WELCOME
For more information please contact brand@intaward.org
CONTENTS

6 - 7
Your Award Brand Essentials

8 - 9
Brand Essentials for your Award Centres and Operating Partners

10 - 11
Who We Are

12 - 13
Our Vision

14 - 15
Our Values

16 - 17
Our Guiding Principles

18 - 19
Our Brand

20 - 21
Our Brand at a Glance

22 - 23
Our Tone of Voice

24 - 25
Our Story in Seconds

26 - 49
Your Visual Identity

50 - 53
Our Ribbon

54 - 57
Our Bar

58 - 65
Our Colours

66 - 73
Our Font

74 - 81
Our Icons

82 - 89
Our Photography

90 - 95
#WORLDREADY

96 - 121
Our Brand in use
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.

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

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.
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.

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.
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.**

---

<table>
<thead>
<tr>
<th>THE DUKE OF EDINBURGH’S INTERNATIONAL AWARD</th>
<th>THE INTERNATIONAL AWARD FOR YOUNG PEOPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Correct Logo Usage]</td>
<td>![Correct Logo Usage]</td>
</tr>
<tr>
<td>![DO NOT USE THE FOUNDATION LOGO]</td>
<td>![DO NOT USE THE FOUNDATION LOGO]</td>
</tr>
<tr>
<td>![DO NOT PIXELATE THE LOGO]</td>
<td>![DO NOT PIXELATE THE LOGO]</td>
</tr>
<tr>
<td>![DO NOT CUT THE LOGO]</td>
<td>![DO NOT CUT THE LOGO]</td>
</tr>
<tr>
<td>![MAKE SURE SIZING OF LOGO IS IN LINE WITH GUIDANCE IN FULL BRAND GUIDELINES PACK]</td>
<td>![MAKE SURE SIZING OF LOGO IS IN LINE WITH GUIDANCE IN FULL BRAND GUIDELINES PACK]</td>
</tr>
</tbody>
</table>

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.
Who We Are
WHO WE ARE

The Duke of Edinburgh's International Award is a global framework for non-formal education and learning, which challenges young people to discover their purpose, passion and place in the world; to be ready for their world - whatever that may be.
OUR VISION

To reach more young people from diverse backgrounds and equip them as individuals to succeed in life.

#WORLDREADY
#WORLDREADY

Our Values
OUR VALUES

We believe in...
Empowering
Being progressive
Being diverse
Being connected
OUR GUIDING PRINCIPLES

Individual
Non-Competitive
Achievable
Voluntary
Developmental
OUR GUIDING PRINCIPLES

Our guiding principles are critical elements of our brand and are essential to anyone responsible for delivering the Award.

Balanced
Progressive
Inspirational
Persistence
Enjoyable
OUR BRAND

Our brand is made up of:
Our visual identity
Colour palette
Tone of voice
Typographic style
Photography

Together, they help create a consistent style and deliver our vision.
OUR BRAND AT A GLANCE

The Award challenges young people to discover their full potential and find their purpose, passion and place in the world.

WHAT WE TALK ABOUT
The importance of non-formal education and learning; being #WORLDREADY

WHAT WE SHOW
Young people gaining transferable and universal skills, discovering their full potential by participating in the Award

HOW WE TALK
Using inspiring language that challenges young people to find their purpose, passion and place in the world

WHAT WE CALL OURSELVES (INFORMALLY)
The Award

WHAT YOU MAY CALL YOURSELVES (INFORMALLY)
Depending on the branding route you have chosen, examples include the Award; DofE; Duke of Ed; IAYP; MEPI
#WORLDREADY

Our Tone of Voice
OUR TONE OF VOICE

'To speak from the heart a little more and the head a little less'

The Award is known in many different ways around the world. And while it’s important to talk about the Award in ways which resonate within our own countries, there are also opportunities for us to create consistency in our global messaging.

We want to help the Award family to explain what we do and how we do it, succinctly and emotively.
OUR STORY IN SECONDS

3: Challenging young people to find their purpose, passion and place in the world.

15: The Duke of Edinburgh’s International Award is a global framework for non-formal education and learning, which challenges young people to discover their potential and find their purpose, passion and place in the world.

