoy theuriyae, a laboratory where one feels closer to God.

In nature it is not just animals, trees, forests etc. for sceneries. Nature is a world’s largest laboratory where one feels closer to God.

responsibility to keep an eye on the young ones especially the teenagers, as responsible between adults and young people, where leaders have the

Local social-cultural background in order to have a programed that has a national

(e) Symbolic framework or symbolic background within the community helps them to

and service to community, all taking place largely in an outdoor setting.

varied activities based on one’s own interests including games, useful skills

P) Learning by doing.

Learning by doing.

The scout method is applied in the following ways:
The specific objectives of this Policy are for:

- Brand and corporate identity
- Provide a process for handling inappropriate or unauthorized use of KSA
- Support, and corporate communications and visual identity
- Provide a mechanism for monitoring and review of the brand, marketing
- After all resources available for brand management to improve efficiencies
- Meet legislative and codes of practice requirements
- Ensure compliance with the University’s corporate visual identity
- Branding assets
- Provide direction on the use of KSA marks, official insignia, logos and other
- Corporate communications and messages to our consumers and stakeholders
- C. Only the presentation of the Association’s official insignia, media and other
- Public representation of the Association, both within and external to KSA
- Communicate to communicate the Association’s long-term mission, strategy, goals
- The broad objectives of the KSA Brand Policy are to:

4.0 OBJECTIVES

The goal of this policy is to support the Association’s aspirations and mandates.

The policy framework is subject to the Kenya Schools Association Act, 2016 and the laws of Kenya.

3.0 AUTHORITY/LEGAL FRAMEWORK

KSA is committed to protection of its brand in line with the association’s approved standards.
We offer a School Education Program that instills values of trust, loyalty, and discipline to our youth people.

Brand Attributes

For youth and development since 1910

Table 4

Be Prepared

What

Society

The opportunity to contribute positively to the development of their own community through a value-based education system and gives them an equal chance in the development of young people.

Table 2

Unique Value Proposition

and international communities of responsible citizens and responsible local, national, regional, and global citizens, and character formation as individuals as emotional, spiritual, social, and character potential of the individual.

Table 1

Brand Position Statement

The only movement with over 1 million registered members

2.0 OVERVIEW OF THE BRAND

1. Consistency

6. Communication

5. Equity and Fairness

4. Accountability

3. Shared Goals

2. Integrity

1. Professionalism

6.0 GENERAL PRINCIPLES

This policy applies to all communications and visual materials, including all forms of media, printed materials, online representations, and external communications.

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

**Message Tone**

Contributing to the civilization of this nation which in turn will impact society. By instilling values to them at a tender age, we will positively and women play an important role in determining what becomes of a man. We want to create a better world via the young people. Young men and people in order to mold them into exemplary citizens of this nation.

**Audience Promise**

8. The world school movement
7. Partners and potential partners
6. Ministry of Education
5. School Leaders
4. Schools
3. Heads of learning institutions
2. The Government
1. Parents

Brand Audience
### KSACOLOR Information

<table>
<thead>
<tr>
<th>#3876ID</th>
<th>199, 2, 96, 53 (CIE L<em>a</em>b*)</th>
<th>199, 2, 96, 53 (CIE L<em>a</em>b*)</th>
<th>199, 2, 96, 53 (CIE L<em>a</em>b*)</th>
</tr>
</thead>
<tbody>
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<td>199, 2, 96, 53 (CIE L<em>a</em>b*)</td>
</tr>
</tbody>
</table>

The KSACOLOR palette is based on a core set of colors.

#### 8.3 Color Specifications

- **Resolution:** 72 pixels/inch
- **Height:** 2.361 inches
- **Width:** 1.792 inches
- **Dimensions:** 129px x 170px
- **Size:** 62.4 K

### Description of the Kenya Scouts Association LOGO

The KSA Corporate Logo should appear below the brandmark. It is a product of immediate area of distribution. The registration mark should be used to establish the association's identity and to indicate the association's primary colors. The logo includes the Kenya Scouts and the mountain and is used in a rectangular format which consists of Mont Kenya mounted on the Kenya crest and includes a rope which is the corporate brandmark.

#### 8.1 The Corporate Brandmark

#### 8.2 PART TWO: BRAND ELEMENTS
8.4 Corporate Trademark Usage

Black or any dark colour may be used.

Acceptable ways of reproducing the Kenya Scouts Association corporate trademark:

<table>
<thead>
<tr>
<th>Code</th>
<th>100%</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>0000000</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0, 0</td>
<td>0, 0, 0, 0</td>
</tr>
<tr>
<td>#FFFFFF</td>
<td>K255, C325, M0, Y0</td>
<td>K255, C325, M0, Y0</td>
<td>K255, C325, M0, Y0</td>
</tr>
</tbody>
</table>
2. Chipukizi Scouting

3.3 Scouting Sections

- Junior Rover Scouts
- Mungiki Scouting
- Chipukizi Scouting
- Cup/Sungura Scouts

Scouting Categories

- Air Scouts
- Sea Scouts
- Land Scouts

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

Corporate Brand

Learning new skills helps Scouting thrive for any opportunity to display their abilities while always being prepared.
The use of Verdana for KSA printed materials including books is acceptable.

Prinented material and letters, this same font is used for most text on Kenyascouts.org.

Book Apturian is used for the body text of all KSA documents such as circulars positioned at the top of the page title or subject of the piece. Scow Association should use the KSA Logo. The logo should be strategically placed at all instances printed communications coming from the Kenya Scout Association. - 18-Years

Jasiri Scout Section - Ages Bracket - 12-30

- Jasiri Scout Section Colour

- Jasiri Scout Knot - "Bowline"

- Jasiri Scout Motto - "Service"

- Jasiri Scout Roller Scouting

- 4. Jasiri Roller Scouting

- Mwama Scout Colour - "Look Wide"

- Mwama Scout Colour - 15-18 Years

- Mwamna Scout Colour - "Look Wide"
Scouts Association accepts no liability for any damage caused by any virus
check this email and any attachments. For the presence of viruses. Kenya
necessarily represent those of the Association. Finally, the recipient should
opinions expressed in this email are solely those of the author and do not
please note that any views or telephone or e-mail and destroy the original. Please inform the sender by
Kenya. The Kenya Scouts Association and you are requested to contact the sender by
disseminate, distribute or copy the message without the written consent of
you have received this message by error you are not authorised to view, 
This email and any files transmitted with it are confidential and intended for

Disclaimer

Website: www.kenyascouts.org
Email: info@kenyascouts.org
Address: P.O. Box 1422-00100 Nairobi, Kenya
Tel: +254 (020) 2028197 / +254 (0723) 919 333 | Direct Line: +254 974 E-Signature

9.73
II.0 PATCHES

Patch emblems & Metal badges

10.2 Architectural signage

Architectural signage

33.2 The Kenya School Association corporate logo and signature are the only approved building signage.

10.1 Exhibition and signage display

Exhibition and signage display

Type address here

9.76 Envelope

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

E-Signature for county offices

Nairobi, Kenya. www.kenyascouts.org

Transmitted by this email: Kenya School Association, P.O. Box 41422-00100
Guidelines for more information:

4. **Interactive opportunities.** Digital content has an enormous advantage over print media - interactive, engaging, and shareable content. By creating a "sticky" site that keeps visitors coming back, your site becomes a destination for visitors.

3. **Simple navigation.** A menu bar that contains all available pages and a link to the home page invites visitors to explore your website.

2. **Clean design.** Websites should be neat and clear. Use the approved brand identity elements, colors, and marketing materials. Any contact information should be located no differently than any other information.

1. **Know your audience.** Web designers should be situated so the visitor can find the elements to building an effective website.

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**120 WEB DESIGN**

Association, the KSA logo is registered under the Trademark Law in the Republic of Kenya.

An Act of Parliament Cap 219 protects the trademarks and logos of the Kenya Schools Association. The KSA logo is registered under the Trademark Law in the Republic of Kenya.

**1.2 Trademark and Logo Protection**

The KSA logo, the Kenya Schools Association name, and the KSA logo are registered as trademarks.

Unhelpful, the KSA logo is the most recognizable icons in our culture. In addition, the KSA logo is registered as a trademark and is protected by law.

Scout uniforms are among the most recognizable icons in our culture. In addition, the KSA logo is registered as a trademark and is protected by law.

---

**1.1.1 BRANDED PRODUCTS**

Unhelpful, not created an official Kenya schools Association license is considered an

Unhelpful, not created an official Kenya schools Association license is considered an

Unhelpful, not created an official Kenya schools Association license is considered an

Unhelpful, not created an official Kenya schools Association license is considered an
PHOTOGRAPHY AND VIDEO

members of the public may engage in an online dialogue with you as a result.
Understand that the public may view your social media activities and
requests on social media channels.
Be treaty in updating social media channels and responding to information
received post-engagement or contact on the KSA’s
Never post unconsidered content or respond to someone else’s content in a
way that could reflect poorly on yourself or the KSA.
Do not give out your personal information (e.g., last name, phone number,
that only appropriate content is posted.
will be free to monitor their page and post content consistently to help ensure
before creating a Facebook page, consider whether designated administrators
before creating a Facebook page, consider whether designated administrators
in the KSA’s social media policy.
will be free to monitor their page and post content consistently to help ensure
will be free to monitor their page and post content consistently to help ensure
adhere to the terms of service and existing guidelines outlined by each
adhere to the terms of service and existing guidelines outlined by each
adhere to the terms of service and existing guidelines outlined by each

Key Considerations for Social Media

- The association’s site must abide by all laws regarding copyrights and
- The association’s site can engage in the electronic sale of KS Association
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official

Guidelines

Internet

- The association’s site must abide by all laws regarding copyrights and
- The association’s site can engage in the electronic sale of KS Association
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official
- The association must have direct control over the content of its official

Guidelines

Web Content
### 17.0 POLICY VERSION HISTORY

(c) The National Scout Board.

(b) There is re-organization or merger of sub-committees by

(a) KSA is dissolved.

Terminated in the event that

Framework of Kenya Scouts Association as a legal document may be

III. The existence of the role of Public Relations and Communications Policy

is the need of the Executive Committee to carry out the

function of II. The Association

Appointment of an Information Technology Committee to consult the

III. The Executive Committee in consultation with the Scout Board can

policy as the need arises but not exceeding three years.

I. The Executive Committee will review and update, if necessary, this

### 16.0 POLICY REVIEW AND AMENDMENT

v. News Media Policy

 iv. KSA Media Guidelines

 iii. KSA Uniform Policy

 ii. I Policy

 i. Communications and Public Relations Policy

### 15.0 RELATED STANDARDS, POLICIES AND PROCESSES

The Association licenses the use of the KSA brand to all County Scout Associations

### 14.0 USE OF THE BRAND

Captured Moments vs. Captivated: Posers know aphony smile when they see