

District Badge Design Competition

The name that the District Leadership Team has chosen is Stoke on Trent South.

Since we're changing our name, it's time to change our District Badge.

We have proudly worn our current district badge since 2002, when the Stoke Central District and Longton District merged. This Three Towns District badge was originally designed by Alexander Dawson, who was a young person and Scout at 8th St. Johns Scout Group. It has proudly represented our district for 24 years, and it will always remain an important part of our history and identity.

Now, another young person has the exciting opportunity to design the brand-new Stoke-on-Trent South district badge! It is open to all young people across the district to help build our new visual identity.



Design Guidelines and Requirements

To ensure submissions can be perfectly converted into an embroidered uniform patch, designs must strictly adhere to the following rules:

- **Required Text:** The badge layout must prominently feature the words "Stoke-on-Trent South".
- **Mandatory Canvas & Border Colours:** While you are welcome to introduce other secondary colours for specific accent elements, your design must incorporate our district colours, Blue and Yellow within the main background and the outer border design.
- **Scouting Identity:** The layout must incorporate the modern, line-art style UK Scouts fleur-de-lis emblem as shown on the right-hand side.
- **Stitching:** Keep shapes bold, solid, and clear so that they remain highly legible when stitched.

Mandatory Colours and Design



Primary Blue
Hex #1742A0



Accent Yellow
Hex #F3BE20



Scouts Fleur-de-Lis

Eligibility: Open to all young people in our District.

Format: Submissions can be hand-drawn directly into the template canvas on the next page or created using digital graphics software.

Deadline: Please return all finished entries directly to BadgeCompetition@threetownsscouts.org.uk by 30/09/2026, including your design, age and group.



To help you get started on your drawing, here is our current district badge alongside the updated Staffordshire County Badge. We'll continue to wear our badge in this way. In your design we want you to think about what makes our area and our District special. Your entry should feature elements that represent both:

- **Scouts:** Shapes, symbols, or ideas that show our scout values, adventure, and teamwork.
- **Stoke-on-Trent:** Elements that reflect our local community, our city's rich heritage, nature, or local geography.
- We want to see completely fresh, original ideas that show what living and scouts in Stoke-on-Trent means to you!

Design Space

Use this space to draw your badge design.

