

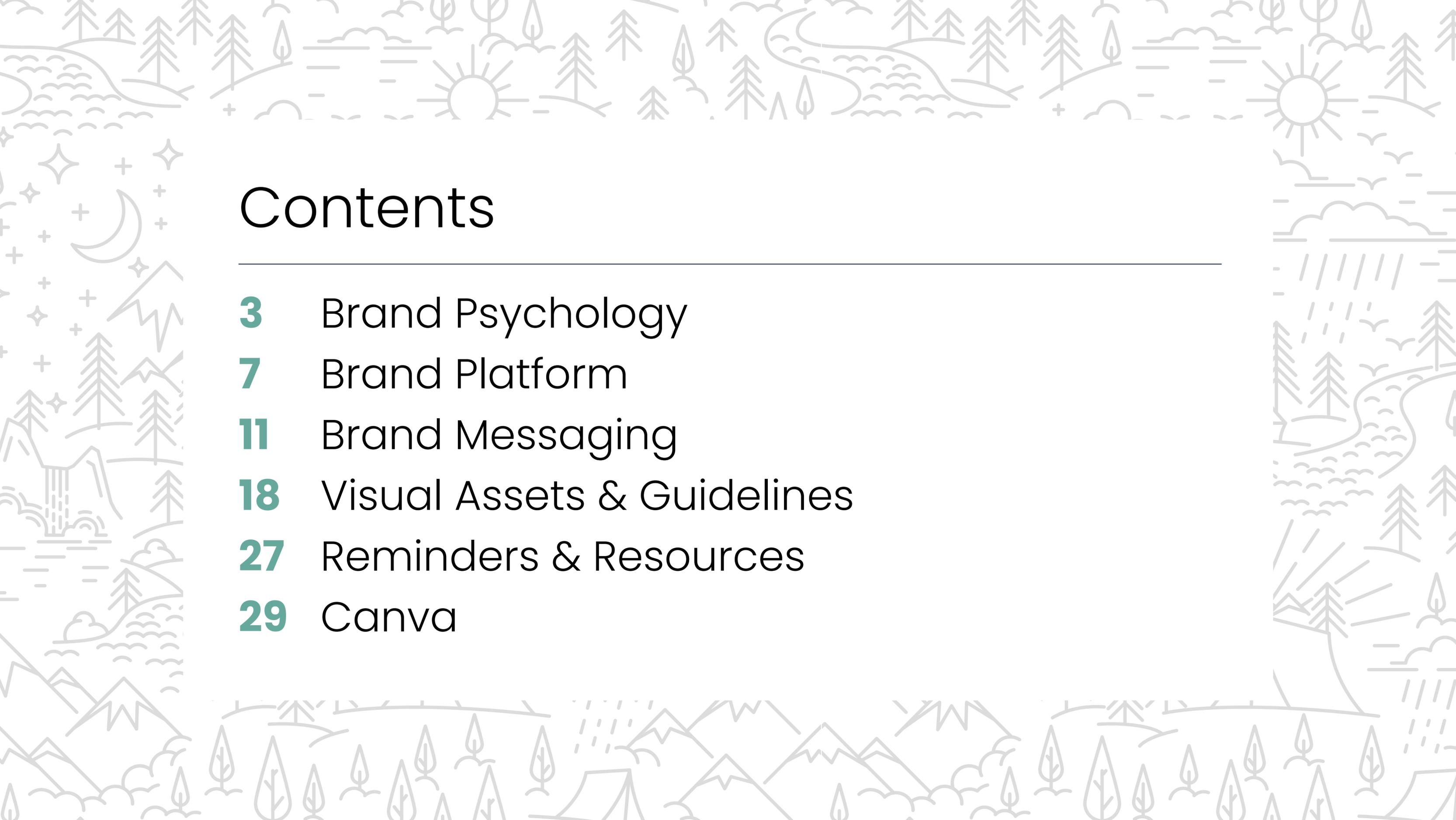


# Brand Messaging Training

Prepared by

**LAVIDGE**

11/18/21



# Contents

---

- 3** Brand Psychology
- 7** Brand Platform
- 11** Brand Messaging
- 18** Visual Assets & Guidelines
- 27** Reminders & Resources
- 29** Canva



BRAND PSYCHOLOGY

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



BRAND PLATFORM

# 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.

# Elevator Speech

---

*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.

