

# Brand Guidelines

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2024



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### NOTE:

If you have any questions regarding our brand or require further assistance, please contact your Division (details can be found via [dukeofed.com.au/contact](http://dukeofed.com.au/contact)) or, the National Award Office via: [comms@dukeofed.com.au](mailto:comms@dukeofed.com.au) or phone (02) 8241 1500.

# A guide on how our brand comes to life...

These guidelines are designed so that **each of us connected to the Duke of Ed can do our part** in ensuring we have a strong visual identity that stands out from the crowd as a recognisable brand. Our brand is an important vehicle **in conveying how we inspire, guide and support young people.**

It's **confident, honest, inclusive and motivating.** How we present the brand in every communication matters. **How we do this is through consistency.** Consistent, compelling brand language and brand identifiers helps us connect with our audiences, build brand recognition and brand recall. **Our logo and language is as representative of our brand as our people and those we work with.**

Today the key principles of The Duke of Ed remain the same, but the activities and delivery continue to evolve and adapt to suit the changing demands of modern society and the varying needs of young people. Our brand is part of this evolution. **While we retain core brand elements, how we express our brand to customers will evolve creatively over time to reflect them at the centre of what we do.**

## Our Brand Story

**Young people are at the heart of everything we do.**

The Duke of Edinburgh's International Award Office Australia (The Duke of Ed) is a national organisation focussed on supporting young people to thrive. We collaborate with a network of Duke of Ed partners and volunteers including schools, organisations, governments, and businesses, to support young people in meeting new challenges, gain important life skills, and realise their potential.

Our organisation is part of a global community which uses the Duke of Ed Framework to deliver many positive outcomes for young people. We are committed to ensuring young people are heard, valued, recognised, supported, and safe as they embark on and complete their Duke of Ed Levels.

## Our Vision

To be Australia's most recognised and used youth non-formal education accreditation framework in order that, **All young people in Australia from every background and life circumstance have the opportunity to be equipped as individuals to succeed in life.**

We aim to provide ALL young people with the opportunity to uncover their purpose, passion and place in the world to become #WORLDREADY. We do this through our globally recognised organising and accrediting non-formal education 'Duke of Ed Framework'. For over 60 years, this Framework has been used by education providers and community organisations to accredit the non-formal learning outcomes and achievements of young people.

# What's in a name?

The Duke of Edinburgh's International Award grew out of the efforts of three men-HRH Prince Philip, Dr Kurt Hahn, a German educationalist and founder of Outward Bound and the United World Colleges, and Lord Hunt, leader of the first recorded successful ascent of Everest – who were aware that young people's development was lacking in certain key areas.

The unique flexibility of The Duke of Ed made it ideally suited to easy adaptation and integration into different cultures and societies. Since 1956, the Framework has developed and grown internationally and now reaches young people in 130 countries.

# What we want to be known for...

## Youth Focused and Inclusive

We provide all young Australians aged 14-24 with the opportunity to uncover their purpose, passion and place in the world, regardless of their location or circumstance and and showcase their key interests and personal qualities.

## Trusted Framework

Through our world-leading structured non-formal education Duke of Ed Framework, we encourage and support young people to build resourcefulness and develop important and relevant core life skills outside the classroom – under-pinned by our trusted and transparent processes and governance systems.

## Engaged Partnerships

Everyone involved is committed to supporting young people's non-formal education and personal development. Through our partnerships, the Duke of Ed Framework provides a community where young people feel they belong and can extend themselves. Our organisation and trusted partners stand beside young people as they tackle the challenges of their chosen Duke of Ed activity and personal goals.

## Thought Leaders

We believe and advocate for a positive vision for Australian young people through the effective use of non-formal education, using the Duke of Ed Framework, we deliver an evidence-based approach to the youth journey of self-discovery and recognition.

# How to use our name...

**Referring to the organisation delivering the Duke of Ed**  
'The Duke of Edinburgh's International Award - Australia'

**Referring to the Framework**  
'The Duke of Edinburgh's International Award Framework', The Duke of Ed Framework', The Framework

**Shortening the name**  
After the full name (The Duke of Edinburgh's International Award-Australia) has been used, the abbreviated name 'The Duke of Ed' can be used.

**NOTE:** For headings, titles for formal occasions and formal documents, use the full name.

## Capitalising common Duke of Ed terminology

- Duke of Ed
- Framework User
- Framework
- User
- Major Section
- Bronze Level
- Skills
- Physical Recreation
- Duke of Ed Leader
- Duke of Ed Centre
- Assessor
- Award Level
- Adventurous Journey
- Voluntary Service
- Gold Residential Project

For more terms, refer to the Duke of Ed Handbook glossary

# What NOT to use...

- |   |                   |   |   |
|---|-------------------|---|---|
| ✗ | Program/Scheme    | ✗ | DOE, DoE or DoEA/DOEA                         |
| ✗ | Dukes             | ✗ | Dukies  |
| ✗ | Movement          | ✗ | Youth Program / Youth Club/Youth Organisation |
| ✗ | The Award / Award | ✗ | Do/Doing the Duke of Ed                       |
| ✗ | Participant       | ✗ | Award Leader                                  |
| ✗ | Award Centre      |   |   |

# Typography aka '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.

## Primary Font

FF Meta OT Normal and Bold is our corporate font and should be used for all designed applications.

