

THE SINGAPORE SCOUT ASSOCIATION

MEDIA GUIDELINES



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1. Background

Traditionally the SSA has always defined scouting as “a values-based non-formal education movement”. We have always stressed the importance of values, instead of military-style discipline and obedience, or outdoor adventure per se.

There is now a renewed emphasis on character and citizenship education (CCE) or values education in our education system because of the uncertainties brought about by rapid social and technological changes. It is now recognized that CCA plays a pivotal role in ensuring that students “catch” the desired values and attributes. There is therefore a need to go back to our roots and strengthen our unique contribution to the education of young people.

The members of the Scout Council and Commissioners Council had a workshop in late 2014, and after much discussion we offered this as our focus - The SSA seeks to create a better world through “engaging, exciting and empowering” activities.

Creating a better world is really not new to Scouting. Lord Baden Powell asked all Scouts to “... try and leave this world a little better than you found it...”. - This is the *raison d’etre* of Scouting.

However, refocusing on the essence of scouting has become more urgent and critical during this period of uncertainty and conflict.

To ensure that Scouting does not become an advocacy, activist or civic group, but remains an education movement for young people, it is important to understand that we can only create a better world by first creating better persons. In other words, as Confucius said, we must start by ensuring that we have the right values if we want to create a better world.

Scouting is still about developing or educating the individual. But now we have expanded this goal to state explicitly that we develop individuals who will have the passion, values, knowledge and skills to create a better world.

2. Brand Identity Guidelines

i. Objectives

A brand is more than a logo and a set of marketing materials. A brand is a promise. A promise that supports our core values and delivers on our mission and vision.

The Brand Identity Guidelines will serve as the primary document for guidance on the use of the SSA brand. The objective of developing the brand identity is to refresh the existing brand identity, develop visual identity guidelines for easier implementation, and ensure that the SSA exhibits a consistent image. The key measures of success are:

- Create a more memorable brand for the SSA that increases recall, recognition and awareness.
- Build a brand that promotes Scouting as a forward movement but does not limit the brand equity already established.
- The guidelines encompass a wide spectrum of standards, including:
 - Brand Identity standards
 - Logo design
 - Color palette
 - Photographs imagery guidelines
 - Digital media engagement guidelines
 - Template examples

ii. Brand Identity

A consistent brand identity system supports a strong brand for the SSA by creating a unified look in print and electronic communications. People react to visuals before they read even a word so it is important to provide strong and consistent visuals that reflect the proper brand image.

The new SSA brand identity consists of logos, color, and graphic elements to tie together the look and feel for all print and electronic communications. The visual identity helps people recognize the SSA and its functions.

The graphic element employed throughout the SSA's branding strategy is around the key brand message on creating a better world through engaging, exciting and empowering activities.

Photographs are also important elements to the brand identity strategy. Photographs help tell human stories and show what the SSA is doing to create a better world.

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Materials can be easily reproduced using helpful templates that are made available to all staff and volunteers of the SSA. Using templates helps maintain a consistent visual identity. The brand template will be applied to all collaterals, communicating the vision and new direction of the SSA.

The white part of the brand template gives focus to the message and is in line with the colours of the logo. The curved edge tends a soft and inviting touch to the new brand look while the dotted lasso signifies the stitches on the badges sewn onto the Scout uniform.



3. Key Brand Message

We are **CREATING A BETTER WORLD** by

- Developing our youths spiritually, emotionally, intellectually, socially and physically; and
- setting them up to make a difference in their communities by enabling them through holistic educational activities that are at once engaging, exciting and empowering.

Our activities are

- **ENGAGING** because they are winsomely fun and attractive, appealing to the mind and challenging to the body;
- **EXCITING** because they touch and stir the positive emotions; and
- **EMPOWERING** because they enhance their self-confidence and enable a ‘can-do’ spirit that drives them to contribute to the betterment of their communities, society and nation.

