

The Duke of Edinburgh's International Award Brand Guidelines – version 7

These guidelines have been created to introduce our National Award Operators, partners, staff and agencies to our brand identity, brand positioning and communications style.



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List of major changes

Below is a list of changes that we have made in this edition of the Brand Guidelines:

- New guidance on use of 'DofE'
- New guidance on use of Award operational materials
- Contact details updated for Communications team

Our brand

The evolution of our brand provides us with the opportunity to take a fresh look at how our vision and brand platform are brought to life. Our brand identity was refreshed in 2012 to help us be more single-minded and consistent in our delivery.



Our brand

Introducing our vision and brand platform

We have defined a clear and single-minded articulation of what we stand for. This is captured in our vision and in the elements within our brand platform.

All Award Operators should reflect this approach in the way they describe and position The Duke of Edinburgh's International Award in their local market.

In 2015 The Duke of Edinburgh's International Award Foundation (the Foundation) developed a new set of key messages for different audience groups, helping to express our distinct brand personality, tone and values. You can obtain these from your regional office.

Our vision

To reach more young people from diverse backgrounds and equip them as individuals to succeed in life.

Brand platform

Essence

Equipping for life.

Values

Empowering, diverse, connected, progressive.

Personality

The leading youth achievement award for young people that brings together practical experiences and life skills to create committed citizens of the world.

Tone of voice

Inspirational, inclusive, internationally minded, contemporary.

Our brand **Implications of our brand platform**

The elements in our brand platform make up our story and define the values that we look to evoke in our everyday actions and messaging.

Our story – Equipping for life

The Duke of Edinburgh's International Award is the world's leading youth achievement award, equipping young people for life.

Our values

We believe in empowering individuals to take control of their lives and become positive contributors in their communities... volunteers to become coordinators and leaders... and organisations and agencies to become operational and delivery partners.

We believe in being diverse, ensuring the Award is available to all young people... is managed fairly and impartially in all respects... and that each participant has a completely free and wide choice in the selection of options.

We believe in being progressive, requiring individual improvement through persistence and achievement to gain an Award... greater commitment and levels of achievement to gain Bronze then Silver and ultimately Gold... inspiration from our leaders to push the boundaries of possibility in terms of activities and operation.

We believe in being connected with young people; their individual interests, passions, aspirations and ideas... adults (volunteers, operators, partners, parents, employers, donors); their needs, expectations and desired outcomes... the worldwide Award family; sharing, developing, reciprocating and being relevant.

Our brand

The driving principles behind The Duke of Edinburgh's International Award

To further support the brand platform and especially to put our values into context, we have reinstated the guiding principles which underpin The Duke of Edinburgh's International Award.

These guiding principles are critical elements of our charter and are essential to anyone responsible for delivering the Award.

Guiding principles

Individual

Individuals design their own programme, which can be tailored to suit their personal circumstances, choices and local provision. They start at whichever level suits them best and they can take as long as they wish (within the age limit) to achieve a Duke of Edinburgh's International Award.

Non-competitive

Doing the Award is a personal challenge and not a competition against others. Every participant's programme is tailor-made to reflect their individual starting point, abilities and interests.

Achievable

An Award is achievable by any individual who chooses to take up the challenge, regardless of ability, gender, background or location, with the right guidance and inspiration.

Voluntary

Whilst the Award may be offered within school, college, work time, custody or extra-curricular activity, individuals choose to do a programme and must commit some of their free time to undertake their activities.

Development

Participating in their Award programme fosters personal and social development. Individuals gain valuable experiences and life skills, grow in confidence and become more aware of their environment and community transforming them in to responsible young adults.

Balanced

The Award provides a balanced framework to develop the individual's mind, body and community spirit by engaging them in a range of activities in up to five different challenges.

Progressive

At each level of engagement, the Award demands progressively more time, commitment and responsibility from the participant.

Inspiration

The Award inspires individuals to exceed their expectations. They are encouraged to set their own challenges and goals before starting an activity, aim for these goals and by showing improvement will achieve an Award.

Persistence

Their Award programme requires persistence and cannot be completed with a short burst of enthusiasm. Participants are encouraged to continue with activities and to maintain their interest beyond the Award's requirements.

Enjoyable

Participants and leaders should find the Award enjoyable, fulfilling and rewarding.

Our brand

Building on solid foundations

To further extend our position as the world's leading youth achievement award, we needed to refresh our identity.

We focused on two main assets of our existing visual iconography, The Duke of Edinburgh's Award Cipher, donated to us by our founder HRH The Duke of Edinburgh and the Global bird motif. Each of these assets carry considerable weight, influence and distinction in their local markets.

Whilst our different logos have become symbols of achievement in their local markets, we recognised the growing need to consolidate our efforts into a more consistent and single brand strategy.

So, we developed a system that brings both elements together into a unified identity – a blend of old and new that serves to represent a proud history and an ambitious future.



To build a consistent global brand requires close control and considered implementation. This means we need to manage potentially complex local market situations, as well as a proposed transition from existing marks to the refreshed brand identity.



Architecture

Creating a consistent global community

Our aim is to sensitively and systematically migrate all local country communications under a single brand identity, but we recognise such a process requires careful and considerate management.

To make this process as effective as possible we have also designed an endorsement strategy that allows National Award Operators (NAOs) to retain their national branding while introducing the new international brand identity as part of their communications.

Each version of our logo is made up of slightly varied elements to create a system that is practical and appropriate to local country markets.

The following pages provide guidance for NAOs in choosing the most appropriate approach for their market, with associated rules for application.

International only

Version A

This is the international version of the logo for use by The Duke of Edinburgh's International Award Foundation on all international materials. This logo must not be used by a country at a national level



National options

Version B

This logo is one of two options available for a country to use as a monolithic logo at a national level. Use this option if you wish to use the name The Duke of Edinburgh's International Award



Version C

This logo is the second of the two options available for a country to use as a monolithic logo at a national level. Use this option if you wish to use the name The International Award for Young People



Version D

These logos are endorsement options available for use at a national level. The following logos are available if you wish to retain your national identity and use the international brand alongside your own identity