# Value Prop Messaging

---

## *For Donors*

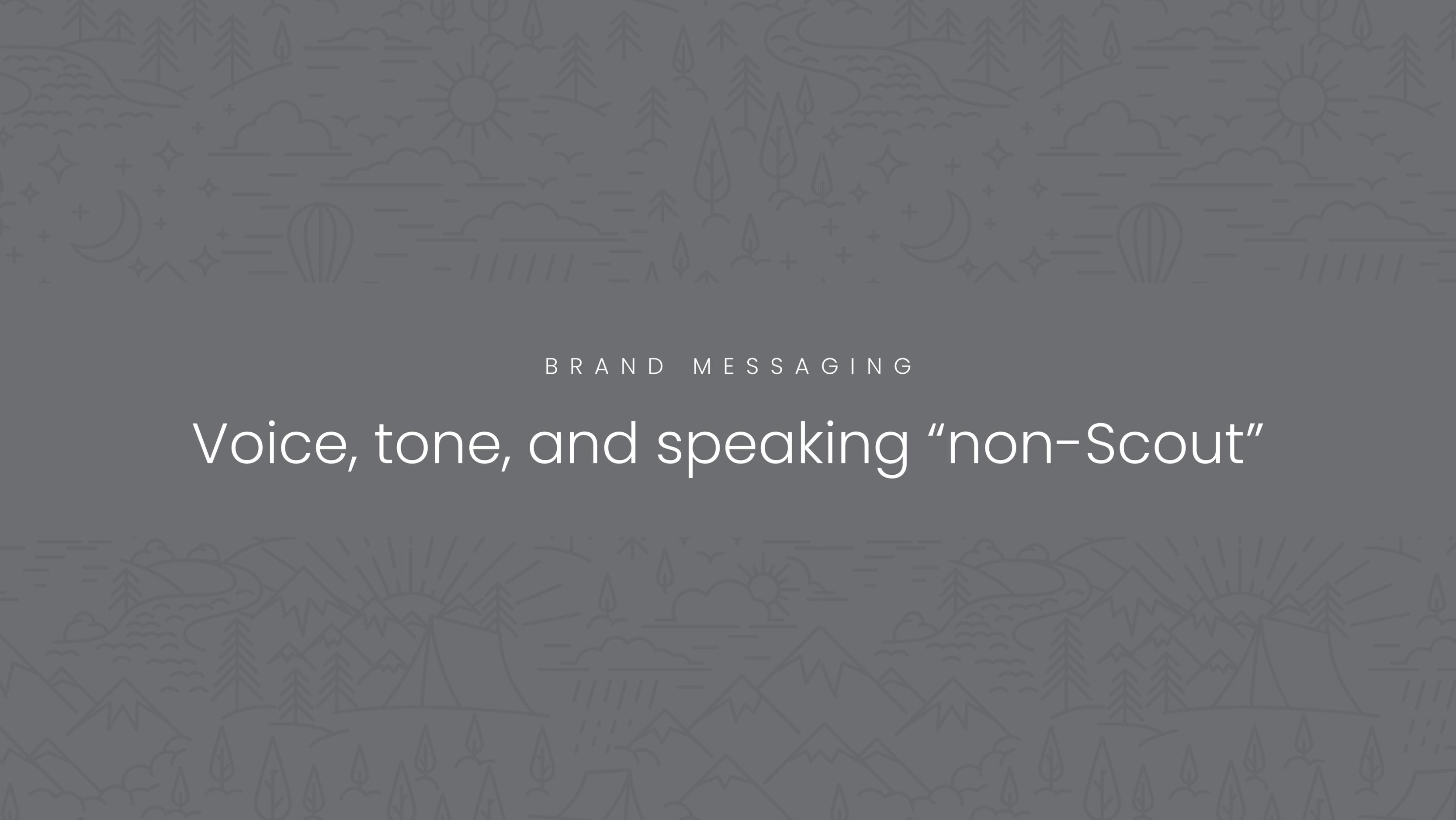
Scouting benefits its members, their communities, and the future by helping youth build character, learn about the world and grow into inspired leaders.

## *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.



BRAND MESSAGING

# Voice, tone, and speaking “non-Scout”

**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.***

## Our voice is lively, knowledgeable, and adventurous.

Objectives	Do's	Don'ts
Lively	<ul style="list-style-type: none"> <li>✓ Speak with passion/enthusiasm</li> <li>✓ Focus on the positive</li> <li>✓ Be welcoming, inclusive and engaging</li> </ul>	<ul style="list-style-type: none"> <li>✗ Use negative language</li> <li>✗ Use unwelcoming language</li> <li>✗ Act unenthused or unexcited</li> </ul>
Knowledgeable	<ul style="list-style-type: none"> <li>✓ Share knowledge and expertise</li> <li>✓ Be helpful when we can</li> <li>✓ Teach the audience about who we are and what we do</li> </ul>	<ul style="list-style-type: none"> <li>✗ Make the audience feel stupid</li> <li>✗ Use exclusive language/jargon</li> <li>✗ Attempt to explain topics we aren't experts in</li> </ul>
Adventurous	<ul style="list-style-type: none"> <li>✓ Show our love for the outdoors</li> <li>✓ Find and share new experiences</li> <li>✓ Ask questions</li> </ul>	<ul style="list-style-type: none"> <li>✗ Be repetitive</li> <li>✗ Shoot down new ideas</li> <li>✗ Focus on unadventurous activities/ideas</li> </ul>

## 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.

## Cub Scouts

From Cub Scouts to campouts to lifelong leaders.

