

# The Duke of Edinburgh's International Award

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## **BRAND GUIDELINES**

- NAO Endorsement Branding Route



# WELCOME







For more information please  
contact [brand@intaward.org](mailto:brand@intaward.org)



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# 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 Foundation 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

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.

	<p>Proud to deliver</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p> <p>Proud to be</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p> <p>in Country</p>  <p>NAOs are welcome to also use the cropped bird with your country name underneath, however the Foundation won't be supplying these, so they will need to be created locally.</p>
	<p>Proud to deliver</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p> <p>Proud to be</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD</p>  <p>THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD COUNTRY</p> <p><b>DO NOT USE THE FOUNDATION LOGO</b></p> <p><b>MAKE SURE SIZING OF LOGO IS IN LINE WITH GUIDANCE IN FULL BRAND GUIDELINES PACK</b></p> <p><b>DO NOT USE ANY OTHER NAOs' LOGOS</b></p>

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.



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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](http://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.**

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

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

# #WORLD READY

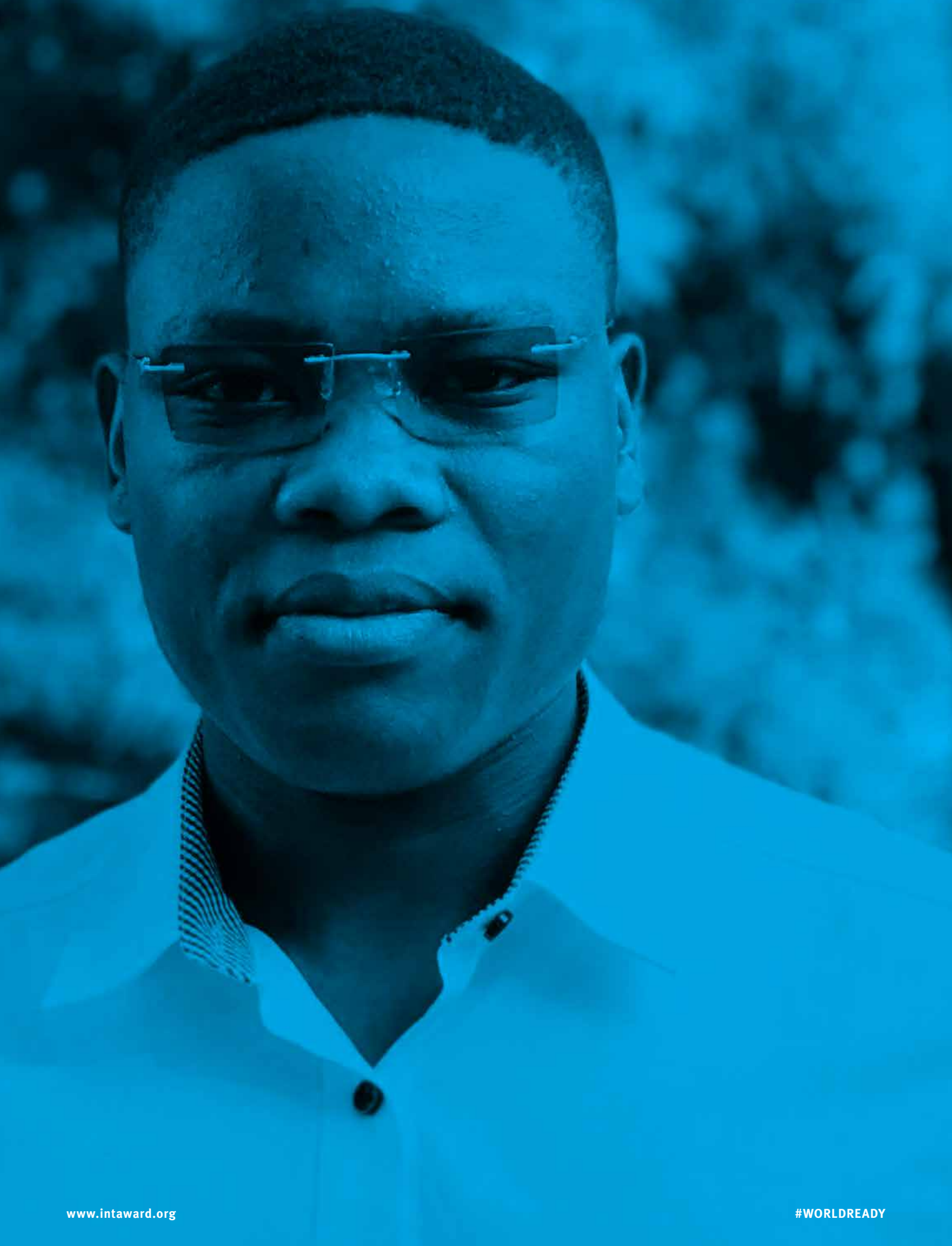
The Duke of Edinburgh's International Award is a global framework for non-formal education and learning, which challenges young people to discover their purpose, passion and place in the world; to be ready for their world - whatever that may be.



