



THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD



AUSTRALIA

Brand Guidelines V1

CONTENTS AND INTRODUCTION

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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 | • Major Section | • Physical Recreation |
| • Award Leader | • Award Sections | • Adventurous Journey |
| • Assessor | • Bronze Award | • Voluntary Service |
| • Award Centre | • Skills | • Gold Residential Project |

Naming devices and abbreviations NOT to be used:



Scheme

DOE



DOEA

Dukes



DOEAS

Dukies



Movement

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,.?!@£\$%&*

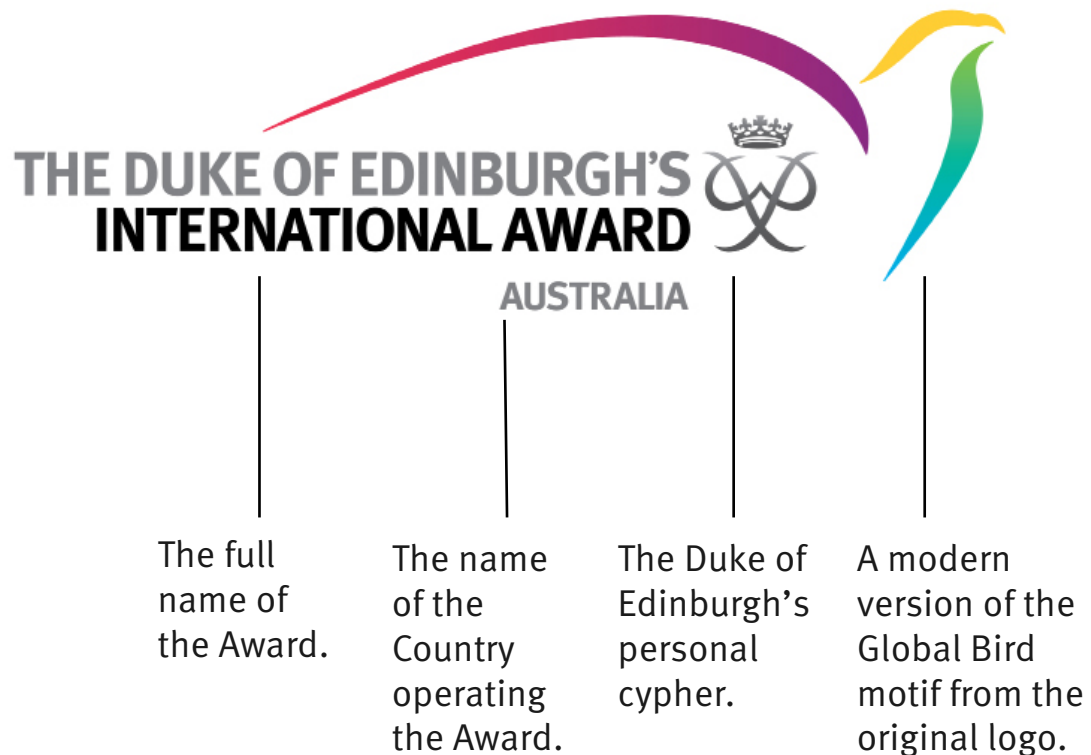
SOURCE SANS PRO REGULAR
 abcdefghijklmnopqrstuvwxyz
 0123456789,.?!@£\$%&*



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



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 too 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.



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



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



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.

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 official 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 collateral, newsletters and more.



AOA example logo





AWARD OPERATING AUTHORITY LOGOS



Australian Capital Territory



South Australia



New South Wales



Tasmania



Northern Territory



Victoria








Queensland



Western Australia

THE AWARD COLOUR PALETTE

75%	50%	25%	75%	50%	25%	75%	50%	25%	75%	50%	25%
Award Red Pantone 192 Co M94 Y64 Ko R228 Go B70 #E40046 			Award Yellow Pantone 123 Co M19 Y89 Ko R255 G199 B44 #FFC72C 			Award Purple Pantone 512 C56 M100 Y12 K1 R136 G37 B129 			Black Co Mo Yo K100 R30 G30 B30 R186 G135		
Award Blue Pantone Cyan C100 Mo Yo Ko Ro G158 B200 #009EDC 			Award Green Pantone 376 C54 Mo Y100 Ko R113 G161 Bo #71A100 			White Co Mo Yo Ko R255 G255 B255			90% 80% 70% Text Colour		
75%	50%	25%	75%	50%	25%				60%	50%	40%
									30%	20%	10%



THE AWARD LEVEL COLOURS

Award Bronze
Pantone 876
C30 M50 Y85 K0
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 interchangeable with the Award's colour palette.

