



YOUTH WITHOUT LIMITS

The DofE brand toolkit
October 2023

**Welcome to The Duke of Edinburgh's Award (DofE).
We help young people build lifelong belief in themselves.**

From social media to fundraising proposals, this brand toolkit is for anyone creating communications for the DofE charity. It helps us communicate our unbreakable belief in young people through our logo, colours, fonts, photography, graphic elements and how we talk. By using it, you're helping deliver our vision of a UK where every young person feels limitless.

This is Youth Without Limits.

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1. Visual overview



Logo (page 25)



Strapline (page 27)

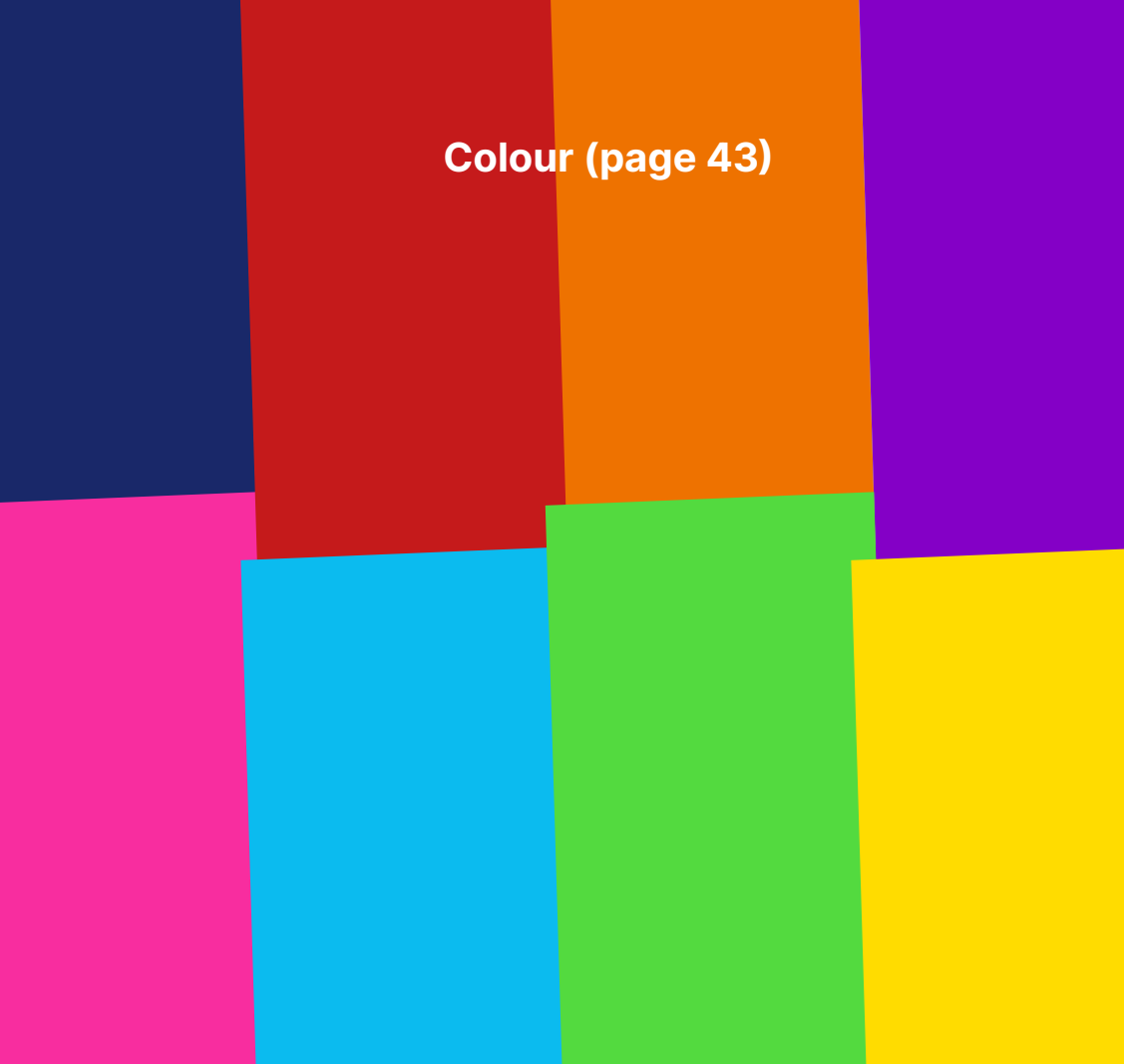
**YOUTH
WITHOUT
LIMITS**

Fonts (page 49)

**UNLIMITED
HEADLINE**

Inter

Colour (page 43)



Shape (page 48)



Photography (page 53)



Getting the most out of our brand

The visual feel, design and layout of any Youth Without Limits communications should match our tone of voice and photography:

- Do create bold, confident and dynamic layouts.
- Do lead with large, impactful headlines.
- Do create strong, single-minded hierarchy of messaging.
- Do ensure a connection between audience and subject.
- Do make young people the heroes.

