

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.

LOGO FORMAT	BEST USED FOR
JPG/JPEG	Most commonly used format for image files online as it’s compressed.
PNG	Your logo will appear directly on top of any background without a rectangle around it as the background is transparent.
RGB	This colour model is used for all online and digital purposes.
CMYK	CMYK format is best used for print.

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.

Your Award Brand Essentials

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.

	THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD	THE INTERNATIONAL AWARD FOR YOUNG PEOPLE
	<p>Proud to deliver</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p>	<p>Proud to deliver</p>  <p>THE INTERNATIONAL AWARD FOR YOUNG PEOPLE</p>
	 <p>DO NOT USE THE FOUNDATION LOGO</p>  <p>Proud to deliver</p> <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p>	<p>Proud to deliver</p>  <p>THE INTERNATIONAL AWARD FOR YOUNG PEOPLE</p>
	DO NOT PIXELATE THE LOGO	
	<p>Proud to deliver</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p>	<p>Proud to deliver</p>  <p>THE INTERNATIONAL AWARD FOR YOUNG PEOPLE</p>
	DO NOT CUT THE LOGO	
	<p>Proud to deliver</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p>	<p>Proud to deliver</p>  <p>THE INTERNATIONAL AWARD FOR YOUNG PEOPLE</p>
	MAKE SURE SIZING OF LOGO IS IN LINE WITH GUIDANCE IN FULL BRAND GUIDELINES PACK	

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.