



## Important Update: Rebranding to Scouting America

Dear Scout Leaders,

I'm sure that you are aware of our rebranding to **Heart of New England Council, Scouting America** to better reflect our commitment to inclusivity and growth.

This change takes effect February 8, 2025 and is more than just a new name; it represents our dedication to welcoming all youth and families into our programs. We believe this rebranding will help us reach more young people and provide them with the valuable experiences that scouting offers.

To ensure a smooth transition, we have prepared a checklist to guide you through the necessary updates. Your cooperation and support are crucial during this process.

### Logos and Branding Materials Checklist

#### 1. Internet Domain Names

Recommended formats for new domain names:

- scouting<city>.org
- scouting<council>.org
- <council>scouting.org

New domain names should not contain the following abbreviations:

- bsa
- sa

Further Guidance can be found [here](#)

**Don't forget to update your Be A Scout Unit Pin!! [Video Tutorial](#)**

#### 2. Social Media

Most social media accounts have both a "vanity name" (often shown near a profile photo) and a username/handle (often used in the URL).

##### [Instructions for Facebook Pages](#)

- [Allowed names](#)

- Page names can only be changed once every 60 days

#### **[Instructions for Instagram accounts](#)**

- [Name changes may be reviewed](#)

#### **[Instructions for TikTok usernames](#)**

#### **[Instructions for X usernames](#)**

Ensure that hyperlinks, QR codes, and printed references to the social media accounts are updated.

### **3. Miscellaneous**

- Websites
- Email signatures
  - [Instructions for Gmail](#)
  - [Instructions for Outlook](#)
  - [Instructions for Apple Mail](#)
- Letterheads and stationery
- Banners, signs, handouts
- Event materials

### **4. Communicate the Change**

- Inform all members, parents, and volunteers about the rebranding
- Update all official communications (newsletters, emails, announcements)

Heart of New England Council systems have been updated but if you come across an old BSA logo please let us know at [communications@hnescouting.org](mailto:communications@hnescouting.org).

We understand that this transition may require some effort, but we are confident that it will greatly benefit our organization and the communities we serve.

To help you, we have set up a rebranding webpage (<https://hnescouting.org/rebranding/>) where you can download the new hi-res logos and link to brand information.

Thank you for your dedication and support as we embark on this exciting new chapter.

If you have any questions or need assistance, please do not hesitate to reach out.

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