



AWARD CANADA

BRAND DECK

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Introduction

Welcome to the Award Canada Brand Kit. This comprehensive guide is designed to uphold the essence and integrity of our organization's identity. This kit embodies the visual language and values that define our mission of empowering young people in Canada for over 60 years to develop their full potential as responsible, engaged, and compassionate citizens.

Our brand is more than just a logo; it's a symbol of the transformative experiences, lifelong skills, and lasting impact we create. Through this Brand Kit, we provide the tools necessary for our dedicated partners, volunteers, and supporters to communicate our story effectively, fostering recognition and trust among our diverse audiences.

This is an opportunity to create your own personal message with Award highlights when doing outreach and awareness building. Select messaging that best resonates with your audience and feels most authentic to you. Always begin with the "Why"; "Why" the Award matters to you, "Why" you are involved and "Why" we offer the Award to young people in Canada.

Thank you for your commitment to our mission and for joining us in building a brighter future for all young people.



Our Story in Seconds: Talk about the Award

You may only have a short time to explain the Award and the impact it has on young people in Canada. Here are options on what you can say if you only have 3, 15, 30, or 60 seconds to share a compelling message.

- :03** Challenging young people to discover their infinite potential.
- :15** We are a non-formal education framework, which challenges young people to discover their potential and find their purpose, passion and place in the world.
- :30** We challenge and support young people in Canada as they push themselves beyond their comfort zones and boundaries across five categories; community service, practical skills, physical recreation, adventurous journey and leadership cultivation. The Award inspires young people to take control, make their own choices and build their own unique programs.
- :60** We challenge young people in Canada to enhance their community in meaningful ways. The lessons they learn from developing transferable skills, increasing their fitness levels, cultivating a sense of adventure and volunteering will benefit them for the rest of their lives. The Award operates internationally in more than 130 countries and territories, helping to inspire millions of young people to take control and make their own choices. Our inclusive philosophy champion young people from all backgrounds to become their best selves and teaches them lasting lessons that prove invaluable throughout their lifetime.



Action

Ask the audience you are communicating with to join the Award as a Participant, Volunteer, Award Centre, or become a donor! If they are already involved, invite them to share their Award story.

EXAMPLE FOR PARTICIPANTS

If you are a young person aged 14-24 and interested in learning about your infinite potential and growing in your personal development, the Award is for you! We invite you to visit dukeofed.org to learn more.

EXAMPLE FOR VOLUNTEERS & AWARD CENTRES

With the support of people and organizations like yours, young people can be world ready. With your support they can be ready for whatever the world throws their way and feel encouraged by you. They will become ready for change and ready to lead. With your help, young people can be world ready – at a time when the world needs them more than ever.

EXAMPLE FOR DONORS

If you want to inspire young people to grow their infinite potential personal development skills. Your support is not a donation; it's an investment. Investing in The Duke of Edinburgh's International Award enables us to reach our mission that all young people across Canada, no matter their circumstances, have the opportunity to participate. Our global non-formal educational framework recognizes and celebrates young peoples' achievements outside the classroom. It enables young people to determine what they are passionate about, regardless of their background, culture, or access to resources. We invite you to visit dukeofed.org to learn more.



Our Impact - The Award by the Numbers

\$18.4M

of social value is generated by young people doing the Award (2023) and in turn directly impacts the communities in which they live.

85%

of participants felt challenged as a result of doing the Award.

\$42.3M

in Future Social Value was generated by young people completing their Award.

87%

of participants feel they made a difference in their local community due to their participation in the Award.

\$7M

of the total social value generated in 2021 was from increased engagement with charitable and community causes by Award participants

80%

of Award Holders feel more determined and **75%** now see challenges as opportunities to develop after Award completion.



Award Taglines

Explain in a few short sentences who we are and what we do using these taglines.

Learning Outside the Classroom

The Award is a non-formal education program encouraging young people to participate in community service, physical recreation, personal skill, and an adventurous journey.

Developing Purpose, Passion, and Place

The framework is individualized, participants have autonomy over their activities and the flexibility to learn more about their passions while discovering their purpose. and place in today's world. Each Award journey is as unique as an individual.

#WorldReady

The Award encourages young people to become World Ready by experiencing opportunities and challenges outside their comfort zone.

Infinite Potential

An experiential learning framework transforms young people's lives. Open to all backgrounds, cultures, and abilities, the award partners with your youth organizations to empower the young people they work with to raise your aspirations and help them discover their infinite potential.