**FF META OT BOLD**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789,.?!@£\$%&\*

**FF META OT NORMAL**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789,.?!@£\$%&\*

## Secondary Font

For all MS Office or digital applications use Calibri.

**CALIBRI BOLD**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789,.?!@£\$%&\*

**CALIBRI REGULAR**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789,.?!@£\$%&\*

## Digital Font

Please use the digital font Source Sans Pro when the others are not available e.g. when using Canva.

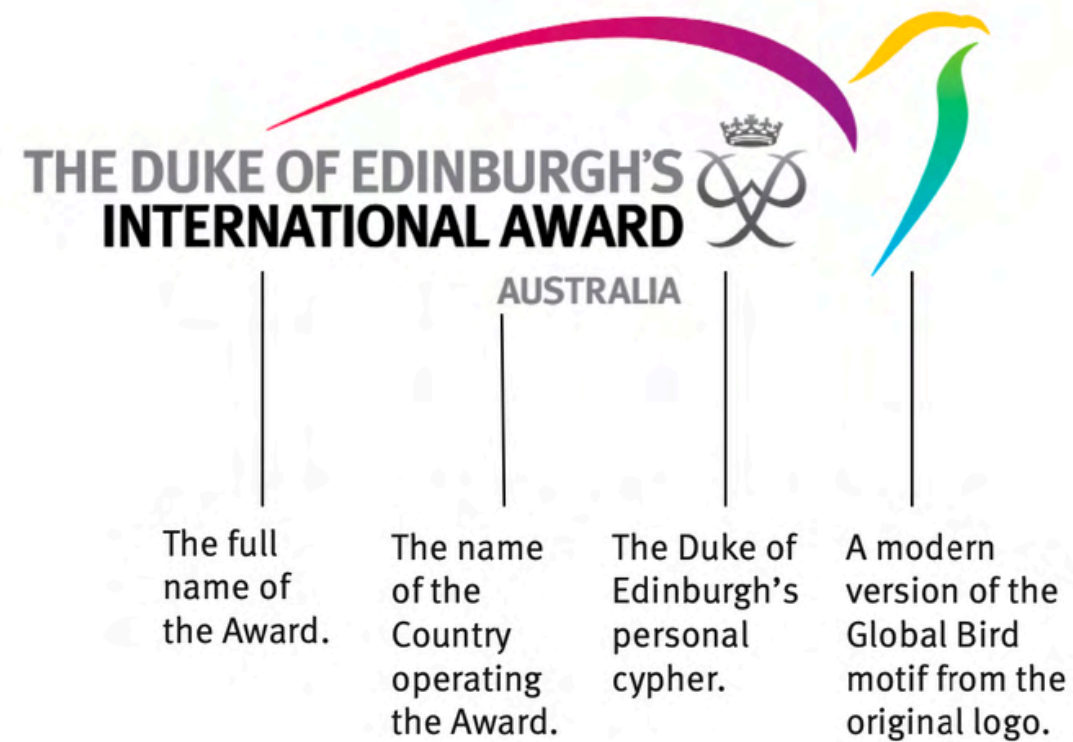
**SOURCE SANS PRO BOLD**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789,.?!@£\$%&\*

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

# The Australian Logo

- ✓ The Duke of Edinburgh's International Award - Australia logo incorporates so much of our history and who we are today. **This logo is used when referring to the organisation.**
- ✗ The logo must never be distorted or changed in anyway unless approved by the International Award Foundation.

## Main Logo - Horizontal



## Stacked Secondary Logo



# Australian Logo Colour Options

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**.

## Which colours should I use?

### Traditional Logo

Use on white or lightly coloured backgrounds.



### White Logo

Use on most coloured backgrounds + ALWAYS use for black and/or dark backgrounds.



### Black Logo

Use on coloured backgrounds where the white logo won't be clear.



### Gold Logo

ONLY for Gold Level Ceremonies on a white or grey-scale background.





# Logo Do's

## Logo Size

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



## Minimum Size Guide

To ensure our logo is always clear and legible, please apply the following size:

Format	Logo Height (mm)	Top Margin (mm)	Right Hand Margin (mm)
A3	22	10.5	25
A4	15.5	8.5	17.5
A5	11	5.5	12.5
DL	11	5.5	8.5

## Clear Space

Ensure the logo is always clear and legible.

Spacing around logo must always be at least the size of the 'T' in the horizontal logo or, letter 'A' in the stacked logo.



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

# Logo Don'ts

General rule of thumb, if it doesn't follow the "Do's" on the previous page, then it's probably a "Don't" but to be sure, please avoid any of the following:



Do not use the Foundation logo:



Do not blur or pixelate the logo:



Do not add to the logo:



Do not change the logo colours:



Do not stack or change the logo:



Do not crop the logo:



**NOTE:**

All Duke of Ed Centre and Framework User logos must be approved by your Division. All other logos to be approved by the National Office. If you are applying the logo on a dark or coloured background, please request a white reversed-out version of the logo.

# Logo Variations

## The National Award Operator - AU logo

The National Office is licensed to use the following logo:



## Duke of Ed Framework Users - 'Proud to be using'

Young people currently using the Duke of Ed Framework:  
NOTE: The Gold Version is for Gold Duke of Ed Framework Users only.