Note: see the 'brand in action' section (page 60) for more examples of best practice.



2. Our purpose



Our purpose

Our purpose statement is the what, how and why of DofE – the elements that make us unique expressed in one paragraph. It can be used anywhere we want to talk about who we are and what we stand for.

We help young people build lifelong belief in themselves, supporting them to take on their own challenges, follow their passions, and discover talents they never knew they had. Because when you prove to yourself that you're ready for anything, nothing can hold you back.

4. How we talk



Tone of voice

**DEFIANT
OPTIMISM**

How we talk: our personality

At the heart of our brand is our “defiant optimism” tone of voice, encapsulating young people’s consistent ability to defy expectations and achieve anything.

We’ve developed this set of characteristics to help us express this idea. They should steer the words we use, the images we choose, and the stories we tell.

Energetic

Think sports brand not charity

Celebratory

Shows the best of young people

Challenging

Defying expectations and stereotypes

Can-do

Positive and practical

Inclusive

For all young people not some

How we talk: our strapline

Our strapline is used anywhere we need to provide context and explain the DofE's mission. For example, in settings where people might not know much about what we're trying to help young people achieve.

We underline the word 'you' in 'youth' to celebrate the diversity of young people and highlight the personal impact DofE can make.

In most instances our strapline appears as a lock-up with our logo (See page 27).

Note: don't feel you need to use the words "without limits", "unlimited" or "no limits" in body copy or headlines. You can express this idea without repeating the words (see examples on following pages).

**YOUTH
WITHOUT
LIMITS**

How we talk: our name

'DofE' has become more than an abbreviation. It's a colloquial version of our full name that's widely used by young people and adults alike. In our communications, it can help bring informality to our writing too. However, insight tells us that for some audiences 'DofE' isn't always understood or recognised as The Duke Of Edinburgh's Award. So we need to be careful how and where we use it.

- Our full name is always The Duke Of Edinburgh's Award.
- In supporting text, we use the full name in its first use i.e. The Duke of Edinburgh's Award with DofE in following uses.
- In headlines, we exercise careful judgement based on the audience we're talking to e.g. we might use DofE for young people already engaged in our programmes, but not for the general public who have never taken part.
- When typesetting in our headline typeface, ensure the 'of' is set smaller with enough clear space around the characters.



How we talk: our audiences

DofE has a number of distinctive audiences, including participants, parents, licensees and donors of all levels. We should flex our tone of voice according to the audience and what we know will resonate for them.

Think about who you're talking to and consider which qualities of our personality will help you connect with them.

Note: if talking to anyone new, whether that's participants, supporters, parents or licensees, remember to use our name in full, The Duke of Edinburgh's Award.

Participants

When appealing to our participants, we emphasise being energetic, celebratory and inclusive. It's firstly about fun, shared experiences with friends. DofE should feel doable not elite, especially when we're talking to first-timers (see next page). We're careful to emphasise the flexibility and freedom to make DofE your own, so that we're not only appealing to athletic/ outdoorsy young people, but every young person.

Parents

When talking to parents, we emphasise celebrating the best of young people and being inclusive. We should emphasise our trustworthiness as a long-established, safe environment for young people. We should also draw out the lifelong benefits of DofE, such as skills and CV development.

Supporters

When talking to supporters, we celebrate the best of young people and emphasise how young people are defying expectations and stereotypes. We need to communicate to donors that we rely on public generosity to reach young people across the UK. We should show donors that our cause is relevant and urgent, while celebrating the power and agency of young people to change their own lives.

Licensees

When talking to the organisations and individuals who deliver our programmes, we should emphasise inclusivity; the importance, impact and potential of DofE for every young person. We can include more impact statistics and information on our reach, seeking to include and inspire licensees far beyond schools.

How we talk: matching young people's motivations

For young people, DofE is first and foremost an amazing opportunity to spend time with friends, have fun and make memories. The sense of it being tough and challenging should grow gradually as they continue their DofE journey.

Bronze

For first-timers, DofE is mainly about fun, shared experiences with friends. It should feel doable not elite.

Silver

As young people continue with DofE, there's room to emphasise the chance to push themselves further.

Gold

Silver and Gold participants are looking for the most challenge, taking their passions and skills to the next level.



How we talk: our cause

The following paragraphs are designed to help anywhere we need to further explain our purpose and cause. Use as and when needed to bring more depth to our communications.

We believe in young people

Decades of supporting young people to do their DofE has taught us one thing: never doubt what young people can-do. Time and again, we've seen that when young people build belief in themselves, there are no limits to what they can overcome.

We back young people to be themselves

DofE offers young people the chance to discover they can-do anything, achieve anything and overcome anything life throws their way. Because when you prove to yourself that you're ready for anything, nothing can hold you back.

