Scouting America
Brand Center

CUSTOMIZABLE TEMPLATES

Make Recruitment Easy with Customizable Templates!

The Brand Center offers easy-to-use templates to help you create eye-catching recruitment materials for both Cub Scouts and Scouts BSA. These templates are already branded and ready for you to add customizable text and photos right in the Brand Center!
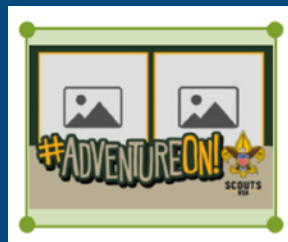
Fliers   **Posters**   **Postcards**   **Social Media Frames**

Finding Templates is Easy! You'll find the customizable templates all together in the "Logos / DIY Elements" folder within the **Cub Scouts** and **Scouts BSA** campaign resources. You can also find them all in **this lightbox collection.**

Need help finding a specific one quickly? Just use the search bar! Try typing something like "Scouts BSA editable flier" or "Scouts BSA template."
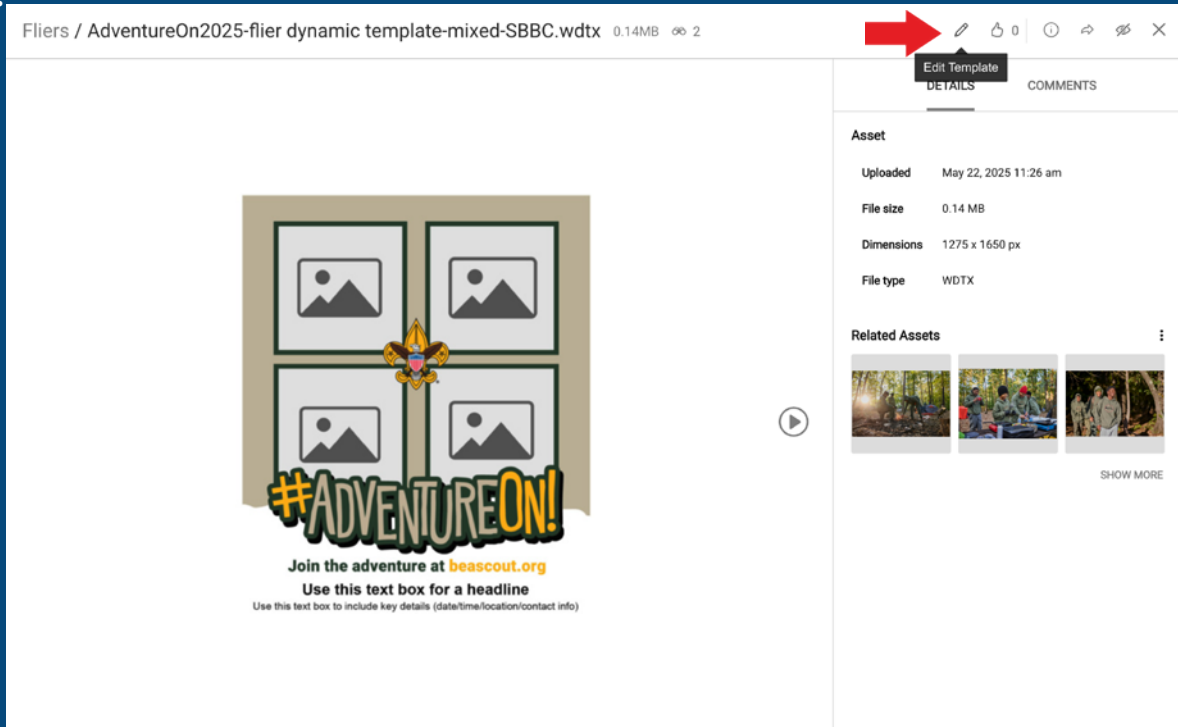
scouts bsa template 🔍

Also, you've got choices! There are two types of customizable templates.

The first type are editable right in the Brand Center! You can add customizable text and choose from a wide selection of images to reflect your unique Scouts and their activities. These templates have a light green box around them and a .wdtx file extension. You'll see how they work in this tutorial! **(video tutorial also available)**
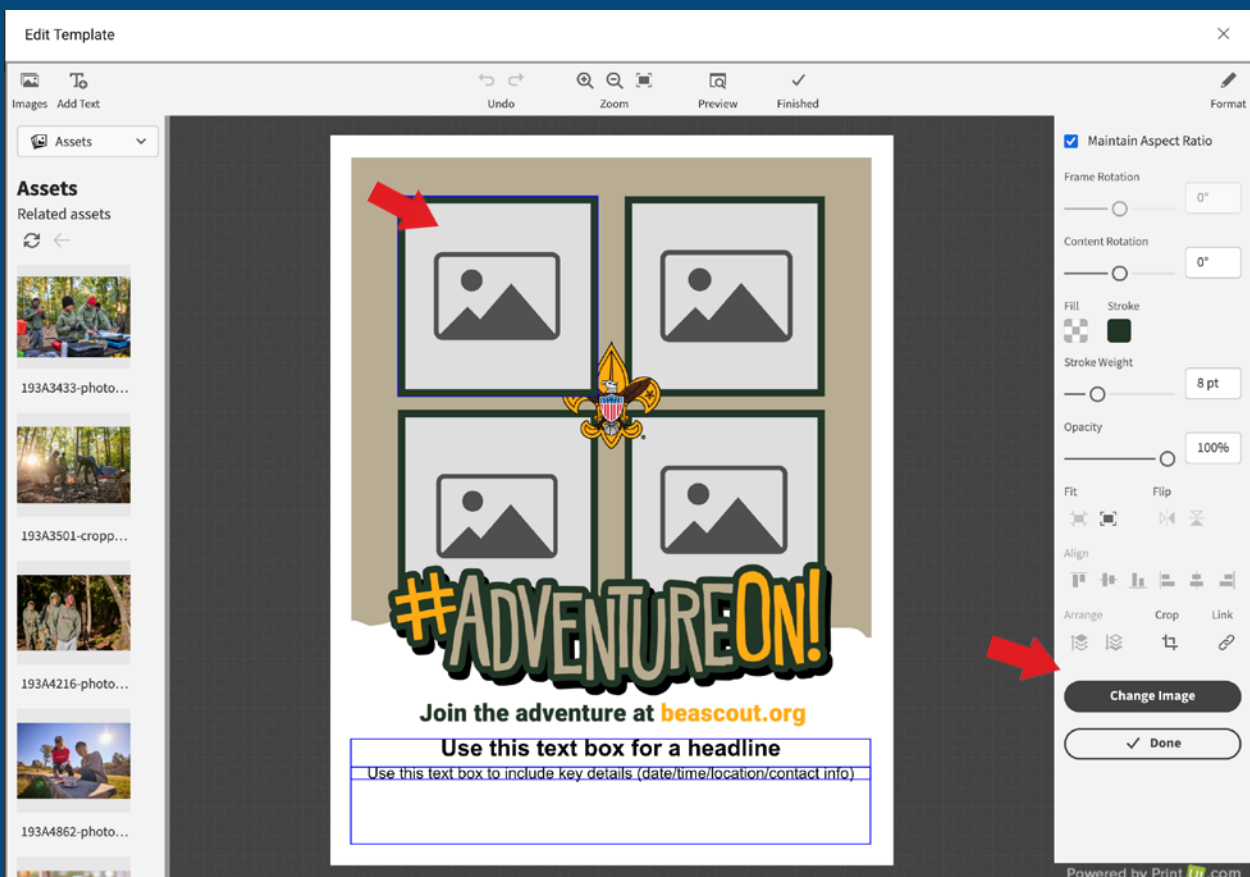
AdventureOn2... SBBC.wdtx   AdventureOn2... SBBC.png

The second type are PNG image files you can use to create your own resources on other creative platforms, like the free Google Drawings app or Adobe Illustrator. Want to see how they work? Check out **this easy tutorial** and **this video** on using these templates in Google Drawings!"