4. The SSA Logo




The fleur-de-lys (tri-foil) with crescent moon and five stars of the state emblem superimposed over it, and a banner below with the words “Be Prepared”. The red colour symbolizes universal brotherhood.

i. Guidelines on the use of the SSA logo

- Prior authorization has to be provided by the Executive Director of The SSA before any individual, organisation or company can use the SSA logo for purposes of identifying with the SSA.
- While individual, organisation or company may use the SSA logo as a means of identifying themselves with the SSA, it should not be assumed or taken to indicate any kind of official endorsement of the individual’s, organisation’s or companies' products or services.
- The SSA logo should be used in good taste and treated with dignity and respect. Its design should not be modified in any way or have any words or graphics superimposed over it. However, it may be depicted in outline form, be embossed or portrayed as a watermark.
- The official colour of the SSA logo is Pantone 186c (red).

ii. Colour

Maintaining consistent colour throughout all communications whether in print or electronic form is vital. The primary colour, Red, is the colour that has been used historically and has not changed.

	
Patone	186c
RGB	100, 16, 46
CMYK	2, 100, 85, 6

5. Photograph Imagery Guidelines

(Adapted from WOSM's guidelines on imagery)

i. Goal

The goal is to improve the quality of the message communicated through Scouts related photograph imagery. The set of guidelines is simplified to help all members of the SSA, especially the youths, to produce good quality photographs themselves. The two key concepts that we strive to achieve are:

a. Balance and Diversity

Gender: Inclusive of girls and boys, as well as women and men.

Age: We are a movement for the youth, but the intergenerational activities are part of our ethos.

Cultures: We are a unified and integrated movement regardless of race, language and religion.

Activities: Our collective energy is synergized and expended on positive engaging, exciting and empowering activities.

Environment: We are active everywhere, indoors and outdoors.

b. Portraying Our Behaviour with Purpose and Credibility

Our visuals should show the young people on the ground in their daily life, not only smiling, but actively participating and reflecting the social impact of Scouting. Avoid taking static images with too much protocol or images that are too posed or staged and thus obviously not real. The images should be kept simple to reflect real Scouts engaging in their activities. The key is to challenge stereotypes.

ii. Scouts Heritage

For visuals to be used to portray the Scouting image, the people in them need to be identified as Scouts through the wearing of scarfs, uniforms and hats etc.

iii. Style

Style refers to how a visual is presented, including the use of artificial colours and modification to remove the background etc. Style should not be the focus of Scouts imagery. The content of the visual has to be the main

issue. The Scouts imagery should be kept natural and not posed or staged. Avoid also abnormal or unnatural camera angles and perspective.

Natural setting with a wide perspective will be preferred to depict the Scouts image. Photographic images that appear authentic and uncontrived support the Scouts message with a true moment in the Scouting environment. Scouts are seen to be real people in real situations.

iv. Activities

The photographic imagery should reflect the idea of the brand message: Exciting, Engaging and Empowering.

For example, the imagery shows Scouts participating in outdoor activities where movement is visible and it depicts Scouting as action-packed and dynamic. The imagery may also shows Scouts working together and the Scouts are fully engaged in their activities.

v. Diversity in Combinations

When images are combined together they portray diversity of cultures, gender and age. The photographic imagery can shows Scouts from different countries or units in their respective uniforms or scarfs, or old and young Scouts, girls and boys, engaged and constructively working together.

vi. Checklist

Scouts can use the checklist below to help choose the right photographs to portray the ideal image of Scouting.

Image Checklist		Yes	No
	People		
	Scouts Heritage		
Choose both	Style	Natural colours	
		Not posed or staged	
Choose at least two	Activities	Exciting	
		Engagement	
		Empowering	
Choose at least two	Diversity	Cultures	
		Age	
		Gender	
Approved		(name)	

This part is used for qualifying a combination of images e.g. for posters, newsletters, or brochures.

6. Digital & Social Media Guidelines

(Adapted from APR's Media Guidelines to Create Impact for Scouting Events)

Traditional media is like a one-way street; you can always read a newspaper or listen to a television report, but you have limited opportunities to share your thoughts on a subject.

Social media is a two-way street; you have the ability to engage in an interactive dialogue. It is a social instrument of communication that gives people the power to share, making the world more open and connected. Your voice is heard.

Social media includes the various online technology tools that enable people to easily communicate and share information and resources. It can include text, audio, video, images, podcasts, and other multimedia communications.

