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New branding for South African Scouting

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The South African Scout Association unveiled its new branding on 24 February 2008. The new design is based on the World Scout brand logo, which makes it the first National Scout Organization to adopt it as their National brand.

The Association's website has been re-launched with the new branding, and it will also be used on letterheads and signage.

If your National Scout Association is interested in developing their National brand identity in line with the World Scouting brand, please contact brand@scout.org or visit the [brand section of the Media Centre](#)