

Brand Guidelines for Independent Award Centres

In these Brand Guidelines for Independent Award Centres (IACs), we will detail the ways in which the visual identity of The Duke of Edinburgh's International Award can be used alongside your organisation's own visual identity, or on its own if your organisation does not have an established visual identity.



Our brand Ambition

Our ambition is that every young person aged 14 to 24 in the world should have the opportunity to participate in The Duke of Edinburgh's International Award (the Award). Maintaining and growing the strength of the Award brand – how the Award is perceived globally – will enable us to achieve this ambition and will help the Award remain a recognised, respected and relevant achievement for young people worldwide.

By becoming a licensed Independent Award Centre (IAC), you are joining a family of Award Operators in over 140 countries and territories around the world. You are agreeing to uphold the principles and values of the Award, including adhering to these Brand Guidelines.

Empowering

Diverse

Progressive

Connected



Our brand Name and logos

Name

The Award is known around the world as The Duke of Edinburgh's International Award. Please use this name in full the first time you use it in a publication or online. After this, the name can be shortened to "the Award".

Logos

We have provided you with The Duke of Edinburgh's International Award endorsement ('Proud to deliver') logos opposite.

Award Leaders may also choose to share the 'Proud to be doing' logos opposite with their Award participants so they can use it on their Award presentations and reports, social media profiles and merchandise such as T-shirts.

We have supplied PNG files as these have a transparent background. If you are working with professional designers and require design files (EPS files or high resolution JPG files), other brand elements such as our coloured ribbon, or if you need the logo in any other type of file format, please contact [the Foundation](#).

For use by the Independent Award Centre

Full colour file – for digital use, such as on your website, and for small size printed publications, such as letters and leaflets (for large posters and banners, you may need a JPG or EPS file).



Greyscale file – for use in publications where colour is not being used.



For use by Award participants



Coloured ribbon device



Our brand Language options

We have offered Independent Award Centres six language options for their logos: Arabic, English, French, Mandarin Chinese, Portuguese and Spanish.

If you have chosen to use multiple languages and have been supplied with multiple logos, please use only one logo on a page or webpage, for example: use the Arabic logo if the page is in Arabic, but do not use both Arabic and English logos together.

If you require any of these participant logos with different verb endings (masculine singular, feminine singular or feminine plural), please contact [the Foundation](#).

Arabic



Mandarin Chinese



English



Portuguese



French



Spanish



Use of visual identity

Logo minimum size and clear space

Minimum size

To ensure the logo is always clear and legible, please apply the minimum size rules as shown.

Clear space

To ensure the logo is always clear and legible, please apply the clear space rules as shown.

Minimum size



Clear space



Use of visual identity

Logo don'ts

- 1 Do not rotate the logo.
- 2 Do not use colours other than the ones specified in the logo.
- 3 Do not outline the logo.
- 4 Do not reproduce the logo smaller than the minimum size.
- 5 Do not distort the logo.
- 6 Do not apply other elements to the logo.
- 7 Do not box in the logo.
- 8 Do not change the proportion or arrangement of assets.
- 9 Do not reproduce the full colour version of the logo on a dark or textured background.
- 10 Do not create your own version of the logo.



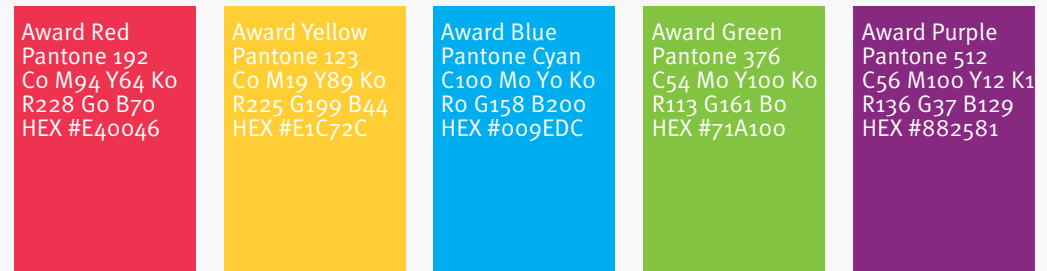
Use of visual identity Colour specifications

If you are working with designers to create materials about the Award in your organisation, please ask them to use this colour palette.

Pantone and CMYK are for print applications and RGB and HEX are for digital and online applications.

We use the full colour palette across our materials where possible. However we also attribute the brand colours to the following specific sections of the Award where appropriate:

Award Red	Service section
Award Yellow	Physical Recreation section
Award Blue	Skills section
Award Green	Adventurous Journey section
Award Purple	Residential Project section

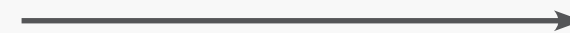


The CMYK and RGB versions of these colours are a visual representation of the metallic ink. They should be used when the option of metallic ink is unavailable.

Metallic foils can be also used for special items for added distinction.



Black
Co Mo Yo K100
R30 G30 B30
HEX #1E1E1E



White
Co Mo Yo Ko
R255 G255 B255
HEX #FFFFFF

Stipulated use Websites

As stated in your licence, the endorsement ('Proud to deliver') logo of The Duke of Edinburgh's International Award must be represented on at least one page on your website (if your organisation has one) and on any printed publications, such as flyers or posters, which advertise the Award or Award-related events.

You may also choose to include the 'Proud to deliver' logo on your letterhead, email signature and other materials. How you fit this logo with your own organisation's logo is up to you.

Opposite and below are good examples.



EL COLEGIO INGLÉS DE VALENCIA

C/ Profesorado Español 1 - Santa Bárbara - Rocafort 46111 - Valencia - España
teléfono +34 963 905 019 - +34 963 160 085 - fax +34 963 634 249
<http://www.cambridgehouse.es> - e-mail info@cambridgehouse.es