# OUR VISION

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

**#WORLDREADY**







# OUR VALUES

***We believe in...***

*Empowering*

*Being progressive*

*Being diverse*

*Being connected*



# OUR GUIDING PRINCIPLES



*Individual*



*Non-Competitive*



*Achievable*



*Voluntary*



*Developmental*





*Balanced*



*Progressive*



*Inspirational*



*Persistence*



*Enjoyable*



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





# 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







# 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.

60:

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 ENDORSEMENT 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 ENDORSEMENT LOGO

## Our National Endorsement Logo

Proud to deliver



**The following logo is available if you wish to retain your national identity and use the international brand alongside your own identity.**

These logos are endorsement options available for use at a national level.

Proud to deliver



Proud to deliver



## Our National Endorsement Logo

Proud to be



**The following logo is available if you wish to retain your national identity and use the international brand alongside your own identity.**

These logos are endorsement options available for use at a national level.

Proud to be



Proud to be





# YOUR INTERNATIONAL AWARD CROPPED LOGO





# YOUR INTERNATIONAL AWARD CROPPED LOGO

## Our Cropped Logo & Colour Variations



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

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# 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

---

Official member of

**THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD**  
ALUMNI NETWORK



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



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.



## Minimum Size

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

Format	Logo Height (mm)	Top Margin (mm)	Right Hand Margin (mm)
A3	22	10.5	25
A4	15.5	8.5	17.5
A5	11	5.5	12.5
DL	11	5.5	8.5