* we will add relevant country name here

Architecture

Our identity decision framework

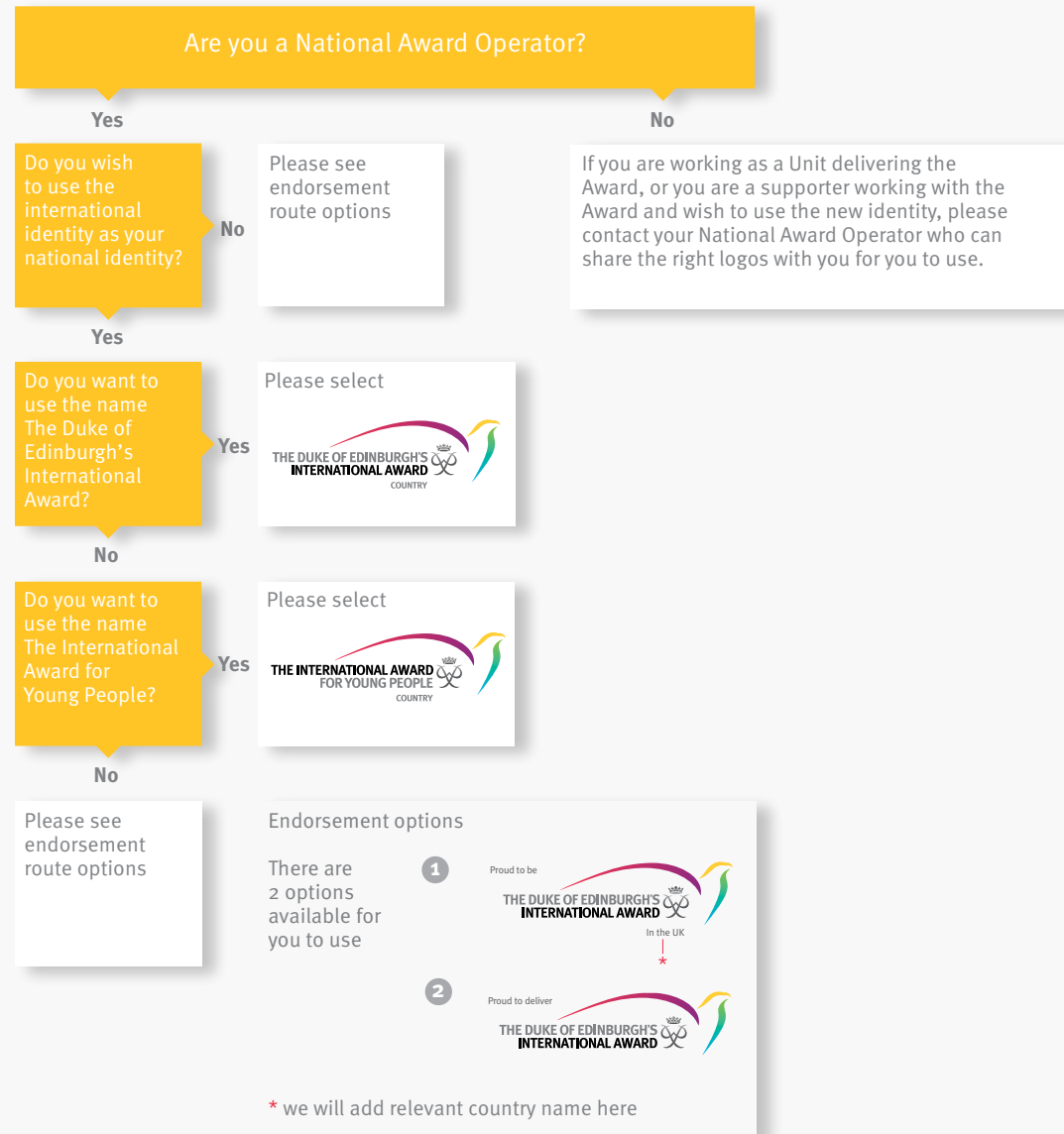
We want to make it as easy as possible for you to manage our brand. To this end, we have developed a simple decision framework to help you determine the most appropriate identity for your market.

We have ensured that those countries and territories that have a strong national brand can keep their own identity, so they can continue to benefit from the brand equity they have built up over many years. But we want everyone to embrace the new international brand, either as an endorsement mark or as the core visual identity for those NAOs that feel ready to do so.

Please see the identity decision framework opposite to help you decide the right route for you.

Should you require further support or want to discuss translating the logo into a different language, please contact our **Communications team** (brand@intaward.org).

Identity decision framework for Award Operators



If you want to use the international identity at a national level you have two choices of logo (version B or version C on page 9). Once you have decided which version you would like to use, let us know on your conditional licence pro-forma and we will create your new logo suite for you. We will send you seven different logos, everything you will need to implement the logo nationally. You will also be able to provide the right logo when sub-licensing Award Units and working with supporters.

If you need any other version of your logo or need your logo in a different format, please contact brand@intaward.org.

The logos you will receive are:

A full colour and greyscale version of your selected logo as jpeg files. You can use these logos on materials that you are producing such as publications and on your website. If you are printing materials on your own (home/office) printer and can see a white background behind the logo, this is linked to your specific printer settings. If you let us know we can supply you with another version of the logo (a png file) with a transparent background which you can use in exactly the same way as a jpeg but which won't show the white background.

A full colour and greyscale version of your logo as eps files. This would be the higher resolution vector logo that a designer would request if you were producing a publication. Unless you have a Mac computer or specific software, you won't be able to open and view this version of the logo.

A 'Proud to support' version of your logo. This is the version of the logo that you can share with your sponsors and supporters to use on their materials.

A 'Proud to deliver' version of your logo. This is the version of the logo that you can share with your Award Units who are delivering the Award in your country.

A 'Proud to be doing' version of your logo. This is the version of the logo that participants of the Award can use to show that they are participating in the Award.

The Duke of Edinburgh's International Award logo



As above



The International Award for Young People logo



As above



Architecture Endorsement

If you want to retain your current national identity then the endorsement approach is the right route for you. This means that you use one of the two logo options alongside your own national identity. You have two choices of endorsement logo (see opposite and version D on page 9). Once you have decided which logo you would like to use, complete your conditional licence pro-forma and we will create your new logo suite. We will send you four different versions of the logo, which you can then use alongside your national identity throughout your materials and on your website. As a minimum we ask that you use the endorsement logo on any of the following materials that you produce:

- Annual report/review
- Website homepage
- National Handbook and Record Book
- Certificates
- Letterhead

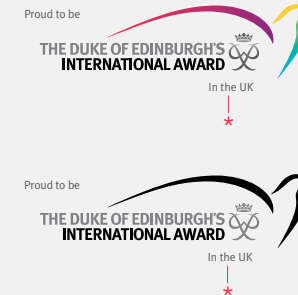
If you need any other version of your logo or need your logo in a different format, please contact **brand@intaward.org**.

The logos you will receive are:

A full colour and greyscale version of your selected endorsement logo as jpeg files. You can use these logos on materials that you are producing such as publications and on your website. If you are printing materials on your own (home/office) printer and can see a white background behind the logo, this is linked to your specific printer settings. If you let us know we can supply you with another version of the logo (png file) with a transparent background which you can use in exactly the same way as a jpeg but which won't show a white background.

A full colour and greyscale version of your logo as eps files. This is a higher resolution vector logo that a designer would request if you were producing a publication. Unless you have a Mac computer or specific software, you won't be able to open and view this version of the logo.

endorsement option 1



* we will add relevant country name here

As above

endorsement option 2



As above

Architecture

Process for implementation of the visual identity

Once you have made the decision on which migration route works best for the Award in your country, please see the process opposite on how to access and use the new identity.