(**K** **A** *Growth, Leadership, Discovery/Values*)

Growth at every trailhead.

(**K** **A** *Growth, Adventure*)

Building character one badge at a time.

(**K** *Character, Skills, Values*)

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

(**L** **A** *Adventure, Discovery*)

Escape the indoors.

(**L** **A** *Adventure, Discovery*)

Couches are overrated.

(**L** **A** *Adventure*)

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

(**K** *Growth, Skills*)

Live the Scout life.

(**L** **A** *Adventure, Discovery*)

# Brand Messaging

## EXAMPLE MESSAGES

### 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*)

## *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.



V I S U A L   A S S E T S

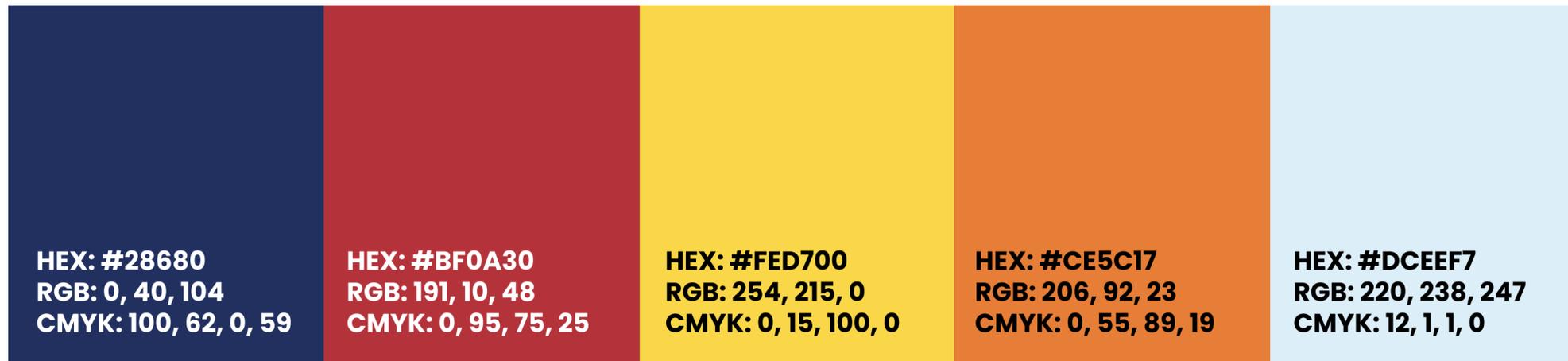
# Overview, Examples, and Guidelines



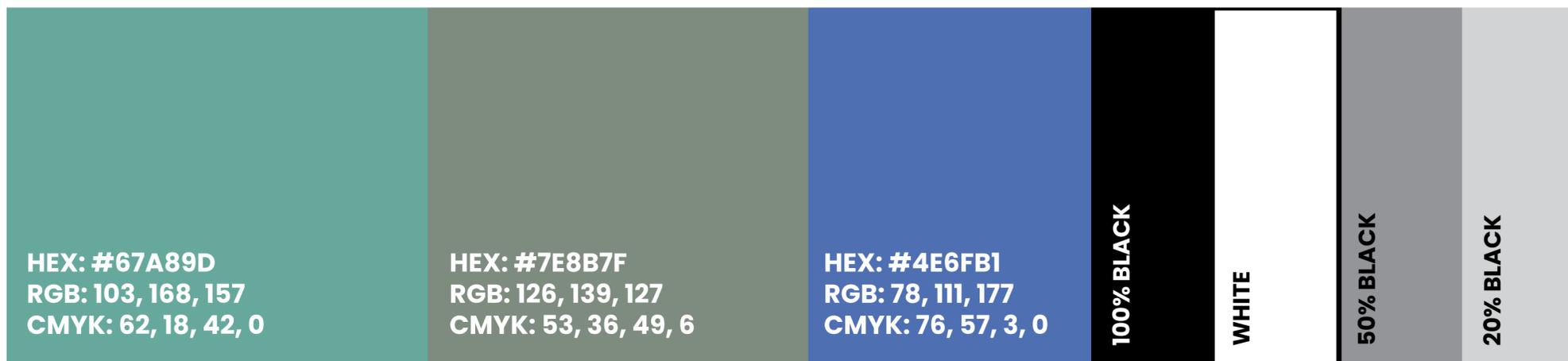
We've created an evolved visual language and a library of assets for the "Discovering and Building Character" platform. These assets are available to you in 3 ways:

- ☑ 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!)*

### BSA / GCC Primary Palette



### NEW GCC Secondary 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*

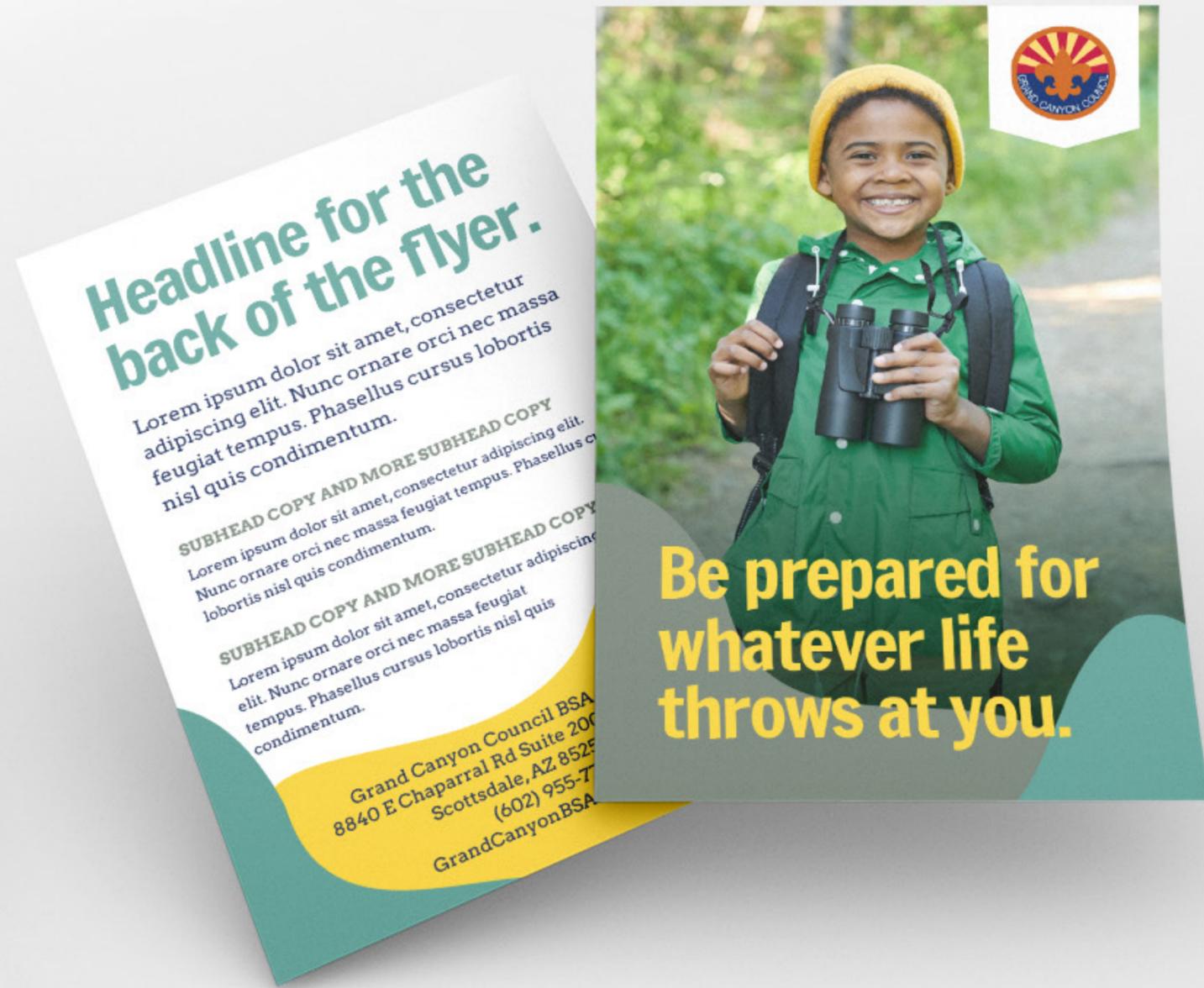
**Arvo Regular**

*Headline 3*

**Arvo Bold**

# Visual Assets

## DOUBLE-SIDED FLYERS





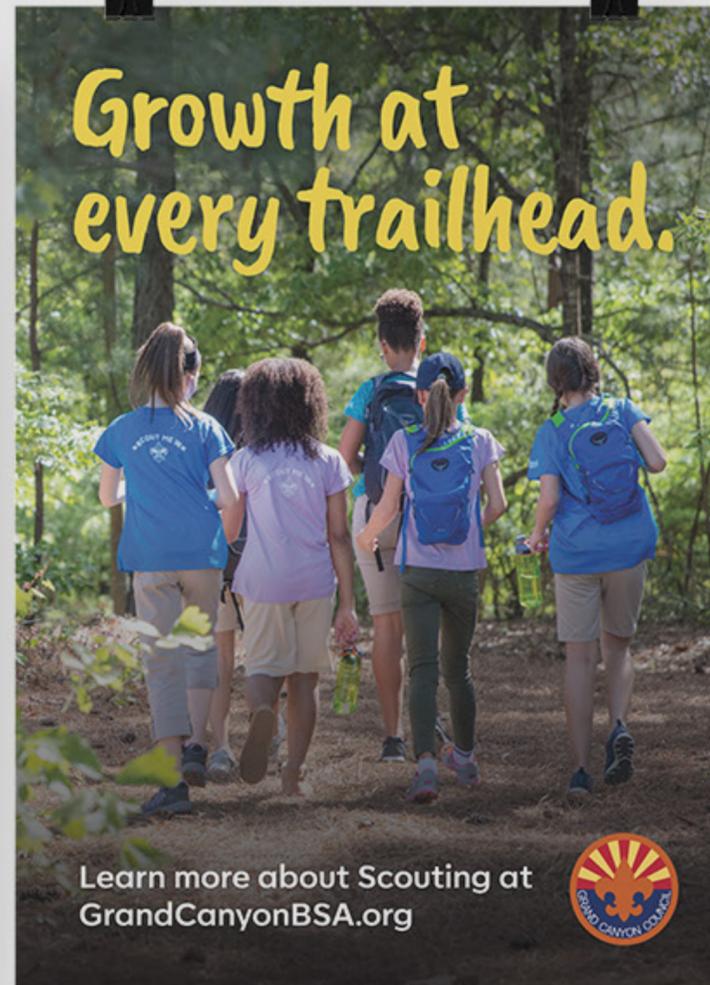
# Visual Assets

POSTERS // RECRUITMENT



**Building character one badge at a time.**

Learn more about Scouting at [GrandCanyonBSA.org](http://GrandCanyonBSA.org)



**Growth at every trailhead.**

Learn more about Scouting at [GrandCanyonBSA.org](http://GrandCanyonBSA.org)



