Policy Document:
Branding and Publicity

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1. **Overview**
   1.1. SSAGO should have a strong, consistent and easy-to-implement brand with consistent application of branding between different SSAGO National Exec years.
   1.2. The SSAGO brand is owned by SSAGO as a whole, with changes to the brand being made by the SSAGO community.
   1.3. SSAGO clubs may wish to make use of National SSAGO branding and publicity in their own resources but they are not bound by the National SSAGO brand apart from where specified in this policy.
   1.4. The justifications behind this policy are outline in Appendix A.

2. **Logo**
   2.1. SSAGO uses the Scout and Guide Graduate Association (SAGGA) trefoil as it's official logo, which shall be referred to as the SSAGO Logo.
   2.2. Usage
       2.2.1. The logo may be used in colour or in black and white as appropriate, outlined in Fig 1.
       2.2.2. The logo must only be used on its own or be accompanied by the official SSAGO title and text.
       2.2.3. The logo can be used in any single colour variation.
   2.3. Implementation
       2.3.1. Clubs may use any of the SSAGO logo variations in their own publicity material and merchandise without prior approval.
       2.3.2. If a club wishes to alter the logo, including colours, or use it in any way not permitted in 2.1 , they must seek permission from the National Executive Committee prior to use.
       2.3.3. All current logos in a variety of formats will be found in the Resources section on the SSAGO website.
       2.3.4. The logo should not be placed or used in any manner which would be negative, inappropriate or bring SSAGO into disrepute as judged by the National Executive Committee.

Fig 1. SSAGO Logos

SSAGO Logo Colour

SSAGO Logo Black

SSAGO Logo White

SSAGO Full Colour Text Logo

3.   Colours

3.1.   The main colour palette of National SSAGO publicity materials, merchandise, resources and the website is displayed in Fig 2.

3.2.   The colour palette must be available in the resources section of the website.

3.3.   Other secondary colours may be used alongside the colours in 3.1.

3.4.   National SSAGO should maintain a bright, lively and colourful palette to match the nature of the organisation and its goals.

Fig 2. SSAGO Colours

| WHITE C0 M0 Y0 K0 R255 G255 B255 #FFFFFF | BLACK C0 M0 Y0 K100 R0 G0 B0 #000000 | PANTONE 213 C C0 M92 Y18 K0 R227 G28 B121 #E31C79 | PANTONE 185 C C0 M93 Y79 K0 R228 G0 B43 #E4002B | PANTONE 158C C0 M62 Y95 K0 R232 G119 B34 #E87722 | PANTONE 116 C C0 M14 Y100 K0 R255 G205 B0 #FFCD00 |
| PANTONE 7487 C C42 M0 Y62 K0 R142 G221 B101 #8EDD65 | PANTONE 347 C C93 M0 Y100 K0 R0 G154 B68 #009A44 | PANTONE 801 C C85 M0 Y8 K0 R0 G152 B206 #009ACE | PANTONE 647 C C96 M54 Y5 K27 R35 G97 B146 #236192 | PANTONE 655 C C100 M79 Y12 K59 R0 G37 B84 #002554 | PANTONE 268 C C82 M98 Y0 K12 R88 G44 B131 #582C83 |

4.   Type

4.1.   SSAGO will use a free, easily available and accessible font, Open Sans, as its official font to ensure consistency and brand.

4.2.   Open Sans will be used for all primary internal and external communication.

4.3.   The Open Sans font must be downloadable from the Resources section of the website.

4.4.   Titles and headings should use the Bold variant, subheadings should use the Semibold variant and normal text should use the Regular variant. The Italic

variants can also be used where appropriate. Body text should be a minimum of 10pt. (Fig 3.)

Fig 3. SSAGO Typeface - Open Sans

Title (Open Sans Extrabold)
Heading (Open Sans Bold)
Subheading (Open Sans Semibold)
Body Text (Open Sans)
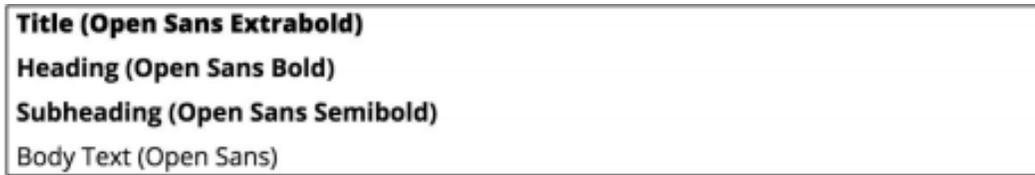
5.   Clothing
5.1.   Layout
5.1.1.   All official National SSAGO clothing and members clothing must adhere to the same basic layout outlined in Fig 4.