## Duke of Ed Centres - 'Proud to deliver'

Duke of Ed Centres (e.g. schools and community organisations):



## Duke of Ed Alumni - 'Official Member of' logo

Those that have achieved a Duke of Ed Level and joined the Global Award Alumni Network (GAAN) can use the following logo:



## Duke of Ed Supporters - 'Proud to support'

Including recognised and approved Duke 4Sport Partners, Duke of Ed Employers, Tertiary Institutions, Award Friends and Business Ambassadors:



# Licensed Award Operating Authority Logos

The AOA is the State or Territory Division that manages the Duke of Ed in their State/Territory. Black & white versions available and must follow instructions as per page 8.

## Australian Capital Territory



## South Australia



## New South Wales



## Tasmania



## Northern Territory



## Victoria



## Queensland



## Western Australia




# Duke of Ed Colour Palette

The Duke of Ed's colour palette is vivid and impactful. The full colour palette is used across our materials where possible. However, we also attribute the brand colours to the Sections of each Duke of Ed Level.

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

75% 50% 25%

**Red**

Pantone 192  
Co M94 Y64 Ko  
R228 Go B70  
#E40046 


75% 50% 25%

**Yellow**

Pantone 123  
Co M19 Y89 Ko  
R255 G199 B44  
#FFC72C 


75% 50% 25%

**Blue**

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

75% 50% 25%

**Green**

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

50% 25%

**Purple**  
75%

Pantone 192  
Co M94 Y64 Ko  
R228 Go B70  
#882581

75% 50% 25%

**Teal**

Pantone TBC  
C100 M11 Y20 K82  
Ro G45 B61  
#002d3d

Teal is best used for more formal or professional instances. It works well with our Blue, Yellow or White

75% 50% 25%

**Black**

Co Mo Yo K100  
R30 G30 B30  
#1E1E1E

**White**

Co Mo Yo Ko  
R255 G255 B255  
#ffffff

75%

**Text Colour**

# Duke of Ed Levels Colour Palette

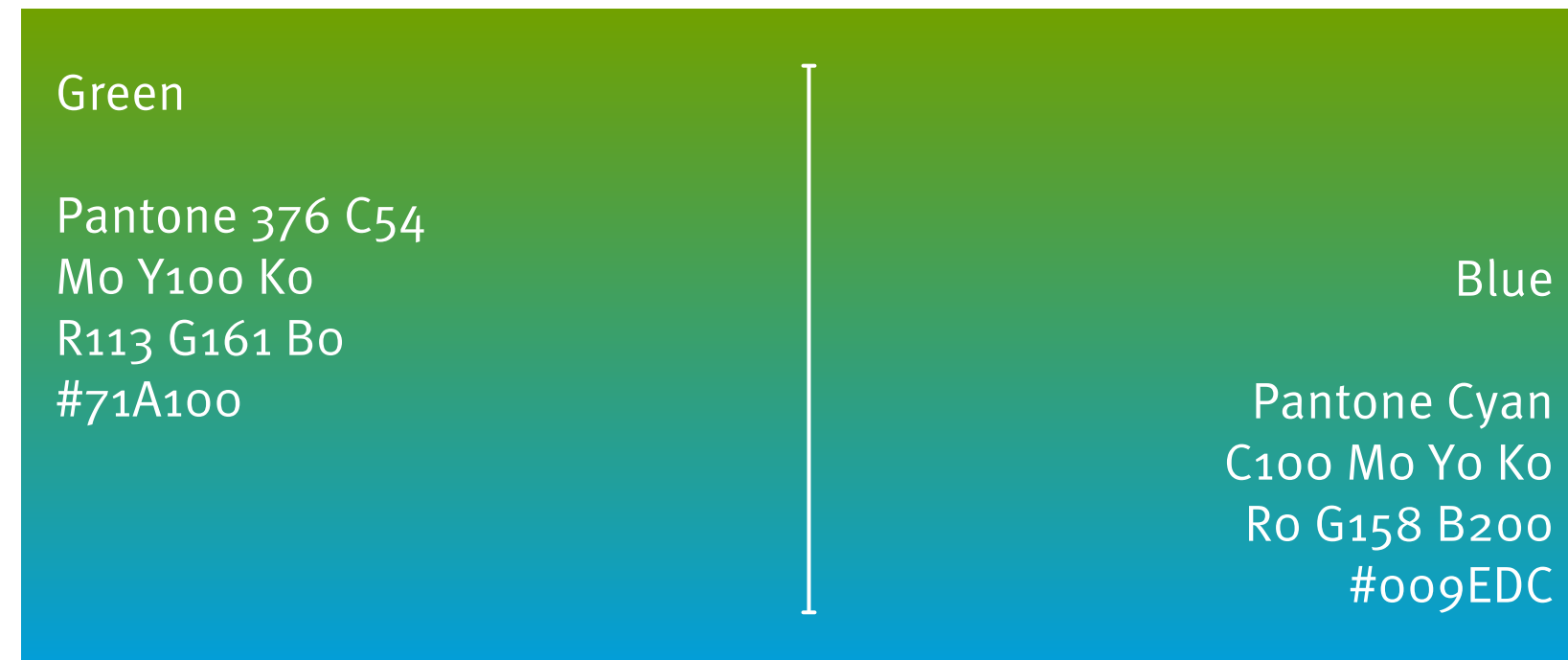
The Duke of Ed Level colours Bronze, Silver and Gold are to be used to represent the different Levels of the Duke of Ed.

