Brand Messaging Training
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What is “brand consistency” and why is it important?
Positioning and visuals aligned with values and identity is crucial. It allows the brand’s audience to recognize its characteristics more and more with each touchpoint.

*Remember:* Our ultimate goal is to **grow Scouting** which will in turn **shape the future** of our entire community.
Brand consistency is how an organization delivers messages aligned with its core values, brand platform, audience experience, and visual brand identity elements. It ensures that your brand is easily recognizable across all marketing channels and touchpoints. This creates a cohesive, consistent brand identity, a unified experience, and builds trust for both your existing and potential audiences.
Follow messaging and brand guidelines
Utilize canned assets and templates
Repurpose content
Set a content plan
Let the GCC marketing folks assist
Discovering & Building Character
Discovering & Building Character

In Scouting, every new adventure, every campout, and every badge is a chance to learn new skills and gain new experiences. Scouts and their families are welcomed into an inclusive community that encourages them to try new hobbies, serve their community, and explore the outdoors while learning about the world around them. Through these experiences, Scouts gain knowledge and skills; create and strengthen relationships with family, friends, and communities; and learn to lead values-based lives that build their character and leadership abilities, setting them up for future success.
We help kids discover and build character in fun and engaging ways.

Scouting provides a blend of recreational and educational activities that allow members to explore the outdoors, try new hobbies and learn new skills, serve their community, and build relationships with families and friends. Our goal is to help each Scout build strong values so they can go on to be future leaders with fulfilling and successful lives.
For Donors
Scouting benefits its members, their communities, and the future by helping youth build character, learn about the world and grow into inspired leaders.

For Scouts
In Scouting you’ll develop new skills, try new hobbies, make friends, learn teamwork, experience the outdoors, and serve your community—all while having fun and discovering more about the world.

For Parents
Scouting helps your kids learn new skills, bond with you and their friends, and build character by learning to lead a values-based life that sets them up for future success.
Voice, tone, and speaking “non-Scout”
Brand Messaging

**Voice** is your brand’s personality. It’s the unique way that your brand communicates with the world on outward facing materials and touchpoints. Your brand voice never changes, regardless of situation, touchpoint, or medium.

**Tone** is a subset of your brand voice and adds specific flavors to each piece of messaging based on audience, situation, and medium.

*Main difference: Brand voice remains constant. Brand tone can change based on the situation.*
Brand Messaging

Our voice is lively, knowledgeable, and adventurous.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lively</td>
<td>✔ Speak with passion/enthusiasm</td>
<td>✗ Use negative language</td>
</tr>
<tr>
<td></td>
<td>✔ Focus on the positive</td>
<td>✗ Use unwelcoming language</td>
</tr>
<tr>
<td></td>
<td>✔ Be welcoming, inclusive and engaging</td>
<td>✗ Act unenthused or unexcited</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>✔ Share knowledge and expertise</td>
<td>✗ Make the audience feel stupid</td>
</tr>
<tr>
<td></td>
<td>✔ Be helpful when we can</td>
<td>✗ Use exclusive language/jargon</td>
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<tr>
<td></td>
<td>✔ Teach the audience about who we are and what we do</td>
<td>✗ Attempt to explain topics we aren’t experts in</td>
</tr>
<tr>
<td>Adventurous</td>
<td>✔ Show our love for the outdoors</td>
<td>✗ Be repetitive</td>
</tr>
<tr>
<td></td>
<td>✔ Find and share new experiences</td>
<td>✗ Shoot down new ideas</td>
</tr>
<tr>
<td></td>
<td>✔ Ask questions</td>
<td>✗ Focus on unadventurous activities/ideas</td>
</tr>
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Here are some topics to focus on in our messaging.

**Growth**
Share messages that show the growth of members and the organization. Discuss how Scouting leads to growth.

**Building Character/Leadership**
Share messages about leadership skills and character. Discuss how Scouting can help build character and leadership.

**Adventure/Discovery**
Highlight campouts, trips, activities, hobbies. Create messages that focus on how Scouting helps its members learn about the outdoors and on learning new things.

**Skills**
Showcase some of the many skills and talents of our members. Both the ones they learned on their own, and the ones they learned through Scouting.

