

BRAND ESSENTIALS

NATIONAL AWARD OPERATOR ENDORSEMENT

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.

Where to use the Logo

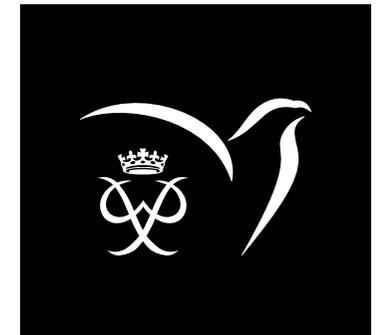
The 'Proud to deliver' logo (available in five languages) must be represented on at least one web page (if your NAO has a website) with a link back to the Foundation's website: www.intaward.org.

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.



The Award Cropped logo for social media and merchandise

You are now able to use the Cropped Bird logo in any colour, across all marketing and promotional materials. For more information please contact the Communications team at brand@intaward.org



Colour variations



OUR COLOURS

Please use colour specifications carefully.

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

The Award Teal has now been incorporated into our Award colour palette.
It works particularly well with our Blue, Yellow or White.



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.

Please note: FF Meta OT is our primary font. However, as it is a paid for font, you are welcome to use our secondary font, Calibri, in all instances instead, if needed.

PRIMARY FONT

FF META OT NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FF META OT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz