

User Guide

Contents

Page 2	Introduction
Page 3	Key Brand Guidance
Page 4	Theme Overview
Page 7	Theme Setup
Page 11	Plugins
Page 12	Further guidance and support

About Scouting Themes 4 WordPress

This website and WordPress theme have been designed in order to support the development of decent, free, websites for UK Scouting organisations – which are all in line with UK Scouts Brand Guidelines. This user guide is for a theme released in July 2018 to meet the changes to the branding guidelines announced in May 2018. All old themes should be removed as they are no longer brand compliant.

About Chris

Chris Hawes has held different roles as an adult volunteer in Scouting, having been an ASL, CSL, Executive Committee member and is currently **Media and Communications Manager of Watford North Scouts** and **Treasurer of the 9th North Watford Scout Group**.

He is also an active contributor to the **Escouts Community**.

Website: beprepared.me.uk / chrishawes.me.uk

Email: chris@beprepared.me.uk

Personal Twitter: [@chrishws_](https://twitter.com/@chrishws_)

Personal Instagram: [@chrishws_](https://www.instagram.com/@chrishws_)

Personal Facebook: [/christopherhawes](https://www.facebook.com/christopherhawes)



Introduction

This WordPress Theme, **New Brand 4 WordPress**, is released for use by UK Scouting Organisations. It is free to use, with the requirement that credit link in the footer remains in place, regardless of any edits which may be made to the template by users.

The theme has been designed to meet the requirements of the **UK Scouting Brand Guidelines** (released May 2018). You should review the [Brand Guidelines](#) as part of setting up your site.

An assumption of a basic level of understanding of how to use WordPress has been expected throughout this user guide – please visit escouts.org.uk or WordPress-specific sites for support.

Template versions

There are two versions of the template available:

- **New Brand 4 Groups**
This has been designed for use by Scout Groups, as it only includes references to the three Group sections: Beavers, Cubs, and Scouts, plus Volunteers.
 - Live version: www.9thnorthwatford.co.uk
- **New Brand 4 Districts and Counties**
This has been designed for use by Scout Districts and Counties, as it includes references to all the sections for young people, plus Volunteers.
 - Live version: www.watfordnorthscouts.org.uk

The only difference between these is the number of boxes at the top of the screen for youth sections.

Design approach

This them has been designed to be as simple to view as possible and require as few clicks as necessary to access all the information. It makes use of certain plugins to enable enhancements, such as a “sticky” header, Instagram and Twitter feeds, contact forms, events calendar etc. The plugins included on page 11 are recommended, but you can use whichever plugins best meet your needs!

Key Brand Guidance

When developing your site, you should consider the key elements on the guidance throughout. This includes:

- All photos published should be **active and engaging** – very few “grip and grin” presentation style photos should be used on websites or media. Rather than showing someone getting an award, **show them earning it!**
- The tone of voice we use should be **optimistic, open, challenging and active**. Don't use passive or pleading words to describe what we do. Rather than just reciting what we do, **challenge the reader to join the adventure!**
- Use the right colours to represent Scouting and each section:

Scout Purple	HEX #7413dc	RGB r118 g20 b220	Primary colour
Scout Green	HEX #23a950	RGB r35 g169 b80	Cub section colour
Scout Blue	HEX #006ddf	RGB r0 g110 b224	Beaver section colour
Scout Navy	HEX #003982	RGB r0 g58 b130	Explorer section colour
Scout Red	HEX #e22e12	RGB r226 g46 b18	
Scout Teal	HEX #00a794	RGB r0 g167 b148	
Scout Yellow	HEX #ffe627	RGB r255 g230 b39	
Scout Pink	HEX #ffb4e5	RGB r255 g180 b229	
Scout Section Green	HEX #004851	RGB r0 g72 b81	Scout section colour
Black	HEX #000000	RGB r0 g0 b0	Network section colour

Theme Overview

Screenshots of [Watford North Scouts](#) website. Of course, these are only suggestions of how to use the theme...

Home page

Header

Social Media section

Twitter widget
(Note: has been customised)

Instagram widget
(Note: has been customised)

“Who we are” section

Text widget

Embedded Google map of Scout HQ locations

“What’s on” section

Calendar widget
(Note: has been customised)

Text widget

“Contact us” section

Text widget

Ninja contact form
(Note: has been customised)

Footer

Social media links
(generic in theme)



Footer logo



About us	Websites	Get involved
Our Scout Groups	Lees Wood Activity Centre	What's on
Our Explorer Units	Watford South	Find us
Annual Report	Hertfordshire Scouts	Vacancies
Our Brand Guidelines	The Scout Association	Email us
	Scout Shops	