30: 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 universal and transferable skills, increasing their fitness levels, cultivating a sense of adventure and volunteering in their community, the Award inspires young people to take control, make their own choices and build their own unique programmes, helping them to find their purpose, passion and place in the world.
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. And it’s not limited by the boundaries of one programme or place. There are more than 1 million young people currently completing their own unique programme, via hundreds of thousands of youth-focused partners and operators, who are in tune with the interests and challenges facing young people today, including schools, youth organisations, examination boards and youth offender institutions.
YOUR MONOLITHIC LOGO

There are a number of variations of the national logo available, in line with a country’s chosen branding route.

On the following pages, you will find use of block colour across both the full and cropped logos.

By creating a range of options, the logo is both flexible and easy to use while maintaining the brand’s core look and feel.
YOUR NATIONAL LOGO /VERSION 1

Use this option if you wish to use the name The Duke of Edinburgh’s International Award.

This logo is one of two options available for a country to use as a monolithic logo at a national level. Those who have chosen the branding route using The Duke of Edinburgh’s International Award, only the tagline and country element of the logo is available for translation. For those who have chosen The International Award for Young People branding route, a suite of fully translated logos is available.
YOUR NATIONAL LOGO
/VERSION 1

Colour Variations
YOUR NATIONAL LOGO
/VERSION 2

Use this option if you wish to use the name The International Award for Young People.

This logo is available for a country to use as a monolithic logo at a national level.
THE INTERNATIONAL AWARD FOR YOUNG PEOPLE

COUNTRY
YOUR NATIONAL LOGO /VERSION 2

Colour Variations
YOUR INTERNATIONAL AWARD CROPPED LOGO
We have cropped versions of The Duke of Edinburgh’s International Award logo that can be used in space restricted instances such as on merchandise and event materials. This logo can also be resized for use on social media and merchandise. Please contact the communications team for further clarification.
YOUR INTERNATIONAL AWARD CROPPED LOGO

Colour Variations
ALUMNI LOGO OPTIONS
ALUMNI LOGO

The Foundation has created a new logo for use by all local alumni groups (LAGs) who have officially signed up to join the Global Award Alumni Network (GAAN). The new logo is derived from the Foundation’s main brand and it is strictly for use by officially-recognised alumni groups.

LAG option

This is the logo for use by LAGs who are official members of the GAAN. The use of this logo is granted by the Foundation through the Letter of Agreement to join the GAAN. Where the LAG is established and managed independently from the NAO/OP, the use of the logo is monitored by the National Award Operator (NAO)/Operating Partner (OP) in the country/region in which the LAG operates. In the instance that there is no NAO in a country where the LAG operates, the Foundation may either monitor the use of the logo directly or nominate an Award Operator to monitor.
Official member of

THE DUKE OF EDINBURGH’S INTERNATIONAL AWARD
ALUMNI NETWORK
OUR LOGO PLACEMENT & LOGO SIZE
**OUR LOGO PLACEMENT & LOGO SIZE**

**Clear Space**

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

![Clear Space Diagram](image)

**Minimum Size**

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo Height (mm)</th>
<th>Top Margin (mm)</th>
<th>Right Hand Margin (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>22</td>
<td>10.5</td>
<td>25</td>
</tr>
<tr>
<td>A4</td>
<td>15.5</td>
<td>8.5</td>
<td>17.5</td>
</tr>
<tr>
<td>A5</td>
<td>11</td>
<td>5.5</td>
<td>12.5</td>
</tr>
<tr>
<td>DL</td>
<td>11</td>
<td>5.5</td>
<td>8.5</td>
</tr>
</tbody>
</table>
OUR LOGO

PLACEMENT OPTIONS

We have a number of preferred positions for our logo that you can choose from when creating documents. Please use the logo only once per page, in your preferred position.
OUR RIBBON
OUR RIBBON

There is one master artwork for the ribbon device. Please use either full colour, black, white or block colour variations of our ribbon.

