



**SSAGO**  
Student Scout and  
Guide Organisation

***POLICY DOCUMENT:***

**NATIONAL PUBLICITY MATERIAL**  
(JULY 2009)

**POLICY DOCUMENT**

## **1) SSAGO Logo**

Clubs may use the SSAGO logo as detailed in the SSAGO Constitution on their own publicity material or merchandise without prior approval by the National Executive Committee. If a club wishes to alter the logo in any way, including colour, they must seek permission from the National Executive Committee before using it on any materials.

## **2) SSAGO Flag**

SSAGO has one flag which remains in the possession of the National Executive Committee. The National Executive Committee is responsible for taking this to SSAGO Rallies for use during the event and collecting it at the end of the event. The National Executive Committee may also choose to take this and fly it at other Scouting and Guiding events for publicity purposes. Clubs are not able to borrow the national flag.

## **3) SSAGO Banners**

SSAGO has four banners that were produced in 2007 to celebrate SSAGO turning 40 years old. These banners are used each year by the National Executive for publicity at events such as Gilwell Reunion. The four banners contain the following information:

- **Banner 1:** Information about SSAGO, what it is, what clubs do and National Events
- **Banner 2:** A SSAGO timeline from the beginning of Intervarsity (1918) through the development of SSAGO in 1967 and onto the 40 year celebration in 2007 (please be aware this ends at 2007 when the banner was produced)
- **Banner 3:** SSAGO Mascots, including information about the national executive mascots
- **Banner 4:** SSAGO Trophies, this has information about the Gadaffy Duck Plate, Hesley Wood and the Cutlery Cup

### **3.1) Borrowing the banners**

Banners may be borrowed by clubs, free of charge, for use as publicity at events that are not standard in the calendar of the majority of clubs. Banners are **NOT** available for such events as freshers' fayres but are available for use at events such as Scouting/Guiding camps or training days. If those running the SSAGO National Events would like the banners to display at the event they must inform the Publicity Officer as detailed in 3.2 below.

### **3.2) Booking and collecting the banners**

To book the banners clubs should contact the SSAGO Publicity Officer ([publicity@ssago.org.uk](mailto:publicity@ssago.org.uk)) detailing which of the banners are wanted, exactly when the banners are required, how long for and what the event is that they will be used for. Those requesting to borrow the banners are responsible for sorting collection of the banners and paying any postage fees to aid their safe arrival and return. Any damage made to the banners during their time out of the hands of the national executive will be charged to the club borrowing them. When borrowing the banners the Publicity Officer will set a date when that they must be returned by. If a club fails to return the banner(s) by this date they risk being charged the full price to replace the banner(s).