

# The Duke of Edinburgh's International Award

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## **BRAND GUIDELINES** For Authorized Award Centres



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**For more information please contact  
[brand@dukeofed.org](mailto:brand@dukeofed.org)**

# 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 MISSION

Our mission is to ensure the Award, and its benefits, are known and embraced by institutional and individual partners and used as a tool to inspire and guide young people into life enhancing experiences.

***Put simply: the Award is largely delivered through Award Leaders and Award Centres, so we need to expand our brand awareness to ensure they know what, why, and how the Award can support young people to be successful.***

# OUR VISION

Our vision is to equip every young person in Canada regardless of background and life circumstance, with the necessary skills and experience to succeed in life. ***Put simply: whoever you are, wherever you come from, and whatever you define as success, the Award can be used to help you develop essential skills that only come through experience.***

# OUR VALUES

We believe in...

- Empowering
- Being progressive
- Being diverse
- Being connected



# OUR GUIDING PRINCIPLES

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



*Individual*



*Non-Competitive*



*Achievable*



*Voluntary*



*Developmental*



*Balanced*



*Progressive*



*Inspirational*



*Persistence*



*Enjoyable*

# OUR VOICE

## WHAT WE TALK ABOUT

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The importance of non-formal education and learning;  
being **#WORLDREADY**

## WHAT WE SHOW

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Young people gaining transferable and universal skills, discovering  
their full potential by participating in the Award

## HOW WE TALK

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Using inspiring language that challenges young people to find their  
purpose, passion and place in the world

## OUR TONE OF VOICE

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Inspirational | Contemporary | Inclusive | Internationally Minded

## WHAT WE CALL OURSELVES (INFORMALLY)

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The Award

# OUR STYLE GUIDE

When referring to our organization in a formal context, our title is **The Duke of Edinburgh's International Award – Canada**. This is how we are to be referred when writing about our organization. Once our full name is introduced you may refer to our organization using the title **the Award**.

When referring to **the Award** at the beginning of a sentence the “t” at the beginning of the word “The” is upper case; in the middle of a sentence, the “t” at the beginning of the word “the” is lower case.

## EXAMPLE:

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### *Acceptable:*

The Duke of Edinburgh's International Award – Canada champions young Canadians as they develop their full potential. **The Award** program allows them to take ownership of their present and future. The inclusive philosophy of **the Award** ensures that any young person between the ages of 14 to 24 can participate barrier free.

### *Not acceptable:*

The Duke of Edinburgh's International Award – Canada champions young Canadians as they develop their full potential. The Award program allows them to take ownership of their present and future. The inclusive philosophy of **The Award** ensures that any young person between the ages of 14 to 24 can participate barrier free.

# OUR STYLE GUIDE

The use of capitalization within this document is intended to show whether terms should be capitalized elsewhere. A breakdown of key points can be found below:

**The Award:** The Award should always have a capital A, in any context. However, you don't need to capitalize the t in 'the', unless it's the start of a sentence. Please see the description below for further detail on when to use the full name of the Award and when you can shorten it.

**Sections:** Whenever you are referring to the title of a section (e.g. Skills section), you should use a capital for the name of the section, but the word 'section' is always written in lower case.

**Award Operators:** Whenever the term 'operators' is used as a title (e.g. National Award Operators, Award Operators), it is a capital O. If you are using 'operators' more generally (e.g. the Award works with operators around the world), it will be lower case.

**Award Centres:** Award Centres, Award Units, Award Groups etc. should be capitalized.

**Titles of Award roles:** All titles (including Leaders, Coordinators, Assessors, Instructors etc.) are always capitalized. Similarly, Secretary General, Chair, Trustees etc. are also capitalized. As 'participants' is not a title, it should be written using a lower case p.

**Titles of documents:** If a document has a specific title (e.g. Association Brief), it will be capitalized.

As a general rule, if the term is a specific title, it should be capitalized. If it is referring to something in a general way, it should be typed in lower case.

# OUR STORY IN SECONDS

3:

Challenging young people to find their purpose, passion and place in the world.

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15:

We are 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.