# 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.**



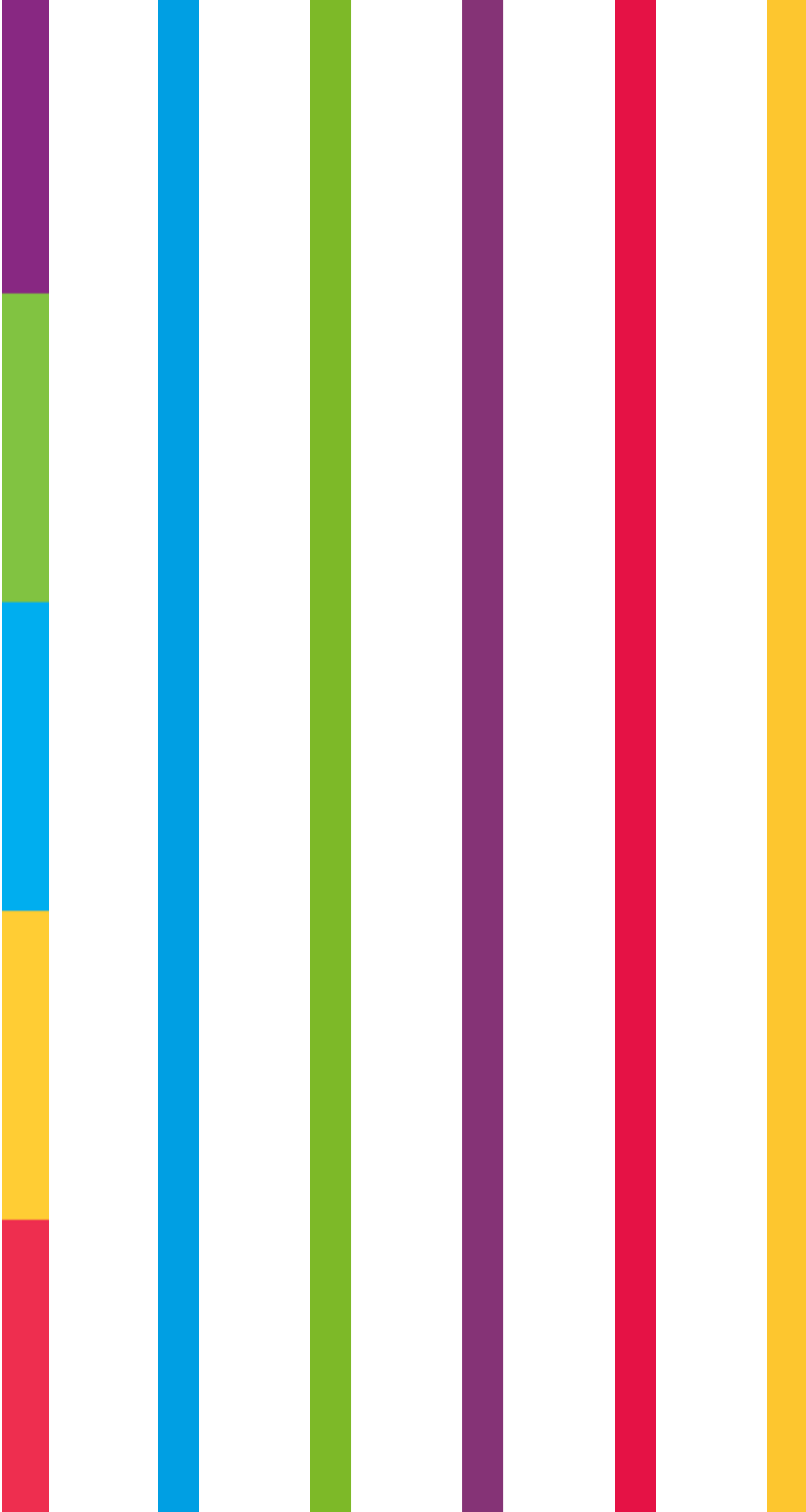


# OUR BAR



# 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 COLOURS



# 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

Co Mo Yo K40

R167 G169 B172

**AWARD BRONZE**

Pantone 876

C30 M50 Y85 K0

R186 G135 B72







## VOLUNTARY SERVICE SECTION

### AWARD RED

Pantone 192  
Co M94 Y64 Ko  
R228 Go B70  
#E40046

75%

50%

25%



## PHYSICAL RECREATION SECTION

### AWARD YELLOW

Pantone 123  
Co M19 Y89 Ko  
R255 G199 B44  
#E1C72C

75%

50%

25%



## ADVENTUROUS JOURNEY SECTION

### AWARD GREEN

Pantone 376  
C54 Mo Y100 Ko  
R113 G161 Bo  
#71A100

75%

50%

25%



## SKILLS SECTION

### AWARD BLUE

Pantone Cyan  
C100 Mo Yo Ko  
Ro G158 B200  
#009EDC

75%

50%

25%



## GOLD RESIDENTIAL PROJECT SECTION

### AWARD PURPLE

Pantone 512  
C56 M100 Y12 K1  
R136 G37 B129  
#882581

75%

50%

25%

### BLACK

Co Mo Yo K100  
R30 G30 B30  
#1E1E1E

70%

80%

90%

TEXT  
COLOUR

60%

50%

40%

10%

20%

30%

### WHITE

Co Mo Yo Ko  
R255 G255 B255  
#FFFFFF

# OUR GRADIENT COLOURS

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

**AWARD GREEN**

Pantone 376  
C54 Mo Y100 Ko  
R113 G161 Bo  
#71A100

VERTICAL GRADIENT

**AWARD BLUE**

Pantone Cyan  
C100 Mo Yo Ko  
Ro G158 B200  
#009EDC

**AWARD RED**

Pantone 192  
Co M94 Y64 Ko  
R228 Go B70  
#E40046

**AWARD PURPLE**

Pantone 512  
C56 M100 Y12 K1  
R136 G37 B129  
#882581

HORIZONTAL GRADIENT



# 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # ! @ £ % & \* ( ) ; : ?

### CALIBRI BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # ! @ £ % & \* ( ) ; : ?

## PRIMARY DIGITAL FONT

---