<p>Bronze Level</p> <p>Pantone 876 C30 M50 Y85 K0 R186 G135 B72 #BA8748</p>	<p>Silver Level</p> <p>Pantone 877 Co Mo Yo K40 R167 G169 B172 #A7A9AC</p>	<p>Gold Level</p> <p>Pantone 872 C20 M30 Y70 K15 R180 G151 B90 #B4985A</p>
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**NOTE:** The Duke of Ed Levels Colour Palette is to only be used on certificates or digital credentials.

# Duke of Ed Gradient Colours

Gradients of the Duke of Ed colours are available to use and are interchangeable with the Duke of Ed's colour palette.



# Duke of Ed Elements

The Coloured Bar is a key element in the Duke of Ed 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 Duke of Ed Colours.

## The Multi Coloured Bar



## The Red Bar



## The Blue Bar



## The Yellow Bar



## The Green are Bar



## The Purple Bar





# Duke of Ed Ribbon

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

## The White Ribbon



## The Black Ribbon



## The Multi Coloured Ribbon



## The Blue Ribbon



## The Green Ribbon



## The Purple Ribbon



## The Red Ribbon



## The Yellow Ribbon



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

# Duke of Ed Icons



Brand icons have been created to represent:

- Different Sections of the Duke of Ed Framework
- Guiding Principles
- Impact of the Duke of Ed
- Outcomes of the Duke of Ed

# Section Icons

- These Icons represent the 5 Sections of the Duke of Ed Framework
- The below displays 2 options available for each icon - i.e. the icon on a solid background or, the circle version.
- Never recreate these icons or change the icon colours. The master artwork should only be used.

## VOLUNTARY SERVICE



## PHYSICAL RECREATION



## SKILLS



## ADVENTUROUS JOURNEY



## GOLD RESIDENTIAL PROJECT



# 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 Duke of Ed.



Individual



Non-Competitive



Achievable



Voluntary



Developmental



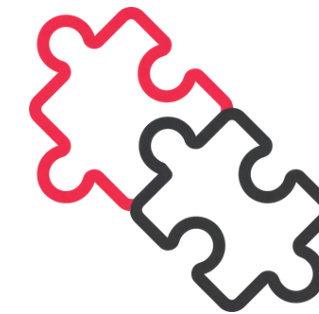
Balanced



Progressive



Inspirational



Persistence



Enjoyable

# Impact Icons

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



Improved employability and earning potential



Improved physical health and fitness



Improved mental health and emotional wellbeing



Increased engagement with charitable and community causes



Improved environmental impact



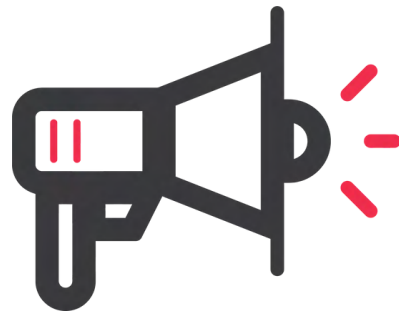
Increased social cohesion



Reduced offending

# Outcome Icons

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



Confidence



Resilience & Determination



Relationships & Leadership



Creativity & Adaptability



Planning & Problem Solving



Managing Feelings



Communication



Personal & Social Wellbeing



Civic Competence



Inter-cultural Competence

# Brand Imagery

In order for people to build an emotional connection to our brand, our photography style should be a natural, unstaged, authentic representation of young people and adults engaging with the Duke of Ed.

Imagery must be inspirational but not intimidating, ensuring photography selection mirrors our goal for the Duke of Ed Framework being accessible to all young Australians. Where through the Duke of Ed, a young person can realise their potential, purpose, passion and place in the world. (i.e. showcase the possibility and opportunity)

