



# Brand guidelines

DofE Licensed Organisations

# Introduction

Licensed Organisations (LOs) are encouraged to use the DofE logo and imagery to help promote their DofE activities.

These Brand Guidelines are designed to help LOs produce materials that promote the DofE.

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DofE branded/customised materials and assets can be obtained from the Brand Centre ([DofE.org/brandcentre](https://DofE.org/brandcentre)), where you can also download the DofE logo and order a bespoke one. If you can't find what you need on the Brand Centre, then please email [communications@DofE.org](mailto:communications@DofE.org).

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When LOs design DofE materials...

- sometimes the DofE will be the **primary** brand, such as when a school is using the materials to promote just its DofE offer/activities to its own audience and does not need to feature its own brand.
- there will be instances when the LO's brand is the primary focus and DofE is the **secondary** brand. For example on websites; in a school prospectus or company annual report. The organisation will use its own look and feel and then feature the DofE logo/its DofE bespoke logo as an 'endorsement' in a secondary position (see pages 9-15). In this instance please use the guidelines in this document to inform the basis of any reference to the DofE or its activities.

**We ask that our LOs follow the guidelines in this document to help them incorporate the DofE's look and feel into their materials. This will help to project the DofE as a valuable addition to the LO's own activities, with a degree of consistency.**

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## SECTION 1

# DofE as the primary brand

When the DofE is the primary brand, such as when a school is using the materials to promote its DofE offer/activities, the DofE's Brand Centre would ideally be used to source materials ([DofE.org/brandcentre](https://www.dofe.org/brandcentre)). The following pages give examples of the DofE as the primary brand.

# Overview

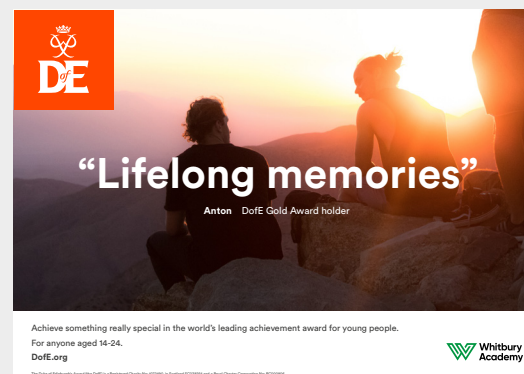
Sometimes DofE is required be the primary brand. For example:

- a DofE group in a school wishing to have DofE banner stands for school events;
- a company promoting in-house DofE activities;
- a council's DofE Award presentation evening.

## 1.01 Printed materials

These items should be created on the DofE Brand Centre. The LO logo can be displayed either reversed out or full colour, and positioned to appear secondary to the DofE logo.

