



Introduction

The key to a strong identity is consistency. Scouts Australia has a new, contemporary visual identity and this document explains how we use our logo, colours and Gumtree Graphics for our flags.

In addition to this document, refer to Scouts Australia's Policy and Rules R15.2 on how flags may be used by Scouts Australia members.

Please also refer to the Scouts Australia Brand Book for details of logo and colour palettes including PMS, CMYK and RGB colours.

Graphics and logos can be downloaded from the Scouts Australia Brand Centre at www.scouts.com.au.

Scouts Australia and Group flags may be purchased or ordered from www.scoutshop.com.au.

For information on Branch and Fellowship flags, please contact your Branch.

Old imagery

Many Formations may have Flags that reflect former imagery (e.g., a Gum Leaf image or a Scout Arrowhead encircled with Rope tied in a Reef Knot). Regardless, it is not intended that this standard requires Formations to immediately replace their flags, the cost of which could be significant. Instead, as need or opportunity prevails the adoption of the new Flag Standard occurs.

Produced by authority of the National Operations Committee of The Scout Association of Australia.

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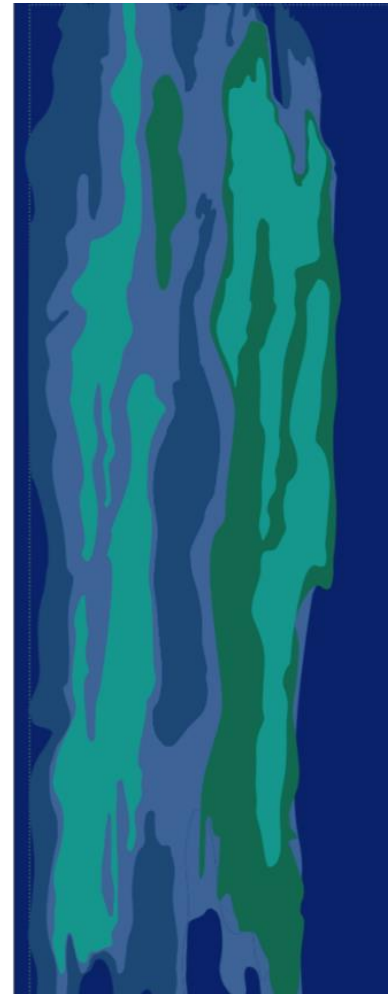
a. **Scouts Australia National Flag**

- Current Scouts Australia emblem in either full colour or the 10-colour version, centred on flag, with 'Scouts Australia' wording in white type below
- Background Australian Navy Blue PMS280c
- Gumtree Graphic - with no figures as per diagram on page 4 – in National colour palette on left



b. Scouts Australia Branch Flags

- Current Scouts Australia emblem in full colour, 10 or 11 colours, centred on flag, with 'Scouts <Branch name>' wording below in white or black type
- Background in Australian Navy Blue (PMS 280c) or the Branch Gumtree Graphic colour palette Primary Colour as outlined in the *Scouts Australia Brand Book*
- Gumtree Graphic with no figures as per diagram on the right – in Branch or National colour palettes - on left



Please use this cross section of the Gumtree Graphics for flags. It can be found on the Brand Centre

c. Formation Flags (Region, District, Group, Section, Fellowships)

- Current Scouts Australia emblem in single white colour, centred on flag, with formation name below
- Gumtree Graphics are not used on a Formation flag
- Lettering is white and stitched
- Where a Venturer Scout Unit or Rover Scout Unit is not in a Group, the flag may bear the name of the Unit.
- Scout Fellowships may bear the name of the Fellowship
- District / Region may bear the name of the District/Region
- Flag background in single colours as follows




















Formation	Background Colour
Joey Scout Unit	Tan PMS 471c
Cub Scout Unit	Yellow PMS 123c
Scout Unit	Green PMS 354c
Venturer Scout Unit	Maroon PMS 201c
Rover Scout Unit	Red PMS 485c
Scout Group	Australian Navy-Blue PMS 280c
District / Region	Australian Navy-Blue PMS 280c
Fellowship	Azure Blue PMS 7709C

Flag Etiquette

a) Order of Precedence

Note the first four orders of precedent are set by the Department of the Prime Minister and Cabinet

