Brand Guidelines V1

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Introduction

We have produced this guide to help ensure that all marketing and communications are consistent and engaging across our diverse audiences.

We hope that it is a useful guide for all those who interact with our brand.

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.

Questions

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

Email: comms@dukeofed.com.au
Phone: 02 8241 1500

OUR BRAND AT A GLANCE

WHAT WE TALK ABOUT

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

WHAT WE SHOW

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

HOW WE TALK & OUR TONE OF VOICE

Using inspiring language that challenges young people to find their purpose, passion, and place in the world by speaking from the heart a little more and the head a little less.

WHAT WE CALL OURSELVES

The Duke of Edinburgh's International Award - Australia, The Duke of Ed or the Award.

OUR NAME

What name to use and when

Referring to the organisation delivering the Award

'The Duke of Edinburgh's International Award - Australia'

Referring to the program

'The Duke of Edinburgh's International Award Program', 'Award Program', 'The Duke of Ed Program'

Shortening the name

After the full name (The Duke of Edinburgh's International Award- Australia) has been used, abbreviated names can be used. These include: 'The Duke of Ed' or 'the Award'

How to use the name

- The full name should be used in headings, titles for formal occasions and formal documents
- The Award should be written with a capital 'A' when referring to it as a noun – i.e. the Award
- The Award can be referred to as a program (e.g. the Award program) but not as a scheme.

Capitalising common Award terminology

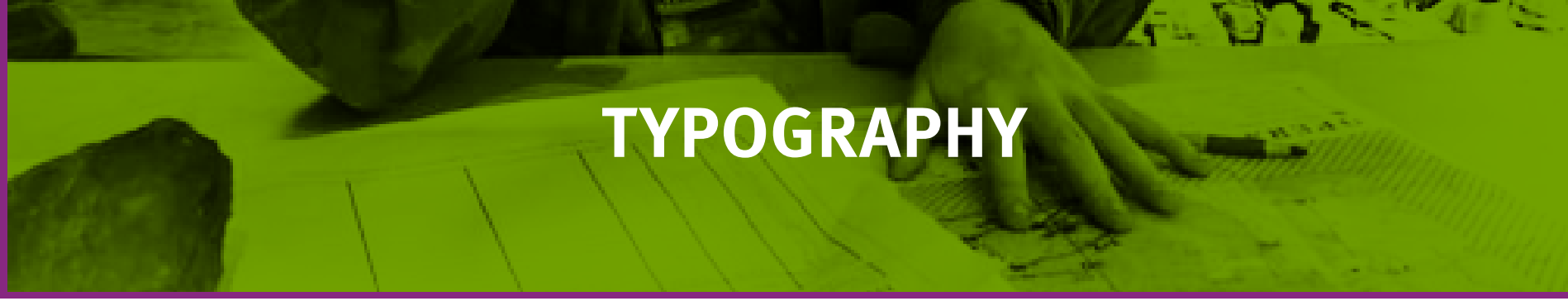
- Participant/Award Participant
- Award Leader
- Assessor
- Award Centre
- Major Section
- Award Sections
- Bronze Award
- Skills
- Physical Recreation
- Adventurous Journey
- Voluntary Service
- Gold Residential Project

For more terms refer to the Award Handbook glossary

Naming devices and abbreviations NOT to be used:

- Scheme
- DOE
- DOEA
- Dukes
- DOEAS
- Dukies
- Movement

AUSTRALIA



TYPOGRAPHY

Our font

The Duke of Edinburgh's International Award - Australia 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 use the Digital Font Source Sans Pro when the others are not available e.g. when using Canva.

Primary

FF META OT BOLD
abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£$%&*

FF META OT NORMAL
abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£$%&*

Secondary

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

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

Digital Font

SOURCE SANS PRO BOLD
abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£$%&*

SOURCE SANS PRO REGULAR
abcdefghijklmnopqrstuvwxyz
0123456789,.?!@£$%&*

AUSTRALIAN LOGO

- The Duke of Edinburgh's International Award - Australia logo incorporates so much of our history and who we are today.
- The logo must never be distorted or changed in anyway unless approved by the International Award Foundation.