### PULL-UP BANNERS



### POSTERS



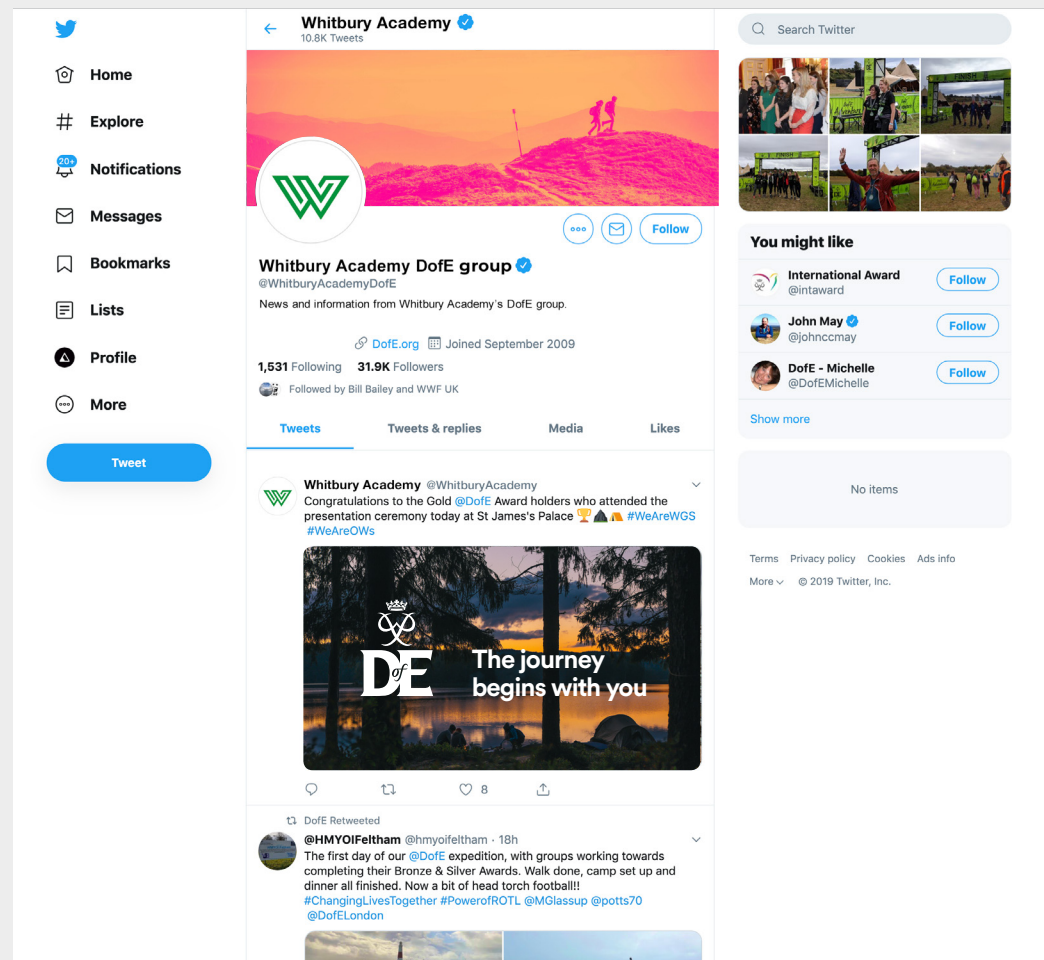
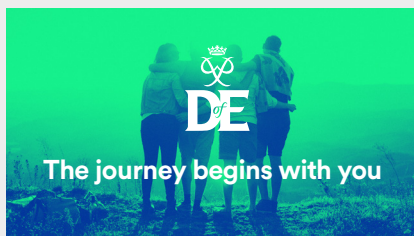
### LEAFLETS