Scouting is keeping pace with new technologies to help you stay connected to your members, and to help members connect with one another. WOSM runs JOTA-JOTI for instance. While there are many social media such as Twitter, Flickr, YouTube, and others, Facebook and Instagram are currently the social media that resonates best with Scouts members.

i. Facebook

Facebook is the perfect multigenerational platform for Scouts members to interact with one another and with the community. The first step is to create a Scouts group or unit Facebook page. Use the group's or unit's name as the title, and appoint someone in the group or unit to manage it. Post updates and photos of activities, create events for meetings, and make sure to keep contact information and group or unit website up-to-date. All the members of the group or unit who are on Facebook should like the group's or unit's Facebook page so they can share the information posted with friends. The group's or unit's page should also like pages of national and local partner organizations, news stations, civic organizations, or other groups or unit's with Facebook pages.

ii. Instagram

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

iii. Other Social Media Options

a. Twitter

Allow user to post short, simple updates or links (posts are called tweets). Your Twitter followers can more easily share your updates with their followers than on Facebook.

b. YouTube

If the group or unit has a talent for the audiovisual, a YouTube channel is a great place to post video blogs about group or unit activities, or interviews on local cable channels.

c. Flickr

Use this social media to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

While it is easy to get distracted by the many options available to you, it is important to keep your audiences in mind. Chances are, you will have more success focusing on one or two social media accounts than having a presence on every social media.

iv. New Trends in Social Media

a. Citizen-Generated Media (CGM)

One of the latest trends in social media is Citizen-Generated Media (CGM) that gives users the ability to produce content on a variety of topics, easily uploading it to the Internet.

CGM provides an interactive medium for users to share information by posting ideas and opinions to sites including: discussion forums, blogs (short for Web logs), and message boards.

Throughout the world, the Internet has become one of the most popular mediums people use to gather information. Some users are beginning to trust like-minded people through this media more than the traditional news sources.

CGM also affects marketing and advertising trends because this content is easy to locate with the aid of search engines. When using a search engine to look up a person or an organization, many users find information posted by another user. CGM is changing how information is shared and how opinions are formed.

b. Blog

Blogs started in the early 1990s simply as a version of the online journal. Today, blogs are defined in many different ways, and often with confusing media buzz.

From a technology standpoint, they are simply template-based websites that allow an author to quickly make regular updates. They also regularly allow user interaction through comments and subscription services via RSS (Real Simple Syndication).

There are more than 50 million blogs on the Internet. They have become extremely popular because they offer an easy, users-friendly approach to uploading content often including text, images, and sometimes video.

What separates blogs from regular websites and traditional media is the type of content they publish. The most successful blogs focus on a single subject and cover it with passion, depth, and sometimes wit. The most successful writers have a strong voice and are able to build trust through their expertise, honesty, and ability to create a good conversation with their readership.

Another phenomenon of blogging and blogs is the regularity with which they comment on, respond to, and link to other blogs and bloggers. The universe of bloggers, the “blogosphere”, can be looked at as a giant conversation. Blogs can also incorporate other forms of media, including audio (podcasts), video (vlogs), and images (photoblogs).

Blogs offer an easy, inexpensive way to publicize a Scout group’s or unit’s projects and events. As many journalists search blogs for stories, blogs also offer an opportunity to reach the media with the unit’s Scouting stories.

c. Podcast

Podcasts (the term *podcast* combines *iPod* and *broadcast*) consist of digital audio files distributed over the Internet, usually through a subscription-based service. Some smart programmers figured out a way to mix RSS with the audio posts to allow for automatic downloading to the popular media players.

Nowadays, people often refer to podcasts as any media file available via download from the Internet. Like blogs, the most successful podcasts are often short and focused. Ideally, listeners should feel attached to the voice of the podcaster, viewing him or her as an insider or a “real person.”

That sense of honesty is what gives non-traditional media its power. Podcasts are commonly referred to as “push technology” because of its

subscription capability. Podcasts are different from other digital media because they can be downloaded automatically through subscription.

