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 purposes.
CMYK	CMYK format is best used for print.

Where to use the Logo

The 'Proud to Deliver' logo (available in five languages) **must** be represented on at least one web page (if your Operating Partner has a website) with a link back to the Foundation's website: **www.intaward.org.**

How to use the Logo correctly

To help grow the awareness of the visual identity of the Award brand please use the logos whenever you mention about the Award, whether this is on your website and/or when you are creating marketing material.

Inaccurate use or misuse of the logo would be in breach of the Operating Partner **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.