

# The Duke of Edinburgh's International Award

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## **BRAND GUIDELINES**

- Independent Award Centres





# WELCOME





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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 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 IAC has a website) with a link back to the Foundation's website: **[www.intaward.org](http://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 IAC licence.**

	<p>Proud to deliver</p> 
	<p>DO NOT USE THE FOUNDATION LOGO</p>  <p>MAKE SURE SIZING OF LOGO IS IN LINE WITH GUIDANCE IN FULL BRAND GUIDELINES PACK</p> 

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 VISUAL IDENTITY



# YOUR INDEPENDENT AWARD CENTRE LOGO

Your Independent Award Centre Logo

Proud to deliver



Proud to deliver



Proud to deliver





# 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 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.



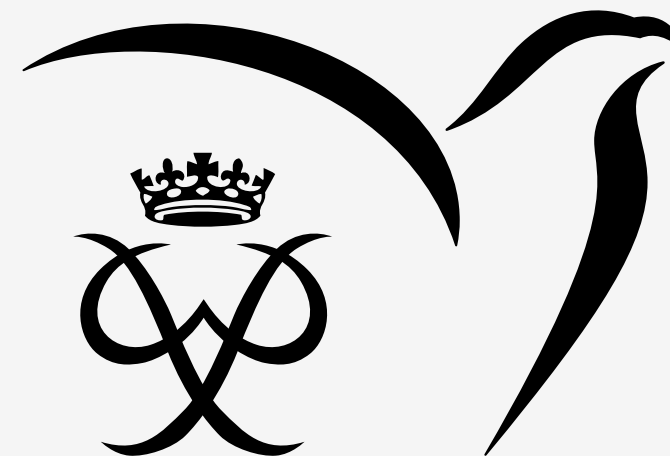


# YOUR AWARD CROPPED LOGO FOR SOCIAL MEDIA AND MERCHANDISE

The Award Cropped logo for social media and merchandise



If you would like to use the cropped version of the Award logo for social media and merchandise, please contact the Communications team at **[brand@intaward.org](mailto:brand@intaward.org)**





# YOUR AWARD CROPPED LOGO FOR SOCIAL MEDIA AND MERCHANDISE

Colour Variations





# 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





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%



GOLD RESIDENTIAL  
PROJECT SECTION

AWARD PURPLE

Pantone 512  
C56 M100 Y12 K1  
R136 G37 B129  
#882581

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%

WHITE

Co Mo Yo Ko  
R255 G255 B255  
#FFFFFF

70%

80%

90%

TEXT  
COLOUR

60%

50%

40%

10%

20%

30%



# 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.

Please use colour specifications carefully.

Pantone and CMYK are for print applications. RGB and HEX are for digital and online applications.



**AWARD RED**  
VOLUNTARY SERVICE



**AWARD YELLOW**  
PHYSICAL RECREATION



**AWARD BLUE**  
SKILLS



**AWARD GREEN**  
ADVENTUROUS JOURNEY



**AWARD PURPLE**  
GOLD RESIDENTIAL PROJECT

# 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**

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

Highlighted  
Headline

***FF META OT  
BOLD ITALIC***

Use this for poster highlighted copy.

Sub-Headings

**FF META OT BOLD**

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

Body Copy

FF META OT NORMAL

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**.