YouTube

Video content is a great way to share the Award's message. As a supporter, we encourage you to share our videos from our YouTube Channel.



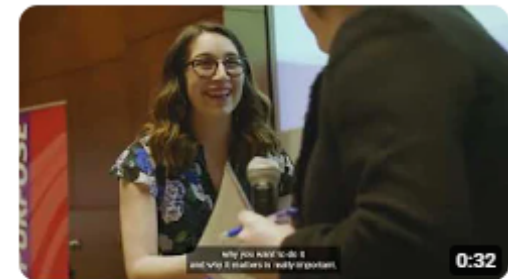
The Duke of Edinburgh's Award Canada - Heroes

<https://youtu.be/-vbO6Y0Wfgg>



How the Award makes young people World Ready

<https://youtu.be/KLo6uhRWqhw>



Foster young people's generosity

<https://youtu.be/KLo6uhRWqhw>



The Award is the Catalyst

<https://youtu.be/nfCfuOOAOLI>



Strong Advice for Future Leaders

https://youtu.be/C1Rj_ET4d58



Give young people confidence to speak up

https://youtu.be/C1Rj_ET4d58

Social Media

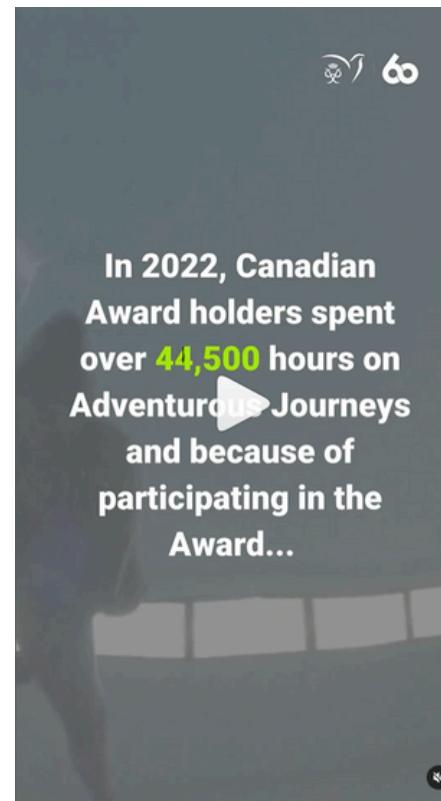
Our social media content is another great way to share our story! Award Holder's stories and statistics about our program are featured on these pages. Below are posts to share with your network:

LinkedIn Article



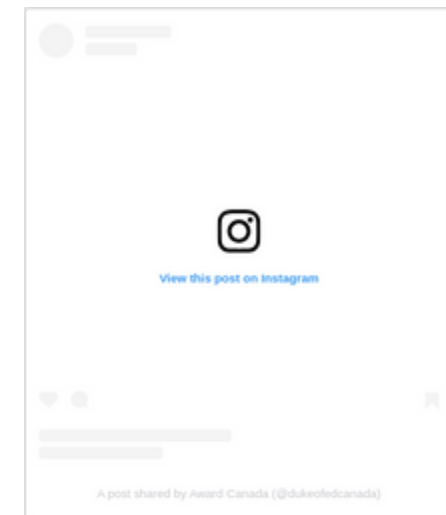
<https://www.linkedin.com/pulse/power-transferable-life-skills-enhancing-employability-q2bce/?trackingId=L63OolB29ryZo5C0tZZ2GQ%3D%3D>

Instagram Reel



<https://www.instagram.com/p/CsrT7ErB5PE/>

Instagram Post



<https://www.instagram.com/p/CrB6OWIgbEC/>

Social Media - Photo Frame Templates



Use these fun photo frame templates to enhance your profile picture or post about the Award! Click the frame to access the Canva template link.

Don't forget to tag us and use the hashtags below to help us engage with your post and increase your reach!

Social Media Account Handles:

Instagram: [@dukeofedcanada](#)

Twitter: [@dukeofedcanada](#)

Facebook: [@dukeofedcanada](#)

Linkedin: [/dukeofedcanada](#)

Hashtags:

#AwardCanada, #LePrixCanada

#WorldReady #Prêtpourlemonde



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**Charitable Registration Number
Numéro d'enregistrement d'organisme de bienfaisance :**

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