We're for every young person

DofE isn't just for some young people. It's a powerful way for any young person to build lifelong belief in themselves, whatever their interest, background or ability.

We're ambitious for change

Our vision is a UK where every young person feels limitless. Where every young person has the skills, resilience and self-belief to take on their own challenges, follow their passions and discover talents they never knew they had.

How we talk: real stories

DofE is unique to every young person who takes part. We always look to illustrate the impact DofE can make with quotes and first person stories from young people to bring authenticity and personality to our communications.

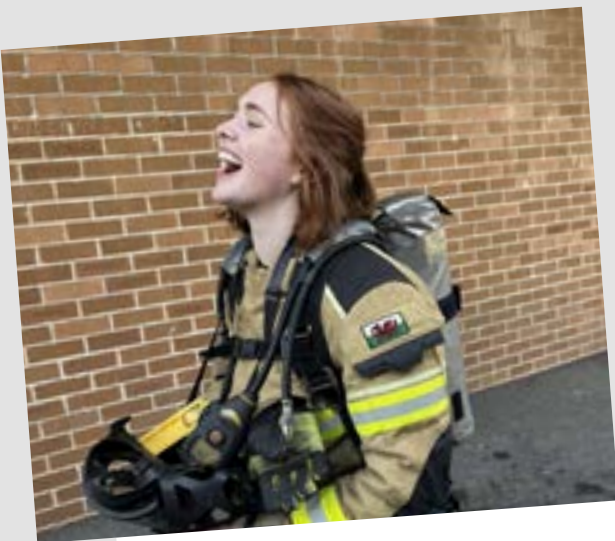
"DofE has brought us together, brought us closer." **T'quarn, 16**



"DofE is helping me fulfil my future passions and goals." **Habeeba, 18**



"DofE is a space where you don't need to worry, you don't need to be someone you're not." **James, 23**



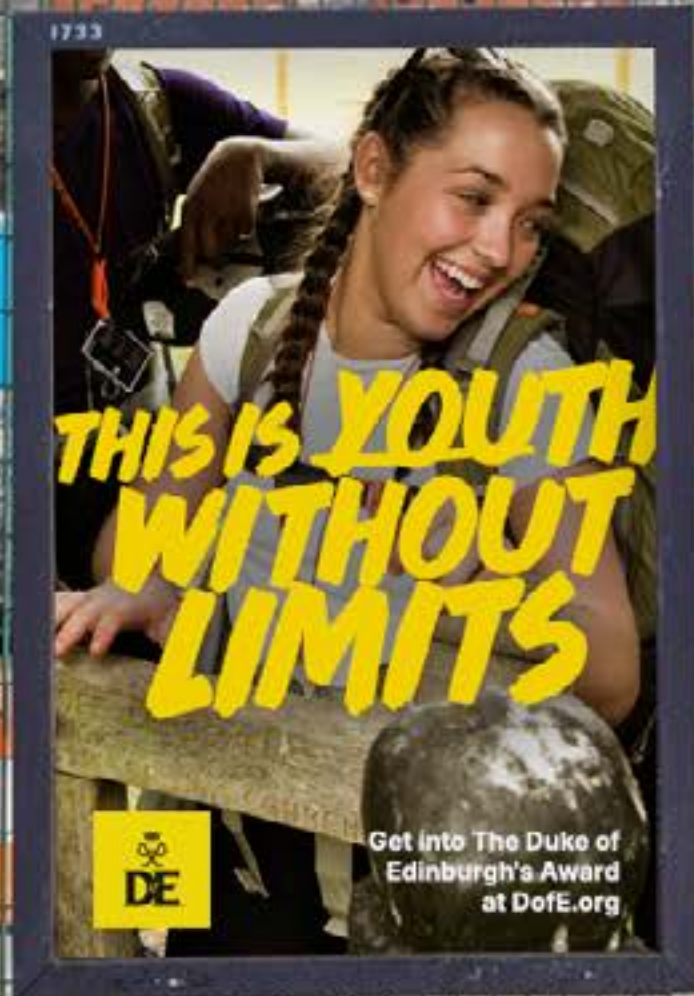
"The DofE made me realise that if you can say yes to something, it's always going to open up so many more opportunities than saying no." **Ffion, 18**



"DofE helps you get to know yourself better, discover things that you didn't know about yourself." **Summer, 14**



"To have achieved my Gold Award, I feel astonished and outstanding!" **Kieran, 24**



How we talk: our headlines

Personality: Energetic /
Can-do / Celebratory

Audience: Participants

It's celebratory of the
power of young people

It's energetic and
active, empowering
young people

UNSTOPPABLE

It's can-do, overcoming
anything life throws your way

How we talk: our headlines

Personality: Energetic /
Challenging / Can-do

Audience: Parents,
participants, supporters

It's challenging,
pushing beyond
expectations

It's energetic, emphasising
the active nature of DofE

**LIFE-CHANGING
STUFF.**

It's can-do, highlighting positive
impact and practical skills

How we talk: our headlines

Personality: Inclusive /
Energetic / Celebratory

Audience: Participants

It's celebratory of young
people, reinforcing that they're
amazing as they are

It's inclusive, making
DofE personal

JUST BE YOU

It's energetic, active and
accessible to everyone

How we talk: our headlines

Personality: Energetic /
Challenging / Inclusive

Audience: Licensees

It's challenging, defying
conventional thinking about
young people

It's energetic, using active wording
and punchy sentence structure

**TAKING YOUTH
SERIOUSLY**

It's inclusive, treating all young
people with respect

How we talk: a checklist for good writing

- ✓ Is it conversational and accessible?
- ✓ Does it feel natural when I read it out loud?
- ✓ Is the language active and direct, rather than passive? (e.g. 'young people make their mark', rather than 'the mark made by young people').
- ✓ Have I provided real stories to make an emotional connection?
- ✓ Is it free from jargon and internal language? (e.g. 'jobs' rather than 'employability').
- ✓ Is it inclusive of different types of people?
- ✓ Have I varied the sentence length to help create a flow?
- ✓ Is it focused on my audience, rather than my organisation? (Does it use 'you' more than 'we', and 'we' more than 'DofE'?).
- ✓ Have I told my audience what one thing they can-do?

4. How we look

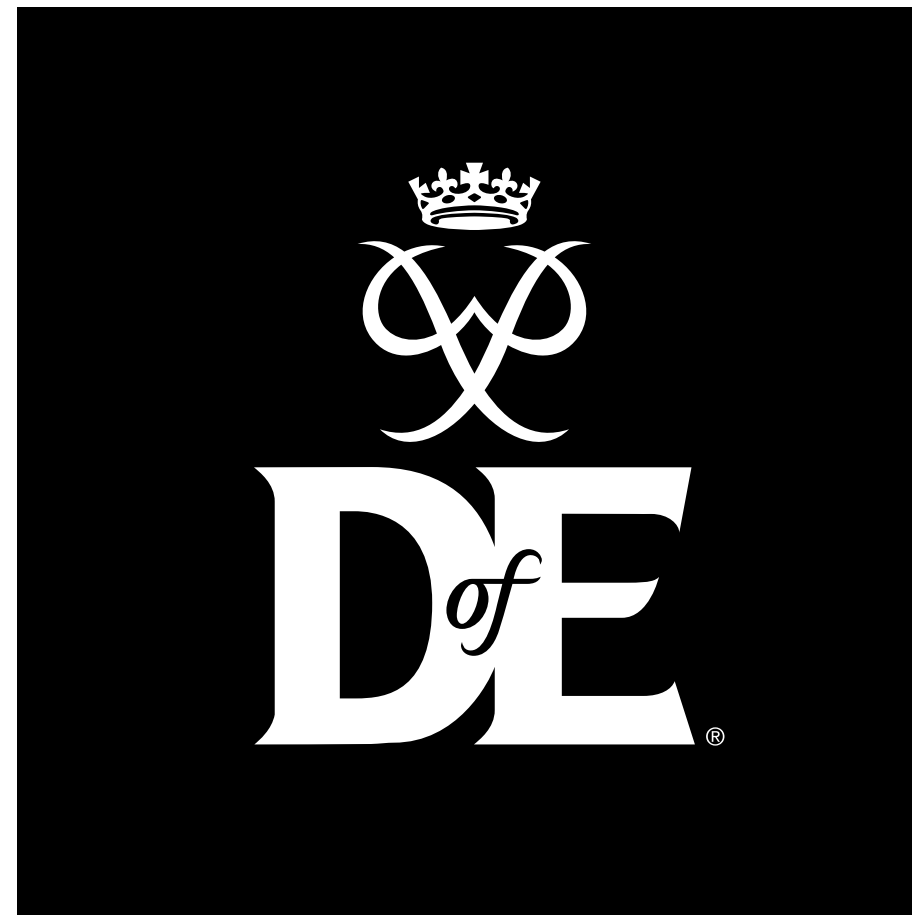


Our logo

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

The DofE logo has two main elements – our Founder’s personal cypher and the letters DofE. It has been balanced and sized to ensure legibility, beauty and robustness.

Note: the version of the DofE logo containing the registered trademark symbol ® is to help prevent unauthorised use of the logo and is affixed to downloadable versions. You don’t have to use this version on all printed materials or digital items. The ® mark should be removed if the size of the logo being reproduced is less than or equal to 20mm in height from the base of the DofE letters to the top of the crown.



Our logo: clear space

This size of the square container around the logo is determined by the width of the cypher (A).

Position the logo so the top of the letters D and E meet the central horizontal line of the box (B).

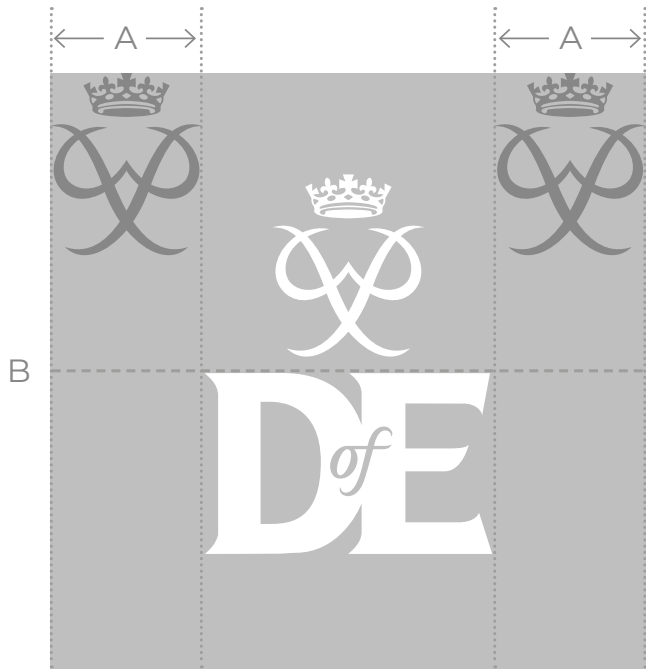
To make sure that our logo is easy to read and stands out, we have created an exclusion zone using the 'cypher' from our logo.

This rule should be applied on all communications, from print to digital.

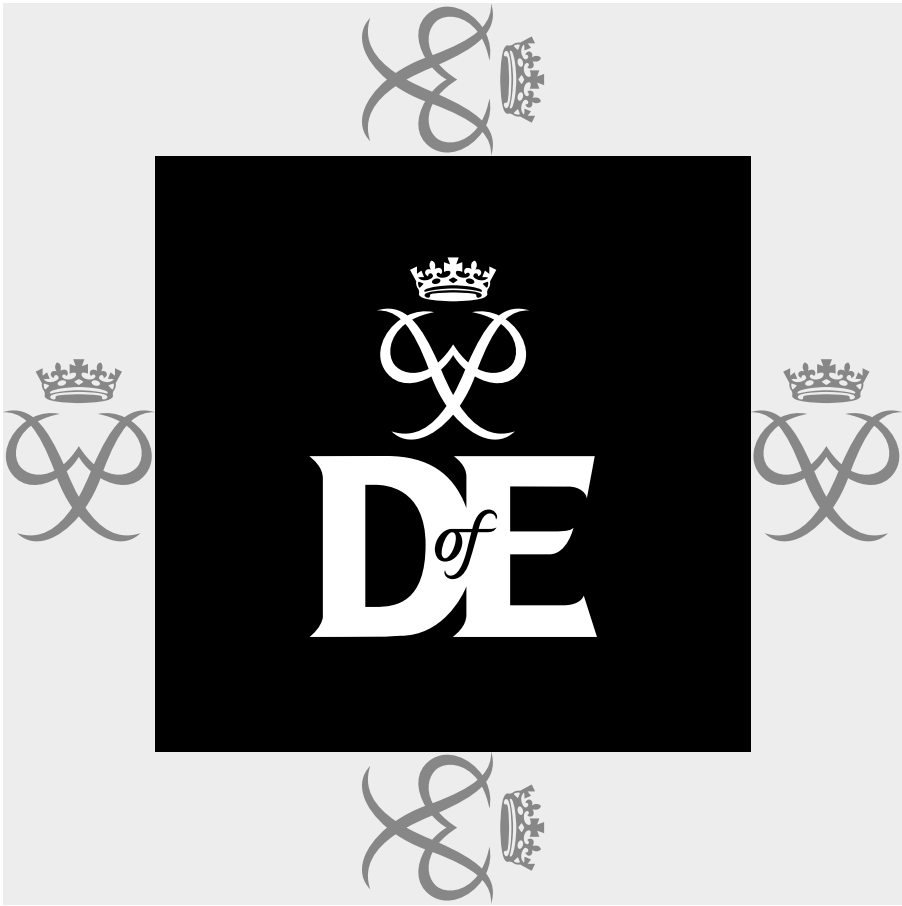


Minimum size:
14mm or 50 pixels

Lock-up construction



Clear space



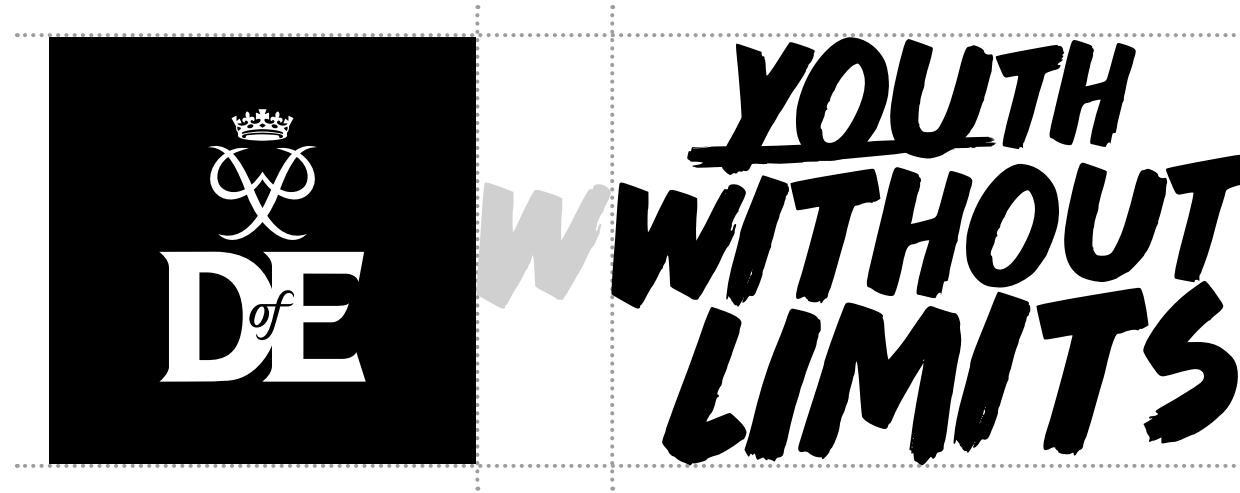
Our logo: lock-up

The Youth Without Limits logo lock-up should appear as a sign-off on most DofE communications. It has been carefully set using our bespoke DofE Unlimited Headline typeface and shouldn't be altered or changed.

It's made from two important elements – our core logo, which visually represents our organisation's heritage (our 'roots') and our strapline set in our headline font which represents our ambition to be relevant and inclusive for all young people (our 'wings').

It is available in various formats that are designed specifically for use in either digital or print. The Youth Without Limits logo lock-up should always have a 'cypher height' of clear space around it.

Lock-up construction



Clear space



Our logo: strapline usage

In most applications you should use the full logo lock-up but there are instances when the strapline may be used separately e.g. as a headline on a report cover or on materials where legibility requires the words Youth Without Limits to be larger.

Our logo: Welsh

For communications in Wales, you should use the Welsh language variation of our Youth Without Limits lock-up.

Note: our Unlimited Headline font also supports Welsh characters.



**IEUENCTID
HEB
GYFYNGIADAU**

Our logo: clear space for co-branding

This diagram shows the minimum space required between our logo and any partner logo. We don't use our Youth Without Limits strapline when co-branding communications with approved partners.

For DofE produced materials, our preference is for our logo to lead i.e. be placed first with co-branding logos following.

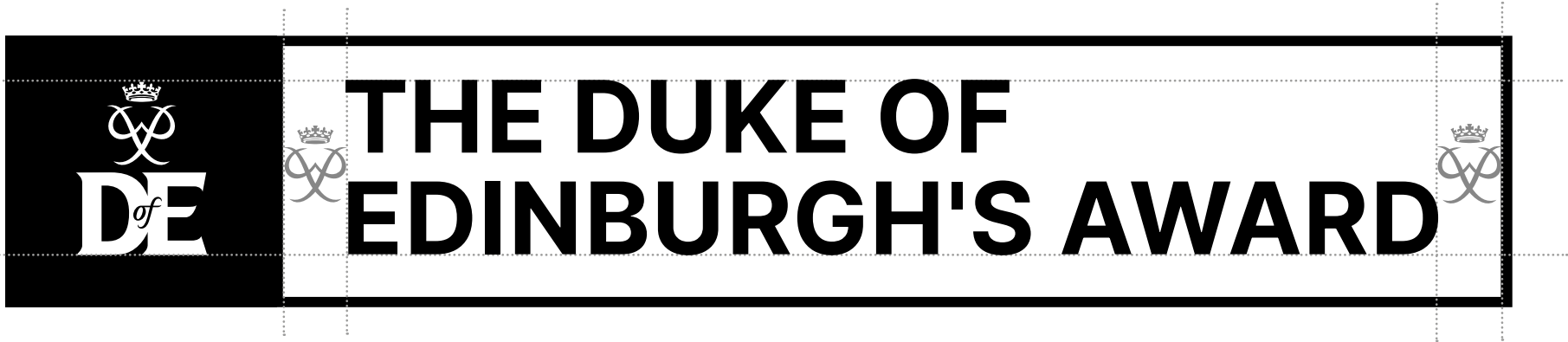


Our logo:
full name version
(for limited
use only)

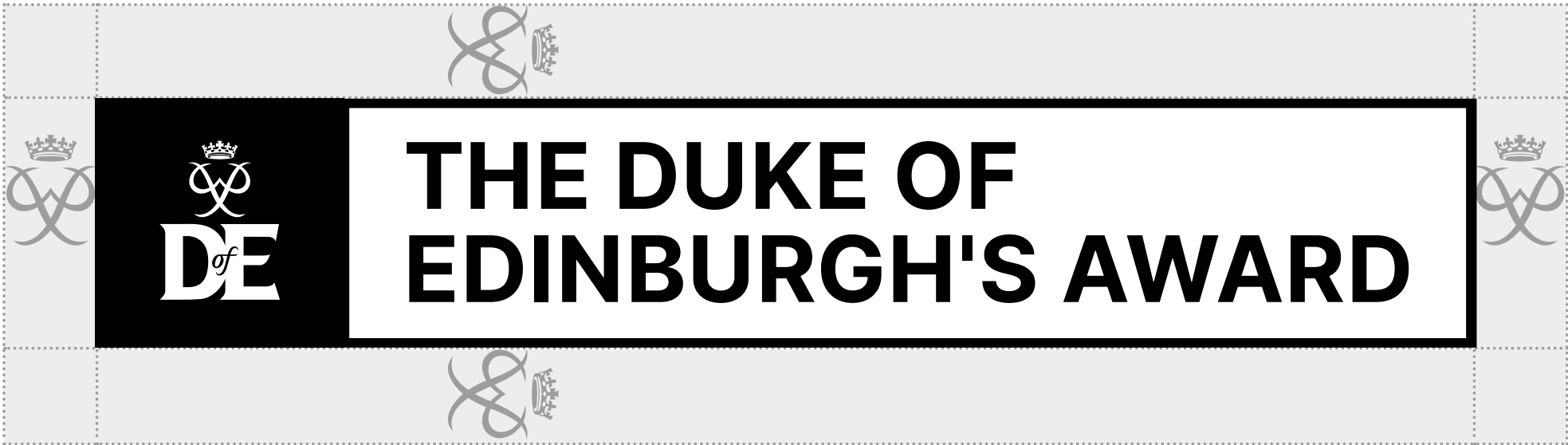
This secondary version of our logo should only be used for official documents, Joint Award Initiative (JAI) materials and in other pre-agreed communications. It is not for general use.

Note: do not use this version of our logo with our Youth Without Limits strapline.

Name construction



Clear space



Our logo: Joint Award Initiative (JAI)

On Joint Award Initiative (JAI) materials the full name logo should be used.

All three logos should be given equal weight and clear space as shown here.

White and black versions are available for use on photography and solid colour backgrounds.



Clear space



Our logo: placement

To help with consistency across our communications the default position of our logo should be in the bottom left corner.

Note: this does not apply to digital communications.



Our logo: colour

Our logo primarily appears in a black, white or solid colour box. To ensure legibility there are multiple options depending on the context the logo will appear in (e.g. over photography or solid colour backgrounds).

The versions of our logo shown here are the only ones you should use.



'Punched out' logos for use on solid colour backgrounds



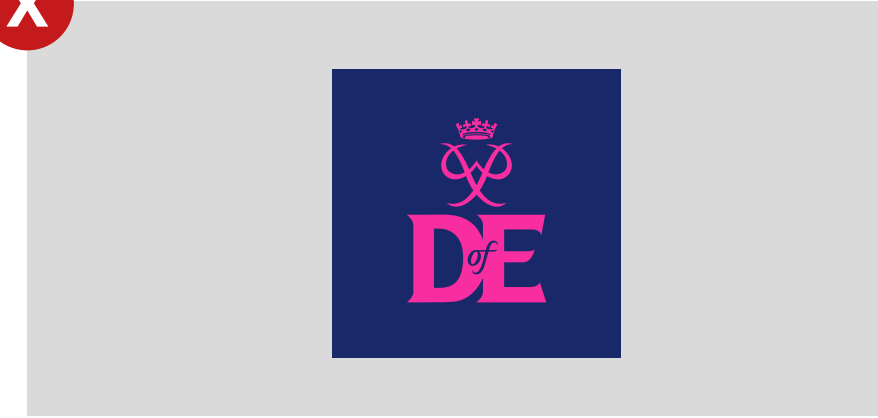
'Solid' logos for use over photography

Our logo: usage

Here are some simple rules to follow when using our logo.



Do use the solid versions of the logo over photography.



Don't combine colours in the logo.