How to access the new identity

Step 1 – Sign your (conditional) licence

Licences are available to sign providing you meet the relevant criteria. The licence will also outline the minimum requirements on where you must display the new international identity.

Step 2 – Discussion with the Foundation's Communications team

This discussion will ensure that The Duke of Edinburgh's International Award Foundation is clear on which migration route you are taking and can create a suite of logos relevant for you.

Step 3 – Brand briefing with the Foundation's Communications team

This brand briefing will cover implementation of the identity and provide access to and advice about the logos, Brand Guidelines and online Brand Centre. The Brand Centre has been created to provide National Award Operators with corporate and promotional materials and templates that can be tailored online. Once you are happy with your materials, the artwork is sent to you for printing locally.

Step 4 – Advice and support

The Communications team will be available to offer advice and support as you begin to roll out the new identity.

Architecture

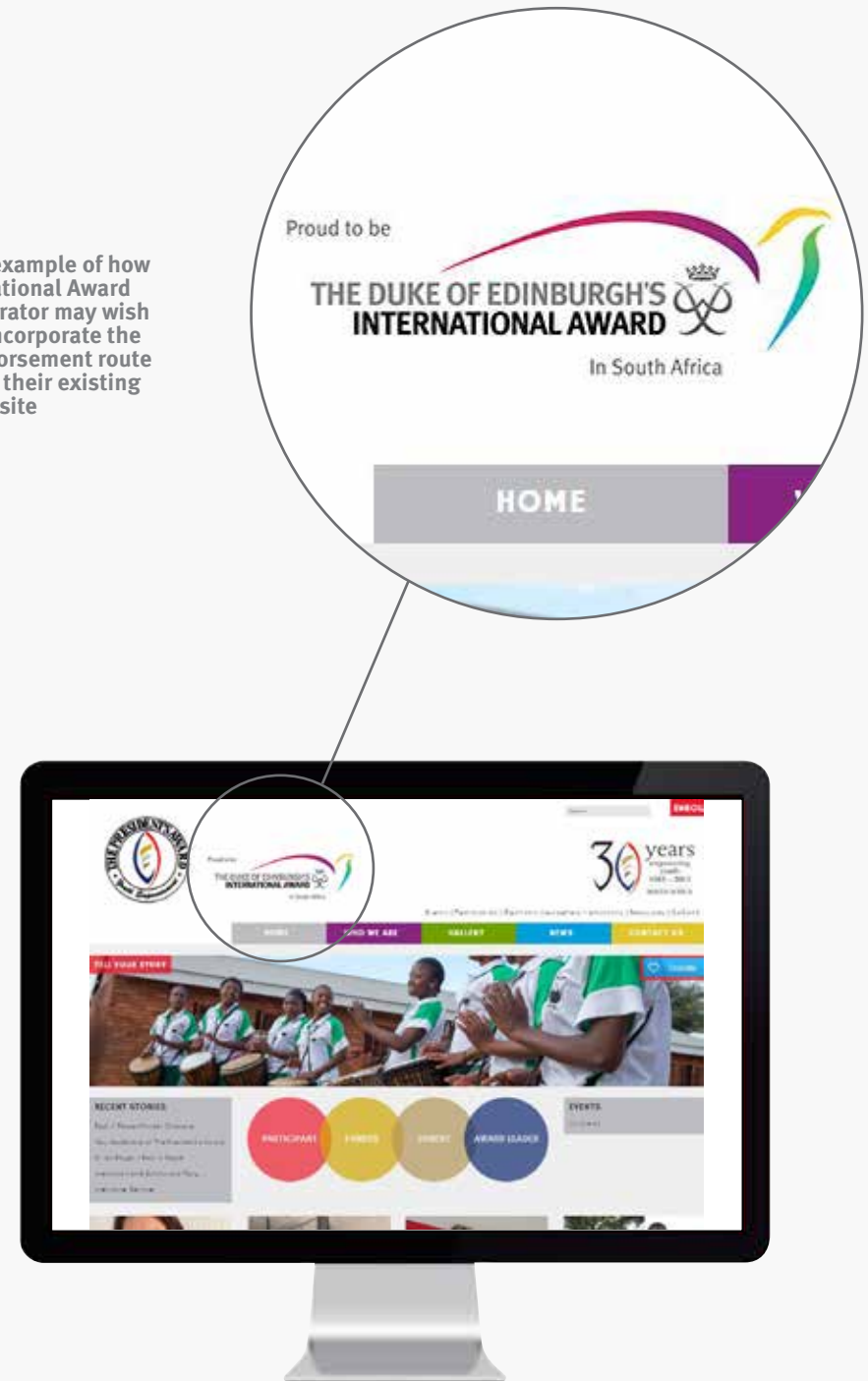
Minimum requirements for use of visual identity

Regardless of which migration route you select, there will be minimum requirements on where you display the new identity. These are outlined clearly in your licence.

We want to make it as easy as possible for you to manage the rollout of the international identity. For this reason we do not want to state specific rules around where you place the identity on your materials.

For example, whilst the endorsement logo often works well at the bottom right of a website homepage or publication cover, we realise that the placement of the logo has to work alongside your own national look and feel. The Foundation's **Communications team** will be available to provide support and advice as you begin to develop your materials with the international identity.

An example of how a National Award Operator may wish to incorporate the endorsement route into their existing website



Expression

Our visual identity can be expressed across all communications and marketing materials, whether in print or online, helping to maintain a consistent look and feel. This will make it easier for people both inside and outside of your organisation to connect with our brand.



Expression Overview

This is an overview of our look and feel, which is shown in further detail in the following 'Expression' section.



The **Brand Centre** is a useful source of ready-made branded templates and materials that NAOs can adapt and download for local use, saving time and money.

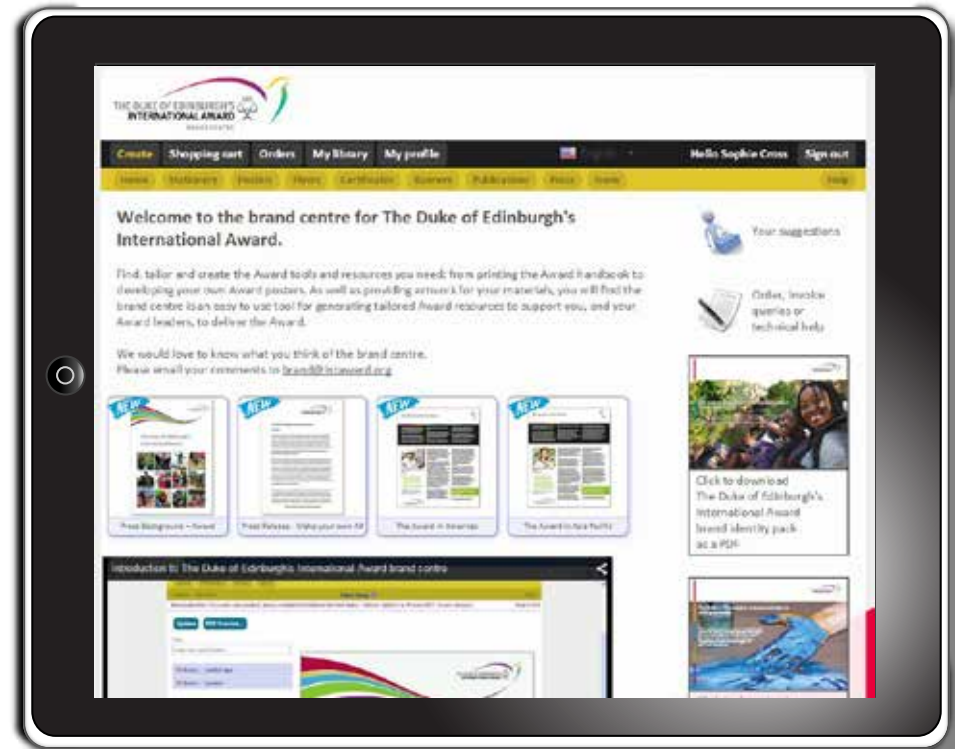
When you sign your licence you will be issued with a login to the Brand Centre and offered a brand briefing by a member of the Communications Team (or your regional office if you are an endorsement NAO) to go through its use.