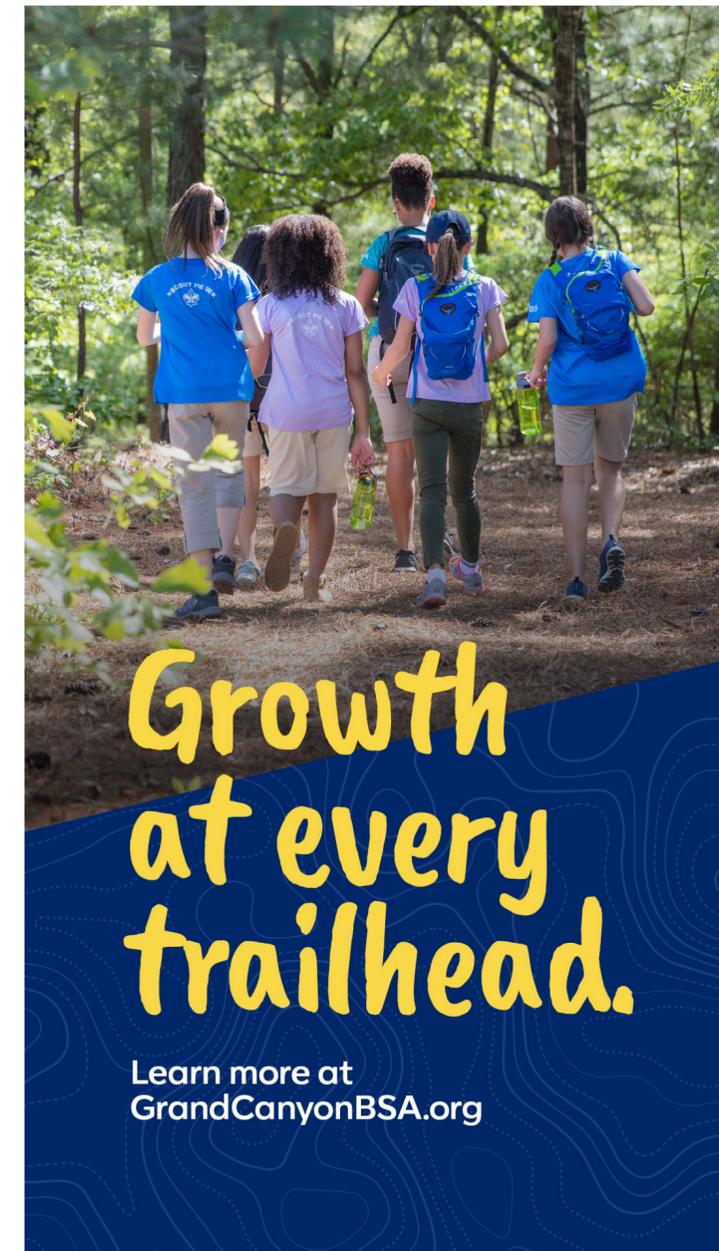
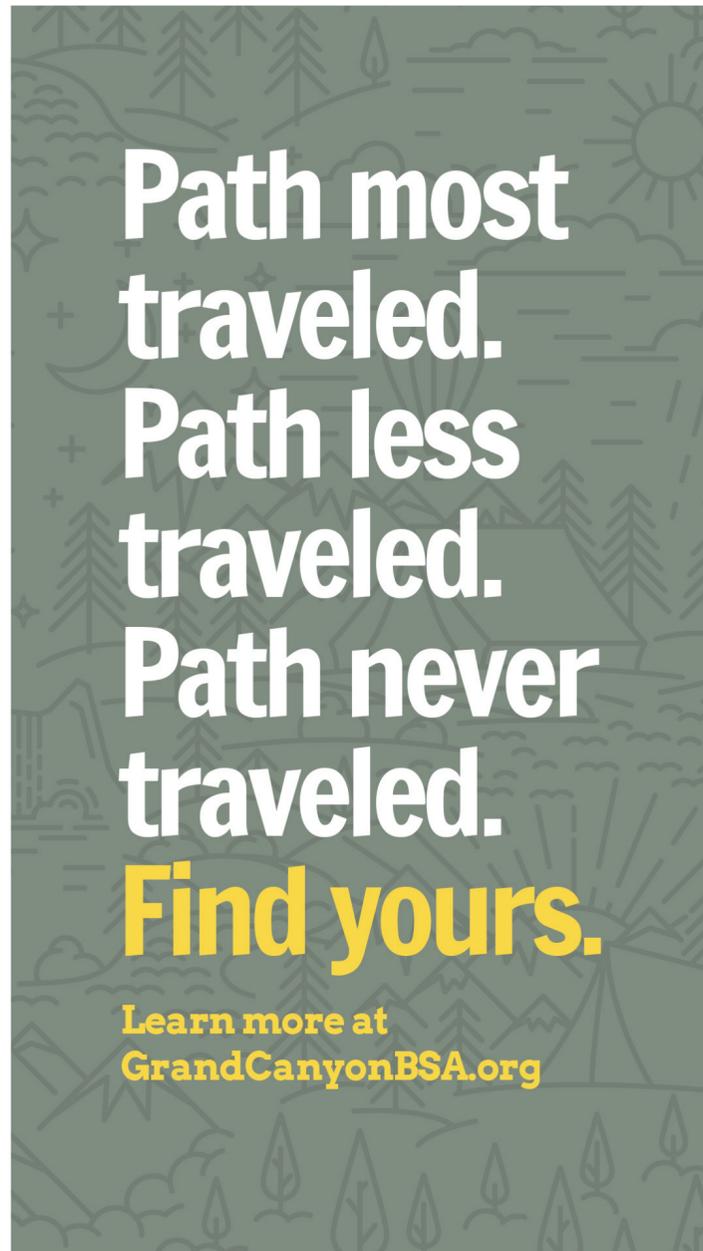
**Path most traveled.  
Path less traveled.  
Path never traveled.  
Find yours.**

 Learn more about Scouting at [GrandCanyonBSA.org](http://GrandCanyonBSA.org)