## 1.02 Social media

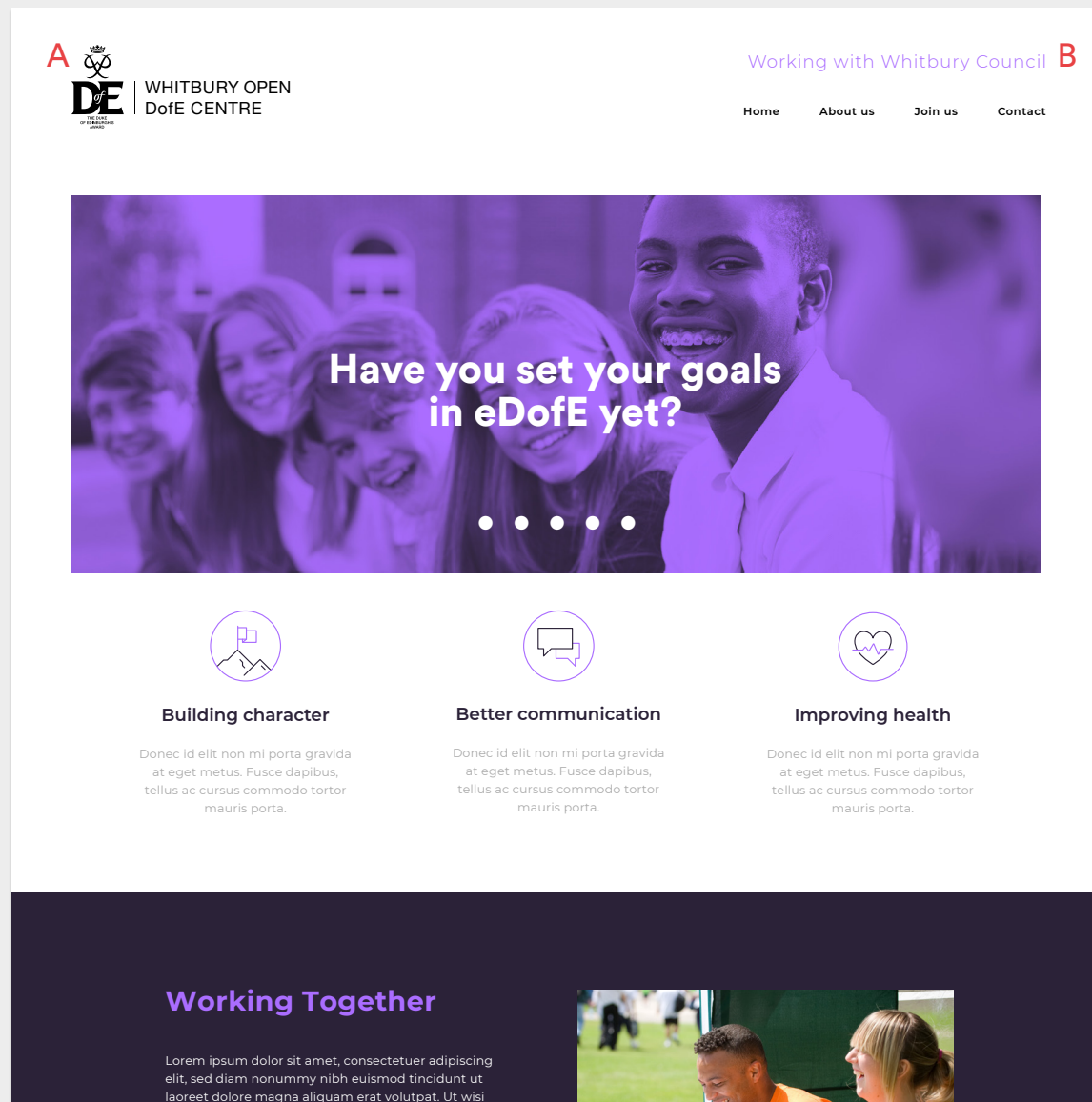
For occasions where the DofE is the primary brand, such as where an LO has an account solely to promote its DofE activities, the organisation should use its own logo.

It can, however, 'brand the page' using the DofE's look and feel, using assets such as a duotoned picture and/or its bespoke logo. See the Brand Centre for these assets.



## 1.03 Websites

Where LOs have their own, standalone websites to promote just their DofE activities, they should use their bespoke DofE logo<sup>A</sup>, and clearly identify the LO<sup>B</sup>.



## SECTION 2

# DofE as the secondary brand

When a Licensed Organisation is using its own brand as the primary one, the DofE logo and imagery would become secondary. The following pages give advice on how to achieve this without the end result looking like a clash of two brands.