Be sure to always use the artwork, never try to recreate the ribbon device.
OUR BAR
OUR BAR

There is one master artwork for the bar device. Please use either the full colour or individual brand colours for horizontal and/or vertical use.
OUR AWARD COLOURS

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**
Voluntary Service Section

**AWARD YELLOW**
Physical Recreation Section

**AWARD BLUE**
Skills Section

**AWARD GREEN**
Adventurous Journey Section

**AWARD PURPLE**
Gold Residential Project

Please use colour specifications carefully.
Pantone and CMYK are for print applications. RGB and HEX are for digital and online applications.

GOLD, SILVER AND BRONZE ARE FOR USE ON CERTIFICATES ONLY.
AWARD GOLD
Pantone 872
C20 M30 Y70 K15
R180 G151 B90

AWARD SILVER
Pantone 877
C0 M0 Y0 K40
R167 G169 B172

AWARD BRONZE
Pantone 876
C30 M50 Y85 K0
R186 G135 B72
GOLD RESIDENTIAL PROJECT SECTION

AWARD PURPLE
Pantone 512
C56 M100 Y12 K1
R136 G37 B129
#882581

WHITE
Co Mo Yo Ko
R255 G2550 B255
#FFFFFF

BLACK
Co Mo Yo K100
R30 G30 B30
#1E1E1E
OUR GRADIENT COLOURS

Gradients of the Award colours are available to use and interchangeable with the Award’s block colours as and when appropriate.
OUR FONT
OUR FONT

The Duke of Edinburgh’s International Award has a clean and simple typographic style, as expressed throughout this guide. This style should be used consistently across all formats and applications.

**FF Meta OT Normal and Bold** is our corporate font and should be used for all designed applications.

For all MS Office or digital applications use Calibri.

---

CORPORATE FONT

**FF META OT NORMAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%*();:?

**FF META OT BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%*();:?
SECONDARY FONT

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#!@£%&*();:?  

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#!@£%&*();:?  

PRIMARY DIGITAL FONT

SOURCE SANS PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#!@£%&*();:?  

FF META OT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#!@£%&*();:?
OUR FONT IN USE

Our brand typeface, FF META OT, has two weights that can be used for different typographic elements. Follow the guidelines below to add personality to our typography using dynamic use of scale.

---

**Headings**

FF META OT BOLD

**Boxed Headline**

FF META OT BOLD ITALIC

**Sub-Headings**

FF META OT BOLD

**Body Copy**

FF META OT NORMAL
Use this for titles and headings – for example, on front covers and at the top of pages.

Use this for poster boxed text.

Use this for sub-headings and to highlight words, short phrases and websites.

Use this for body text, introductory paragraphs, pull-out quotes and small print.
OUR FONT IN USE

We’re pleased to share the NEW and improved Brand Centre with you.

The new platform is an upgraded version of your current Brand Centre and therefore shouldn’t feel
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD
OUR ICONS
OUR AWARD ICONS

The Award icons visually represent the different sections of the Award and can be used in publications and online. The icon pack for professional designers is available from the communications team at brand@intaward.org.
OUR SUPPORTING ICONS

The supporting icons visually represent the Award's 10 Guiding Principles and its impacts and outcomes. These can be used in publications and across digital platforms to help demonstrate the value and benefits of the Award.

The icon pack for professional designers is available from the communications team at brand@intaward.org
Guiding Principles

1. Individual
2. Non-competitive
3. Achievable
4. Voluntary
5. Developmental
6. Balanced
7. Progressive
8. Inspirational
9. Persistence
10. Enjoyable

#WORLDREADY www.intaward.org
Award Impacts

1. Improved employability and earning potential
2. Improved physical health and fitness
3. Improved mental health and emotional well-being
4. Increased engagement with charitable and community causes
5. Improved environmental impact
6. Increased social cohesion
7. Reduced offending

The Duke of Edinburgh’s International Award / Brand Guidelines
Award Outcomes

1. Confidence
2. Resilience and determination
3. Relationships and leadership
4. Creativity and adaptability
5. Planning and problem solving
6. Managing feelings
7. Communication
8. Personal and social well-being
9. Civic competence
10. Intercultural competence
OUR PHOTOGRAPHY
OUR PHOTOGRAPHY

Our photography style should be a natural and unstaged representation of young people and adults participating in the Award.

Images should try to capture what the Award aims to achieve: a sense of adventure, a sense of people, and a sense of character and strength.