In this tutorial, we'll be using **THIS** customizable template. To begin, double-click the template to open it. Next, click the **pencil icon** in the top-right corner to start editing.
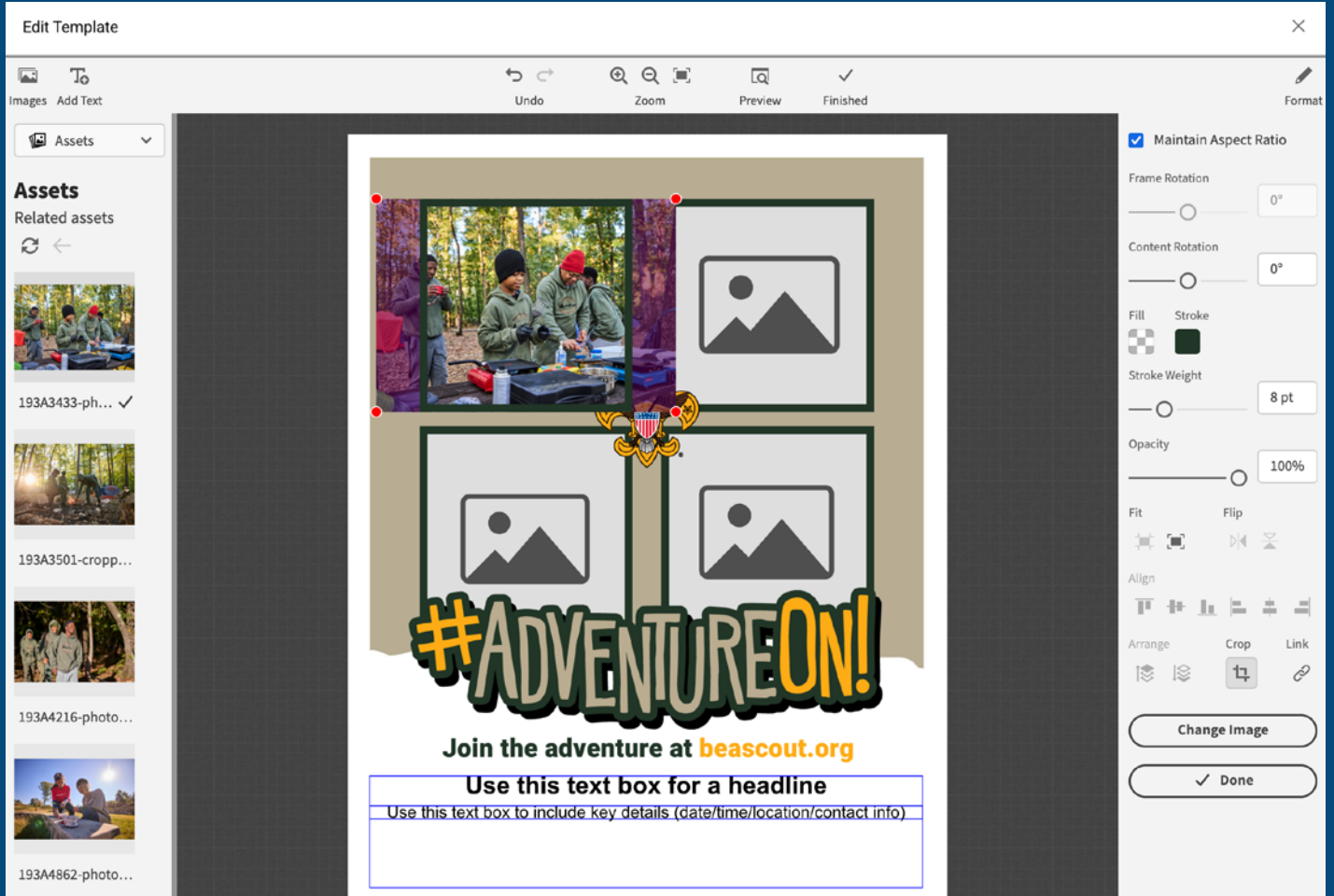

Now, let's add some images! First, click on one of the image icons in the template. Then, click **"Change Image"** in the bottom-right corner. A panel will open on the left showing all the available photos you can choose from.

Choose an image from the panel on the left. **Click and hold** the image to move it—drag it side to side until it fits just right in the frame. To **resize**, click one of the red dots in the corners and drag.

Want to fine-tune it? Use the **formatting panel** to: Change the opacity (make it more or less see-through) or add a hyperlink if you're creating a digital resource.