Award Red
Pantone 192
Co M94 Y64 Ko
R228 Go B70
#E40046

Award Purple
Pantone 512
C56 M100 Y12 K1
R136 G37 B129
#882581

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

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

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



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



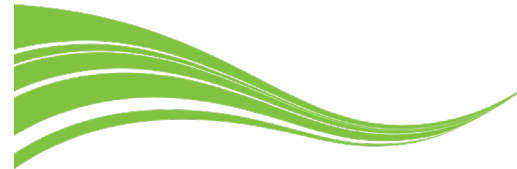
The Multi Coloured Ribbon



The Blue Coloured Ribbon



The Green Coloured Ribbon



The Purple Coloured Ribbon



The Red Coloured Ribbon



The Yellow Coloured Ribbon



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



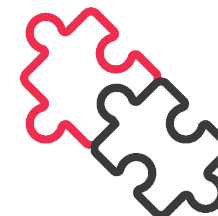
Balanced



Progressive



Inspirational



Persistence

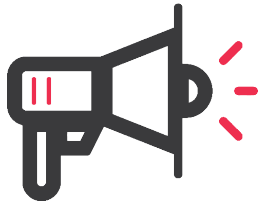


Enjoyable

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



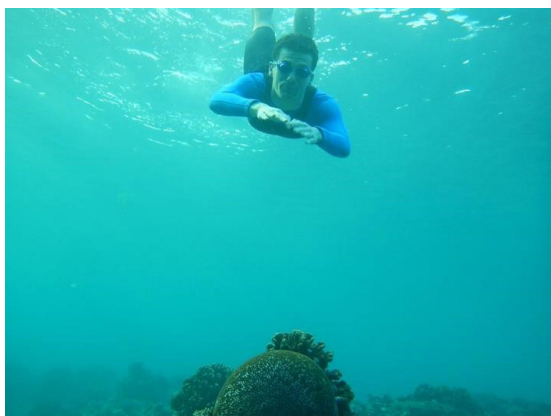
Civic Competence



Inter-cultural
Competence

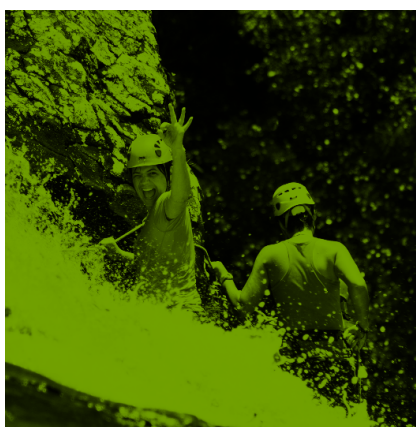
BRAND IMAGERY

- Our photography style should be natural and unstaged representation of young people and adults participating 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

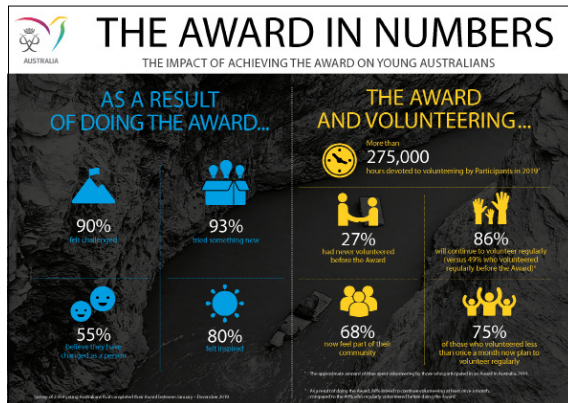


@dukeofedaus

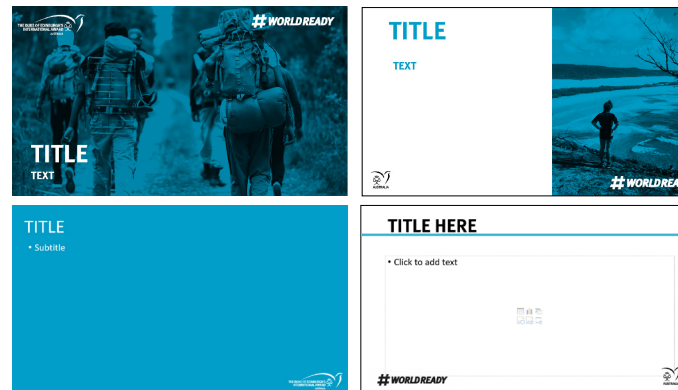
THE AWARD IN USE

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

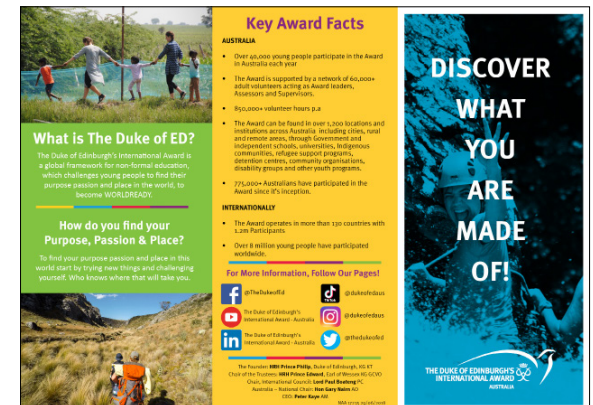
Statistics



Powerpoint

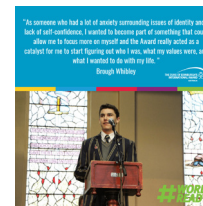
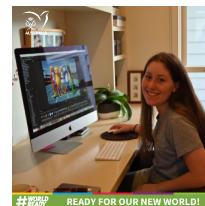


Trifold



Social Media

Poster



Gold Award Ceremony Invitation

End page

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

Thank you