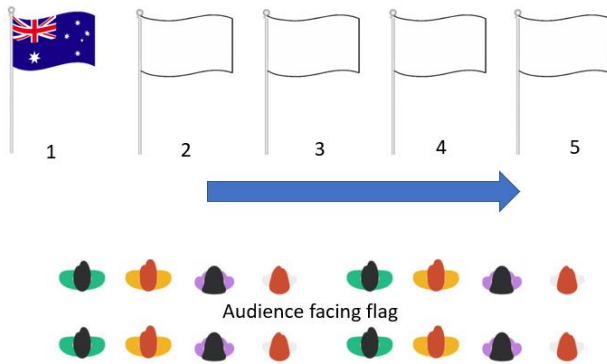
Precedence	Flag	Description	Comments
1		Australian National Flag	<p>Takes primary location.</p> <ul style="list-style-type: none"> The only flags that may be regarded as higher than the Australian National Flag (taking primary location) are the Regal Standards of either the Queen of Australia, Governor General of Australia and/or State Governors. Where it is appropriate to fly the flag of another Nation – that flag will take precedence #2
2		State/Territory Flag	(NSW example shown)
3		Local Government Flag	(Brisbane LGA example shown)
4		Aboriginal Flag	The Aboriginal Flag and the Torres Strait Island Flag may be flown together in either order. Where there is limited space either flag may be flown at the discretion of the authority concerned (convenor or Parade Organiser)
		Torres Strait Islander Flag	
5		World Scout Flag	Usually, this flag is held at a National/Branch level
6		Joey Scout Flag	

Precedence	Flag	Description	Comments
7		Cub Scout Flag	
8		Scout Flag	
9		Venturer Scout Flag	
10		Rover Scout Flag	
11		Group Flag	
12		Fellowship Flag	
13		Scouts Australia Flag	Usually held at a National level only
14		Branch Flag	Two options available – refer Scouts Australia Brand Book (Victoria example shown)
15		Region Flag	
16		District Flag	

b) Flag flying Order

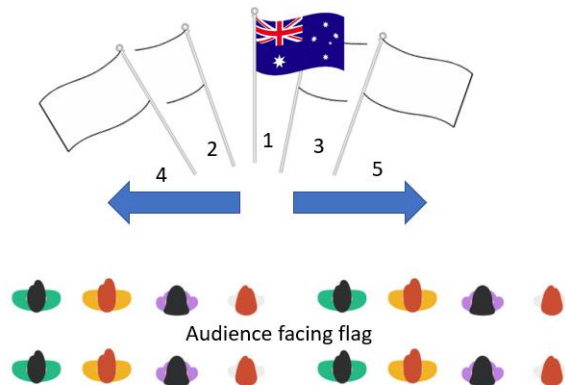
The following standards are those common in Scouting. For more detail (e.g., flying the Australian National Flag with other Nation Flags) refer to the Department of the Prime Minister and Cabinet website

- Flags are displayed of equal height and in a **straight line**:

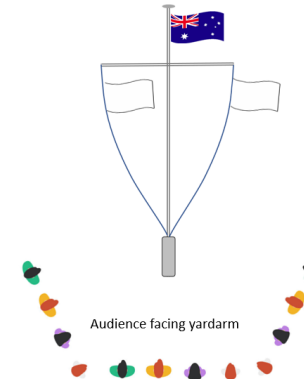


The same alignment is used should flags be hung vertically as banners on walls

- Flags are of **different height** (e.g., in a splayed flag stand):

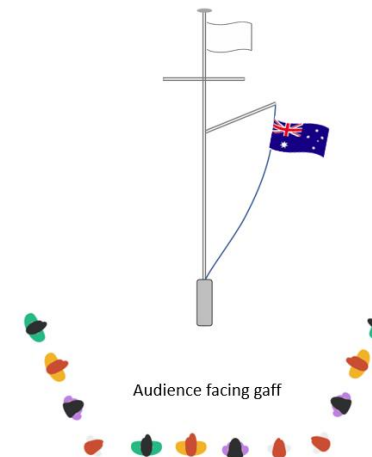


- Flags on a flag pole with a **yardarm**



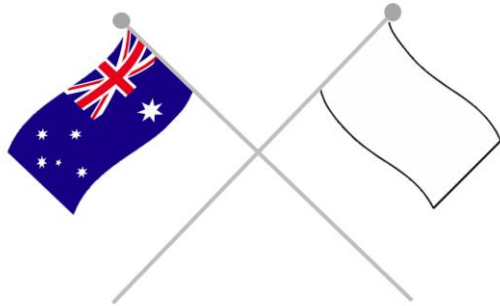
Apply the same order of precedent, noting sometimes the yardarm will have multiple ropes fitted to the crossarm