Many templates are available to NAOs, from business cards, letterhead and posters to certificates, banners and press releases.

For endorsement NAOs, the templates are co-branded with your national logo.

PDFs can be created ready for professional printing locally, or for printing on your office printer.

If you have a query about the Brand Centre, please email **brand@intaward.org**.



Expression Brand Centre - Certificates

An indicative design for The Duke of Edinburgh's International Award certificates, incorporating the ribbons and logo. These could be printed with foiling to create the gold, silver and bronze visuals, or using full colour for a vibrant approach.

Certificates featuring a printed signature of the Award's Founder, HRH The Duke of Edinburgh KG KT, may be purchased through **Award Scheme Limited**.



Expression
Brand Centre - Poster

A poster design showing how by using white bars, The Duke of Edinburgh's International Award logo, colours and typefaces, we can bring all design elements in line with our brand.



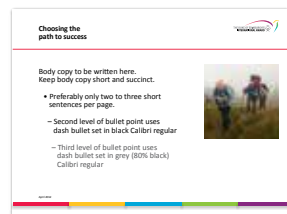
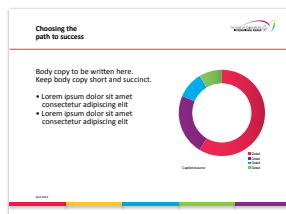
Expression

Brand Centre - PowerPoint® presentation

Our templates for PowerPoint presentations are designed to be distinctive and flexible for the user. They are available to download from the Brand Centre.

Our brand colours should be used to add vibrancy to the presentations through the strip of colour and brand ribbon or in the headings.

Brand photography can be used where appropriate, to bring to life the context of the presentation.



Expression Brand Centre - Stationery

These letterhead and business card examples use The Duke of Edinburgh's International Award logo. Information is presented in a clean and authoritative way with the added vibrancy introduced by the swoosh of colour in the logo of the letterhead and the ribbons and logo on the business cards.

The Caps version of the Meta typeface should be used for numbers within address blocks instead of Roman.



Optional back
of business card

**The Duke of Edinburgh's
International Award Foundation**
Award House
7 – 11 St Matthew Street
London SW1P 2JT

sect@intaward.org
www.intaward.org
T +44 (0)20 7222 4242
F +44 (0)20 7222 4141



May 16th 2012

Dear Sir,

Andem id quos ex estrum quam quibus et officium mo cuptaerprorro berovit expliqui non remoluptas reriataq uibeauq aernatatis doluptatio eum facitate simust, seriam, omniaepra endipsam quatusdam vitis dit voluptatiata volupiciis aut pa cus, omniend enimaio rernatu rescilii quatempedi quibusam quant quiaie plandi aboritas et ipicaeptaepa parum, odi in exceate nestium fugita cusament re non corenis rem que se nosandelit officii berorrum eaque odis dentecea dendaer eroribusam hicit officabor accullu ptaessi molupti andebiti rem accatem veratem con rerepelest ut enisintem harum expliciis alitia ped quas delibeat fuga.

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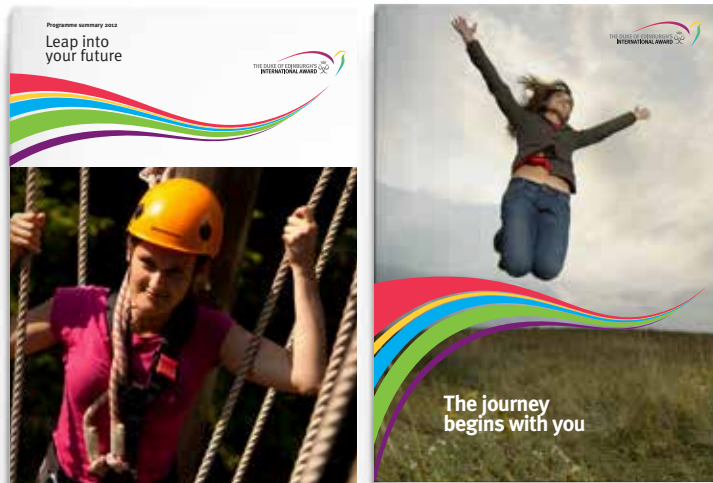
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Yours sincerely,

The Founder HRH The Duke of Edinburgh KG KT Chairman of Trustees Gregory Belton CVO KCCHS Trustees HRH The Earl of Wessex KG GCMO, Paul Bell, The Right Hon. The Lord Bingham, Dr Trevor A Carmichael QC, Alan Jones OBE, Naina Lal Kidwai, Wendy Luhabe, Andrew Smith, Garth Weston, Secretary General John May. Registered Charity in the UK Number 1072453. Registered in England and Wales. Registered Office as above. Company Limited by Guarantee Number 3646389.

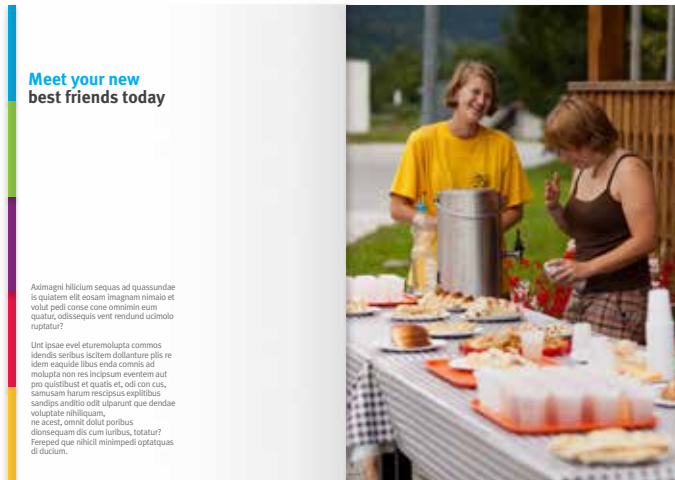
Expression Brochure covers

A range of designs for brochure covers when using The Duke of Edinburgh's International Award logo. This aims to show the flexibility of the elements contributing to the brand and the variety of ways the colours and assets can be used.