# Overview

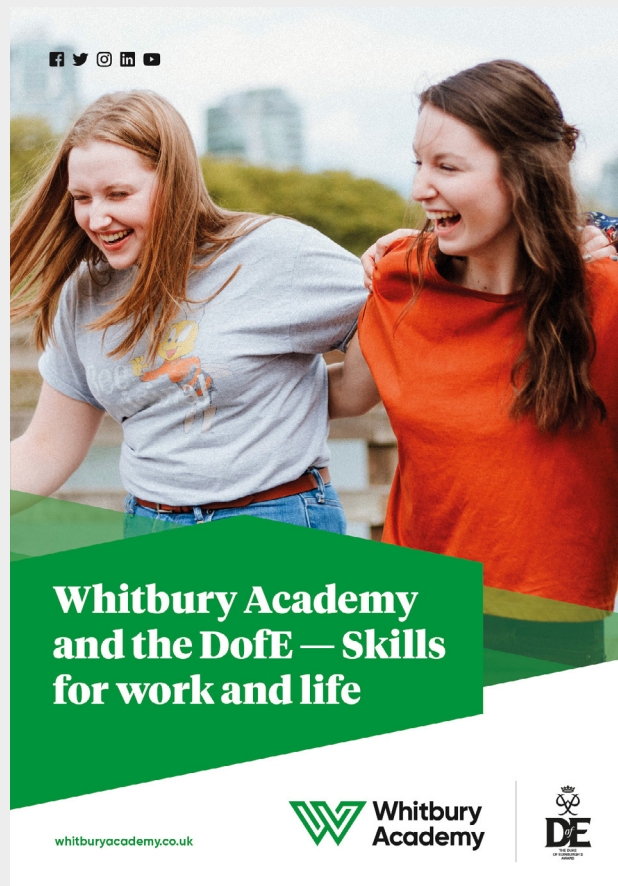
Where DofE is the secondary brand, materials should adhere to the LO's visual identity, **not DofE's**.

To ensure consistency of the DofE brand, elements of its visual identity should not be incorporated into the LO's materials. **Do not** attempt to replicate the DofE brand, using colours, fonts or duotone photography treatment.

## 2.01 Good practice: posters and covers



The DofE bespoke logo can be used to indicate when an LO is working with the DofE. This should be displayed at a smaller size than the partner's logo.



The above logo format can be used to indicate a partnership between the DofE and an LO, or where both logos need to be displayed.



In the above format, the LO's logo takes clear priority in the visual hierarchy.

## 2.02 Good practice: prospectus



**For the past five years, Whitbury Academy has had one of the highest uptake and completion rates of all schools in the county for The Duke of Edinburgh's Award. Our average completion rate is unrivalled with 100% completion rate at Bronze, 76% at Silver and 22% at Gold.**

The DofE is embedded in the school timetable and is delivered by the Academy's highly-qualified Head of Outdoor Education, Colin Weatherby. His ambitious, adventurous and achievable DofE lessons make full use of the school's unique location. Our setting and highly-driven outdoor education staff help advertise the benefits of DofE to students from a very young age.

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Earlier this year, the school took a group DofE participants rock scrambling on a sea cliff and a year ago, successfully got all 28 participants to the top of Mount Kilimanjaro. In September Whitbury Academy students were prepared for DofE by climbing five Munros in Scotland in one day, before abseiling the very next morning.

With plans to take a crew of participants sailing off the coast of England in 2019 and an eagerly-anticipated Naples to Athens sail scheduled for 2020, Mr Weatherby firmly believes in setting the bar high for students doing their DofE.

He said: "Young people are far more capable than we as adults remember or understand. The only reason a young person limits themselves, is because the adults limit them. As you grow up, you forget what it is like to be a child."

"Children at Whitbury Academy engage with outdoor learning very early on. We try to remove psychological barriers and fear and give parents an insight into how capable

Whitbury Academy Prospectus 2020

their children are. By the time the children turn 14 they are eager to sign up to start their DofE journey."

Colin has been mountaineering for 30 years. His experience with DofE is augmented by his direct involvement as a Scout Leader.

He added: "On our recent trip to Kilimanjaro, we started off with 28 at the foot of the mountain and all made it to the top. When you consider an estimated 50,000 people attempt it every year but many don't reach the top, that's an incredible achievement."

"I place a lot of value on the DofE. It is a big player in the outdoor world and it's hugely beneficial for children and young people to achieve DofE success. Having curricular time in the school day for DofE, helping students with eDofE and finding volunteering opportunities all can facilitate success."

Ultimately, however, if you are incredibly enthusiastic about DofE the children will be as well. If you're up for it – they will be.

