

Website Guidelines

The following are guidelines to assist BRCs and Units with designing their websites. These have been developed to provide consistency across the Rover Scout section.

COLOUR SCHEME

The 'Rover Red' is to be tied into the colour scheme of the website and appear as a theme for the site. This can be subtle, such as including the red in buttons and tabs, or more obvious, such as in headers, footer and banners.

PAGE NAME

The page name when searched on Google should contain 'Rover Scouts' – eg. Queensland Rover Scouts, WA Rover Scouts, etc.

The term 'Rover Scouts' should always be used when referring to the Rover Scout section in communications targeted towards the public. This means for areas of the website which are accessible by the general public, Rover Scouts is the correct terminology. For your member-specific areas which require a login, using 'Rovers' is appropriate.

This helps the public identify that we are part of Scouts, rather than another miscellaneous recreational club (eg. car club or football club).

This should be the case for all platforms – from websites, to Facebook, to Instagram.

LOGO

The Rover Scouts logo (with the option of the Branch name underneath) should be placed on the top-right hand side of the website header. This can be instead of, or alongside your Branch's own logo.

When the Rover Scouts logo is clicked on, it should re-direct to www.rovers.scouts.com.au

LANGUAGE

- a) 'Rover Scouts' to be used instead of 'Rovers' for all materials targeted at the public, for the reasons outlined in the 'Page Name' section.
- b) Once a Branch has transitioned into the new program, the following language must be updated:
- c) 'Unit' to replace 'Crew';
- d) 'Achievement pathways' to replace award scheme
- e) References to 'Squire training' to be removed;
- f) References to the Knighthood theme should be removed – this includes images. It is up to individual units to choose their symbolic framework, rather than BRCs;
- g) 'Knights and squires' to be 'mentorship system' or 'mentors and mentees' or similar;
- h) Any reference to the Rover Scouts Australia motto being "service" to be updated to "beyond the horizon". Note: this does not apply to Branches whose motto includes "service".

The exception to the items above is where there is a 'History' page on a website.

PICTURES

From the Scouts Australia Brand Book:

- a) "There are two types of photography that really show off Scouting at its best.
- b) Photos of Scouting in action (usually youth members outdoors)
- c) Photos taken from the point of view of the participant (eg. showing what it feels like to be in a tent, or canoe, where only part of the body may be visible. Eg. hands, feet, or back)"

FONTS

Nunito Sans or Arial should be used for all website content – this is in line with the Brand Book for Scouts Australia. Nunito Sans can be downloaded from here:

<https://fonts.google.com/specimen/Nunito+Sans>

ESSENTIAL WEBSITE SECTIONS

Each page should have: What are Rover Scouts? (or similar). Branches can personalise the description to suit their own Branch, however, it should convey the same meaning as the description provided on the Scouts Australia Rover Scout page, so that potential members are getting consistent information. This is contained on: <https://scouts.com.au/join/rovers/>

In this section you should also provide a direct link to either the BRC or relevant Branch's 'membership enquiry' form.

- a) A 'crew locator' function (map or otherwise) is also helpful for prospective members.
- b) A 'What's on?', 'Events' or similar page should be created, with links to the websites of major events such as the upcoming national Moot. A calendar of events relevant to the Rover Scout section could also be added.
- c) An 'Awards' or 'Program' section which talks about the Rover Service Award (and how to apply) and the Baden Powell Scout Award should be included as a minimum.
- d) If this is a 'program' section, you may choose to provide links to adventurous activity teams and information about the new youth program.
- e) A 'Resources' page which lists relevant resources for that BRC and Branch – eg. Working with Children check, Child Safe policy, etc.
- f) A 'Training' section which has details of upcoming Basic or Advanced courses, and details of how to contact the Training Officer or team.
- g) A link to the eLearning should also be included.
- h) A contact section should be created, and this should have up-to-date links to the www.rovers.scouts.com.au website, alongside each Branch's Rover website (or Branch website when no Rover website is available).

EXAMPLES OF OPTIONAL WEBSITE SECTIONS

- a) A social feed which links to a hashtag, Facebook or Instagram page can be incorporated to increase engagement across platforms.
- b) If your branch has merchandise, then a merchandise tab with an online shop or details on where to purchase items directly. A link to the national merchandise register could also be provided.