Expression Brochure text pages

A range of designs for brochure text pages. This shows how we can introduce the vibrant colours and brand elements into brochure layouts.



Expression Pin badge

Visual showing how the cropped bird and cipher logo can be engraved into a gold, silver or bronze pin badge for people achieving the relevant Award.

Pin badges for participants and Award Leaders can be ordered via the Foundation's trading arm, **Award Scheme Limited**.



Award Scheme Limited (ASL) is the trading arm of The Duke of Edinburgh's International Award Foundation.

NAOs can purchase a range of branded operational and promotional materials through ASL to support delivery of the Award, including participant certificates, pin badges and Award publications.

Find out more or place an order using the **ASL online catalogue**.

ASL is open from 8.00am to 4.00pm (GMT) Monday to Friday, excluding UK bank holidays.

ASL gifts to the Foundation all taxable profits generated through associated sales, supporting our work worldwide.

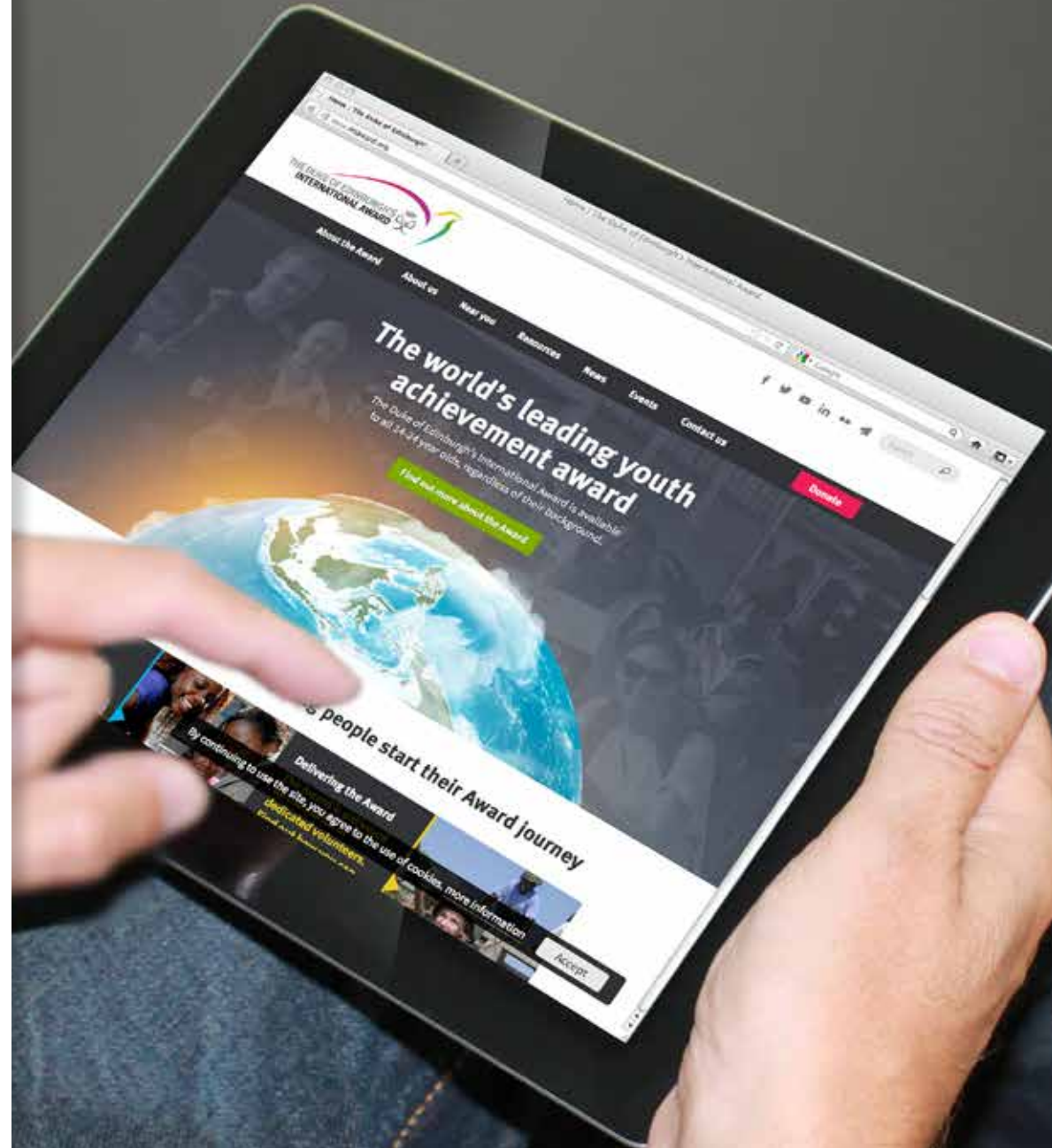


Expression Web homepage

Our indicative homepage design brings to life our vibrant brand personality. Use of photography and our brand colours keeps the site up to date and showcases what the Award is about.

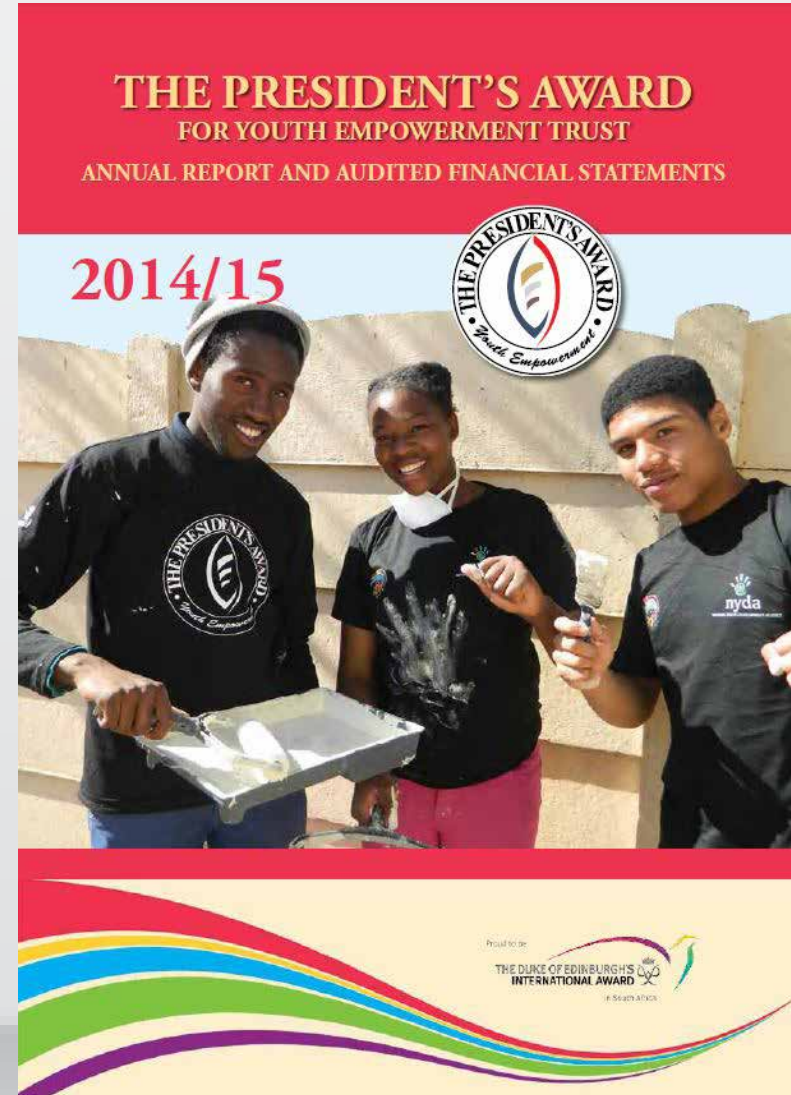
To inspire the design of your own Award website you may like to take a look at the Foundation's site at www.intaward.org, or these examples of **monolithic** and **endorsement** NAO websites.