### SOURCE SANS PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # ! @ £ % & \* ( ) ; : ?

### FF META OT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 # ! @ £ % & \* ( ) ; : ?

# 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

Subject line - Your new and improved Brand Centre is here!



## #WORLD READY



***YOUR NEW AND IMPROVED  
BRAND CENTRE IS HERE!***

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](mailto:brand@intaward.org)**.



## VOLUNTARY SERVICE SECTION



## PHYSICAL RECREATION SECTION





## SKILLS SECTION



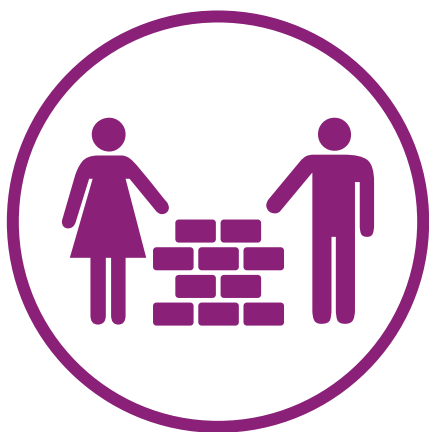
/71



## ADVENTUROUS JOURNEY SECTION



## GOLD RESIDENTIAL PROJECT SECTION



# 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](mailto:brand@intaward.org)**

## Guiding Principles

1



Individual

2



Non-competitive

3



Achievable

4



Voluntary

5



Developmental



Balanced

6



Progressive

7



Inspirational

8



Persistence

9



Enjoyable

10

## Award Impacts

1



Improved employability  
and earning potential



5

Improved environmental  
impact

2



Improved physical  
health and fitness



6

Increased social  
cohesion

3



Improved mental health  
and emotional well-being



7

Reduced offending

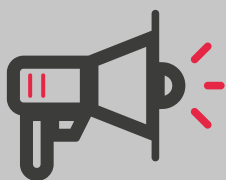
4



Increased engagement with  
charitable and community causes

## 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.

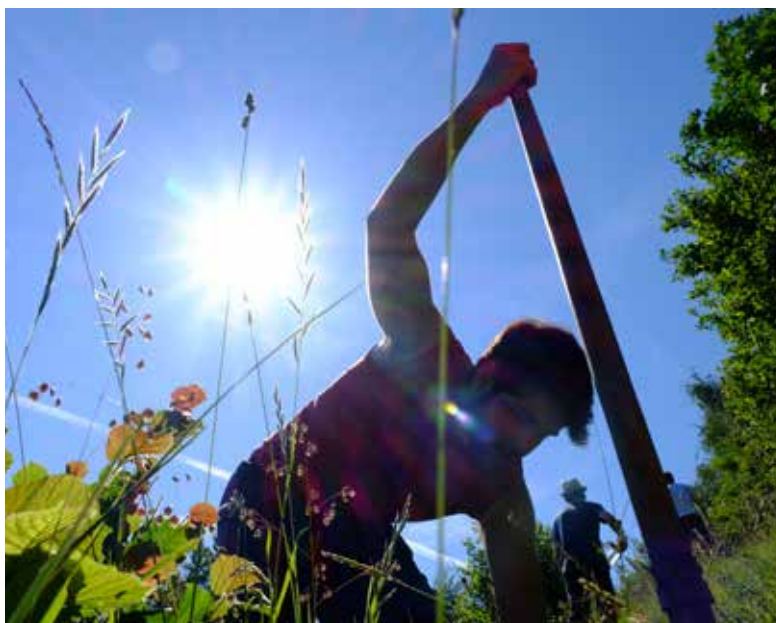
**PLEASE ENSURE  
YOU HAVE OBTAINED  
APPROPRIATE  
CONSENT BEFORE  
TAKING AND/OR  
USING ANY IMAGES.**





















