BRAND ESSENTIALS FOR AWARD CENTRES AND OPERATING PARTNERS

How to talk about the Award
The Duke of Edinburgh’s International Award is a global framework for non-formal education and learning, which challenges young people to dream big, celebrate their achievements and make a difference in their world. Through developing transferable skills, increasing their fitness levels, cultivating a sense of adventure and volunteering in their community, the Award helps young people to find their purpose, passion and place in the world. It operates in more than 130 countries and territories, helping to inspire millions of young people to take control and make their own choices.

How and where to use your Award Logo
The name and ‘Proud to deliver’ logo (available in five languages) must be represented on at least one web page (if you have a website) with a link back to the Foundation’s website: www.intaward.org.
To help grow awareness of the visual identity please also use the logo whenever you talk about the Award, whether this is on your website and/or when you are creating marketing material such as posters or merchandise.

**All sub-licensed partners must use the 'Proud to deliver' logo at all times. Inaccurate use or misuse of the logo would be contrary to your licence.**

For more details, inspiration and tips on how to use the Award brand, including fonts and pantones, please see our full **Brand Guidelines**.

To help create Award branded materials, please visit the **Brand Centre** where you will have access to various items automatically populated with your Award logo.