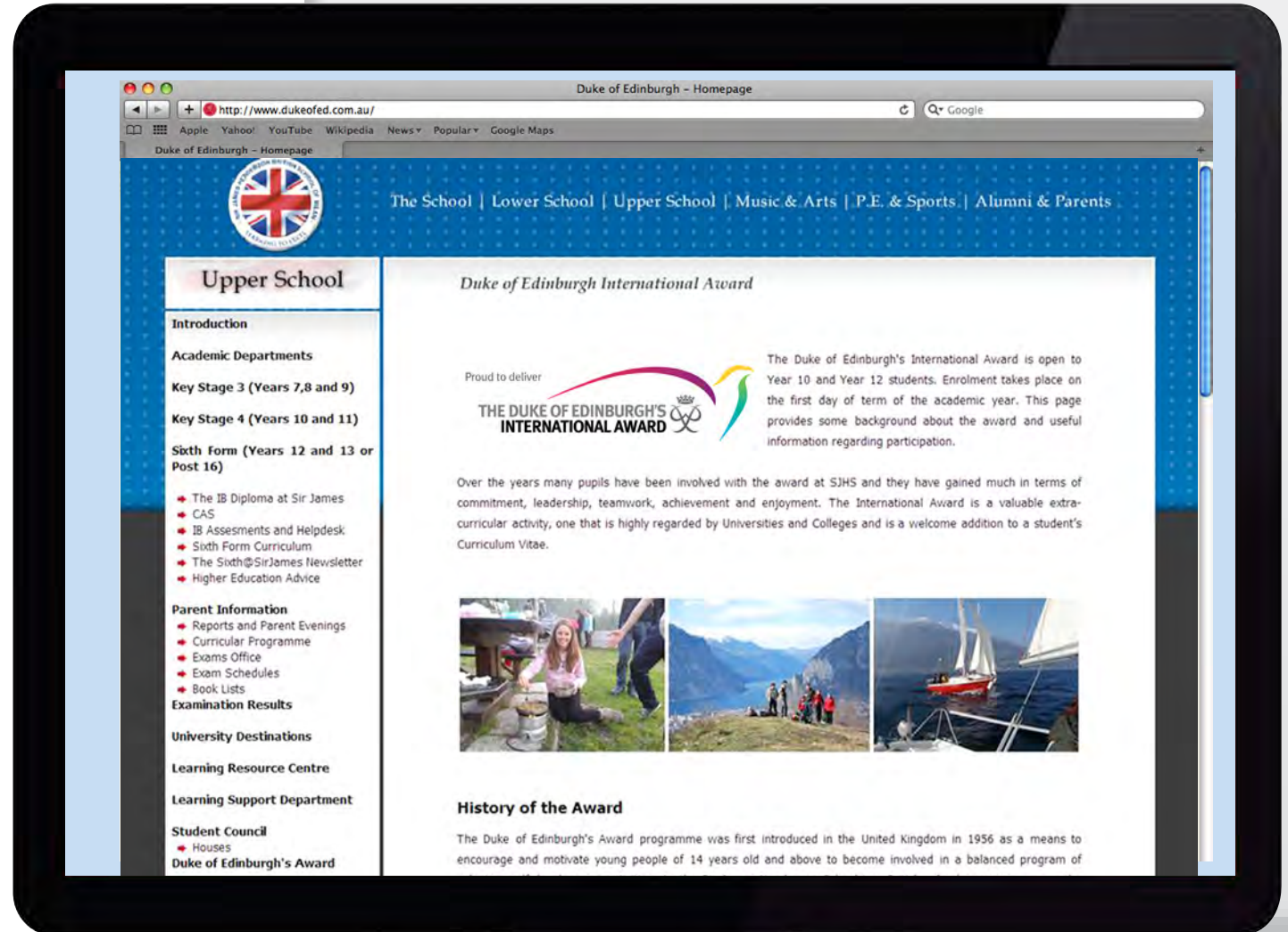
Stipulated use
Suggested web copy

You may wish to use our sample text as the basis for your web page about the Award in your organisation. Feel free to use the content in full or edit it.

You will be supplied with sample web text once you complete the licensing process.

Remember that you must include the 'Proud to deliver' endorsement logo at least at the minimum size specified.

You might also wish to include photographs of young people participating in the Award or activities that your organisation is likely to offer Award participants.



Award materials Award Scheme Limited (ASL)

Once you've completed the licence process for your Independent Award Centre, you can purchase branded operational materials such as the Handbook and Record Book and promotional materials such as leaflets and T-shirts from Award Scheme Limited (ASL).

You can access the ASL catalogue via the [Online Learning Hub \(OLH\)](#).

You cannot produce your own operational materials (see your licence for a full list) but you may produce promotional materials in line with these Brand Guidelines, and also through the Brand Centre (more information overleaf).



The Award Scheme Limited Catalogue and Order Form

The Duke of Edinburgh's International Award for Young People

Welcome to the catalogue of materials from The Duke of Edinburgh's International Award Foundation (the Foundation), available through The Award Scheme Ltd (ASL), our trading arm.

Several of these items, as well as numerous other promotional and operational materials and resources are available to download free of charge from www.intaward.org.



Award materials Brand Centre

Once you have completed the licence process you will be issued with a secure log-in to the Brand Centre.

This is an online tool which The Duke of Edinburgh's International Award Foundation has created to enable Award Operators to tailor Award materials. You can translate text in certain fields if you wish, and print materials either on your own printers or at local professional printing houses.

A range of templates are available including posters, leaflets, pop-up banners and co-branded letterhead paper. More templates will be added over time.



Award materials Merchandise

You may use the logo we have supplied to create your own Award merchandise for your organisation, such as T-shirts and hoodies for participants.

The wording and gradated colour on the logo can be difficult to embroider so you may wish to screen print T-shirts, or use the cropped logo in four or six solid colours if you wish to embroider. [Please contact the Foundation for these logos.](#)

The logos look best on a white background but the cropped logo can be used on a dark or coloured background so long as all elements of the logo can clearly be seen.

We can also supply logos in white if you wish to have a coloured background.

4-colour cropped logo



6-colour cropped logo



Award materials

Use of Award operational materials

The Duke of Edinburgh's International Award Name, Logo and Materials form part of the Foundation's Intellectual Property and must never be reproduced, altered or shared outside of the purpose and terms detailed in your Licence Agreement.

Operational materials required to deliver the Award, such as the Award Leader Handbook, participant Record Books and certificates, must be purchased from Award Scheme Limited. Independent Award Centres are not permitted to produce their own operational materials or to share copies online.

IACs may produce their own promotional materials (such as leaflets, posters and merchandise etc), either by using templates from the Brand Centre or by designing their own adhering to these Brand Guidelines.

You can find more details about Award operational and promotional Materials in your Licence Agreement under Schedule 1.

For further guidance around use of Award Materials, please contact [the Foundation](#).



Contact details

If you have any queries about branding or licensing, please contact the Global Business Team at gbt@intaward.org in the first instance.

You can find out more about the Award where you are, or the Award in general on our website: www.intaward.org

