



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

New branding for South African Scouting

?????:Vanessa Von der Muhll
Saved From : www.scout.org



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](#)