**Values**
Scouting is built on strong values...don’t be afraid to share those values and their impact.
Brand Messaging

**Cub Scouts**

From Cub Scouts to campouts to lifelong leaders.

(\. Growth, Leadership, Discovery/Values)

Growth at every trailhead.

(\. Growth, Adventure)

Building character one badge at a time.

(\. Character, Skills, Values)

Path most traveled. Path less traveled. Path never traveled. Find yours.

(\. Adventure, Discovery)

Escape the indoors.

(\. Adventure, Discovery)

Couches are overrated.

(\. Adventure)

There’s book smarts and street smarts. Then there’s Scout smarts.

(\. Growth, Skills)

Live the Scout life.

(\. Adventure, Discovery)
Brand Messaging

**Scouts BSA**

Be prepared for whatever life throws at you.  
(*K Growth, Character, Leadership, Values*)

Escape the indoors.  
(L A Adventure, Discovery)

There’s book smarts and street smarts. Then there’s Scout smarts.  
(K Growth, Skills, Values)

Live the Scout life.  
(L A Adventure, Discovery, Values)

Someone says tie a knot. You ask which kind.  
(K Skills, Discovery)

No charger? No problem.  
(L K A Skills, Leadership, Adventure, Discovery)

No service? No problem.  
(L K A Skills, Leadership, Adventure, Discovery)

No heater? No problem.  
(L K A Skills, Leadership, Adventure, Discovery)

We prefer low phone batteries.  
(L K A Skills, Leadership, Adventure)

Be your own GPS.  
(L K A Skills, Leadership, Adventure)

Go where your phone can’t.  
(L K A Skills, Leadership, Adventure)
Brand Messaging

Behind the Badge
Pick a different badge to showcase and quickly explain what the badge is for and how you earn it.

Scout Highlights
Highlight the achievements of scouts in within BSA GCC. You could feature accomplishments, highlight members’ reasons for joining, Pinewood Derby cars/champions, Eagle Scout projects, etc.

Branded Posts
Periodically post content that utilizes headlines/photos which reinforce the brand and get members excited.

Information Posts
Create posts that notify members/followers about upcoming events, campouts, fundraisers, meetings, trips, etc.

Miscellaneous Feed Posts
Fill in the gaps with photos from campouts, fundraisers and events that reinforce the “Discovering and Building Character” platform. These images should show Scouts having fun, learning, participating in events, etc.
Overview, Examples, and Guidelines
We’ve created an evolved visual language and a library of assets for the “Discovering and Building Character” platform. These assets are available to you in 3 ways:

- ✔ Working files for the GCC marketing team to create deliverables for you
- ✔ Canned artwork ready to print or post
- ✔ Templates that anyone can edit via Canva (coming soon!)
Visual Assets

BSA / GCC Primary Palette

NEW Fonts/Typeface Combinations

Headline 1
Caveat Brush
Canva Alternative
Bosk
Copy 1
Poppins Medium

Headline 2
Francois One
Canva Alternative
Decalotype Bold
Copy 2
Arvo Regular

Headline 3
Arvo Bold

NEW GCC Secondary Palette
Visual Assets

**SINGLE-SIDED FLYERS**

**This is where you would put the event name**
Saturday, October 30, 2021
Fry's Supermarket
5312 E Bell Rd.
Phoenix, AZ 85032

Put vital contact information here

Grand Canyon Council BSA
5840 E. Chaparral Rd Suite 200
Scottsdale, AZ 85250
(480) 995-7517
GrandCanyonBSA.org

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Visual Assets

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Instagram & Facebook Stories
VISUAL ASSETS

Other Reminders & Resources
BSA Brand Center has a plethora of assets available for you to also pull from (see “Escape the Indoors” campaign).

You can also find new GCC ready-to-download assets here.

Content is easily repurposed by simply swapping a photo. BSA also has a large variety of photos for you to drop into any layout.

Make sure to choose photos that are representative of our community.

This presentation presents what will be an ongoing rollout of new branding for GCC and for the time being it should remain cohesive to existing GCC and BSA assets.
COMING SOON!

Canva
Canva

Coming Soon!

Available on desktop or mobile
Can be shared by GCC marketing team
Editable*

*Maintain fonts/colors, but change out photos and content as needed
NEED ASSISTANCE?

Contact Tarryn Hutchison
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