You can also contact the Foundation's Communications team for useful hints and tips.



Expression
Endorsing digital material

These indicative designs show how a country may wish to incorporate the endorsement route into their existing materials.



Expression

Digital applications button

If you would like to create a button for use in tablet and smart phone applications you could draw on the design below, which shows the use of the cropped bird and cipher logo. There is still a strong sense of brand with the bold colour of the logo. The button has a slight three dimensional feel, with the bird appearing debossed into the shape, keeping the button in line with others like it.

Please **contact us** if you would like a copy of this file, to help design your own version that includes your country name beneath.



Expression

Translating Award materials

To help us reach more young people from diverse backgrounds, the Foundation's Communications team will consider requests from NAOs wishing to translate Award materials to benefit participants and Award Leaders who do not speak English, or for whom English is not their first language.

Your regional office can provide a copy of our new Translation Guidelines, which outline key Award materials and the process that needs to be followed in translating these.

The NAO is responsible for managing and funding the translation, design and print of these materials.

Please note that the copyright of translated Award materials remains with the Foundation.

For further information about translating Award materials or logos, please email **brand@intaward.org**.



Expression Use of 'DofE'

Our brand helps showcase the inclusive, international nature of the Award. For this reason, 'The Duke of Edinburgh's International Award' is normally shortened to the words 'the Award' in English.

In the UK, The Duke of Edinburgh's Award is often referred to as 'DofE'. We know that Award Operators in different countries have sometimes chosen to incorporate the abbreviation 'DofE' into their materials.

In languages other than English, where a direct translation of 'the Award' is not possible then an alternative should be agreed with the Foundation.

Abbreviations should be used sparingly and must not entirely replace your licensed name in official publications online or offline. Always use your licensed name in full before introducing any abbreviations.

For further information, please see our **Style Guide**, Translation Guidelines or email brand@intaward.org.



Expression

Use of Award operational materials

The Duke of Edinburgh's International Award Name, Logo and Materials form part of the Foundation's Intellectual Property and must never be reproduced, altered or shared outside of the purpose and terms detailed in your Licence Agreement.

The Award Leader Handbook and Record Book both constitute Award operational materials and their protection is detailed within Clauses 4.2 and 4.3 of your Licence Agreement.

As such, these and other operational materials must not be made available to the general public online via your website, social networks or through any other unrestricted means.

You can find the full list of operational materials belonging to the Foundation in your Licence Agreement under Schedule 3 (Materials).

For further guidance around sharing Award operational materials, please contact the Foundation's **Communications team**.

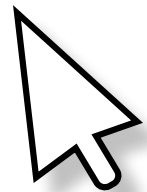
If you would like to make any operational materials or logos available online to your Award Units or other sub-licensees, you will need to ensure these are securely hidden behind a password protected area of your website that is not accessible to the wider public.



Please note you are not permitted to provide or sell copies of the Handbook or Record Book outside of the location where you are licensed to run the Award.



You may produce your own promotional materials (such as leaflets, posters and merchandise etc.), either by using templates from the Brand Centre or by designing your own adhering to these Brand Guidelines.



Elements

Our brand is made up of our logo, colour palette, tone of voice, typographic style and photography. Together, they help create a consistent style and deliver our vision.



Elements Overview

This is an overview of all our brand elements that come together to bring our vision to life.

Please refer to the Architecture section of the Brand Guidelines for further information on our range of logos and identity decision framework.



META BOLD

abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£\$%&*

META NORMAL

abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£\$%&*



Elements

Logo for exceptional use

There is a cropped version of our logo, which has a shorter wing and no titling. This is designed for exceptional use where there is limited space, for example when used on t-shirts or caps.

This version must not be used when the full logo can be used. It should not replace our main logo.

We have cropped national versions of this logo available to countries who have selected the monolithic route. Please contact the **Communications team** if you would like to use a cropped country-specific version of your logo.

For exceptional use, when space is limited



Elements

Logo file formats

Our logo files are available in JPEG, EPS, PNG or TIFF formats in either solid colour Pantone, CMYK or RGB. Pantone and CMYK are for print applications and RGB is for digital and online applications.

The gradated version must be used wherever possible. The solid colour version should only be used in applications where the gradation cannot be reproduced accurately, for example when printing onto fabric. The greyscale logo should only be used when colour is not an option. The white version of the logo must be used when adding to a dark coloured background.

Please refer to the decision framework on page 10 for help with selecting the most appropriate logo.

For translated versions of the logos, please email brand@intaward.org for more information.

Gradated colour



Solid colour



Greyscale



White



Elements

Logo minimum size and clear space

Minimum size

To ensure the logo is always clear and legible, please apply the minimum size rules as shown.

Clear space

To ensure the logo is always clear and legible, please apply the clear space rules as shown.

Minimum size



Clear space



Elements

Logo positioning

This is a guide for placing any of The Duke of Edinburgh's International Award marks onto various sizes of documents. The rules set here are meant as a guideline.

Please remember the minimum size and clear space rules when placing the mark onto documents.



A3 – logo height: 22mm
a: 10.5mm
b: 25mm

A4 – logo height: 15.5mm
a: 8.5mm
b: 17.5mm

A5 – logo height: 11mm
a: 5.5mm
b: 12.5mm

DL – logo height: 11mm
a: 5.5mm
b: 8.5mm

Elements Logo positioning

This is a guide for placing the endorsement mark onto various sizes of documents. The rules set here are meant as a guideline.