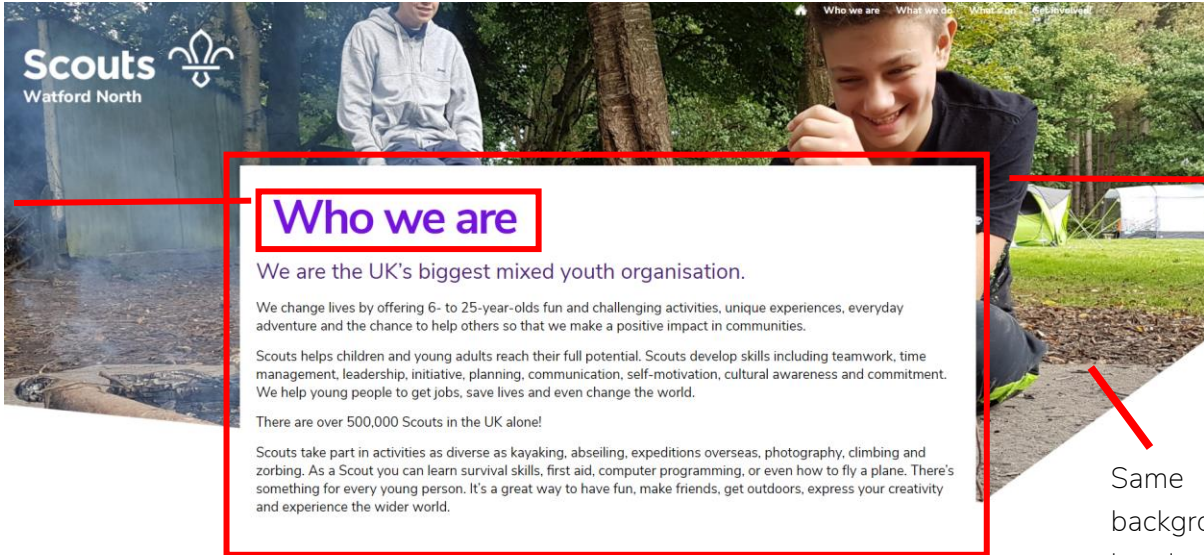
Three text boxes

© Watford North Scouts, all rights reserved | Charity number: 1017809
A Scout Themes 4 WordPress theme



Copyright and credit details. Note that your charity number will need to be added in the code.

Page/Post layout



Page title

Who we are

We are the UK's biggest mixed youth organisation.

We change lives by offering 6- to 25-year-olds fun and challenging activities, unique experiences, everyday adventure and the chance to help others so that we make a positive impact in communities.

Scouts helps children and young adults reach their full potential. Scouts develop skills including teamwork, time management, leadership, initiative, planning, communication, self-motivation, cultural awareness and commitment. We help young people to get jobs, save lives and even change the world.

There are over 500,000 Scouts in the UK alone!

Scouts take part in activities as diverse as kayaking, abseiling, expeditions overseas, photography, climbing and zorbing. As a Scout you can learn survival skills, first aid, computer programming, or even how to fly a plane. There's something for every young person. It's a great way to have fun, make friends, get outdoors, express your creativity and experience the wider world.

Page text section

Same background as header

404 page



Note that this theme has been designed not to have any comments options available..

Theme Setup

Step 1: Select your theme

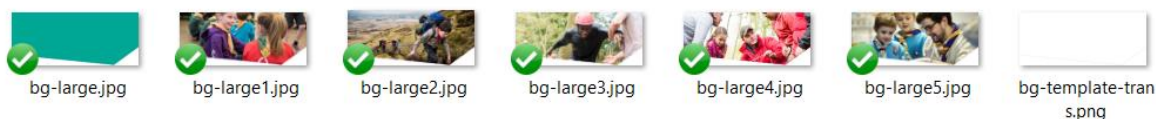
Select the right version of the theme for your purposes and download the ZIP file. Extract this to your computer.

Step 2: Select your background image

In the Backgrounds folder (`newbrand4groups/newbrand4districts > backgrounds`), either:

- select your preferred background from the choices provided (all taken from the Scout Association's image library), or
- create your own background image using the template and image editing software (minimum size: 1316x544)

Rename this file `bg-large.jpg`.

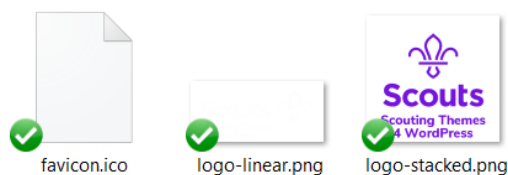


Step 3: Change the logo

In the Logos folder (`newbrand4groups/newbrand4districts > logos`), insert your UK Scout Organisation logos:

- A White Linear logo – name the file `logolinear.png`.
This will be the primary logo in the header.
- A small Purple Stacked logo – name the file `logo-stacked.png`.
This will be the logo in the footer.

You may also wish to change the favicon (which appears in the browser tab).



