

CIRCULAR NO: 02/2012

17 January 2012

Dear Members of the Movement

Air and Sea Scout Branding Competition

As part of the on-going development of our Brand and following the Hall Makeover competition which was launched late last year, we have had a number of requests from Air and Sea Scout Groups wishing to incorporate their logo designs into our branding. The research which we have conducted with a number of groups has shown that the air scouts traditionally have Wings attached to the fleur de lis and the sea scouts have an anchor, as seen below.

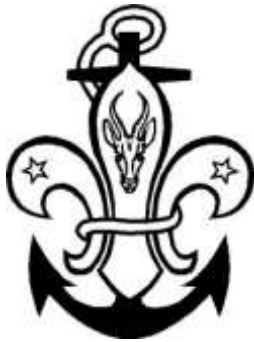


Figure 1: Example of the Sea Scout logo



Figure 2: Example of the Air Scout logo

We have decided to extend the challenge to all members of the movement to come up with a new design for Air Scouts and a new design for Sea Scouts. This needs to be kept in line with our branding which can be found on our website.

The winning design will receive a branded feather banner for their group. This is a great resource which can be used to promote Scouting in your area. The closing date for this competition is the 15th February 2012. Please send all submissions to info@scouting.org.za.

Good luck

Yours in Scouting

Brian February *Chief Scouts Commissioner*