Please remember the minimum size and clear space rules when placing the mark onto documents.



logo
height

b

a



1/8
document
height

A3 – logo height: 22mm
a: 18mm
b: 12.5mm
type: 10pt

A5 – logo height: 11mm
a: 7.5mm
b: 5.5mm
type: 5pt

A4 – logo height: 15.5mm
a: 11mm
b: 8mm
type: 7pt

DL – logo height: 11mm
a: 7.5mm
b: 5.5mm
type: 5pt

Elements

Logo don'ts

- 1 Do not rotate the logo.
- 2 Do not use colours other than the ones specified in the logo.
- 3 Do not outline the logo.
- 4 Do not reproduce the logo smaller than the minimum size.
- 5 Do not distort the logo.
- 6 Do not apply other elements to the logo.
- 7 Do not box in the logo.
- 8 Do not change the proportion or arrangement of assets.
- 9 Do not reproduce the full colour version of the logo on a dark or textured background.
- 10 Do not create your own version of the logo.

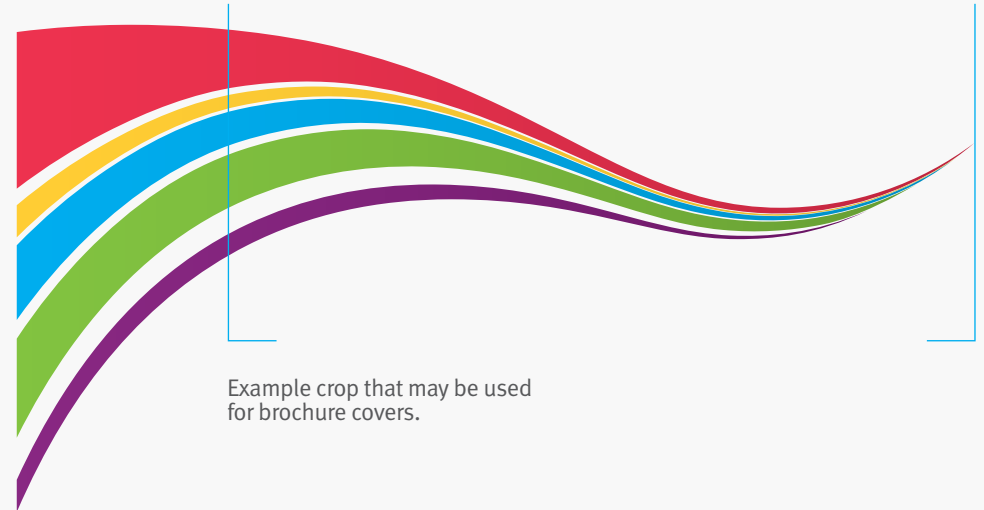


Elements

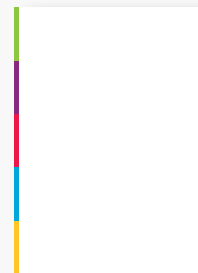
Ribbon usage and colours

There is one master artwork for the ribbon device. It can be used in various applications, and depending on the space, crops of the master artwork may be used. Be sure to always use the artwork, never try to recreate the ribbon device.

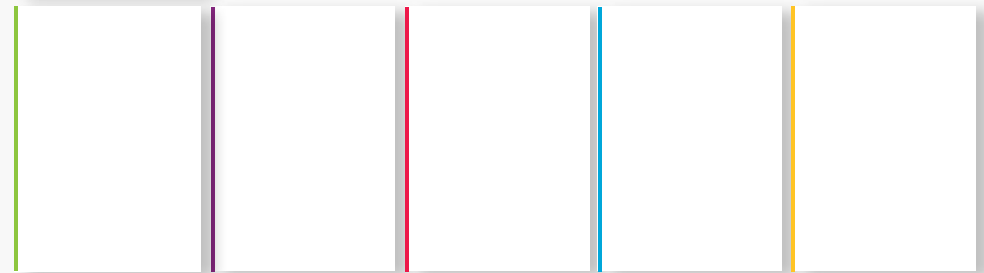
There is one master artwork for the full colour panel device and five single brand colour panels. Be sure to always use the artwork for the panels rather than recreating your own versions.



Example crop that may be used for brochure covers.



Full colour panel device and five single colour panels



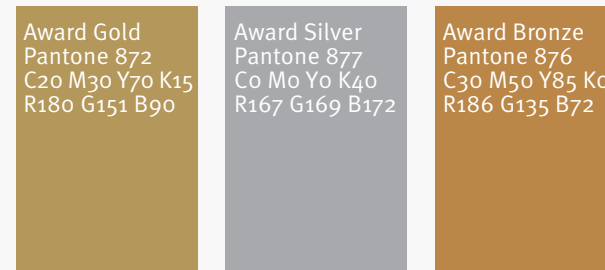
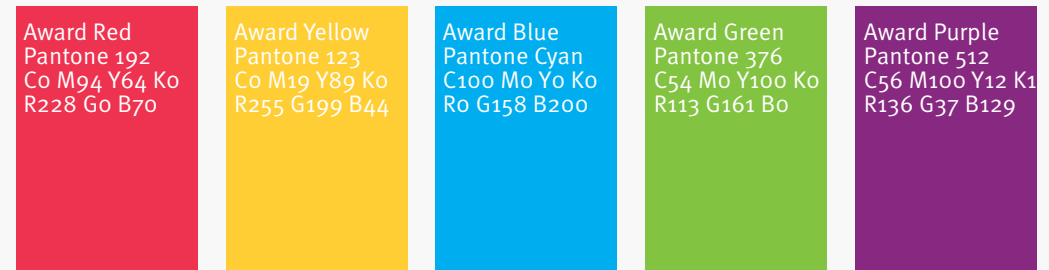
Elements Colour specifications

Please use colour specifications carefully. Pantone and CMYK are for print applications and RGB are for digital and online applications.

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	Service section
Award Yellow	Physical Recreation section
Award Blue	Skills section
Award Green	Adventurous Journey section
Award Purple	Residential Project section

For information on colour specifications for digital and online channels, please see the digital section of these Brand Guidelines.

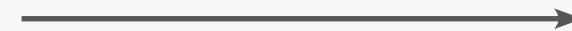


The CMYK and RGB versions of these colours are a visual representation of the metallic ink. They should be used when the option of metallic ink is unavailable.

Metallic foils can be also used for special items for added distinction.



Black
Co Mo Yo K100
R30 G30 B30



White
Co Mo Yo Ko
R255 G255 B255

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 is our corporate font and should be used for all designed applications. The font can be purchased from: www.fontshop.com/fontlist/families/ff_meta/

Typefaces used are
FF Meta OT Bold and
FF Meta OT Normal.

For all MS Office or digital applications use Calibri. This is a web-safe font and will not default to another font when moving applications across various digital platforms.

Please note, if you are unable to gain access to FF Meta please use Calibri as a replacement. Please use the Caps version of the Meta typeface for numbers within address blocks instead of Roman.

For information on font usage for digital and online channels, please see the digital section of these Brand Guidelines.