## VOLUNTARY SERVICE SECTION



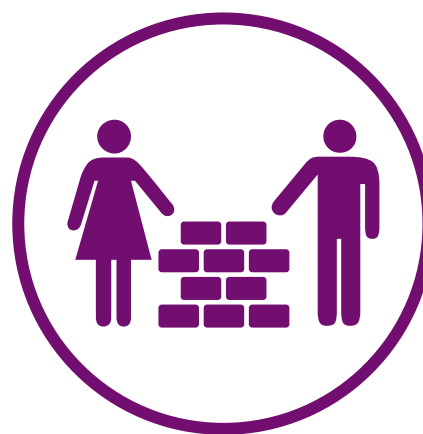
## ADVENTUROUS JOURNEY SECTION



## PHYSICAL RECREATION 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



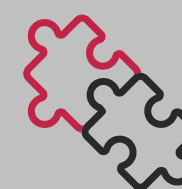
Progressive

7



Inspirational

8



Persistence

9



Enjoyable

10



## Award Impacts

1



Improved employability  
and earning potential

2



Improved physical  
health and fitness

3



Improved mental health  
and emotional well-being

4



Increased engagement with  
charitable and community causes



Improved environmental  
impact

5



Increased social  
cohesion

6

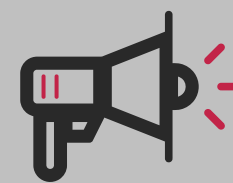


Reduced offending

7

## Award Outcomes

1



Confidence

2



Resilience and  
determination

3



Relationships  
and leadership

4



Creativity and  
adaptability

5



Planning and  
problem solving



Managing feelings

6



Communication

7



Personal and  
social well-being

8



Civic competence

9



Intercultural  
competence

10



# 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.

The logo consists of a large, bold, black hashtag symbol followed by the words "WORLD" and "READY" stacked vertically in a bold, sans-serif font.The logo consists of a large, bold, white hashtag symbol followed by the words "WORLD" and "READY" stacked vertically in a bold, sans-serif font.





WE ARE  
**#WORLD  
READY**

I AM  
**#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)



Annual Report

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





# 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.

IACs 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.





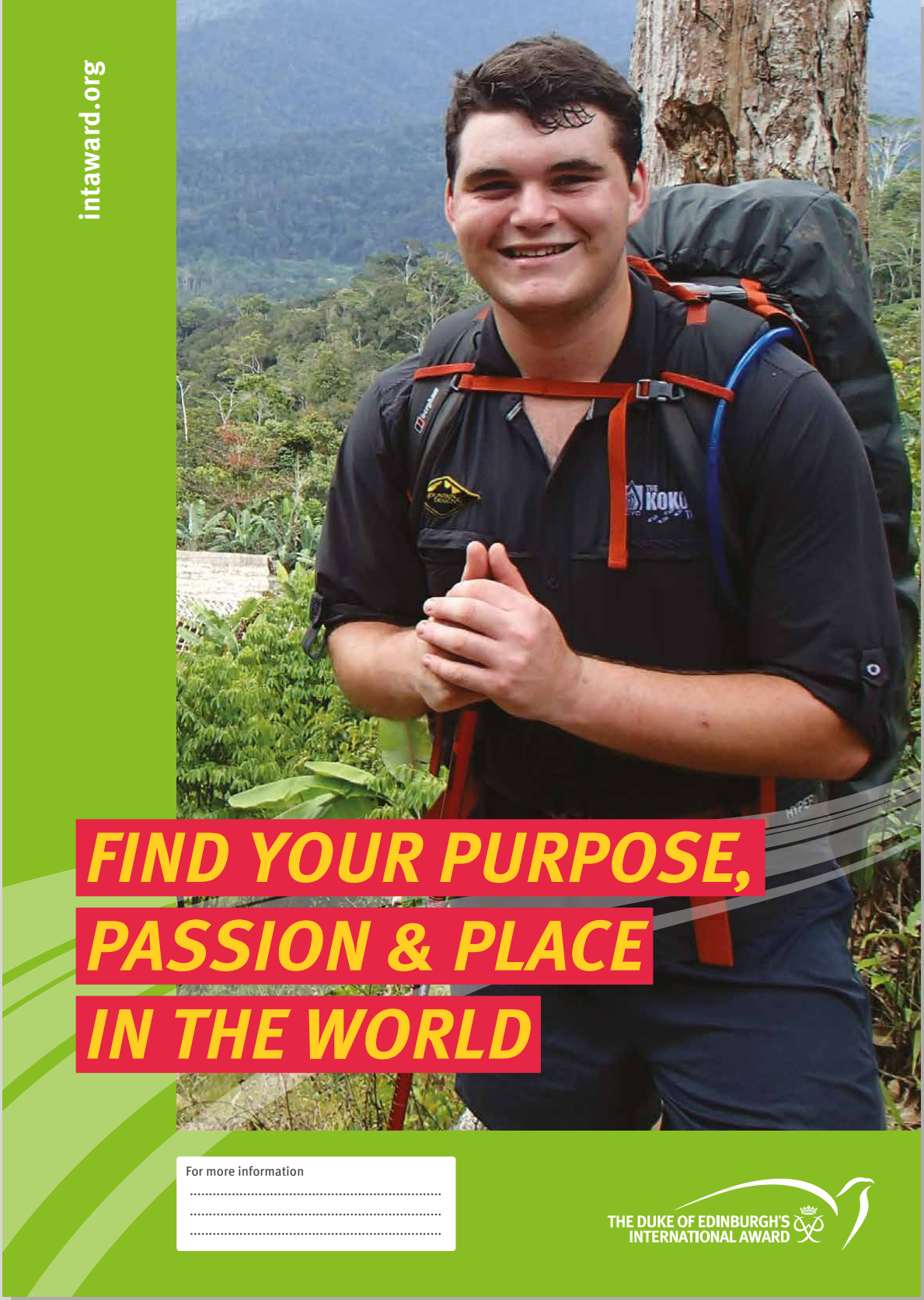
