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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.

### Who can use the Logo
These Brand Guidelines cover the use of the Award logo for an Operating Partner as per Schedule 1 of the OP’s licence agreement; and an OP’s network of sub-licensees listed in Schedule 3 of the OP’s licence.

### 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 OP or OP sub-licensee 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 by the OP or OP sub-licensee would be in breach of the OP 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.
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
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 OP LOGO AND SUB-LICENSEE LOGO

Note: the Logo and guidelines for an OP and for an OP’s sub-licensee are identical.
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.

<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 & Logo Size

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
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
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
- **Award Yellow**: Physical Recreation
- **Award Blue**: Skills
- **Award Green**: Adventurous Journey
- **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.
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#!@£%&*();:?
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.

<table>
<thead>
<tr>
<th>Headings</th>
<th>FF META OT BOLD</th>
<th>Use this for titles and headings – for example, on front covers and at the top of pages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlighted Headline</td>
<td>FF META OT BOLD ITALIC</td>
<td>Use this for poster highlighted copy.</td>
</tr>
<tr>
<td>Sub-Headings</td>
<td>FF META OT BOLD</td>
<td>Use this for sub-headings and to highlight words, short phrases and websites.</td>
</tr>
<tr>
<td>Body Copy</td>
<td>FF META OT NORMAL</td>
<td>Use this for body text, introductory paragraphs, pull-out quotes and small print.</td>
</tr>
</tbody>
</table>
FIND YOUR PURPOSE, PASSION & PLACE IN THE WORLD

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
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
### 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

### 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
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

I AM #WORLDREADY

WE ARE #WORLDREADY

I AM #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 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.

OPs 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.
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.
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

IN THIS EVER-CHANGING ENVIRONMENT, HOW DO YOUNG PEOPLE REALLY PREPARE THEMSELVES FOR THEIR FUTURE?
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 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

Selfie Props

Drawstring Bag

Pin Badge

#WORLDREADY

I AM #WORLDREADY

WE ARE #WORLDREADY

BE #WORLDREADY

#WORLDREADY

Our Brand in Use