5.1.2.   The basic layout must:
- Make the SSAGO logo clearly visible.
- Make the SSAGO title clearly visible.
- Promote the SSAGO brand.
- Where appropriate, it must make the wearers name, role and club/team clearly visible.

5.1.3.   If a justified exception is required, prior permission must be obtained from the National Exec.

5.1.4.   SSAGO National Events do not have to follow the same layout as 5.1.1.

5.1.5.   SSAGO International Events and contingent events do have to follow the same layout as 5.1.1.

Fig 4. SSAGO Clothing Layout
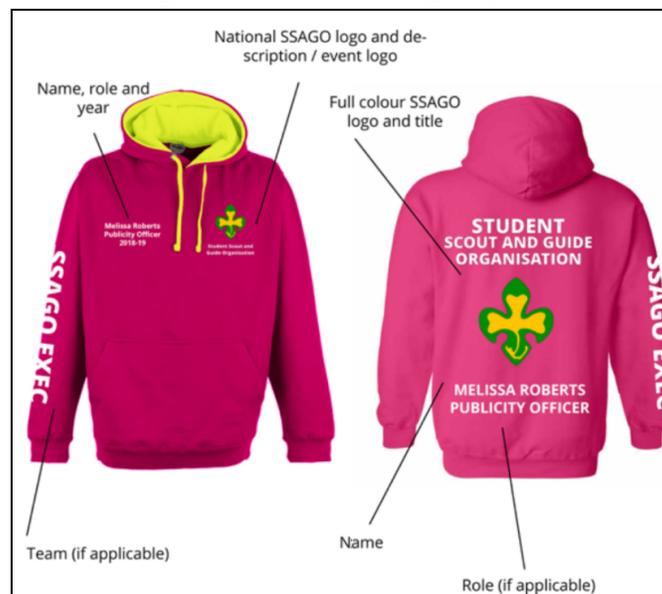
5.2. Colours

5.2.1.   All National Executive, Assistant, SSAGO Support and Project, members and international clothing must adhere to the specified branding guidelines, designs and colours.

5.2.2.   All National Executive, Assistant, SSAGO Support and Project, members and international clothing has the distinctive and visible design outlined in Fig 5.

5.2.3.   Where a role runs across multiple years, the role will be replaced with the year they were appointed to avoid unnecessary clothing costs. Member clothing will show club rather than role.

5.2.4.   All National Executive, Assistant, SSAGO Support and Project clothing uses the following colours as appropriate:
- Exec and Assistants: pink and high-vis yellow.
- SSAGO Support: red and yellow.
- SSAGO Projects: purple.
- Members: green
- International: customised for the event

5.2.5.   A specific project may request permission from the National Executive Committee to deviate from the designated colour and/or design for projects where there is a reason for the change, such as needing to stand out from other projects whilst at National SSAGO Events due to their specific responsibilities during those events.

Fig 5. SSAGO Clothing Colours

5.3.   Usage

5.3.1.   Exec and Assistants should wear their Team Pink clothing at all National events and when representing SSAGO.

6.   Club Clothing

6.1. Clubs have full flexibility to design and implement their own clothing and merchandise and are encouraged to include the SSAGO name, description or logo on their clothing.

6.2. Where the National SSAGO logo or branding is used, it must follow the guidelines in this document.

6.3. Clubs must not duplicate the layout or design of the National SSAGO clothing as shown in Fig 4.

7. Website

7.1. The National SSAGO website should follow the colours, typefaces and branding guidelines within this document.

7.2. Events are allowed full flexibility in tailoring their theme and design to their events, but should ensure they adhere to the provided SSAGO event template.

8. Merchandise

8.1. All National SSAGO merchandise will be developed in line with this policy by the Quartermaster working with the SSAGO Exec.

8.2. All National SSAGO merchandise will be sold via the official National SSAGO shop and made available to all members.

8.3. Anyone else who wishes to develop their own National merchandise they must obtain permission from the SSAGO Exec first.