Our photographs should also reflect our Award values of being empowering, diverse, connected and progressive.

Images should always be provided for print at 300dpi. When capturing new images, consider the format (landscape or portrait) of the image and its end use.

PLEASE ENSURE YOU HAVE OBTAINED APPROPRIATE CONSENT BEFORE TAKING AND/OR USING ANY IMAGES.
Our Photography
Our Photography
Our Photography
BRAND EXTENSION

#WORLDREADY
OUR

#WORLDREADY LOGO

#WORLDREADY is a brand extension of the Award’s overall brand.

Its purpose is to help champion and promote the concept of non-formal education and learning. While it must never be used in place of the Award brand, it can be used alongside it, as appropriate.
WE ARE #WORLDREADY
OUR BRAND
IN USE
OUR BRAND IN USE

Merchandise is a great opportunity to show the visual identity of the Award brand and the #WORLDREADY brand in everyday use. You can use these templates or create your own.

Contact the communications team for more information at brand@intaward.org
SOCIAL MEDIA

Social media platforms such as Facebook, Twitter, YouTube and Instagram allow the Award family to engage with stakeholders including existing and potential volunteers, supporters and participants, in an interactive and conversational way.

These channels can be useful to build discussion about the Award and the importance of non-formal education and learning, alongside providing highly visual content of real-time updates on Award activity around the world.

NAOs are welcome to use a tone of voice that speaks to your individual audiences, including the use of emojis and hashtags as appropriate, but as one Award family, we all use language and content that aligns with the Award’s Guiding Principles.
Letterhead and document

The Duke of Edinburgh’s International Award Foundation
Award House
7–11 St Matthew Street
London SW1P 2JT
United Kingdom

T +44 (0)20 7222 4242
F +44 (0)20 7222 4141
info@intaward.org
www.intaward.org

Compliment Slip

The Duke of Edinburgh’s International Award Foundation
Award House
7–11 St Matthew Street
London SW1P 2JT
United Kingdom

T +44 (0)20 7222 4242
F +44 (0)20 7222 4141
info@intaward.org
www.intaward.org

Business Cards

The Duke of Edinburgh’s International Award Foundation
Award House
7–11 St Matthew Street
London SW1P 2JT
United Kingdom

T +44 (0)20 7222 4242
F +44 (0)20 7222 4141
info@intaward.org
www.intaward.org
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

intaward.org
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

We also have a plain version of the poster that includes an editable web address field and can be used to help raise brand awareness of the Award at events.
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

For more information

intaward.org
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

If you would like to add contact details onto the Award poster to encourage people to sign-up, then please use the version of the poster displayed here.
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

IN THIS EVER-CHANGING ENVIRONMENT, HOW DO YOUNG PEOPLE REALLY PREPARE THEMSELVES FOR THEIR FUTURE?
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

Twitter and Facebook
Pull-Up Banners

#WORLDREADY

PURPOSE

INTAWARD.ORG

PASSION

INTAWARD.ORG

PLACE

INTAWARD.ORG
Feather Banner

THE DUKE OF EDINBURGH’S INTERNATIONAL AWARD

www.intaward.org #WORLDREADY

Our Brand in Use /113
Award Pins

Tote Bag
Promotional Pens

Notebook
WE ARE
#WORLDREADY

YOUR AWARD.
YOUR CHALLENGE.
BE #WORLDREADY.
WORLDREADY.ORG
We have created a selection of #WORLDREADY posters for you. These can be printed at either A4 or A3 size but we think the bigger, the better. These should be printed full colour.
WE ARE

#WORLDREADY

YOUR AWARD.
YOUR CHALLENGE.
BE #WORLDREADY.
WORLDREADY.ORG
We have created a version for black and white printers, the black and white version should be printed on paper closely matching our brand colours.
Triangle Bunting

Drawstring Bag
Selfie Props

I AM #WORLDREADY

I AM #WORLDREADY

WE ARE #WORLDREADY

WE ARE #WORLDREADY

BE #WORLDREADY

Pin Badge

#WORLDREADY

Actual Sizes TO BE: 210 x 170mm

Printed Pantone 123

Printed Pantone Process Cyan

Printed Pantone 192

Printed Pantone 376

Printed Pantone 512