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المنظمة العالمية للحركة الكشفية

## Sudan adopts new brand for their national logo

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The Sudan Boy Scout Association (SBSA) launched their new brand this week which is based on the World Scouting brand logo. The event coincided with the National Scout Conference which took place in Khartoum from June 5-8, 2008 under the motto "Education for Peace".

The launching of new brand was attended by the Sudanese Minister of Youth and Sports, Mr. Mohamed Abuzaid Mustapha; Regional Director, Dr. Atif Abdelmageed; The Chairman of SBSA, Mr. Saeed Ibrahim; Board of Directors Members and a number of the Partners' Representatives. Mr. Saeed Ibrahim expressed his thanks to the Communications & Media Team at the World Scout Bureau for all their valuable assistance and extensive

cooperation in the design of their new brand.

He also said special thanks were due to Mr. Mohamed Salih for presiding over the project and supervising its successful implementation. The SBSA was also congratulated by many Partners and Associates following the launch.

If your National Scout Association is interested in developing their National brand identity in line with the World Scouting brand, please contact [communications@scout.org](mailto:communications@scout.org) the brand section