# BRAND EXTENSION

# **#WORLD READY**





# 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.

**#WORLD  
READY**

**#WORLD  
READY**





**WE ARE  
#WORLD  
#READY**

*WE ARE*  
**#WORLD  
#READY**

I AM  
**#WORLD  
READY**



# 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](mailto:brand@intaward.org)**







# SOCIAL MEDIA

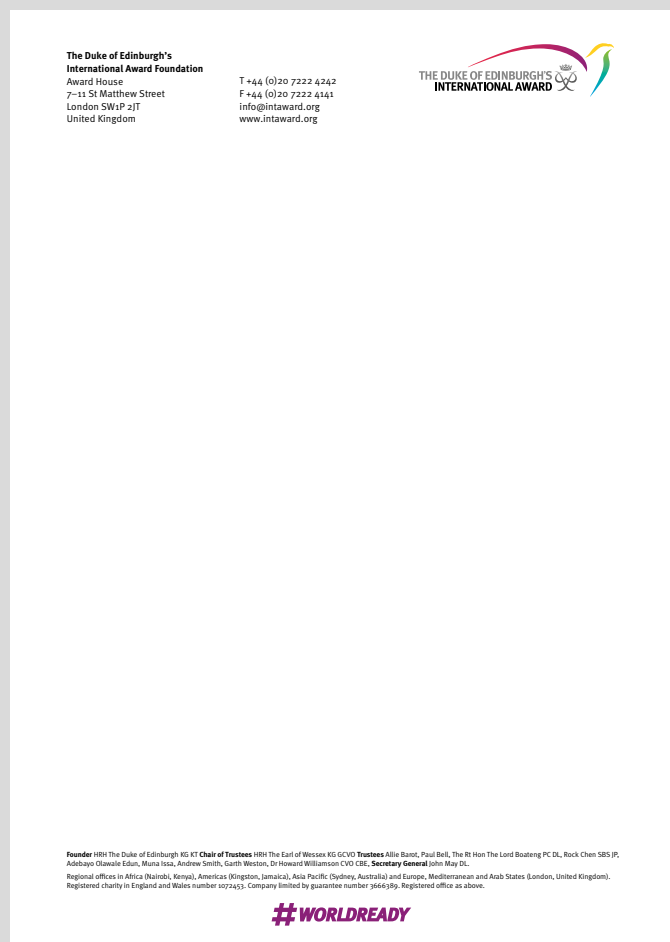
Social media platforms such as Facebook, Twitter, YouTube and Instagram allow the Award family to engage with stakeholders including existing and potential volunteers, supporters and participants, in an interactive and conversational way.

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.

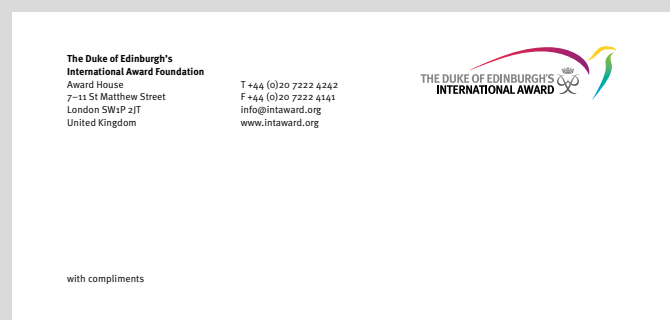
NAOs are welcome to use a tone of voice that speaks to your individual audiences, including the use of emojis and hashtags as appropriate, but as one Award family, we all use language and content that aligns with the Award's Guiding Principles.