9. Publicity Materials and Equipment

9.1. National SSAGO has a number of publicity materials and equipment, including banners, flags and other resources, which are available to borrow by clubs.

9.2. Those looking to borrow SSAGO publicity materials should contact the National SSAGO Publicity Officer.

9.3. Any publicity materials or equipment which are borrowed on loan from SSAGO and are either damaged, lost or not returned by the agreed deadline will see the borrowing club or member charged the full cost of replacing the item.

10. Terminology

10.1. SSAGO: SSAGO may be referred to as SSAGO or in full as the Student Scout and Guide Organisation, but no other variation or abbreviation.

10.2. SSAGO Exec: National SSAGO Executive Committee, SSAGO Executive Committee, SSAGO Executive, National SSAGO Exec, SSAGO Exec or Exec.

10.3. Exec Assistants: Exec Assistants or Assistants.

10.4. Rally: SSAGO Rally, Rally or Rallies, but not Rally's.

10.5.   Website: www.ssago.org or ssago.org

10.6.   Email: info@ssago.org, exec@ssago.org, national@ssago.org or join@ssago.org are the only acceptable generic addresses. Other addresses should not be used on national publicity unless it is for a specific purpose.

Appendix A: Policy Justifications

Logo: This represents the organisations roots and links in Girlguiding, Scouting and SAGGA. Colours: National SSAGO maintains a bright, lively and colourful palette to match the nature of the organisation and its goals.

Type: The chosen font can be used without cost and is a suitable font both on-screen and in print. By using one single font for primary communications will ensure consistency and brand in both internal and external communications.

Clothing Layout: To successfully develop the SSAGO brand, a consistent, distinctive and identifiable clothing design was required, uniting previously different clothing for different activities and teams under one, clear design and layout.

1. SSAGO logo/event logo and description on front: The National SSAGO logo and its description on the front is easily identifiable as a member of the national team, or as a member of a national event.
2. Name, role and year/club on the front: When talking to a person directly, face-to-face, it is clear who they are, what their role is and whether they are currently in-role.
3. Team on arm (where appropriate): The team (if applicable) of the person is clearly visible on the arm and identifiable from a distance. Combined with the relevant colours, builds up a strong awareness and identity for team members. The arm was used as frequently the back is covered, whereas this allows Exec members to be found in any situation. The arm print is used for all official roles within SSAGO, whether exec, assistants, SSAGO support or projects.
4. Full colour SSAGO logo and title on the back: The full title of SSAGO is used to promote what SSAGO is outside of SSAGO, as including student scouting and guiding makes it clear what the organisation is to others. It is at the top of the layout, as the most important information to promote, Coupled with the clear and colourful SSAGO logo.
5. Name on the back: The name on the back makes it easy to identify people you are not directly talking to at present. Particularly at larger or support events, it makes it easy to locate people. The name should be a full name for any official SSAGO positions or roles, but can be a first name or blank on member clothing.
6. Role on the back (where appropriate): The role on the back is at the very bottom as the least important information, but still useful for those identifying a person by role and to promote awareness of who is currently in which role.
7.

Role Specific Clothing:

1. Exec and Assistants:
   The Exec and Assistants wear pink and high-vis yellow, with a need to be easily identifiable as they interact directly with all SSAGO members, with a colour consistent across the years. After multiple years of pink, this has led to easy recognition both internally amongst SSAGO members and externally by our associated organisations. The assistants support the Exec and form part of the same team and share the same colour, but are clearly identified as assistants on the arm and back to ensure a clear distinction between the elected Exec officers and the appointed assistants to avoid confusion which has arisen in the past and to help promote the role of assistants. As assistant roles and sometimes Exec roles continue over multiple years, a static colour provides consistency and saves significant clothing costs.

2. SSAGO Support:
   The typical staff colour for many Scouting events is red and The Scouts have approved the use of the SSAGO support clothing as a staff colour without needing to purchase a staff T-Shirt at their national events. Outside of Scouting events, the distinctive red colour is easily identifiable from a distance and promotes the SSAGO Support brand.

3. Projects:
   A consistent colour is useful to distinguish projects from other SSAGO roles, however the ability to deviate from this was added so that specific roles (e.g. first aid) could have more appropriate colours e.g. green.