- Flags on a flagpole with a **gaff**



The flag at the top is usually that relevant to the event

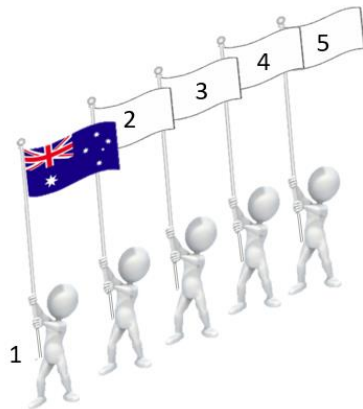
- Flags may be **crossed**, with the Australian National Flag to the left from the observers view point:



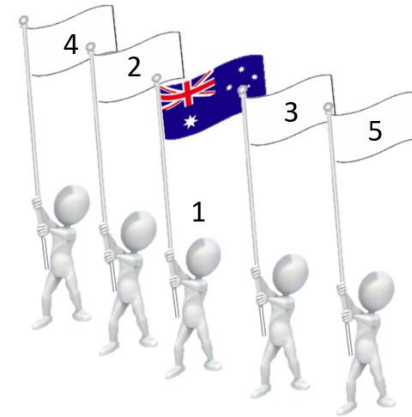
c) Flags being carried

Flags are carried so that the right hand is above the left hand of the carrier

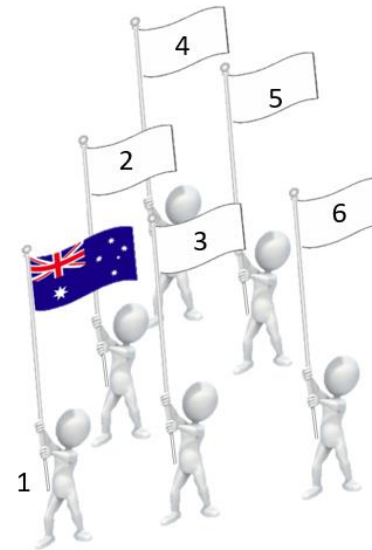
- Flags carried in procession in a **straight line**:



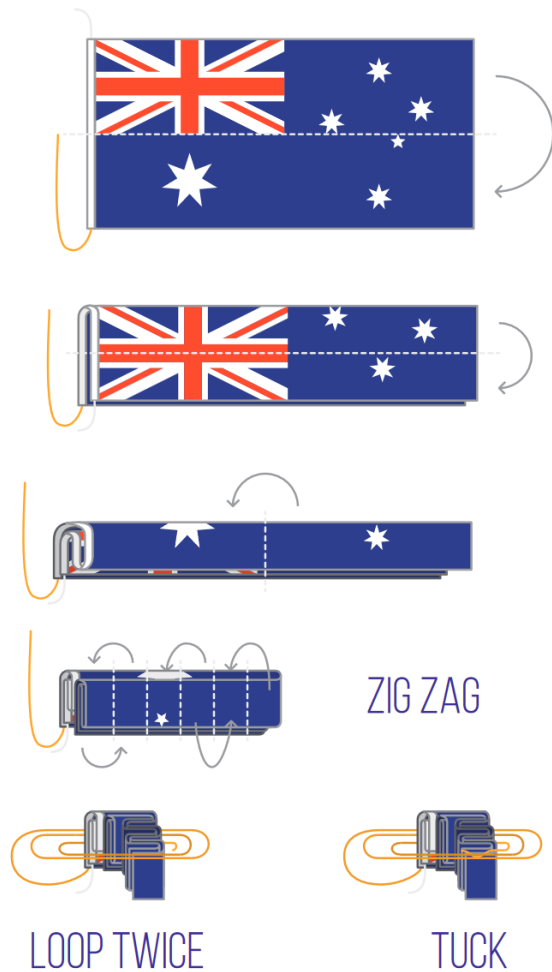
- Flags carried in procession **abreast**:



- Flags carried in procession in a **group**:



d) Folding the Australian National Flag



More detail on the general use of Flags in Scouting and ceremonies in general may be found in the Guide to Ceremonies in Australian Scouting.

e) Australian Government Guidance - Flags

The Aboriginal Flag and Torres Strait Islander Flag are both protected by copyright and their image can only be reproduced with permission or in accordance with copyright law. Further information is available at [Australian flags | Department of the Prime Minister and Cabinet \(pmc.gov.au\)](http://www.pmc.gov.au)

The Australian Government also promotes the official flags and flag protocol through the distribution of flags and other resources, including the booklet [Australian Flags](#) and flag lapel pins. Senators and Members of the Australian Parliament distribute these items to certain eligible groups such as schools, churches and other non-profit or benevolent community groups (including Scouting), under the Nationhood Material Program. These items are also available to individual constituents.

To request any of these items, your Scout Formations are to contact their local Federal Member or one of their state/territory Senators. The contact details for Parliamentarians are available from the Australian Parliament House website at http://www.aph.gov.au/Senators_and_Members/