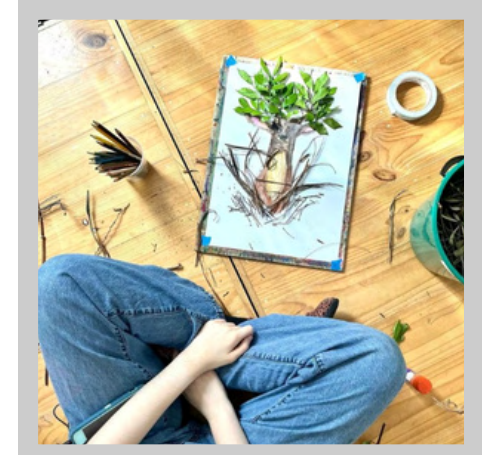
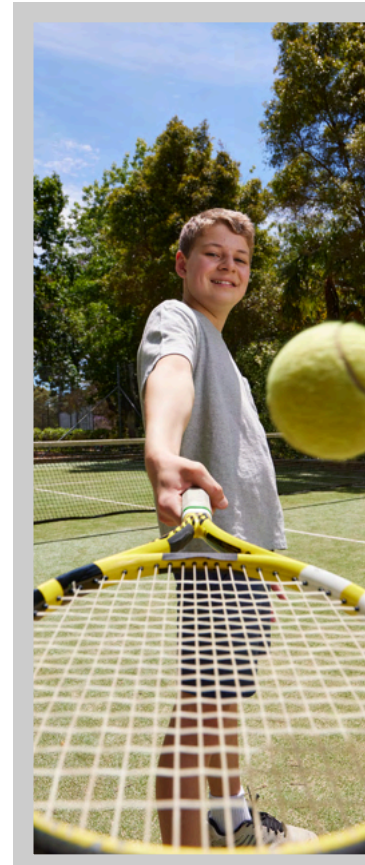
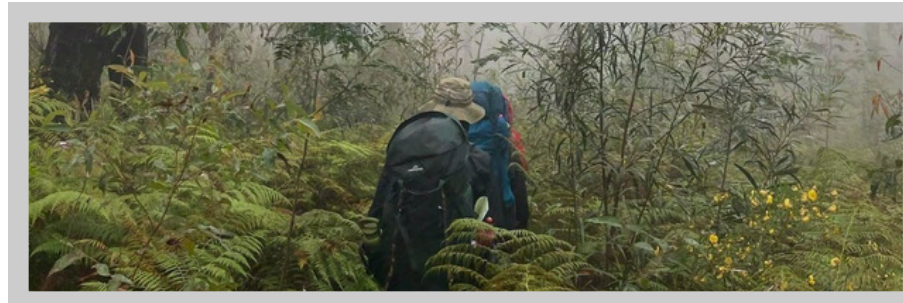
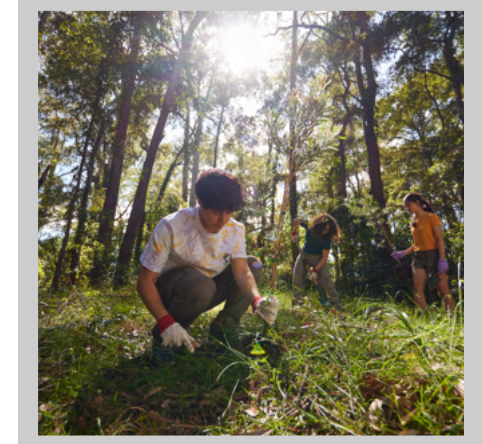
Photography subjects must be balanced for our brand positioning efforts. (i.e. avoid the Adventurous Journey being the hero. Instead, show balance across all Duke of Ed Sections).

Photography selection must display openness, diversity and inclusion. Where possible, it should be dynamic in style (embracing modern/appealing style of photography) and; through this style, adding depth and a sense of movement.



# Imagery Style Guide

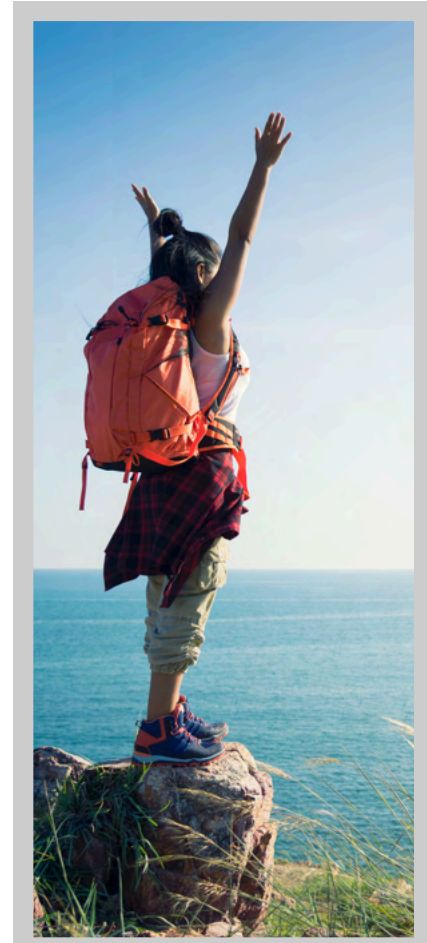
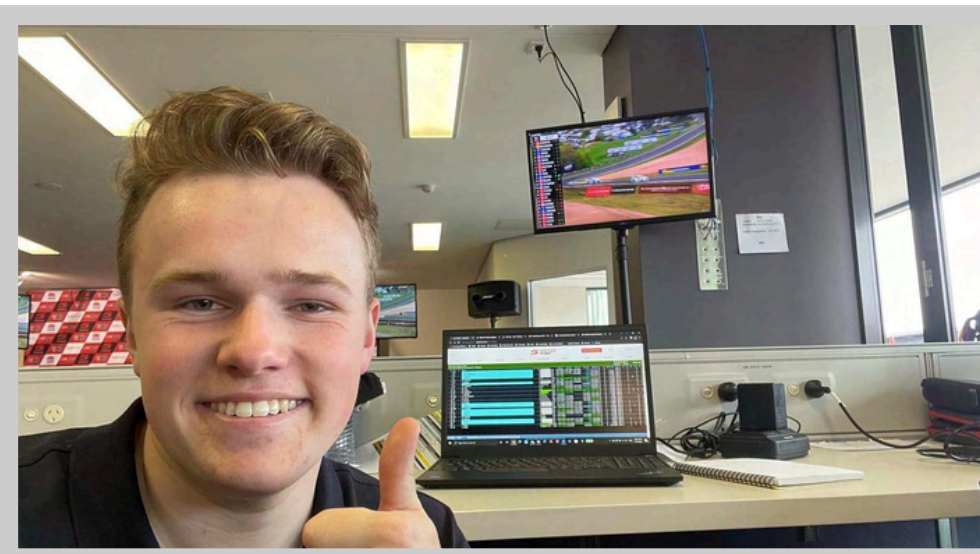
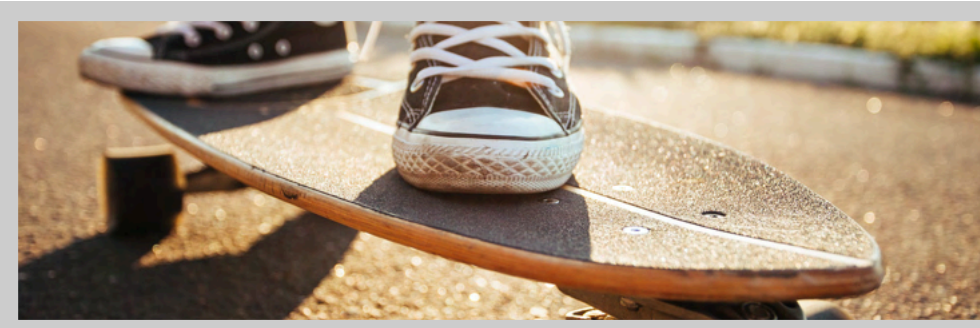
- The below are examples of the dynamic style of photography we aim for. Where a photo shoot may be organised, it's important to capture movement, not poses, "on location" over studios.
- Aim for diversity in people, passions and photography and; ensure there are no more than 7 people included in any Adventurous Journey images.





