

WELCOME

TO UNIT IDENTITY



KENT
SCOUTS

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WHAT IS A UNIT IDENTITY?




What does it involve?

Who is it about?

Who is it for?



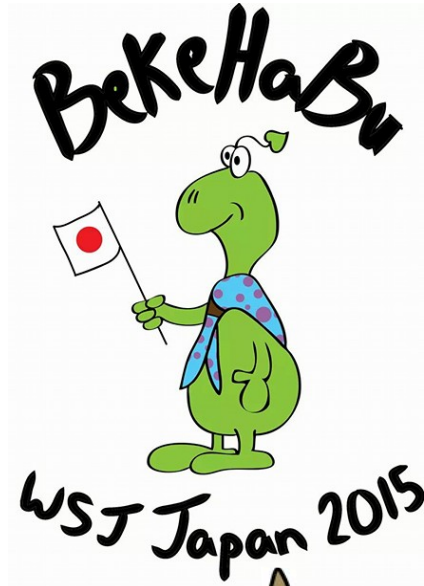
TYPES OF IDENTITY

-  Identity e.g. Unit name, Unit logo, Badges
-  Rules e.g. Code of conduct, Unit expectations
-  Merchandise e.g. Scarf, Badges, Clothing etc.



BADGES

In this cloud there will be a chance to make it unique to each unit and will can be made into 4 different badges 2 for the whole kent unit then for the 2 patrols it can say maybe the name of there patrol making the opportunity for 4 badges to be sold as a set and the badge needs a border making there a possibility of having various colours



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THE CHALLENGE

Design a unit identity incorporating Kent into the design



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