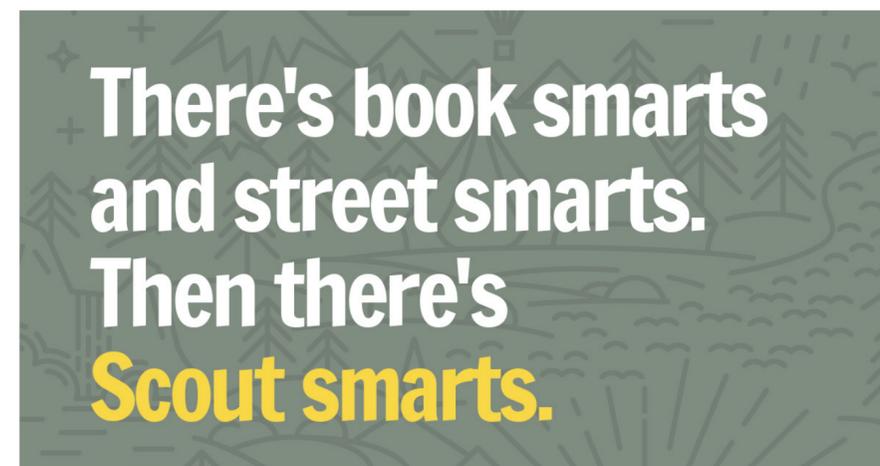


**From Cub Scouts to campouts to lifelong leaders.**

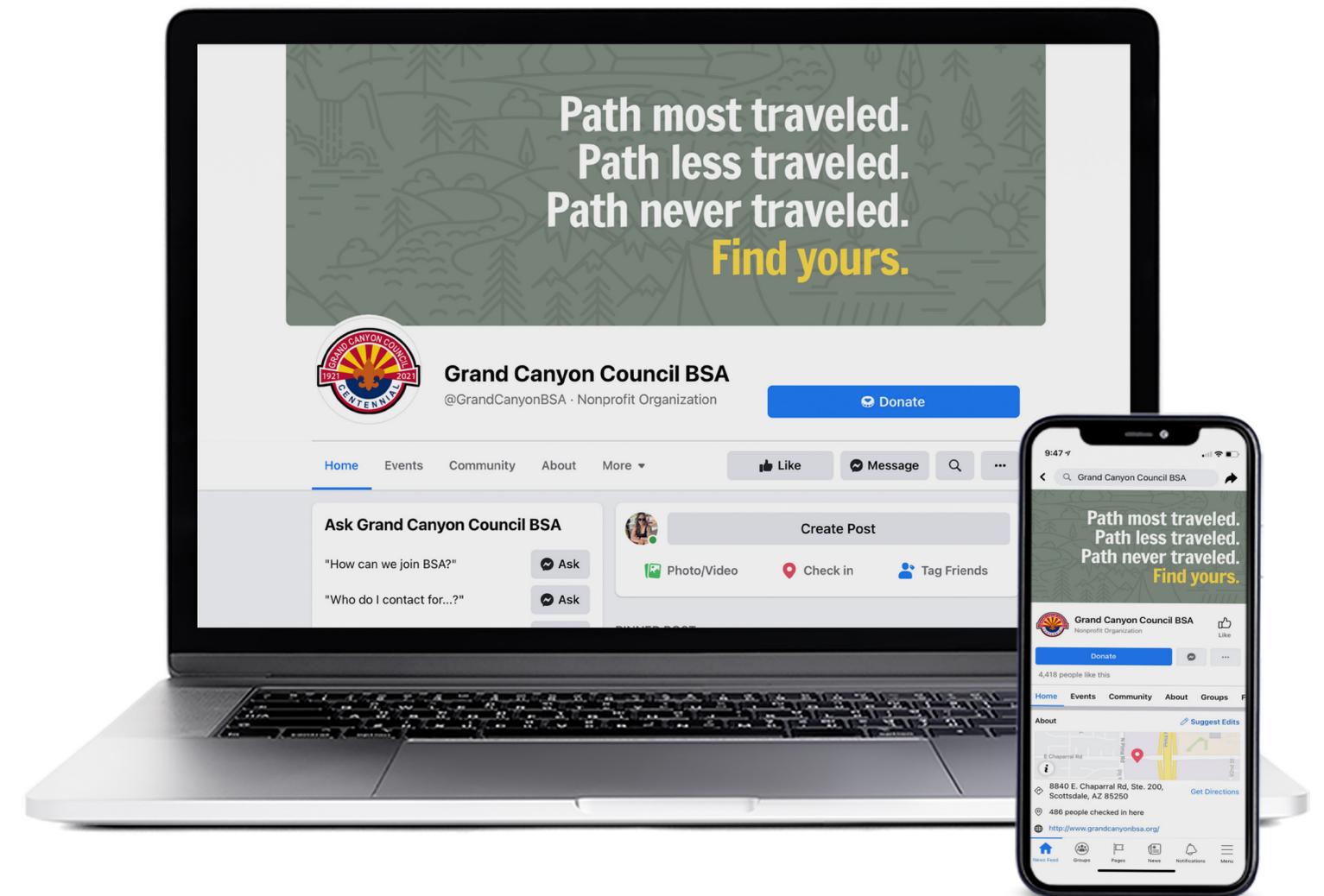