# Imagery Style Guide

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



# Social Media

The Duke of Ed uses Social Media as an effective tool to generate awareness, engage with our audience and enable people to connect with our brand. It's a platform for inspiration, motivation, sharing information and adding a human element to the brand.

If you are a part of the national Duke of Ed team, please refer to the Social Media Guidelines for full details.

If you are interested in collaborating on social media activity, these guidelines will give a taste of what we aim for, but we welcome open conversation to better plan activity for aligned positioning and timing of content.

## Our Handles and style of content

Where appropriate, social icons and handles should be displayed on marketing materials.



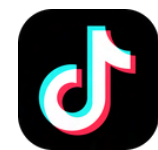
**@dukeofedaus**

More visual in style. Speaks to young people and younger adult audience. Great for collaboration, sharing UGC, visually showcasing breadth of activities and diversity.



**@TheDukeofEd**

Think of it dressed as 'smart casual.' - professional but not stiff. This channel typically speaks to a blend of parents/guardians and education backgrounds.



**@TheDukeofEd**

Fun, playful, entertaining, 'snackable' content. Sharing UGC, avoiding "polished and scripted" for raw, real, authentic shared Duke of Ed experiences. Think Gen Z & Gen Alpha.



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

Professional, thought leadership, research-backed content.



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

Typically longer form content compared to the above channels.

**Content Focus:  
ACCESSIBILITY + RELEVANCE + APPEAL**

## Our Hashtags

**Primary:**  
#WorldReady  
#dukeofed

**Secondary:**  
#dukeofedaus

Other hashtags may be used that are relevant to the content being shared.

## Tagging

The Duke of Ed is open to tagging and collaborating on a case by case basis.