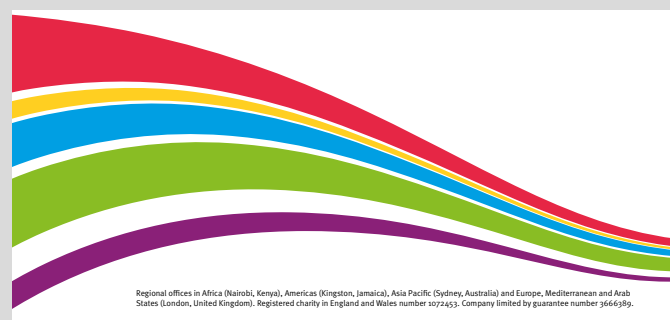
## Letterhead and document



## Compliment Slip



## Business Cards





intaward.org

# *HELPING YOUNG PEOPLE BE WORLD READY*

**THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD FOUNDATION**  
ANNUAL REPORT AND FINANCIAL STATEMENTS

Company number 3666389 Charity number 1072453





Poster

intaward.org

***FIND YOUR PURPOSE,  
PASSION & PLACE  
IN THE WORLD***

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD 

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.

'Sign Up' Poster

intaward.org

***FIND YOUR PURPOSE,  
PASSION & PLACE  
IN THE WORLD***

For more information

.....  
.....  
.....





intaward.org

**FIND YOUR PURPOSE,  
PASSION & PLACE  
IN THE WORLD**

For more information

.....  
.....  
.....



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.

