

# YOUR AWARD BRAND ESSENTIALS

## 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.

## Where to use the Logo

You may use the Foundation’s logo on a web page (if you have a website) with a link back to the Foundation’s website: **[www.intaward.org](http://www.intaward.org)**. The Foundation can advise on how this page should look. Please do not use the Foundation’s logo on any materials created by you, the NAO.

# Your Award Brand Essentials

## How to use your NAO logo correctly

To help grow awareness of the visual identity please also use your Award logo whenever you talk about the Award, whether this is on your website and/or when you are creating marketing and operational materials. This logo is not to be used by your Award Centres.



The country name only of this logo can be translated into your own language.



This logo can be translated into your national language.



DO NOT USE THE FOUNDATION LOGO



DO NOT SHRINK OR ENLARGE THE AWARD LOGO

As per Clause 6 in the licence the Foundation grants the NAO a/an non-exclusive/exclusive, royalty-free, licence to use the Name, Logo and Materials of the Award for the duration of this Licence. The NAO acknowledges that the Name, Logo and Materials are owned by the Foundation. The Name, Logo and Materials of the Award must be used in accordance with the Foundation's **Brand Guidelines** and in accordance with your licensed branding route.

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.