## Emojis

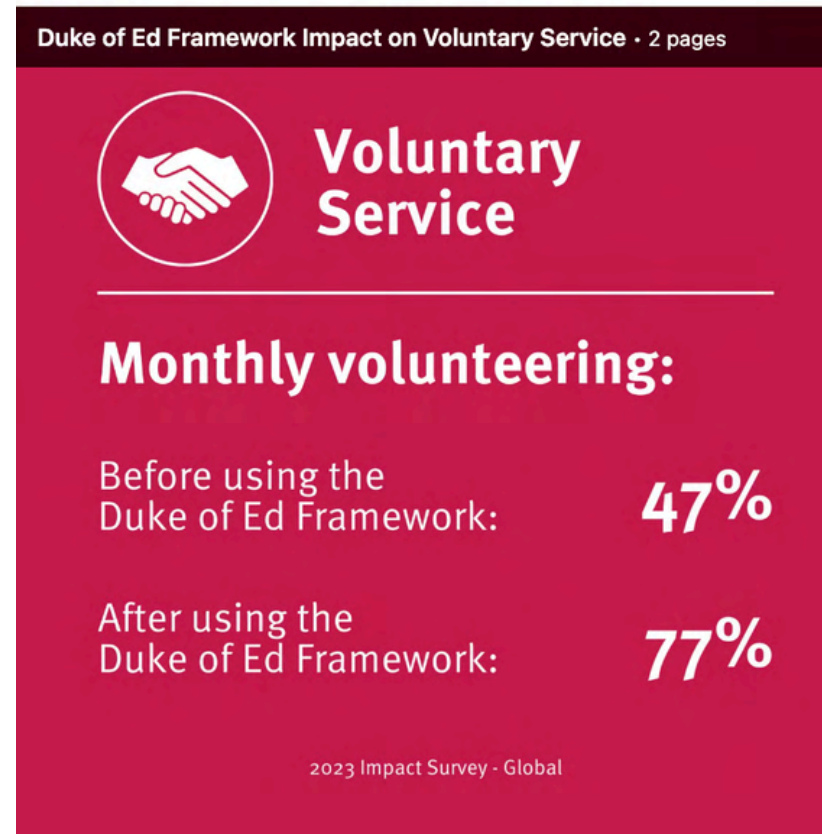
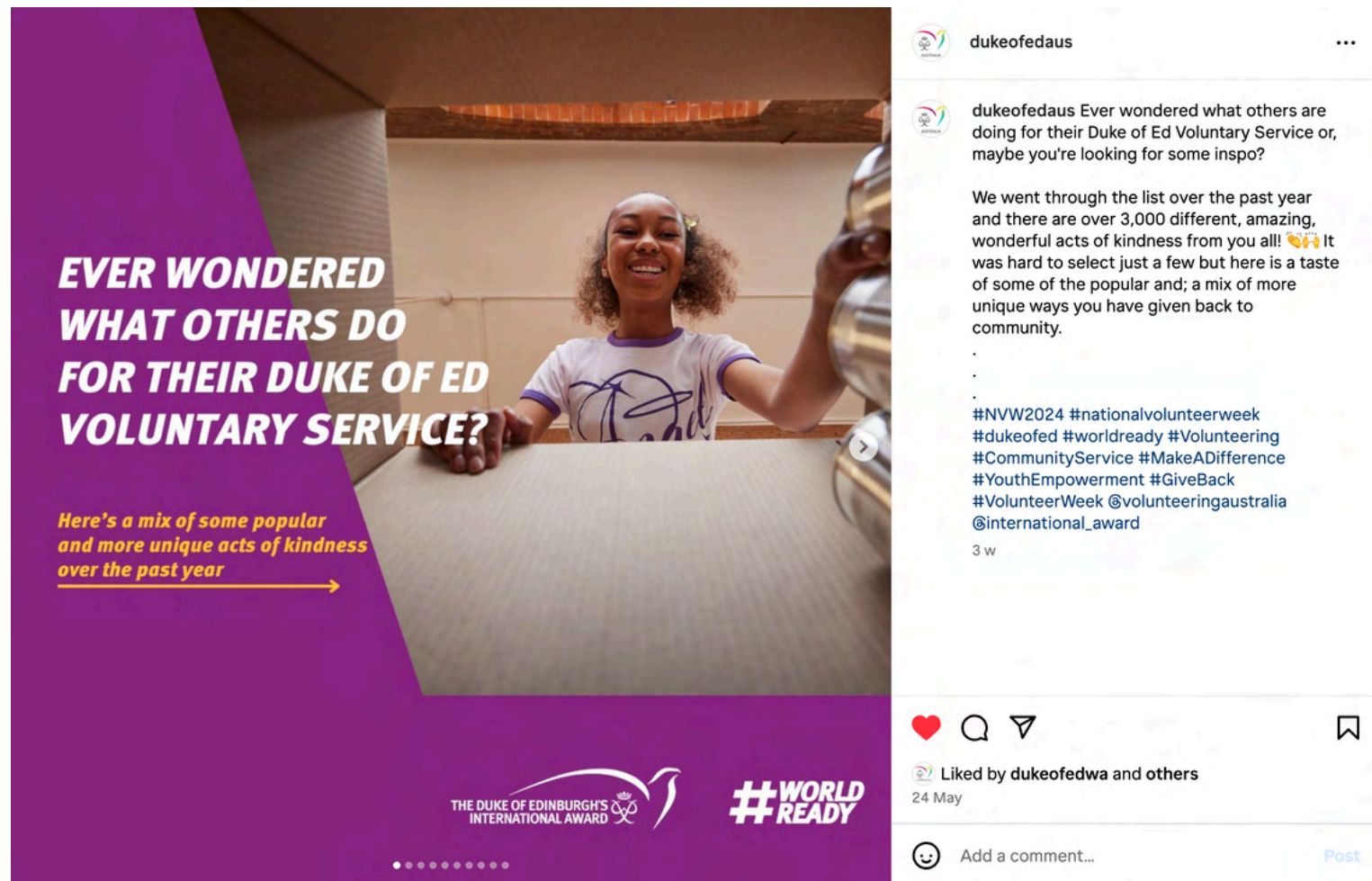
Emojis may be used where appropriate.

# Social Media Tone of Voice

- ✓ Always ensure content is tailored to the channel and audience. Below is an example of how the same activity was presented to different social channels and audiences.

## Example:

Celebrating National Volunteer Week on Instagram (left) versus LinkedIn (right)