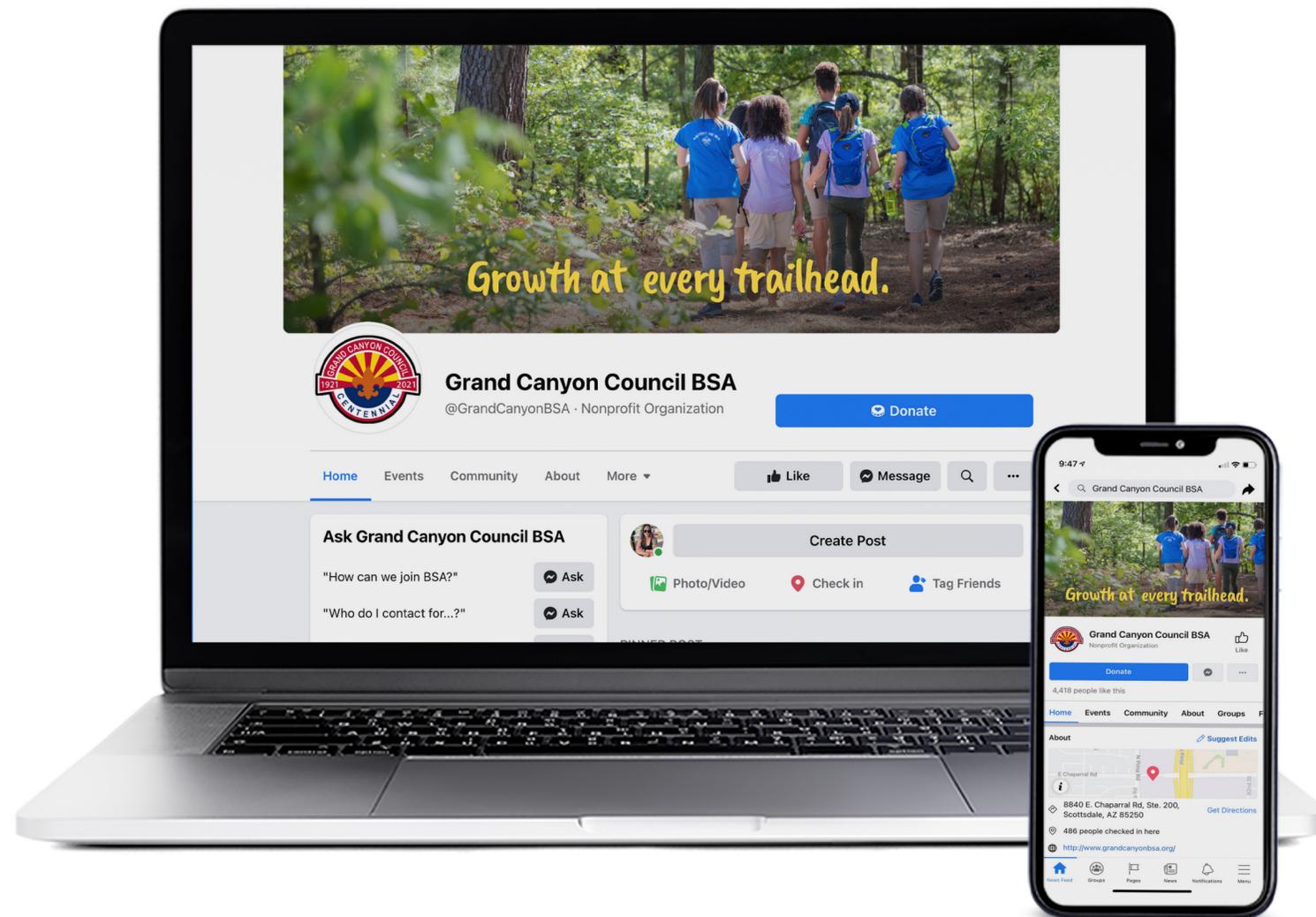
 Learn more about Scouting at [GrandCanyonBSA.org](http://GrandCanyonBSA.org)