Main logo

The full name of the Award.

The name of the Country operating the Award.

The Duke of Edinburgh's personal cypher.

A modern version of the Global Bird motif from the original logo.

Cropped/ Secondary logo

The cropped logo retains the essence of the main logo but is more compact. It has been created for use on social media and where the main logo will not fit or be to small.

AUSTRALIAN LOGO COLOURS

Logo colours

While the coloured logo is to be used wherever possible, it is not always appropriate to do so as it should only appear on a white background.

What colour logo should I use?

White background:
Coloured or Black Logo

Coloured background:
White or Black Logo

Gold Award ceremonies:
Gold, Coloured or White logo

Coloured logo

The traditional logo for use on white or lightly coloured backgrounds.

White logo

For most coloured backgrounds and always for black and/or dark backgrounds.

Black logo

For some coloured backgrounds where the white logo won't be clear.

Gold logo

To only be used for Gold Award Ceremonies on a white or grey-scale background.

AUSTRALIA

AUSTRALIAN LOGO RULES

Size

The logo must always be clear, legible and easy to read.

Minimum size of the text must be at least: 6pt.

Minimum size of the bird must be 10mm high.

Clear space

To ensure the logo is always clear and legible please follow the guide as shown.

The spacing around the logo must always at least be the size of the letter ‘T’ in the logo or in the case of the cropped logo the letter ‘A.’

The only exception to keeping the clear space rule is when using the ribbon. See page 17.

Do

10mm height minimum

Make sure the logo is bigger than 10mm

Make sure there is enough space around the logo

Do Not

Do not use the Foundation logo

Do not add anything to the logo

Do not stack or change the logo

AUSTRALIA

AWARD LOGO VARIATIONS

Are you from the International Award Foundation?

The Duke of Edinburgh's International Award Foundation is the governing body of the Award and is based in the UK.

Are you doing the Award?

If you are currently doing the Award then you are an Award Participant. Once you have achieved an Award Level you are an Award Holder.

Are you from the National Award Operator in Australia?

The Duke of Edinburgh's International Award - Australia is the organisation that is licensed to deliver the Award in Australia.

Are you an Award Centre?

Award Centres deliver the Award to Participants through Award Leaders and Coordinators. Award Centres can include schools, community organisations.

Are you a licensed Award Operating Authority?

The AOA is the State or Territory Division that manages the Award in their State/Territory. See the next page for all the AOA logos.

AOA example logo

Have you officially joined the Award Alumni?

Award Alumni are those that have achieved a level of the Award and joined the Global Award Alumni Network (GAAN).

Are you an offical supporter of the Award?

Supporters include recognised and approved Ambassadors, Activity Providers on the Directory, Duke 4Sport Organisations, Duke of Ed Employers, Tertiary Institutions, Award Friends and Business Ambassadors.

Are you creating materials for the Alumni in Australia?

Materials can include marketing collatoral, newsletters and more.

AUSTRALIA

AWARD OPERATING AUTHORITY LOGOS

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-ACT / AUSTRALIA-ACT	Australian Capital Territory
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-SA / AUSTRALIA-SA	South Australia
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-NSW / AUSTRALIA-NSW	New South Wales
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-TAS / AUSTRALIA-TAS	Tasmania
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-NT / AUSTRALIA-NT	Northern Territory
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-VIC / AUSTRALIA-VIC	Victoria
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-QLD / AUSTRALIA-QLD	Queensland
THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD AUSTRALIA-WA / AUSTRALIA-WA	Western Australia

THE AWARD COLOUR PALETTE

75%	50%	25%

Award Red

Pantone 192
Co M94 Y64 Ko
R228 Go B70
#E40046

75%	50%	25%

Award Yellow

Pantone 123
Co M19 Y89 Ko
R255 G199 B44
#FFC72C

75%	50%	25%

Award Purple

Pantone 512
C56 M100 Y12 K1
R136 G37 B129

75%	50%	25%

Black

Co Mo Yo K100
R30 G30 B30
R186 G135

Award Blue

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

75%	50%	25%

Award Green

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

75%	50%	25%

White

Co Mo Yo Ko
R255 G255
B255

90%	80%	70%
Text Colour		
60%	50%	40%
30%	20%	10%

THE AWARD LEVEL COLOURS

Award Bronze
Pantone 876
C30 M50 Y85 Ko
R186 G135 B72
#BA8748

Award Silver
Pantone 877
Co Mo Yo K40
R167 G169 B172
#A7A9AC

Award Gold
Pantone 872
C20 M30 Y70 K15
R180 G151 B90
#B4985A

The Award Colours: Bronze, Silver and Gold are to be used to represent the different Levels of the Award.