It is information that a provider chooses to receive instead of searching or “pulling” it from the Internet. In the past, producing a professional-quality show was cost-prohibitive. But with contemporary technology, the cost of entry has come down considerably. The only limiting factors are time to learn the technology and coming up with a great idea.

d. Electronic Press Release

Although traditional print faxes are still accepted in newsrooms, an electronic press release provides several advantages to both the sender and the journalist. New technology allows writers to attach pictures and video to their press releases and send it all by e-mail. The journalist will then have the story and pictures readily available and can save critical time in contacting the news provider and waiting to get these items. It increases the likelihood of a press release being published if good video footage or pictures that show Scouts in action are attached.

e. Video Uploading

Through the power of the Internet, uploading video has become very easy. Each social media offers different options, from simple video uploading to editing, all completely free of charge. Video can be uploaded to the group’s or unit’s website or blog or attached to the electronic press release.

v. Social Media for Scouting

Both for-profit and non-profit organizations are using social media to build and support their brands, products, drive engagement, increase sales, and more.

Used properly, these media can be an excellent way for Scouting councils to start a conversation with their target audiences by informing, connecting, and attracting them to Scouting.

There are no hard and fast rules in this new media landscape, aside from the laws of the country and abiding commitment of the WOSM to protect children from inappropriate material and maintain the privacy of its membership.

Social media constitute a new form of digital communication providing interaction and dialogue around user-generated content. They go beyond merely pushing content to a reader. Scout units wishing to exploit social media must accept the fact that listening is just as important as speaking in

these channels and Scout Leaders wishing to participate in this space should be prepared to do so if they are to reap any value.

Scout Leaders are to note the following guidelines when using social media:

- a. Social media has to be monitored. A qualified staff member or volunteer should have responsibility to monitor social media channels regularly.
- b. Integrate the communication channels. There are numerous channels such as print, web, email, radio, TV, word of mouth, social media etc. It is necessary to create a strategy using the most appropriate channels to surround the target audience with key message or messages.
- c. Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation to state the facts.
- d. Let your audiences talk about you. By posting content regularly, you can tell your story and encourage conversations in the community.
- e. Be prepared to respond to negative or inaccurate posts. Scout Leaders should follow guidelines for responding to negative posts on social media sites. Some negative comments do not warrant a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should be considered when providing the responses.
- f. Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Area Commissioner or Executive Director for an official response.
- g. Be Scout-like. When disagreeing with the opinions of others, remain appropriate and polite. If you find yourself in a online situation that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your executive Area Commissioner or Executive Director for advice on how to disengage from the dialogue in a polite manner that reflects well on the SSA.
- h. Build trust by being open and transparent. Share information about your group or unit and what the challenges and opportunities are for Scouting.
- i. Also be sure that the source is trustworthy and the facts are accurate before you share anything you received in the social media. If, in doubt, delete and do not share.

vi. Create Your Social Media Strategy

When creating a social media strategy for your group or unit, it is recommended to follow the steps below:

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- a. Get familiar with Social Media.
- b. Be Social Media savvy

- c. Initiate personal social media use:
- d. Explore the tools you would like to adopt by using them in your personal life first. It is easier to understand the culture behind tools like Facebook and Twitter when you spend some time posting your own pictures and experiences.

- e. Participate in Area and National social media sites.

- f. Study what other Scout groups or units are doing:
- g. Find local blogs
- h. Find local Twitter accounts
- i. Find local Facebook accounts: pages, group or unit, and causes
- j. Find local YouTube accounts
- k. Find local Flickr accounts
- l. Evaluate best practices

- m. Take cues from the successes and challenges of fellow Scout Leaders.

- n. Talk to one another to share information and collaborate:
- o. It is encouraged that you share each other's content, but properly attribute the content by disclosing its origin and linking back to the original source.

7. Brand collaterals

Brand Collateral is the collection of media used to promote the brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed congruent with the brands core values and personality. The SSA's brand collateral includes:

- MS Powerpoint template
- Email signature
- Letterhead
- Envelop
- Name card

All of these items and more are designed with a specific objective in mind. They are the tactical material of the SSA's brand strategy.

The collateral of our brand is often the first impression of our product or service and first impressions really count.