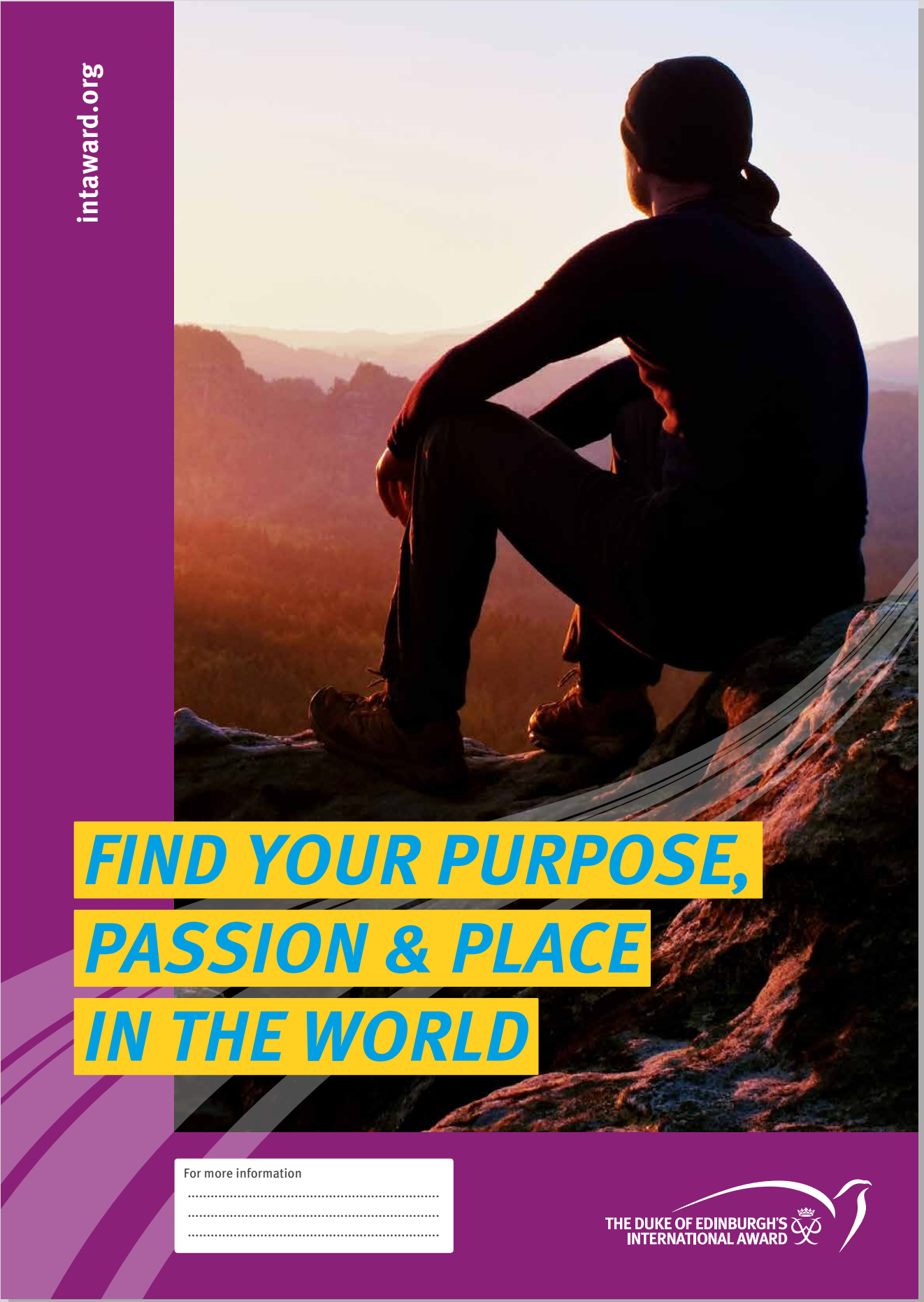
Poster