To Train →

intaward.org

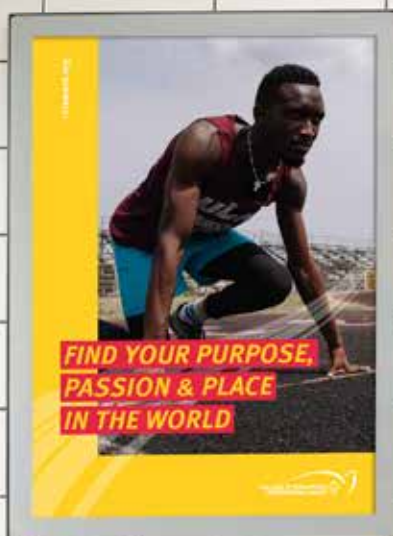


**FIND YOUR PURPOSE,  
PASSION & PLACE  
IN THE WORLD**

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD



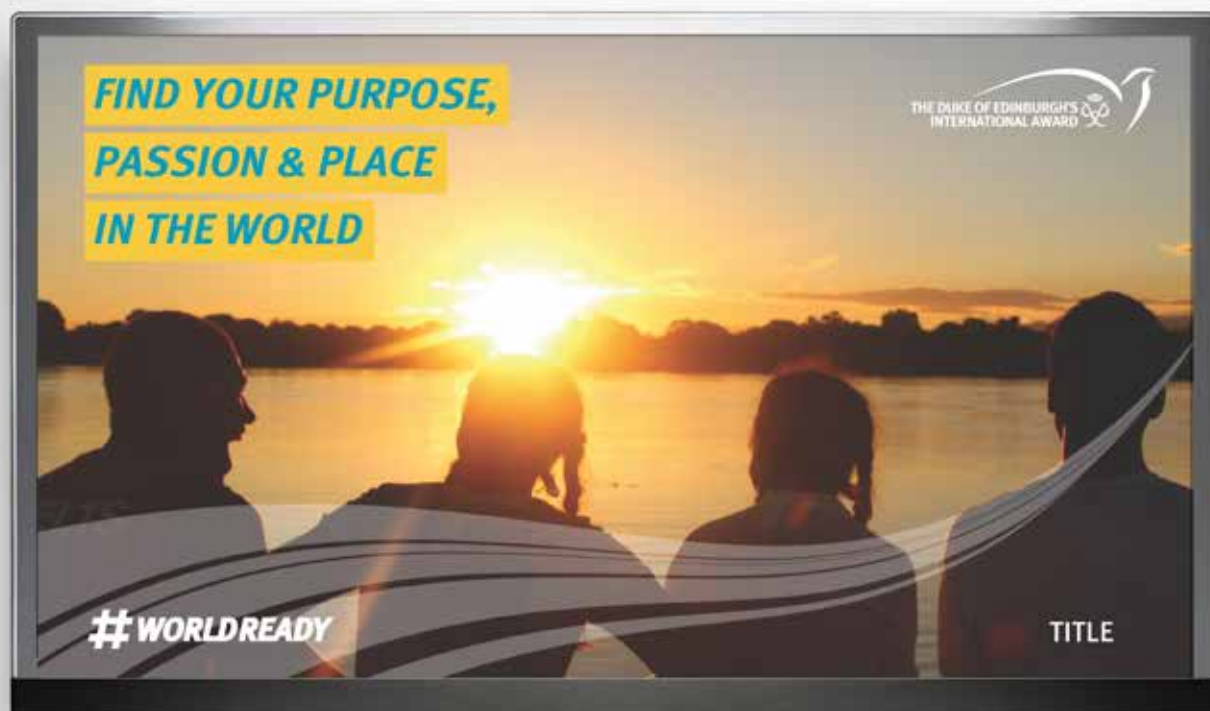




Powerpoint Slides







Twitter and Facebook



Pull-Up Banners



Feather Banner





Award Pins

---



Tote Bag

---



Promotional Pens

---



Note Book

---



'#WORLDREADY' Poster



# WE ARE #WORLD READY

**YOUR AWARD.  
YOUR CHALLENGE.  
BE #WORLDREADY.  
WORLDREADY.ORG**

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD 





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.

'#WORLDREADY' black & white poster



**YOUR AWARD.  
YOUR CHALLENGE.  
BE #WORLDREADY.  
WORLDREADY.ORG**





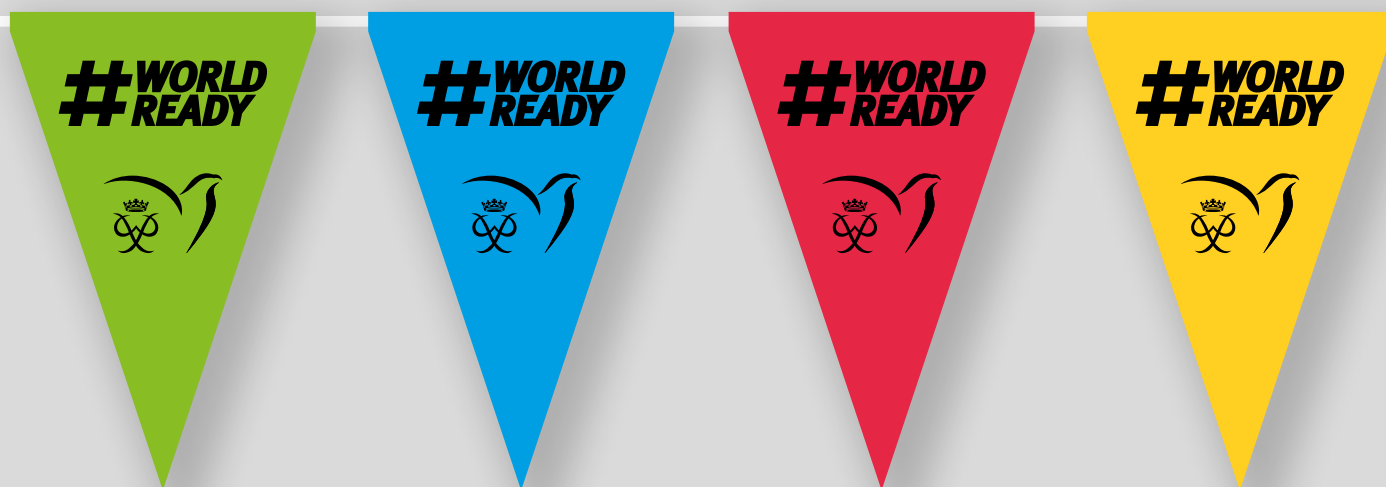


**YOUR AWARD.  
YOUR CHALLENGE.  
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We have created a version for black and white printers, the black and white version should be printed on paper closely matching our brand colours.

Triangle Bunting



Drawstring Bag



Selfie Props

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Pin Badge

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