Instagram & Facebook Stories



In-feed Organic Posts





V I S U A L   A S S E T S

# 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



Available on desktop or mobile

Can be shared by GCC marketing team

Editable\*

\*Maintain fonts/colors, but change out photos and content as needed

The screenshot displays the Canva web interface for a team workspace. At the top, the navigation bar includes the Canva logo, 'Home', 'Templates', 'Features', 'Learn', and 'Pricing' menus, a search bar, and utility icons for help, settings, and notifications. A 'Create a design' button and a user profile icon 'JM' are also present. The main content area shows the user's team 'Jenn Monroy's team' (Free • 8 2) and the current folder 'BSAGCC Templates'. A sidebar on the left provides navigation options: Home, All your designs, Recent designs, Shared with you, All your folders, and Trash. Below this, team management options include 'Jenn Monroy's team', 'Invite members', 'Brand Kit', and 'Content Planner'. The main workspace is divided into 'Folders' and 'Designs' sections. The 'Folders' section contains a folder named 'BSAGCC Social' with 5 items. The 'Designs' section displays four flyer templates: 'BSAGCC Double-sided Flyer 01' (5.5 x 8.5) featuring a group of people in a forest; 'BSAGCC Double-sided Flyer 02' (5.5 x 8.5) featuring a child with binoculars; 'BSAGCC Single-sided Flyer Color' (5.5 x 8.5) with a blue background and event details; and 'BSAGCC Single-sided Flyer BW 01' (5.5 x 8.5) with a black background and event details. Each flyer includes a placeholder for an event name and a short description.

NEED ASSISTANCE?

Contact Tarryn Hutchison  
[Tarryn.Hutchison@scouting.org](mailto:Tarryn.Hutchison@scouting.org)