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.

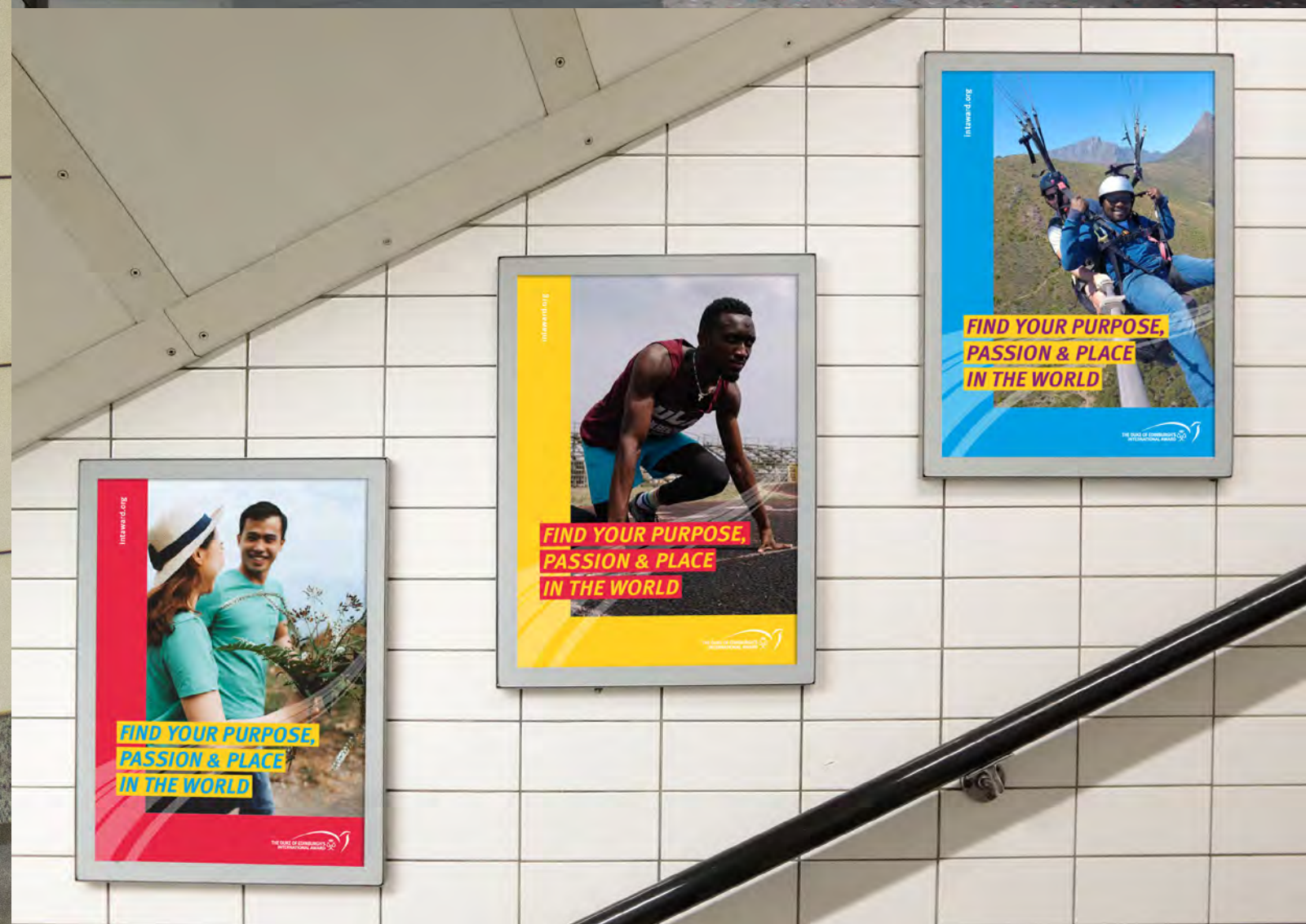


'Sign Up' Poster



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.







Powerpoint Slides



Twitter and Facebook





Pull-Up Banners



Feather Banner





Award Pins



Tote Bag



Promotional Pens



Notebook





'#WORLDREADY' Poster



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.



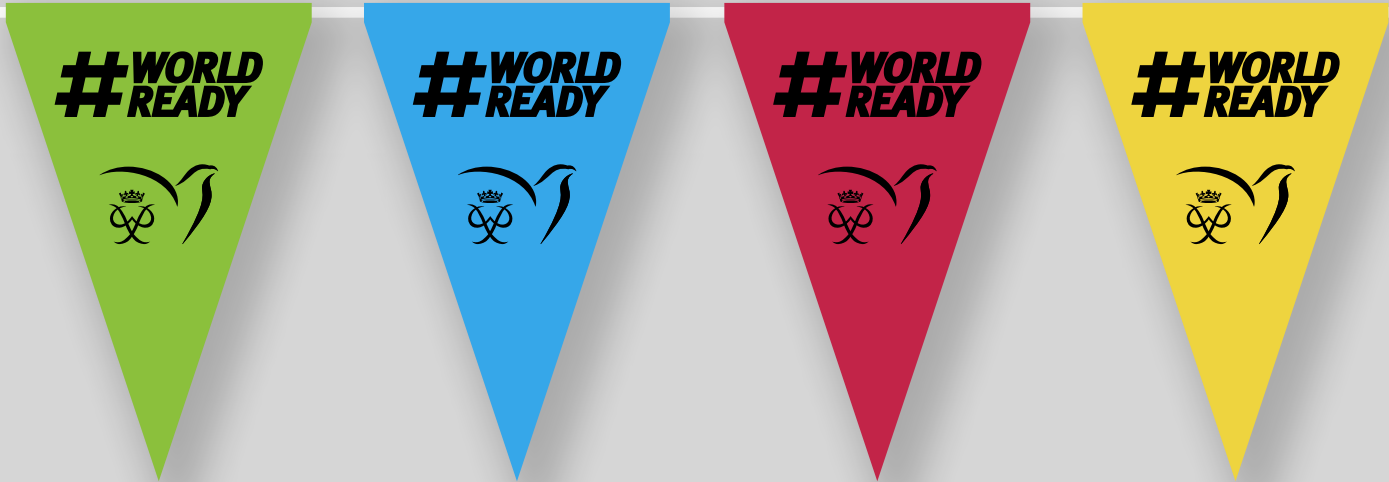
'#WORLDREADY' black & white poster



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



Pin Badge











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London SW1P 2JT United Kingdom

[Info@intaward.org](mailto:Info@intaward.org) [www.intaward.org](http://www.intaward.org)

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Company limited by guarantee number 3666389