



IE  **SCOUTS**
CALIFORNIA INLAND EMPIRE COUNCIL

2025 NATIONAL MARKETING AWARDS
“MEMBERSHIP”

IE SCOUTS LOGO & BRANDING



NEW BRANDED LOGO

IE SCOUTS.ORG
CALIFORNIA INLAND EMPIRE COUNCIL

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IE SCOUTS.ORG

COLORS

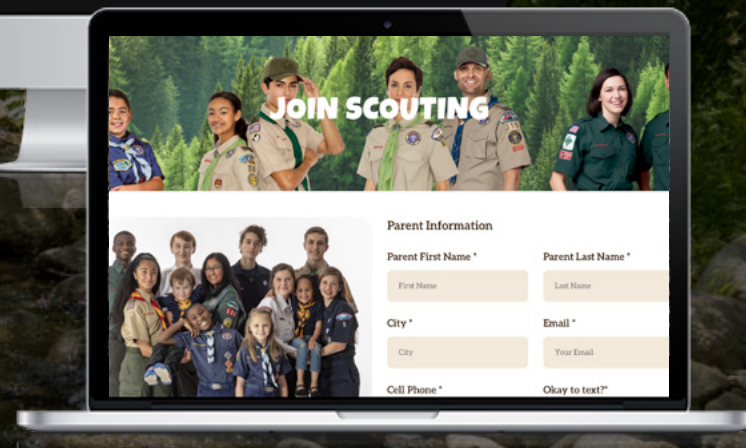


FONTS

LUCKIEST GUY

TRAJAN PRO

WEBSITE



VISIT WEBSITE

PRINT SIGNAGE



PULL-UP BANNERS



BANNERS



YARD SIGNS



STICKERS



RECRUITING PROMOTIONS



FLYERS

MEMBERSHIP RECRUITMENT CONTEST

Recruit 10 new Scouts between **April 10 and May 31** your unit will receive a Gaming Truck at your next pack meeting, troop meeting, or unit event

Membership must be entered into my.scouting between contest dates. Transfers, crossovers, and multiple memberships will not be accepted for this promotion.

For more information visit:
IEScouts.org
CALIFORNIA INLAND EMPIRE COUNCIL

JUNE 1ST - SEPT. 27TH
PRESIDENT'S RECRUITING CHALLENGE

YOUTH CHALLENGE

- Recruit a New Youth Member and earn a Patch. Recruit 5 New Youth Members and earn a Special Patch.
- The Scout with the most Recruits earns FREE registration to every activity sponsored by IE Scouts in 2025.

ADULT CHALLENGE

- Recruit New Adult Volunteers and you will be entered in to win a James E. West Fellowship (and knot) in your name.

For Rules, visit:
IEScouts.org/presidentschallenge
IEScouts.org
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SOCIAL MEDIA POSTS

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KINDNESS

Scouts are more kind than non-Scouts.

Over the course of the Tufts study, the change in positive character attributes for Scouts versus non-Scouts became evident.

To Learn More, Visit: IEScouts.org/tufts

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TRUSTWORTHINESS

Scouts are more trustworthy than non-Scouts.

Over the course of the Tufts study, the change in positive character attributes for Scouts versus non-Scouts became evident.

To Learn More, Visit: IEScouts.org/tufts

HELPFULNESS

Scouts are more helpful than non-Scouts.

Over the course of the Tufts study, the change in positive character attributes for Scouts versus non-Scouts became evident.

To Learn More, Visit: IEScouts.org/tufts

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CHEERFULNESS

Scouts are more cheerful than non-Scouts.

Over the course of the Tufts study, the change in positive character attributes for Scouts versus non-Scouts became evident.

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