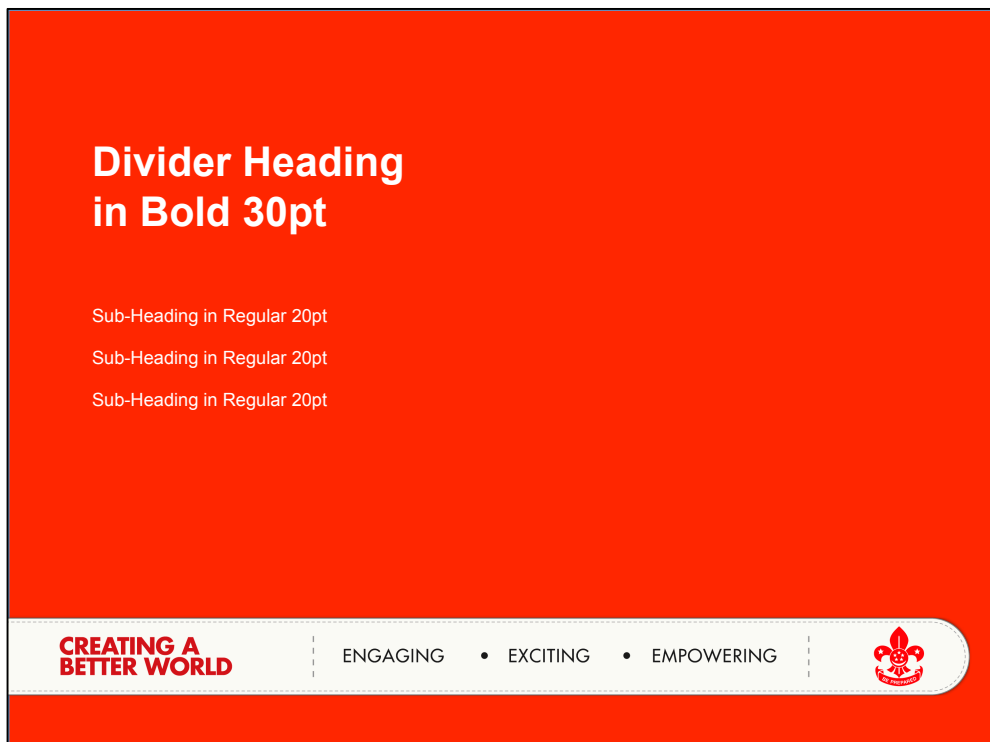
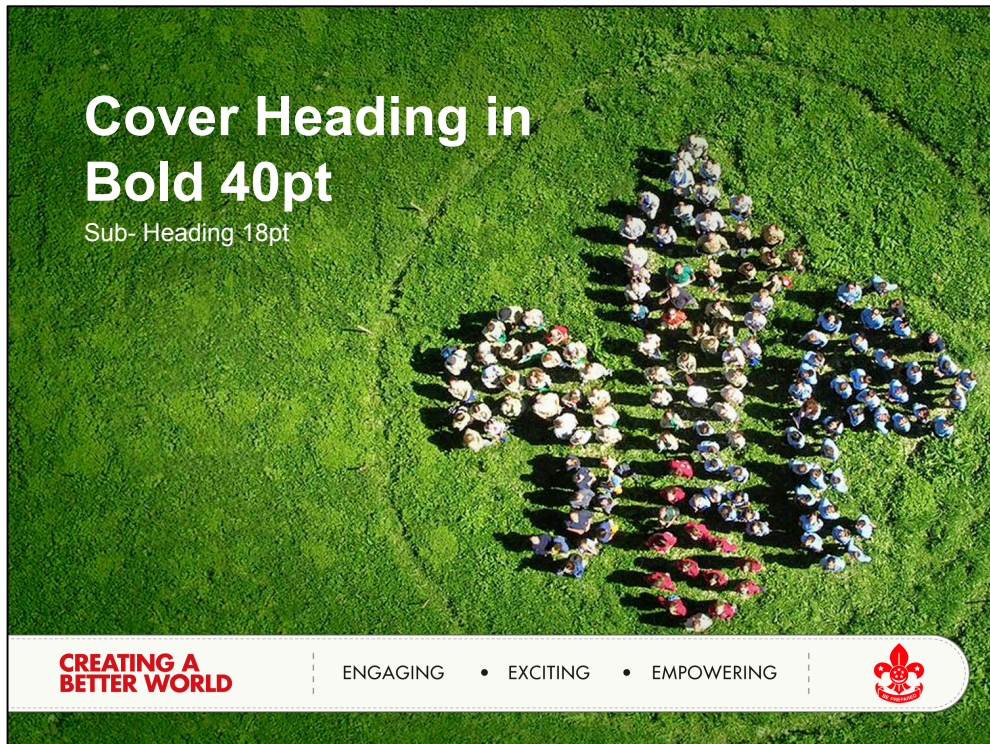
A poorly executed design can do as much damage as a great professionally designed solution can do to enhance the perceived value of our offering.