Once you're happy with the first image, click on the next image box and choose your second image. Repeat for the last two image spots. When all your images look great, just click "Done" to finish up!
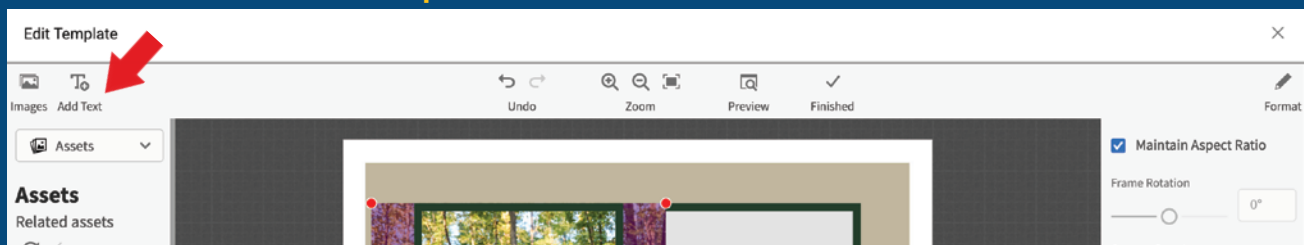
Now it's time to add your own message to the flier! You have two easy options:

1. Use the built-in text boxes (if the template has them) – just click and edit the placeholder text.
2. Or, click the "Add Text" button in the top-right corner of the editing window to create a new customizable text box.

Built-in editable text boxes

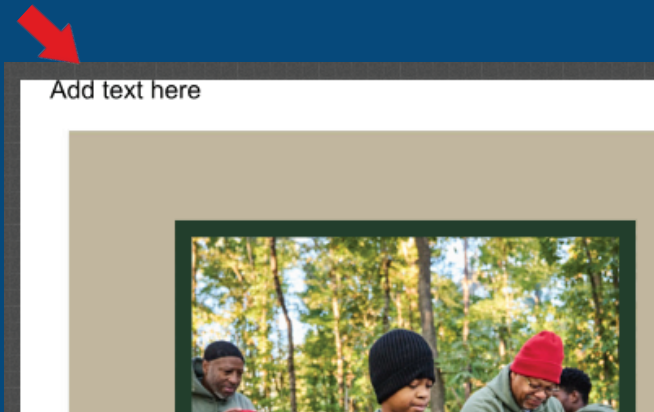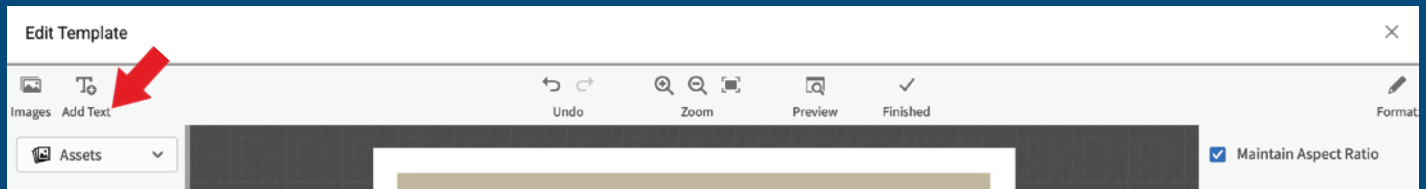**"Add Text" feature in template editor**

If your template has built-in text boxes, just click on the sample text, highlight it, and type in your own details.

If you don't want to use the built-in text, simply highlight and delete the sample text to remove it.

Using the built-in text boxes is quick and easy—but if you want more flexibility with how your text looks, try the "Add Text" feature! Click the "Add Text" button at the top left of the editor window. This lets you customize the font, size, color, and more to make your message stand out.

The new text box will show up in the top-right corner of your design. You'll see the text editing tools appear on the left side of the screen.

To move the text box, click anywhere outside the text box (like the gray editing area or another part of the design) to unselect the text box. Then, click and drag the text box to where you want it.

You'll see two tabs with editing options:

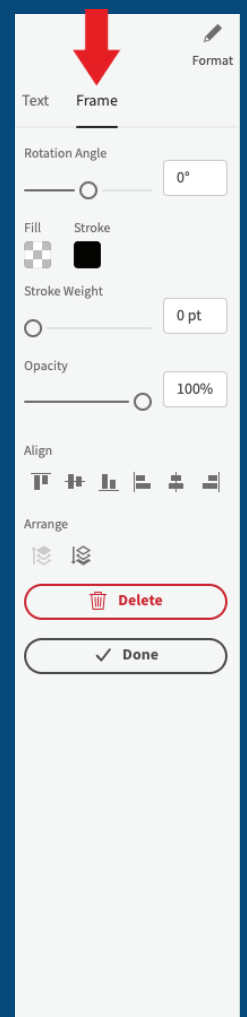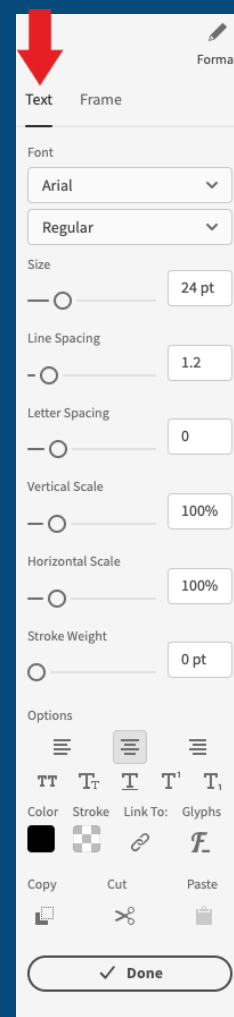Text Tab
This is where you style your text. You can:
- Change the color, size, spacing, and boldness (weight)
- Change the alignment (left, center, or right)
- Add a hyperlink if your flier will be used online

Frame Tab
This controls the box around your text. You can:
- Rotate the text
- Add background color to the text box
- Add a border (stroke) and even change its thickness
- Adjust the opacity (make it more or less see-through)

Note: Font choices are limited, but you still have plenty of ways to make your text stand out!

Below is a sample flier that uses three editable text boxes instead of the built-in ones. This gives you more flexibility to place and style your text exactly how you want.

SEE WHAT SCOUTING IS ALL ABOUT!

1

#ADVENTUREON!

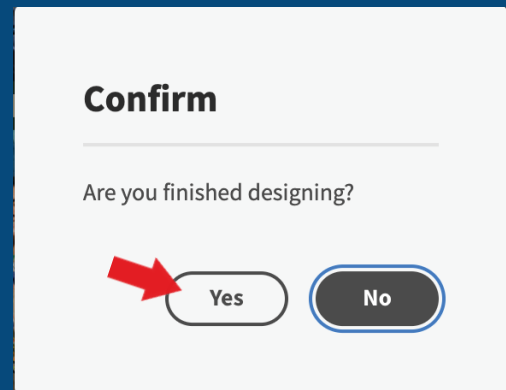Join the adventure at beascout.org

2

Free Kayaking Adventure!

WHEN: JULY 31ST

3

WHERE: LEGACY PARK
123 PARK ST.
YOUR CITY, ST 75092

Once you're happy with your design click "Preview" to see how it looks. If everything looks good, click "Finished."

A message will pop up—just click "Yes" to confirm you're done editing.

That's it—your custom flier is ready to go! You can download it in one of three formats: PDF, PNG, or JPG.
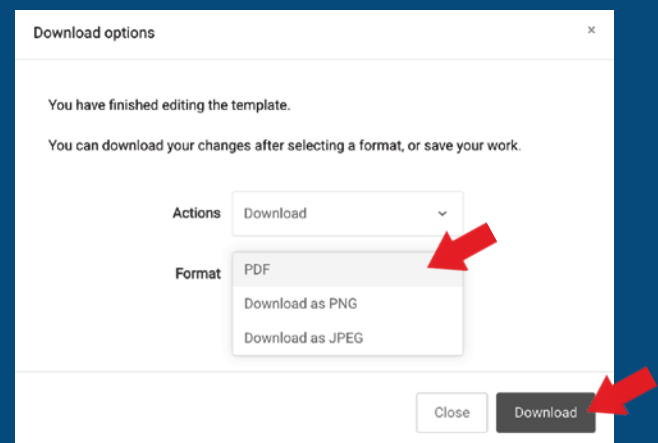
Choose your preferred format from the drop-down menu and click "Download."

It may take a few seconds to generate your file. After that, you'll be prompted to choose where to save it on your device.

🎉 Great job creating your first flier using the Customizable Templates from the Brand Center! You're well on your way to making eye-catching, effective recruitment materials.

Want to see these steps in action?
Check out the video version of this tutorial.

Thank you for all you do for Scouting!

All photos and templates can be found in the Brand Center.
https://scouting.webdamdb.com/bp/#/