The Award Colour Gradient

Gradients of the Award colours are available to use and interchangable with the Award's colour pallete.

ELEMENTS

The Coloured Bar

The Coloured Bar is a key element in the Award brand suite.

The Coloured Bar is great to break up text, act as a margin or as a frame.

The Coloured Bar must always use the Award Colours.

The Multi Coloured Bar

The Red Coloured Bar

The Blue Coloured Bar

The Yellow Coloured Bar

The Green Coloured Bar

The Purple Coloured Bar

AUSTRALIA

ELEMENTS

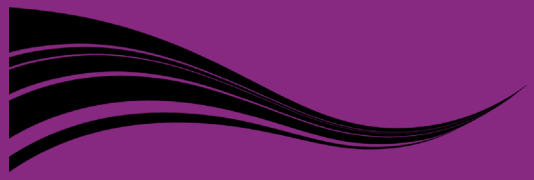
The Ribbon

The Ribbon is a key element in the Award brand suite.The Ribbon is usually used along with the appropriately coloured Award logo.

The Ribbon should never be recreated. Only use the master artwork provided.

The White Coloured Ribbon

The Black Coloured Ribbon



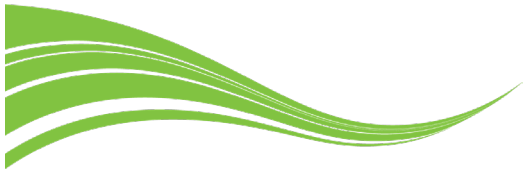
The Multi Coloured Ribbon

The Purple Coloured Ribbon

The Blue Coloured Ribbon

The Red Coloured Ribbon

The Green Coloured Ribbon



The Yellow Coloured Ribbon

AUSTRALIA

ICONS

Section Icons

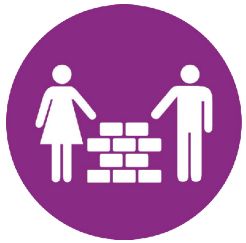
- The below five Icons have been created to represent the five Sections of the Award.
- These Icons should never be recreated. Only use the master artwork provided.

Skills

Voluntary Service

Adventurous Journey

Physical Recreation



Gold Residential Project

ICONS

Impact Icons

- These Icons visually represent the Award Impacts.
- They can be used in publications and across digital platforms to help demonstrate the value and benefits of the Award

Improved Education

Improved Employment

Increased Participation in Civic Life

Improved Health and Wellbeing

Social Inclusion

The Environment

Reduced Re-offending Rates

ICONS

Guiding Principles Icons

- These Icons represent the 10 Guiding Principles of the Award.
- They can be used in publications and across digital platforms to help demonstrate the value and benefits of the Award

Individual

Non-Competitive

Achievable

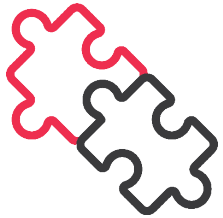
Voluntary

Developmental

Balanced

Progressive

Inspirational



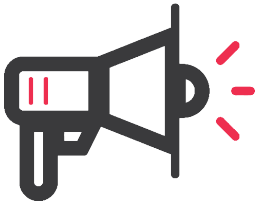
Persistence

Enjoyable

ICONS

Outcome Icons

- These Icons visually represent the Award Outcomes.
- They can be used in publications and across digital platforms to help demonstrate the value and benefits of the Award