Note: Steps 2 and 3 could also be done after the steps below, if you have access to an FTP editor client for your hosting.

Step 4: Install the theme

Re-zip the folder. Then, using the “Upload Theme” option, upload the ZIP file into your WordPress installation. You must then “Activate” the theme.

Step 5: Add your Charity Number

Go to **Appearance > Editor** in WordPress and then click on **footer.php**.

Scroll down the code until you find the copyright section (or search for “XXX”). Replace this text with your UK Scouting Organisation’s Charity Number and save the file.

```

27 <div id="copyright"><p>© <?php bloginfo('name'); ?>, all rights reserved | Charity number: XXX<br />
28 A <a href="http://www.iscout4wordpress.org.uk">Scout Themes 4 WordPress</a> theme
29 </p></div>

```

Step 6: Create/edit your pages

Create your website pages. Note that the following links are hard-coded into the theme and will either need to be included in your page links or edited in the code (**index.php**).

The hard-coded links are:



Recommended page structure:

- Who we are
 - Scout Groups (*if District/County)
 - Explorer Units (*if District/County)
- What we do
 - Beavers
 - Cubs
 - Scouts
 - Explorers (*if applicable)
 - Network (*if applicable)
 - Active Support (*if applicable)
 - Leaders
- What's on
- Get involved!
 - Find us (*if Scout Group)

Step 7: Hide pages

If you create any pages that you do not want visible in the header menu, you can hide these by editing the code in `header.php` to include the ID number of the desired pages:

```
39 <li><a href="<?php echo get_option('home'); ?>/"></a></li>
40 <?php
41 $clean_page_list = wp_list_pages('echo=0&sort_column=menu_order&title_li=&exclude=');
42 $clean_page_list = preg_replace('/title="(.*?)"/','',$clean_page_list);
43 echo $clean_page_list;
44 ?>
```

Step 8: Install the plugins

Install the plugins below and activate these,

Step 9: Add your social media accounts

Use the installed plugins to set up your primary social media channels on the homepage. I recommend your Twitter feed or Facebook Page and Instagram.

You will need to play with the plugin functionality to edit the colours and font etc. to fit in with the theme and UK Scouts Brand Guidelines.

Use the shortcodes to add these to the relevant widget areas (**Appearance > Widgets**).

Step 10: Setting up the “Who we are” section

Create and embed a Google Map of your location (or locations), using a **Custom HTML** widget in the **Maps** widgets area. Set the map width as 80% and the height as 350px.

Add some text in the **Who we are** widget area.

Step 11: Setting up the “What’s on” section

Set up the Events plugin and enter your event details and add the shortcode into the **Calendar** widget area. Note that you could also use the OSM plugin or just add some text here setting out when your sections meet, depending what works best for you.

Add some text in the **What’s on** widget area.

Step 12: Setting up the “Contact us” section

Set up the Ninja contact form to gather the relevant information you require. Add the shortcode into the **Contact form** widget area.

Add some text in the **Contact** widget area.

Step 13: Setting up the Footer links

Add text into the **Footer Left**, **Footer Middle** and **Footer Right** widget areas and link to the relevant pages on your website that you wish to highlight or to external sites.

I recommend:

- **About us** – key pages/links which provide information on your organisation
- **Websites** – key external sites, such as other local scouting organisations
- **Get involved** – key “calls to action” to encourage new members to join.

Step 14: Editing/removing social media footer links

Go to **Appearance > Editor** in WordPress and then click on **footer.php**.

Scroll down the code until you find the social media icons section. You should then edit the links or remove the references to the social media channels you do not use. Note that these are currently coded to link to the Scout Association’s social media, so do not require editing if you are not sure what to do.

Step 15: Launch your new site!

Tell everyone about your shiny new website and help get more adult volunteers and young people involved in Scouting!

Plugins

Required

[KingComposer](#) – required for the theme to appear correctly on the screen. Enables more inventive page layouts without the need for HTML knowledge,

[Simple Sticky Header on Scroll](#) – required to enable a “sticky” header when scrolling down the page. Your logo can be uploaded and you need to create a Menu for links to appear.

Recommended

[Quick Event Manager](#) – recommended calendar plugin. Enables different views of the same set of events and can be customised to have the right colours.

[Ninja Forms](#) – recommended contact form plugin. Easy to add contact forms to Pages and the homepage, and can record data submitted for view in WordPress as well as sending an email.

[Custom Twitter Feeds](#) – recommended Twitter feed plugin.

[Customer Facebook Feed](#) – recommended Facebook Page feed plugin

[Instagram Feed](#) – recommended Instagram feed plugin

Further guidance and support

For further, ongoing guidance and support I suggest that you join the [Escouts Community](#), where there are many people who can answer your queries and help you improve your website and fix any bugs!

You can also contact me at chris@beprepared.me.uk.