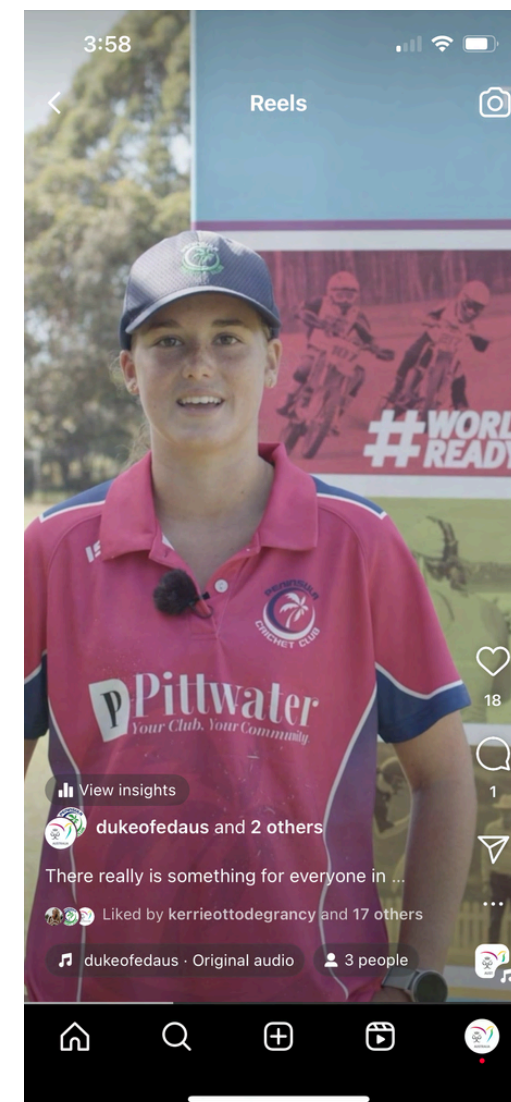
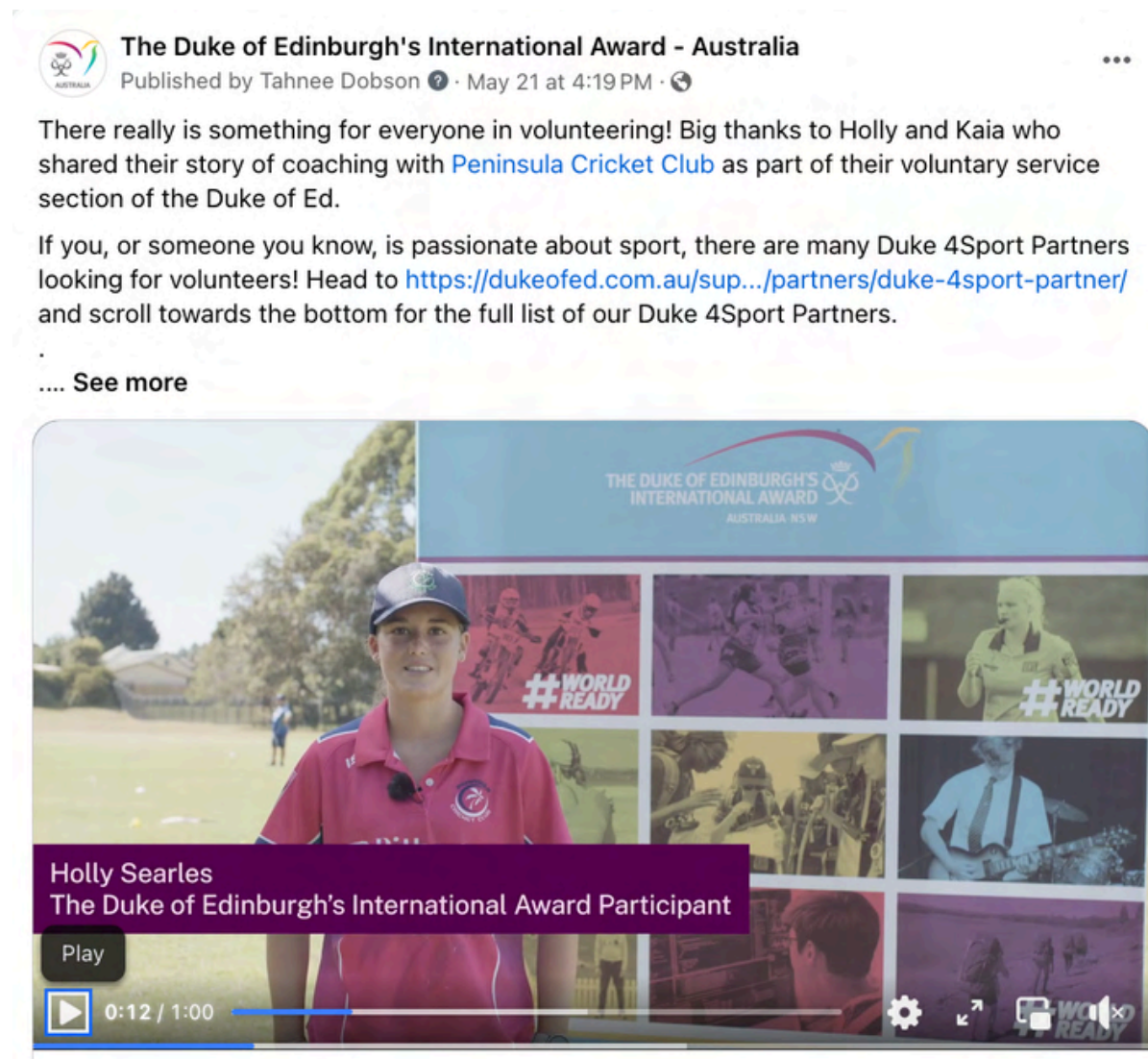
# Fit For Channel

- ✓ Content shared via Duke of Ed channels must be fit for the content delivery type on each social media channel. Ensure any photography/videography produced is shot with the required specs in mind and/or has the ability to be repurposed and resized to enhance the professionalism and visual appeal of the content and target audience. A suitable thumbnail should be applied when appropriate for videos.

## Example:

In the below example, landscape content suits Facebook and LinkedIn. However, it's unsuitable for TikTok, Instagram Reels and stories. In this case, the video on the left could be edited to meet the TikTok/Reel/Stories specs. Social media audiences expect content to be fit for channel (i.e. fills the screen rather than leaving empty space)

- ✓ Resized per channel



✗ Not fit for channel

# Brand Extension #WORLDREADY



#WORLDREADY is a brand extension of the Duke of Ed's overall brand. Its purpose is to help champion and promote the concept of non-formal education and learning. While it must never be used in place of the Duke of Ed brand, it can be used alongside it, as appropriate.

# Thank You

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For more information contact us at:

[comms@dukeofed.com.au](mailto:comms@dukeofed.com.au)