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30:

We are 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 programs, helping them to find their purpose, passion and place in the world.



60:

We are 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 program or place. 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.

# SOCIAL MEDIA

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.

Award Centres 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.

## HASHTAGS

Primary

#AwardCanada, #worldready,  
#awardinaction

Secondary

#communityservice  
#physicaldevelopment  
#skilldevelopment  
#adventurousjourney  
#passiontopurpose,  
#youthempowerment  
#youthleadership

## SLOGANS

1. Not all learning happens in the classroom.
2. Equipping young people for life and work.
3. Championing young Canadians to take ownership of their present and future.
4. Challenging young Canadians to find their purpose, passion and place in the world.



| @dukeofedcanada

# YOUR VISUAL IDENTITY

## Your Award Centre Logo

Proud to deliver



## Color Variations

Proud to deliver



Proud to deliver



Proud to deliver



Proud to deliver



Proud to deliver



Proud to deliver



## Your Cropped Logo for Social Media



## Color Variations



## 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 the Award, whether this is on your website and/or when you are creating marketing material. The ‘Proud to Deliver’ logo **must** be represented on at least one webpage with a link back to our website: **[www.dukeofed.org](http://www.dukeofed.org)**.

Inaccurate use or misuse of the logo would be in breach of the Award Centre Agreement.



Proud to deliver

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD



THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD

Proud to deliver

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD  
CANADA

Proud to deliver

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD

DO NOT USE EITHER OF THE FOUNDATION OR  
CANADIAN NATIONAL AWARD OPERATOR LOGOS

MAKE SURE SIZING OF LOGO IS IN LINE WITH  
GUIDANCE IN FULL BRAND GUIDELINES PACK

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD

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.



# OUR RIBBON

There is one master artwork for the ribbon device. Please use either full color, black, white or block color variations of our ribbon.

**Be sure to always use the artwork, never try to recreate the ribbon device.**



# OUR BAR

There is one master artwork for the bar device. Please use either the full color or individual brand colors for horizontal and/or vertical use.



# OUR AWARD COLORS

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.

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



## AWARD RED VOLUNTARY SERVICE

Pantone 192  
Co M94 Y64 Ko  
R228 Go B70  
#E40046



## AWARD YELLOW PHYSICAL RECREATION

Pantone 123  
Co M19 Y89 Ko  
R255 G199 B44  
#E1C72C



## AWARD BLUE SKILLS

Pantone Cyan  
C100 Mo Yo Ko  
Ro G158 B200  
#009EDC



## AWARD GREEN ADVENTUROUS JOURNEY

Pantone 376  
C54 Mo Y100 Ko  
R113 G161 Bo  
#71A100



## AWARD PURPLE GOLD PROJECT

Pantone 512  
C56 M100 Y12 K1  
R136 G37 B129  
#882581

# 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.

**For all MS Office or digital applications use Calibri.**

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## CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789# !@£%&\*() ;:?

## CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789# !@£%&\*() ;:?

Note: For all web based applications use Calibri.

# 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 [info@dukeofed.org](mailto:info@dukeofed.org).

## VOLUNTARY SERVICE SECTION



## SKILLS SECTION



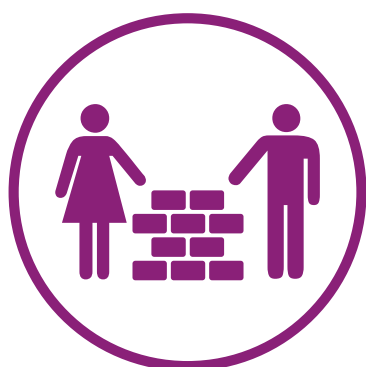
## PHYSICAL RECREATION SECTION



## ADVENTUROUS JOURNEY SECTION



## GOLD PROJECT SECTION





# 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.

We would love for you to share pictures of your Award Centre participants doing the Award. please email them along with [photo release](#) to **brand@dukeofed.org**. Photos submitted to will be used for marketing and promotional use.

**PLEASE ENSURE YOU HAVE OBTAINED APPROPRIATE CONSENT BEFORE TAKING AND/OR USING ANY IMAGES.**











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