

# Australian Branding Guidelines (Summary)



The following has been prepared as a summary to guide Australian Award Centres to ensure consistent use of branding, logos and terminology when referring to The Duke of Edinburgh's International Award throughout Australia especially on websites, in publications and general communications about the delivery of the Award.

## 1. Award Centre Logo



Award Centres should use the wording and logo  
"Proud to deliver" The Duke of Edinburgh's International Award.  
This logo can be found at:  
[dukeofed.com.au/resource/proud-to-logos/](http://dukeofed.com.au/resource/proud-to-logos/)

## 2. Participant Logo



Award Participants should use the wording and logo  
"Proud to be doing" The Duke of Edinburgh's International Award.  
This logo can be found at:  
[dukeofed.com.au/resource/proud-to-logos/](http://dukeofed.com.au/resource/proud-to-logos/)

## 3. Approved name conventions and terminology

- When referring to the framework or program use "The Duke of Edinburgh's International Award"
- When referring to the organisation that administers the Award in Australia use "The Duke of Edinburgh's International Award - Australia"
- After the full name of the Award has been used firstly, further use can be abbreviated to "The Duke of Ed" or "the Award"
- The full name should be used in headings, titles and for formal occasions and documents.
- The Award should be written with a capital 'A' when referring to it as a noun – ie the Award
- The Award can be referred to as a program. For consistency in Australia program only has one 'm'
- Youth undertaking the Award are referred to as "Participants" (capital "P")
- Youth who have completed the Award are referred to as Awardees
- Award Leaders are the contact person and mentor to Award Participants for an Award Centre
- Assessors are a suitably skilled, experienced and/or qualified volunteers who assist with and assess an activity being undertaken for a Section of a Participant's Award

## 4. Naming Devices and abbreviations NOT to be used:

DofE (this is only used by the UK), DOE, DOEA, DOEAS, Dukes, Dukies, DEAS, DEA, DOEIA, Scheme, movement, registered operator







For more information including accessing logos please refer to our website

<http://www.dukeofed.com.au/resources/logo-and-brand-guidelines/> Or contact our communications team at

EMAIL: [comms@dukeofed.com.au](mailto:comms@dukeofed.com.au) PHONE: 1300 438 537

Refer to Governance Policy Manual – Policy 1.6 Use of name and Logo.

## Logo Guidelines (Summary)

Logo Type	Logo	Who Can Use
IAF LOGO		Only to be used by IAF unless otherwise instructed
NATIONAL LOGO With Country Name		NAA – for all National Award material
STATE/TERRITORY LOGOS With Award Operating Authority name		Award Operating Authorities (Divisions)
AUSTRALIAN SUPPORTER LOGO With "Proud to Support"		Approved Supporters & Sponsors
AWARD Centre LOGO With "Proud to Deliver"		Award Centres
PARTICIPANT LOGO With "Proud to be Doing"		Participants

For more information including accessing and using high res logos and permission to use materials please contact your State or Territory office - see website for details [www.dukeofed.com.au/contact-us/](http://www.dukeofed.com.au/contact-us/) or contact the National Office on 1300 438 537 OR email [comms@dukeofed.com.au](mailto:comms@dukeofed.com.au)

State Award Operating Authorities please refer to Governance Policy Manual – Policy 2.10 Document Register Policy for more information on branding.