Confidence

Resilience & Determination

Relationships & Leadership

Creativity & Adaptability

Planning & Problem Solving

Managing Feelings

Communication

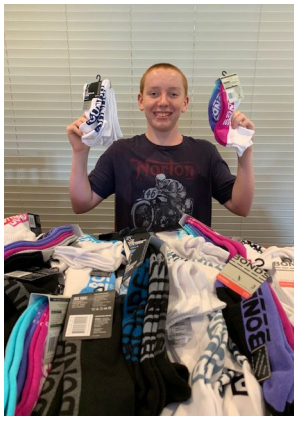
Personal & Social Wellbeing

Civic Competence

Inter-cultural Competence

BRAND IMAGERY

- Our photography style should be natural and unstaged representation of young people and adults particaing in the Award.
- Images should try and capture what the Award aims to achieve: sense of adventure and a sense of character and strength.
- PLEASE ENSURE YOU HAVE OBTAINED APPROPRIATE CONSENT BEFORE TAKING AND/OR USING ANY IMAGES.



#WORLDREADY

- The colourful #WORLDREADY brand campaign was launched in 2018 and it is here to stay.
- At the centre of this campaign stands the idea that the experiences Participants get achieving the Award, helps them to become ready for the challenges of the world.
- Below are examples images that use our 5 colours, some of which include the #WORLDREADY.

SOCIAL MEDIA

How we use social media

Social media is a great tool we can use to engage and inspire our audiences as well as creatively use call to actions.

What we share:
We share inspiring Award related stories, quotes, engaging photos and videos, Award ideas and articles that our audience would find interesting.

Tagging:
The Award may choose to tag relevant accounts to the post shared on social media. Whether an account will be tagged is on a case by case basis.

Emojis:
The Award may use emojis on social media as appropriate.

Hashtags:
#dukeofed
#dukeofedaus
#worldready
The Award may choose other hashtags that are relevant to the post.

@TheDukeofEd

@dukeofedaus

The Duke of Edinburgh's International Award - Australia

The Duke of Edinburgh's International Award - Australia

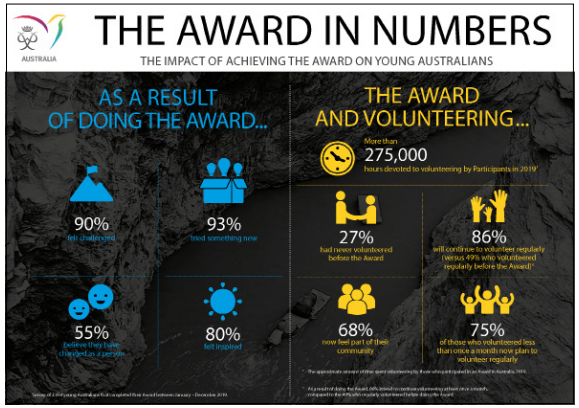
@thedukeofed

@dukeofedaus

THE AWARD IN USE

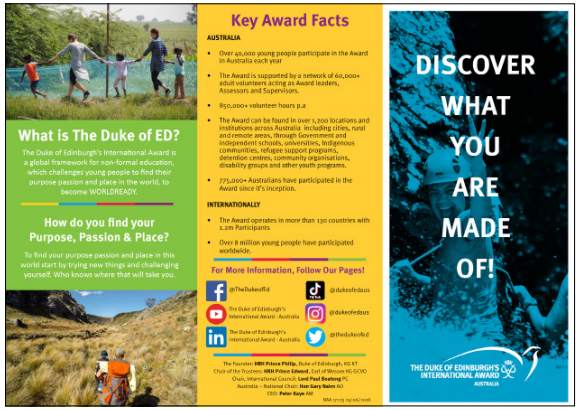
- Along with the Brand Guidlines itself, the below images show how the Award colours, imagery and style can be used across many different formats

Statistics



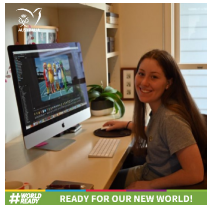
Powerpoint

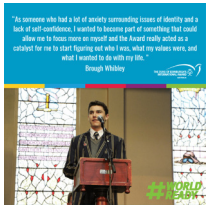
Trifold



Poster

Social Media





Gold Award Ceremoney Invitation

End page

For more information contact us at: comms@dukeofed.com.au

Thank you