**META
BOLD**

abcdefghijklmnopqrstuvwxy
z
0123456789,.?!@£\$%&*

**META
NORMAL**

abcdefghijklmnopqrstuvwxy
z
0123456789,.?!@£\$%&*

**CALIBRI
BOLD**

abcdefghijklmnopqrstuvwxy
z
0123456789,.?!@£\$%&*

**CALIBRI
REGULAR**

abcdefghijklmnopqrstuvwxy
z
0123456789,.?!@£\$%&*

Fonts

Web optimised versions of fonts have been used on **www.intaward.org** – these also detect the type of browser or device to serve the appropriate font file e.g. retina screens or Windows machines need special fonts to work with the different ways they render a font file.

Body text

Source Sans Pro

Headers

FF Meta Pro Bold

Note: We don't use Meta for body text (like in print) because Source Sans Pro is a similar font that works better at smaller sizes on screen.

Colour palette

Some of the HEX colours have been slightly adapted for our digital channels to ensure we are as accessible online as possible. These are the colour codes you will need for your online channels.

Online colour palette



Primary

Black	Blue	Green	Purple	Red	Yellow
#1E1E1E	#009EDC	#71A100	#882581	#E40046	#E1C72C

Secondary

Greyscale	BlueSec	GreenSec	PurpleSec	RedSec	YellowSec
See below	#004C69	#364D00	#C092C1	#5B001C	#706316

Greyscale

Hex goes from dark to light in this order: 0123456789ABCDEF so 0E0E0E is almost black and FEFEFE almost white.

0E0E0E	
1E1E1E	Main black and headings
2E2E2E	Subheaders
4E4E4E	Body text
6E6E6E	
8E8E8E	
AFAFAF	
BEBEBE	
CECECE	
DEDEDE	
EEEEEE	Background on subpages
F6F6F6	
FAFAFA	Background on toolbar on homepage

Images and logos

The image sizes you need for your digital channels will vary depending on what system you are using. However, it is recommended that all images used online are at least 300dpi.

Social network logos

We have cropped national versions of The Duke of Edinburgh's International Award logo that can be used for Facebook. These are available to countries who have selected the monolithic route. This logo can also be resized for use on Twitter. Please contact the **Communications team** if you require a cropped country-specific version of your logo.

For use on social networks

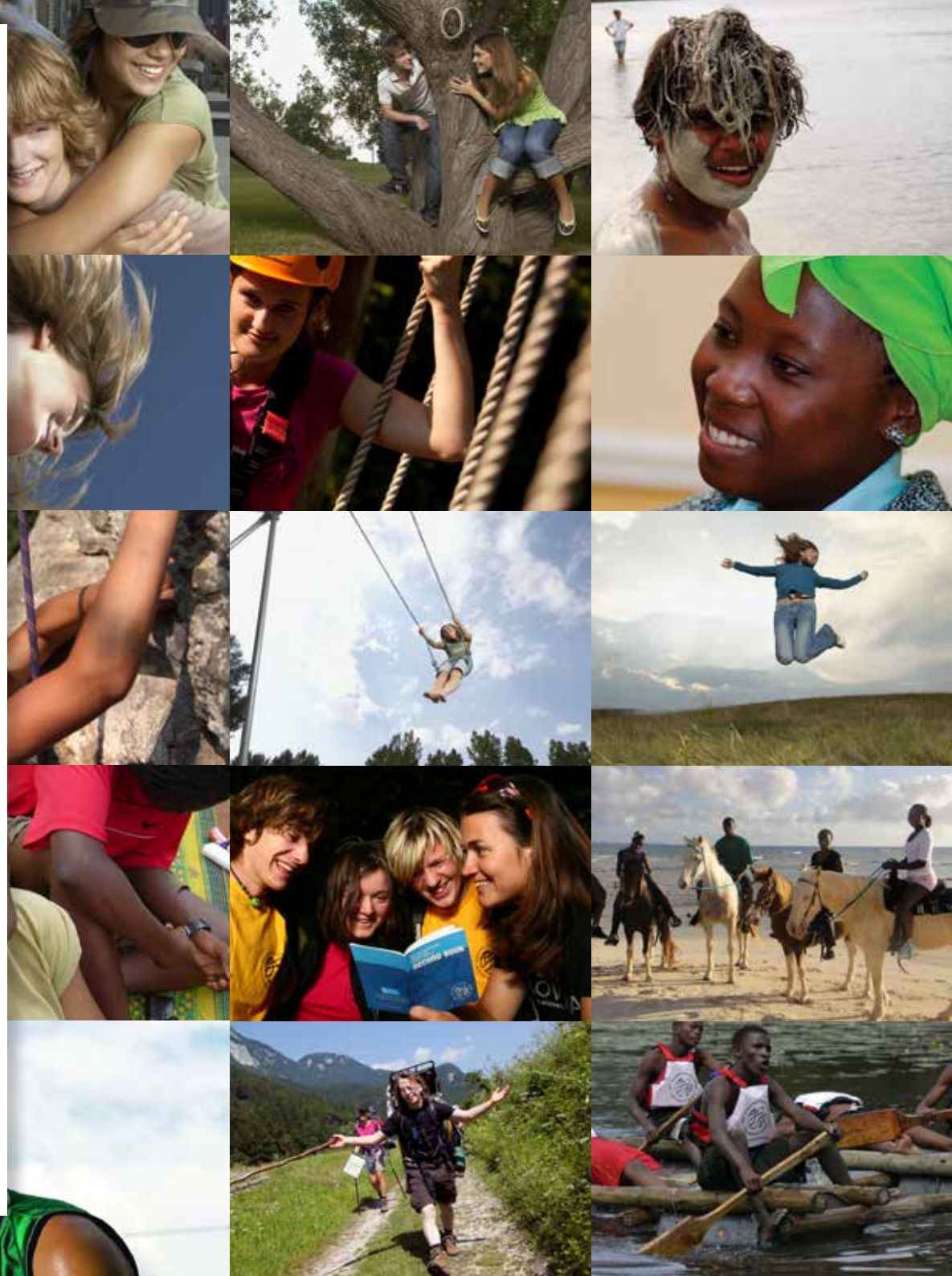


Elements Photography style

Our photography style should represent a natural and unstaged representation of people participating in the Award. Images should try to capture what the Award aims to achieve: a sense of adventure, a sense of people, a sense of journey. Our photographs should also reflect our Award values of being empowering, diverse, connected and progressive.

There are a variety of images on the Foundation's **Flickr account**. Please **contact us** if you would like to use high resolution versions of any of these images in your own materials.

Before using any of your own photographs, please ensure you have the consent of those featured in the images and also permission from the photographer. Before using photographs featuring anyone under the age of 18, you should seek the consent of their parent or guardian.



Contact

These guidelines will grow and evolve as we do. Although they cover many of our brand identity principles, there may be areas which have not yet been fully covered or finalised.

If you have any questions regarding our brand identity, or require further assistance, please get in touch.

Communications Team
+44 (0)20 7222 4242
brand@intaward.org

