



**DE**<sup>®</sup>  
*of*

THE DUKE  
OF EDINBURGH'S  
AWARD

# Brand guidelines

(Approved Activity Providers)



# Welcome to The Duke of Edinburgh's Award

As the DofE evolves, it's important that our brand does too. That doesn't mean a huge shift. It's more about making subtle changes to the way we look and how we speak.

These summary guidelines are designed to help everyone involved with the DofE build a distinctive brand. One that focuses on how we inspire, guide and support young people. One that is confident, honest, inclusive and motivating. This is just a summary – for more detailed information, please refer to the full *Brand Guidelines*, available on **DofE.org/logo**.

Every communication matters. A strong visual identity helps us to stand out from the crowd. Consistent, compelling brand language helps us to connect with our audiences.

## 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, contact the Communications Team at **[communications@DofE.org](mailto:communications@DofE.org)** for approval of any item produced by DofE Regions, Countries and other departments. The Communications Team is there to support and advise you on all matters relating to the DofE brand. Please refer to the DofE's staff brand guidelines appendix.

## Our purpose is

To develop young people for life and work.

## Our mission is

To inspire, guide and support young people in their self-development and recognise their achievements.

## Our vision is

To reach more young people from diverse backgrounds and equip them to succeed in life.

# The DofE

## The DofE is open to all

Let's celebrate our commitment to inclusivity. That means showing a diverse range of people in our communications, in terms of background, ethnicity and ability.

## The DofE is as unique as you are

Wherever possible we should emphasise the bespoke nature of a DofE programme and show the huge range of activities that are available.

## The DofE speaks with one voice

Although we have a number of different audiences to talk to, we have a consistent voice across all touchpoints. Our voice is inspiring, inclusive, honest and motivating.

## The DofE is for young people but we never pretend to be one

The brand has been around for over 60 years. We act with integrity and never pretend to be younger or cooler than we are. No youth speak, slang, or emoticons.

## The DofE is more than just hiking

When representing the DofE always ensure that it is shown as being more than the great outdoors and tents. Avoid over-use of expedition style imagery as it can give a limited view of the brand.

## The DofE is energetic and action-orientated

All communications are full of life and action. Photographs are energetically shot and cropped.





# DofE logo

Specially crafted with lettering that is unique to the DofE, our logo is at the heart of our brand identity.

Approved Activity Providers must not use the general DofE logo.

The logos below are registered trademarks and may only be used by organisations and companies licensed to do so. Indeed, it is illegal to use any DofE partner logo without written permission from the DofE Head Office.

Make sure the AAP logo always has the black background inside the rectangle. The rectangular area should not be transparent or reversed out.



# Our colours

## Sections and levels

There are four sections at Bronze and Silver level and five at Gold level.



The sections should always be referred to in this exact order – whether as a list or in text.



The colour blocks, when used to denote sections, should be solid colours. They should be landscape rectangles, not squares (except for certain online/digital applications).

<b>GOLD</b> CMYK 26 37 76 2 RGB 198 159 82 HEX C69F52 Pantone 465 (871 metallic)	<b>VOLUNTEERING</b> CMYK 0 97 61 0 RGB 229 24 70 HEX E51846 Pantone 192
<b>SILVER</b> CMYK 10 8 10 32 RGB 178 177 176 HEX B2B1B0 Pantone 422 (8420 metallic)	<b>PHYSICAL</b> CMYK 0 22 100 0 RGB 254 200 0 HEX FEC800 Pantone 123
<b>BRONZE</b> CMYK 0 68 68 37 RGB 170 81 57 HEX AA5139 Pantone 4705 (8560 metallic)	<b>SKILLS</b> CMYK 100 0 0 0 RGB 0 159 227 HEX 009FE3 Pantone CYAN
	<b>EXPEDITION</b> CMYK 53 0 85 0 RGB 140 192 75 HEX 8CC04B Pantone 376
	<b>RESIDENTIAL</b> CMYK 51 75 0 0 RGB 147 86 158 HEX 93569E Pantone 2587

## Colour palette (print)

CMYK 100 87 32 21	CMYK 75 73 36 70	CMYK 0 95 76 0	CMYK 24 63 87 15	CMYK 56 0 59 0
CMYK 100 85 0 0	CMYK 74 87 0 0	CMYK 0 84 0 0	CMYK 14 27 57 3	CMYK 52 0 47 0
CMYK 88 72 0 0	CMYK 38 90 0 0	CMYK 0 69 28 0	CMYK 0 26 67 0	CMYK 28 0 33 0
CMYK 43 12 0 0	CMYK 48 56 0 0	CMYK 0 29 4 0	CMYK 2 10 92 0	
			CMYK 3 2 70 0	
CMYK 0 0 0 90	CMYK 46 34 33 12	CMYK 24 16 16 1		

## Colour palette (screen)

RGB 29 49 99 HEX 1D3163	RGB 43 34 56 HEX 2B2238	RGB 234 31 50 HEX EA1F32	RGB 176 101 46 HEX B0652E	RGB 23 247 140 HEX 17F78C
RGB 2 38 158 HEX 02269E	RGB 132 0 198 HEX 8400C6	RGB 248 45 159 HEX F82D9F	RGB 221 186 125 HEX DDBA7D	RGB 104 247 179 HEX 68F7B3
RGB 56 56 255 HEX 3838FF	RGB 175 42 151 HEX AF2A97	RGB 255 101 134 HEX FF6586	RGB 254 198 101 HEX FEC665	RGB 195 255 201 HEX C3FFC9
RGB 149 202 255 HEX 95CAFF	RGB 170 109 255 HEX AA6DFF	RGB 255 236 219 HEX FFCBDB	RGB 255 220 0 HEX FFDC00	
			RGB 255 236 102 HEX FFEC66	
RGB 60 60 60 HEX 3C3C3C	RGB 143 146 149 HEX 8F9295	RGB 204 206 209 HEX CCCD1		

Further guidance is available in the full version of the *Brand Guidelines*.



# Photography

Our photography should be compelling, exciting and motivating. It's a visual capital that can be used to inspire our community rather than a strict translation of words or statements.

When you're commissioning or choosing images of people doing their DofE, think natural, unstaged and uncontrived. Embrace travel, movement and dynamism. Make sure your subjects are interacting with the world around them and that the photographs capture emotional engagement.

If you're using images of objects, they should be neatly presented and evenly lit.

You have the option to produce some photographs in duotone, using our brand colour pairings, as detailed in the full *Brand Guidelines*. Use these sparingly, as lead or background images, and only one per page if they are secondary images.



# Use of capitals

If you're not sure whether to capitalise a letter on a particular DofE term, this list of common words and phrases should help.

**Further guidance on writing styles etc. is available in the full version of the *Brand Guidelines*.**

## With DofE

(DofE) charity  
(DofE) Head Office  
(DofE) Regional Office  
(DofE) Region/Country  
(DofE) Regional/Country Office  
(the order of the above is: Scotland, Wales, Northern Ireland, London, Central England, North of England, South East, South West)  
(DofE) Leader  
(DofE) Co-ordinator  
(DofE) Manager  
(DofE) Assessor  
(DofE) Supervisor  
(DofE) group  
(DofE) centre  
(DofE) participants  
(DofE) programmes  
(DofE) Administrator  
(DofE) Award Verifier

## Others

Licensed Organisation (LO)  
Operating Authority (OA)  
Directly Licensed Centre (DLC)  
DofE Business  
National Operating Authorities (NOAs)  
Approved Activity Provider (AAP)  
Gold Award Presentation (GAP)  
volunteer  
regional network  
Participation Place  
the LifeZone  
Brand Centre  
Schools' Calendar

## Awards

Bronze, Silver, Gold, DofE Award  
(level precedes DofE Award)  
Award  
level  
holder  
DofE Award Certificate

## Training specific

e-induction  
Introduction to the DofE (IttDofE)  
Expedition Assessors Accreditation Scheme (EAAS)  
Expedition Supervisors Training Course (ESTC)  
Modular Training Framework  
DofE Leadership Programme  
DofE Expedition Skills (DES)  
Adult Volunteer Management

## Resources

*The names of any resources or publications are always in italics.*

## Sections

Volunteering  
Physical  
Skills  
Expedition  
Residential

(Capitalise the section name but not the word 'section'. If without the word 'section', capitalise when used as a section reference only, not as a general noun or talking about the activity, for example: 'For his Physical he did tennis, which is a very physical activity.' 'The Volunteering section is really good fun. There'll be loads of volunteering opportunities in your local community.' 'The Expedition section can be challenging but doing your expedition will mean you have loads of memories to laugh about afterwards!')

## eDofE specific

eDofE  
eDofE ID number  
eDofE Manager  
eDofE Primary Manager  
eDofE Mapping  
Assessor's Report  
Programme Planner  
Opportunity Finder

## Expedition specific

DofE wild country  
DofE Expedition Areas/Expedition Areas  
DofE Expedition Co-ordinator  
Expedition Co-ordinator  
Expedition Assessor Network  
The DofE Expedition Training Framework  
Expedition Training Framework  
Accredited Assessor

## Commercial

DofE Shopping  
DofEShopping.org  
DofEShopping.org/card  
DofEShopping.org/storefinder  
DofEShopping.org/T&Cs  
DofE Offers (inferred: DofE offers)  
DofE Expedition Kit Guide (inferred: kit guide)  
Expedition Kit Guide (inferred: kit guide)  
DofE Expedition Kit List  
(inferred: kit list/expedition kit)  
Expedition Kit List  
(inferred: kit list/expedition kit)  
DofE Interactive Kit List  
(inferred: interactive kit list)  
iKit List  
DofE Recommended Kit  
(inferred: recommended kit)  
Recommended Kit (inferred: recommended kit)

DofE Recommended Retailer of Expedition Kit  
DofE Recommended Retailer  
(inferred: recommended retailer)  
in store and online  
DofE Card (inferred: your card)  
DofE Voucher (inferred: your voucher)  
GO Outdoors/GOoutdoors.co.uk  
GO Outdoors Discount Card  
Blacks/Blacks.co.uk  
Millets/Millets.co.uk  
Ultimate Outdoors/Ultimateoutdoors.com  
Tiso/Tiso.com  
Official Duke of Edinburgh's Award Clothing/  
Clothing Range  
Official DofE Clothing/Clothing Range  
Duke of Edinburgh's Award Clothing/Clothing  
Range  
DofE Clothing/Clothing Range  
(inferred: Duke of Edinburgh's Award  
branded clothing/clothing range)  
DofE Official Range  
DofE Official Clothing Range  
DofE Official Clothing  
DofE Expedition Range  
DofE Expedition Clothing Range  
DofE Expedition Clothing  
DofE Achievers Range  
DofE Achievers Clothing Range  
DofE Achievers Clothing (Inferred for all the  
above: branded clothing and clothing and  
clothing range)  
Award level Royal Cypher and Award level  
(specific and inferred)  
Gold/Silver/Bronze (specific and inferred)  
Achiever or Award holder  
(specific and inferred)  
'navy', 'burgundy', all colours lower case  
(specific and inferred)  
DofE Buff (inferred: your Buff)  
DofE Thermal Mug (inferred: thermal mug)  
DofE branded Lifeventure Thermal Mug



# Talking about the DofE

To keep all our written materials consistent, it's useful to have a few rules.

## When you're writing about the charity...

### Do

Always use an upper case 'T' on 'The' when the charity's name is used in full. **e.g. 'The Duke of Edinburgh's Award'**

You can abbreviate the charity's name to 'the DofE charity' or 'the DofE' (both with a lower case 't').