For more information, please visit the DofE Website: [www.DofE.org](http://www.DofE.org)



Extra-curricular activities — The DofE

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In an annual review, school prospectus etc., use the LO bespoke logo and remember to use the correct DofE terminology.

## 2.03 Good practice: pull-up banners

This shows how banners created in a partner's own house style can have the DofE reference added.



## 2.04 Good practice: website images

Where an LO has a page devoted to the DofE on its website, the DofE is therefore a secondary brand.



The screenshot shows the Whitbury Academy website. The header includes the school logo and a navigation menu with links: HOME, ABOUT US, ADMISSIONS, SIXTH FORM, COMMUNITY, PARENTS, and CONTACT. The main content area features a section titled "The Duke of Edinburgh's Award" with a large image of a student sailing. Below this is a "Notice Board" section with a profile picture of Richard Williams, dated 23 September 2019, and two paragraphs of placeholder text.

**Whitbury Academy**

HOME ABOUT US ADMISSIONS SIXTH FORM COMMUNITY PARENTS CONTACT

### The Duke of Edinburgh's Award



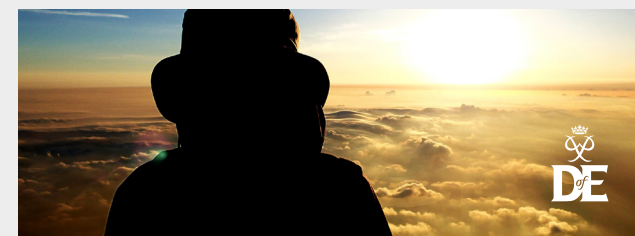
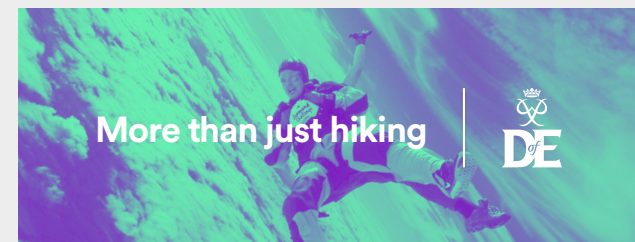
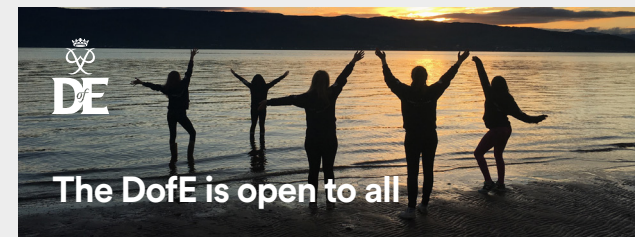
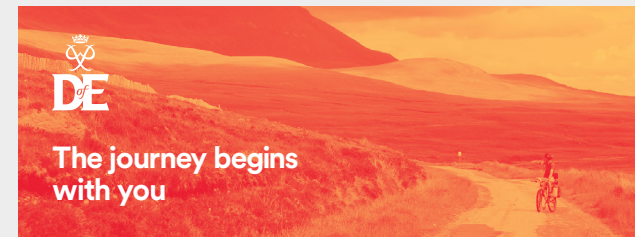
The journey begins with you

