

PARTNERSHIPS

Types of Partnerships

1) KENYA SCOUTS AS THE LEAD

If the Association is the lead partner, the KSA brand takes precedence and materials should be designed in such manner.

2) KENYA SCOUTS AS AN EQUAL PARTNER

If all partners have equal stake, the KSA brand should not take precedence. Neutral branding should be used to accommodate all parties.

3) KENYA SCOUTS ASSOCIATION SUPPORTED BY AN EXTERNAL PARTY

If KSA or any of its programs are supported or sponsored by an external party, the KSA brand should not be used and marketing materials or communications should not be represented as official correspondence from the Association.

You must include a phrase indicating that the external party is in support of UH or its program.

For example: The Friends of Women's Studies supports the Women Gender and Sexuality Studies program at the University of Houston.

4) KENYA SCOUTS ASSOCIATION AS A/THE SPONSOR

If KSA has endorsed/sponsored/or given to another organization, the KSA Brand elements should be used along with language that clearly indicates the relationship between the Association and the sponsored organization

Contact communications@kenyascouts.org with any details about your partnership and any relevant organizations. The Communication Department will assist in determining what relationship and use of brand is relevant.