Always include the word 'the' before 'DofE' when referring to the charity.

### Don't

Never refer to the charity as 'The Duke of Edinburgh's Award scheme'.

Don't abbreviate the charity's name to 'the Award', 'the Award scheme' or 'the scheme'.

## When you're describing what we offer and what young people do...

### Do

As each young person chooses what they do for their Award and it is personal to them, there is no such thing as 'The DofE programme'.

Use the phrases 'DofE programmes' and 'doing a DofE programme'. You can personalise this by talking about '**your/their** DofE programme' or 'doing **your/their** DofE'.

When you're writing about, or for, a Licensed Organisation, it's ok to say it 'operates/runs the DofE' or 'delivers DofE programmes'.

### Don't

Don't use the terms '**The** DofE programme' or 'do/doing **the** DofE'.

## When you're writing about what young people achieve...

### Do

When young people complete their DofE programme, they achieve a Bronze, Silver or Gold Duke of Edinburgh's Award.

Always use upper case 'A' on 'Award' and put the level (Bronze, Silver or Gold) first. **e.g. 'Silver Duke of Edinburgh's Award'**

Once you've used the full name of the Award in a document (see above), it's fine to abbreviate it. e.g. 'a Silver DofE Award', 'a Silver Award' or 'an Award'

'Achieve' is an important word for us – you should always say that young people 'achieve' an Award. Once they have achieved an Award, they are an 'Award holder'.

Understand the difference between an individual DofE Award and the charity itself. A young person achieves 'a Duke of Edinburgh's Award' not 'The Duke of Edinburgh's Award'.

To explain the DofE process in full, say: 'Young people do DofE programmes at one of three progressive levels. When successfully completed, this leads to a Bronze, Silver or Gold Duke of Edinburgh's Award'.

### Don't

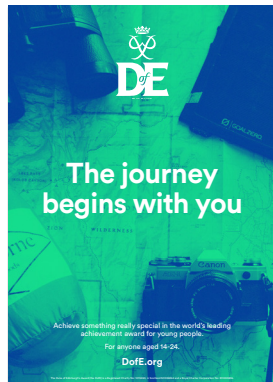
Never put the level anywhere else in the name of the Award (e.g. 'Duke of Edinburgh's Silver Award').

Don't abbreviate the Award name in your first reference – make sure you've written it out in full.

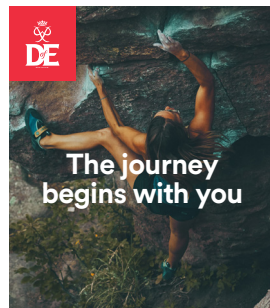
Never refer to young people 'doing', 'gaining' or 'winning' a DofE Award.

They can 'do their DofE programme' and 'do their DofE' but they can't 'do a DofE Award'.

# Brand in action



Posters



Posters



Magazines



Flyers



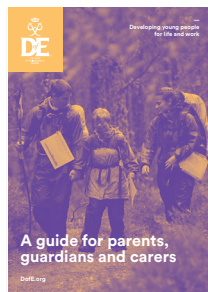
Flyers



Developing  
young people for  
life and work

DofE.org/southeast  
f DofESouthEast

Banner stands



Leaflets



Leaflets



Leaflets



Leaflets



Leaflets



Leaflets

## Support and downloads

- For general brand advice contact the Communications Team at [communications@DofE.org](mailto:communications@DofE.org).
- For design and logo support, contact Dave Wood at [dave.wood@DofE.org](mailto:dave.wood@DofE.org).
- For logo and PowerPoint templates etc., and the full Brand Guidelines, go to [DofE.org/logo](http://DofE.org/logo).

## Charity information

All leaflets published by the DofE should contain the following details, at the base of the page/back cover, in Arial (6 pt):

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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