**RICHARD WILLIAMS**  
23 SEPTEMBER 2019

#### Notice Board

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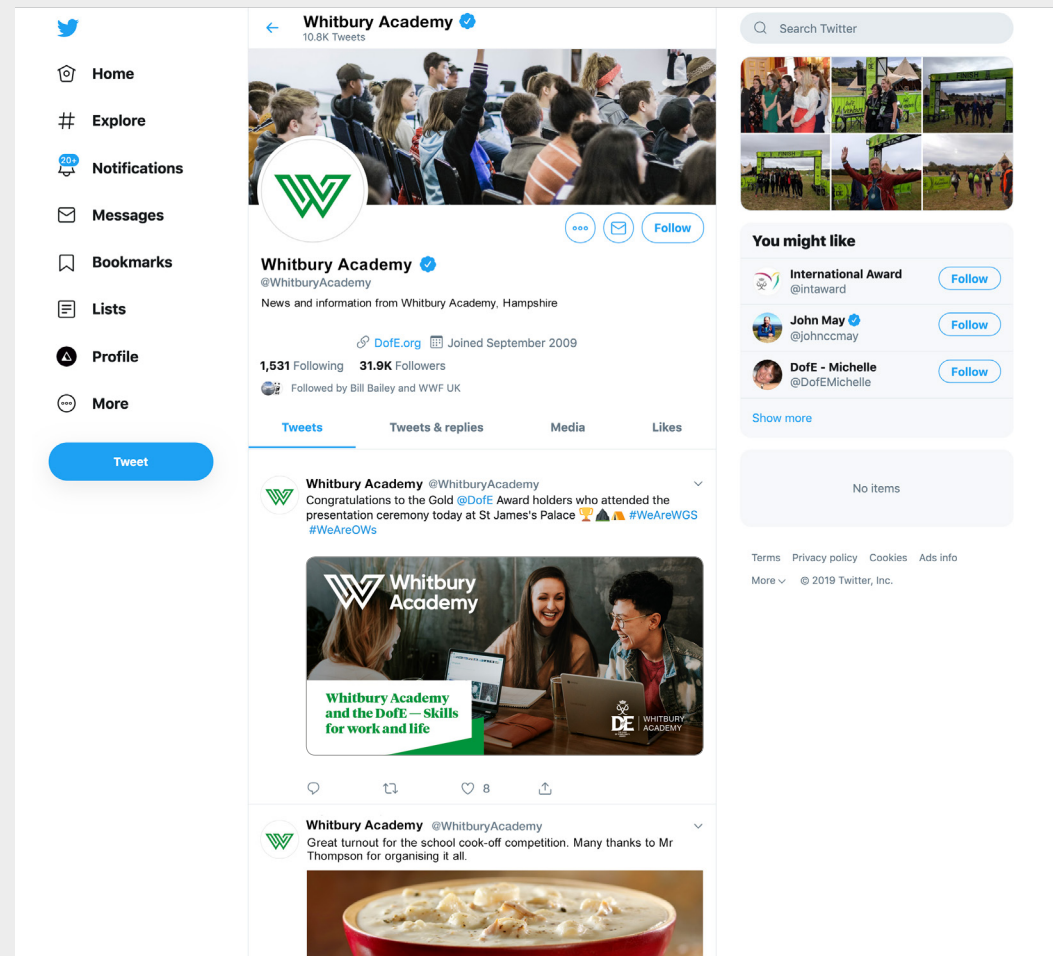
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## 2.05 Good practice: social media



For the LO's official, organisation-wide social media accounts, where all news/activities are promoted, social media posts should be created in the partner's style but with reference to the DofE. However, the header image must remain in the LO's brand style and not include the DofE logo.



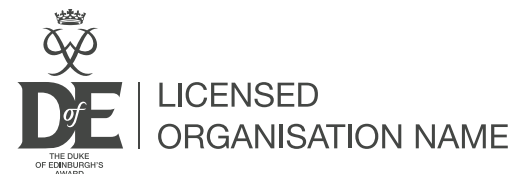
## SECTION 3

# DofE logo rules

## 3.01 DofE logo

It's important that the DofE logo is consistent and legible. If you alter the logo in any way, you might degrade its brand equity and reduce recognition. Below are some examples of unacceptable practice with our logo.

You can download copies of the DofE logo, and order a bespoke one for your LO, centre or group, from **DofE.org/logo**.



Do not place on a background that disguises the logo.



Do not rotate.



Do not place in a box that is too small.



Do not add an obvious drop shadow.



Do not distort.



Do not place in another shape.



Do not change the colour.



Do not add any effects.

## SECTION 4

# Writing about the DofE

The following pages include advice for when you refer to the DofE in written or spoken form.

