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 Operating Partner has a website) with a link back to the Foundation’s website: www.intaward.org.

<table>
<thead>
<tr>
<th>Logo Format</th>
<th>Best used For</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG/JPEG</td>
<td>Most commonly used format for image files online as it’s compressed.</td>
</tr>
<tr>
<td>PNG</td>
<td>Your logo will appear directly on top of any background without a rectangle around it as the background is transparent.</td>
</tr>
<tr>
<td>RGB</td>
<td>This colour model is used for all online purposes.</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK format is best used for print.</td>
</tr>
</tbody>
</table>

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.
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.

AWARD RED
Pantone 192
C0 M94 Y64 K0
R228 G0 B70
#E40046

AWARD YELLOW
Pantone 123
C0 M19 Y87 K0
R255 G207 B33
#FFCF21

AWARD PURPLE
Pantone 512
C56 M100 Y12 K1
R136 G37 B129
#882581

AWARD GREEN
Pantone 376
C54 M0 Y100 K0
R113 G161 B0
#71A100

AWARD BLUE
Pantone Cyan
C100 M0 Y0 K0
R0 G158 B200
#009EDC

AWARD TEAL
Pantone 547 C
C100 M11 Y20 K82
R0 G49 B60
#00313C

WHITE
C0 M0 Y0 K0
R255 G2550 B255
#FFFFFF

BLACK
C0 M0 Y100 K100
R30 G30 B30
#1E1E1E

THE DUKES 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
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FF META OT BOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

CALIBRI REGULAR
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefg hi jklmnopqrstuvwxyz

CALIBRI BOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghi jklmnopqrstuvwxyz