i. Usage

All members of the SSA are encouraged to use the MS Powerpoint template and email signature.

The use of letterhead, envelope and name card should be confined to HQ staff, President Council Members and Chief Commissioner's Council members. All others must seek permission from the Chief Commissioner on a need-to basis.

ii. MS Powerpoint Template



Content Heading in Bold 30pt

Sub-Heading in Regular 20pt

Body Content in Regular 16pt

Sub-Heading in Regular 20pt

Body Content in Regular 16pt

**CREATING A
BETTER WORLD**

ENGAGING • EXCITING • EMPOWERING



iii. Email signature

Yours in Scouting,

Name

Appointment

The Singapore Scout Association, 1 Bishan St 12, Ee Peng Liang Building, Singapore 579808
Tel: +65 6259 2858, Fax: +65 6259 2118, website: www.scout.org.sg, email: kwokchin.lai@scout.org.sg

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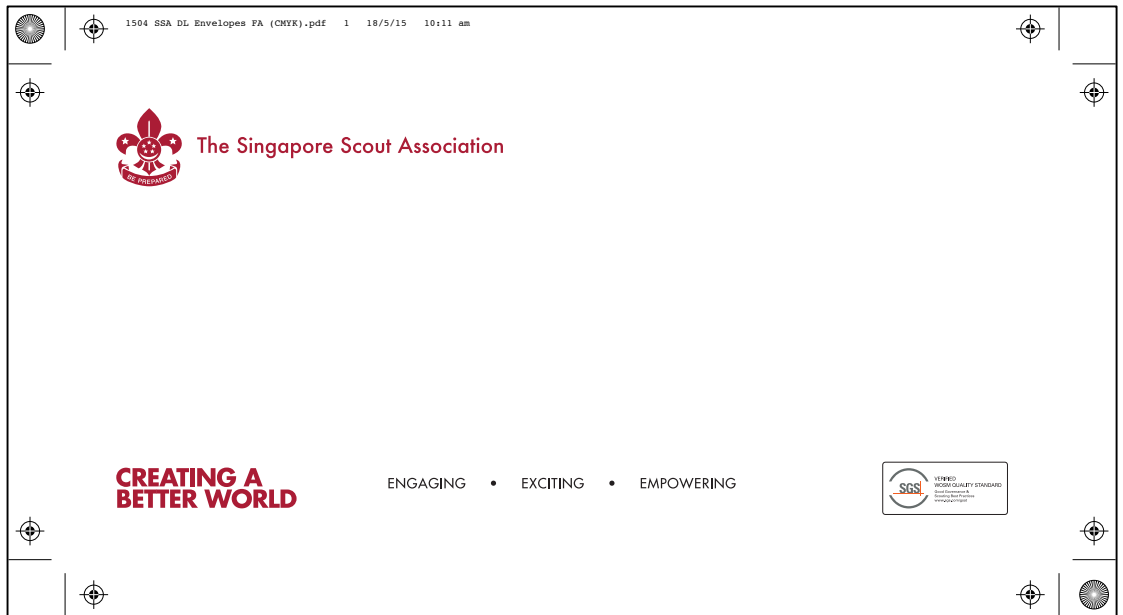


Confidentiality: If you are not the intended recipient, please do not retain, use, disclose, disseminate, distribute or copy the contents to any person as it may be unlawful.

iv. Letterhead



v. Envelope



vi. Name Card



vii. **Typeface**

To ensure a consistent look and feel on all the collaterals, Futura was chosen to be the corporate typeface. Futura is simple and legible for a clean-cut appeal which is consistent with the WOSM corporate typeface.

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Futura Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Futura Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+