## 4.01 Tone of voice

The DofE has a specific way of referring to itself, its programmes, levels and Awards. Please ensure that you reference to these correctly in all materials.



**Be inspiring, confident, honest, inclusive and motivating** – but be flexible with tone depending on audience, context and channel.



**Be concise.** (e.g. in a blog, use two to eight sentences in a paragraph and no more than 25 words in a sentence.)



**Where appropriate, keep your language informal, conversational and light of touch.**



**Think plain English.** Use short words and contractions (e.g. “we’re” and “you’ll”) and avoid jargon, slang and youth speak.



**Write in the active voice** (e.g. “Tom received his Gold Award” not “A Gold Award was given to Tom”).



**Consider the pace of your writing.** Keep it brisk and full of energy to maintain your reader’s interest.

## 4.02 Referring to the DofE

It is important to refer to the DofE correctly in all materials. The following is a collection of the key points to bear in mind when referring to the DofE.

### Our name

- The Duke of Edinburgh's Award is a charity. Capital 'T' on 'The' when the name is used in full.
- It can be abbreviated to 'the DofE charity' or 'the DofE' (lower case 't'), but never 'the Award', 'the Award Scheme', 'The Duke of Edinburgh's Award Scheme' or 'the scheme'.
- Remember to include 'the' before 'DofE' when referring to the charity.



## 4.02 Referring to the DofE

### What we offer/what young people do:

- Because every young person chooses what they want to do, there is no such thing as ‘The DofE programme’ – instead there are DofE programmes.
- When young people are taking part, they are doing a DofE programme.
- This can be personalised to them, for example, by talking about ‘your DofE programme’ or they can be ‘doing their DofE’. Young people do not ‘do the DofE’ – since each DofE programme is personal to the individual and there is not one DofE programme that can be done.
- A Licensed Organisation can, however, ‘operate the DofE’ or ‘deliver DofE programmes’.

### What young people get:

- When young people have completed their DofE programme, they achieve a Bronze, Silver or Gold Duke of Edinburgh’s Award.
- The level should always come before ‘Duke of Edinburgh’s Award’ (eg: ‘Silver Duke of Edinburgh’s Award’, but not ‘Duke of Edinburgh’s Silver Award’).
- This can be abbreviated to ‘a Bronze DofE Award’, ‘a Bronze Award’ (for each level) or ‘an Award’ – but only if it’s been used in full first in a document.
- Young people achieve an Award – they never do it, gain it or win it. Once they have achieved an Award, they are an Award holder (e.g.: ‘a Bronze Award holder’).
- Note, it is a Duke of Edinburgh’s Award and not The Duke of Edinburgh’s Award when talking about what young people achieve. The Duke of Edinburgh’s Award refers to the charity only.

## Therefore...

Young people do DofE programmes at one of three progressive levels which, when successfully completed, lead to a Bronze, Silver or Gold Duke of Edinburgh’s Award.

The correct titles of each section, and their order, is as follows:

- Volunteering
- Physical
- Skills
- Expedition
- Residential

# Further information

## General advice

Always refer to new printed or digital DofE materials as they become available to get a feel for the brand and how we communicate with our audiences.

To ensure consistency, you can contact the Communications Team at **communications@DofE.org** for approval of any item produced by DofE partners.

The Communications Team is there to support and advise you on all matters relating to the DofE brand.

## Support and downloads

For design and logo support, contact Dave Wood at **dave.wood@DofE.org**.

The Duke of Edinburgh's Award is a Registered Charity No: 1072490, and in Scotland No: SC038254, and a Royal Charter Corporation No: RC000806. Registered Office: Gulliver House, Madeira Walk, WINDSOR, Berkshire SL4 1EU.

No Licensed Organisation or other body outwith The Duke of Edinburgh's Award Charity is legally permitted to use the DofE's charity number.

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# DofE

THE DUKE  
OF EDINBURGH'S  
AWARD