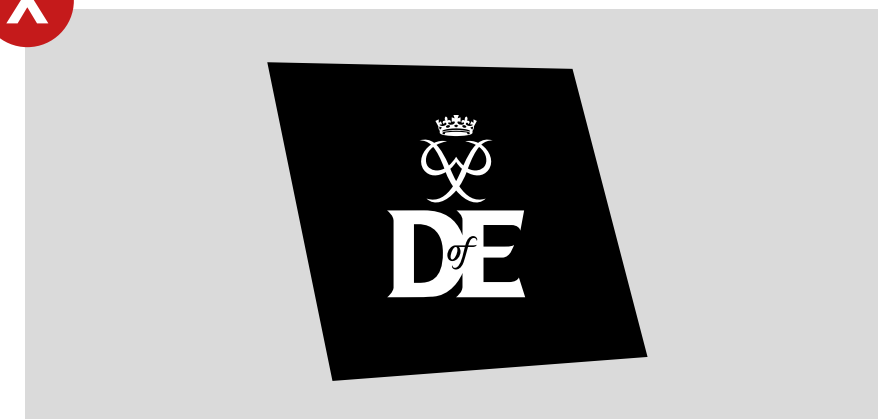
Do use the 'punched out' versions of the logo over solid colour backgrounds.



Don't use the 'punched out' version of the logo over photography.



Do make sure there is a high contrast between the logo colour and background photography to ensure the logo can be seen clearly.



Don't change the shape of the logo box.



**TAKING
YOUTH
SERIOUSLY**



**YOUTH
WITHOUT
LIMITS**

Get into The Duke of
Edinburgh's Award
at DofE.org

Our brand architecture

The Duke Of Edinburgh's Award has a single brand that covers all our communications activities.

We don't create sub-brands. Everything we produce should be instantly recognisable as a piece of DofE communication.

Within our standard guidance we have built in flexibility to support all our business-critical needs.

With agreement from the Engagement team, there are occasions when we develop special treatments of our core brand for specific communications of strategic or financial importance.



Our brand architecture:

Communications Products

Communications Products are special initiatives run by DoFE that require their own name. This covers activities such as gala evenings, events and sponsored challenges. In 99% of cases Communications Products:

- Are named clearly and descriptively.
- Have their own descriptive hashtag and call to action.
- Make use of creative and descriptive headlines depending on audiences.
- Are signed-off with Youth Without Limits.
- Carry our core brand visual identity and tone.



Our brand architecture:

Communications Products (cont.)

Naming

Don't make it too conceptual
Do describe the event
e.g. Gower Walk 2023.

Hashtag

Use DofE at the start e.g.
#DofEGowerWalk2023.

Headlines

Feel free to write creative headlines
for different audiences.

Strapline

Always use Youth Without Limits.



Our brand architecture: commercial partners

These logo variations are for use by official DofE partners on DofE materials, or to allow partners to brand their DofE communications.

- Partner visual identity leads.
- Use appropriate commercial partner logo.
- No Youth Without Limits sign-off.



Our brand architecture: fundraising partners

These fundraising-specific logos are designed to signify specific types of partnerships and funders and should only be used by organisations authorised by the DofE Fundraising team.

- Lead with our partner's visual identity.
- Use appropriate DofE supporter or partner logo.
- No Youth Without Limits sign-off.



Our brand architecture: decision tree

Use this decision tree to establish how materials should be branded.

Is it a DofE only initiative or are other organisations involved?

DofE ONLY

Does the initiative require its own name?
(see page 39)

YES

Use core branding with Youth Without Limits sign-off and a descriptive name / hashtag
(see page 39)

NO

Use core branding with Youth Without Limits sign-off

WITH OTHERS

Is the initiative being run by DofE?

YES

Use DofE core branding and appropriate 'sponsored by' or 'supported by' messaging
(see page 38)

NO

Use our partner's visual identity with the appropriate DofE logo e.g. 'In aid of'
(see page 40)

Colour

We use a vibrant colour palette that brings boldness, energy and confidence to our communications and helps us stand out as a youth charity. There is no hierarchy or preference within this colour set. Simply use whatever colour works best with your photography, audience or subject matter.

Blue

Print

CMYK 100 90 30 15
Pantone 288 C

Digital

RGB 25 40 105
HEX 002869

Red

Print

CMYK 20 100 100 0
Pantone 186 C

Digital

RGB 197 26 27
HEX C51A1B

Orange

Print

CMYK 0 65 100 0
Pantone 1505 C

Digital

RGB 238 114 0
HEX EE7200

Purple

Print

CMYK 74 87 0 0
Pantone 2098 C

Digital

RGB 132 0 198
HEX 8400C6

Black

Print

CMYK 0 0 0 100
Pantone Black C

Digital

RGB 0 0 0
HEX 000000

Pink

Print

CMYK 0 84 0 0
Pantone 806 C

Digital

RGB 248 45 159
HEX F82D9F

Yellow

Print

CMYK 2 10 92 0
Pantone Yellow C

Digital

RGB 255 220 0
HEX FFDC00

Green

Print

CMYK 62 0 71 15
Pantone 802 C

Digital

RGB 83 218 63
HEX 53DA3F

Light blue

Print

CMYK 70 0 0 0
Pantone 297 C

Digital

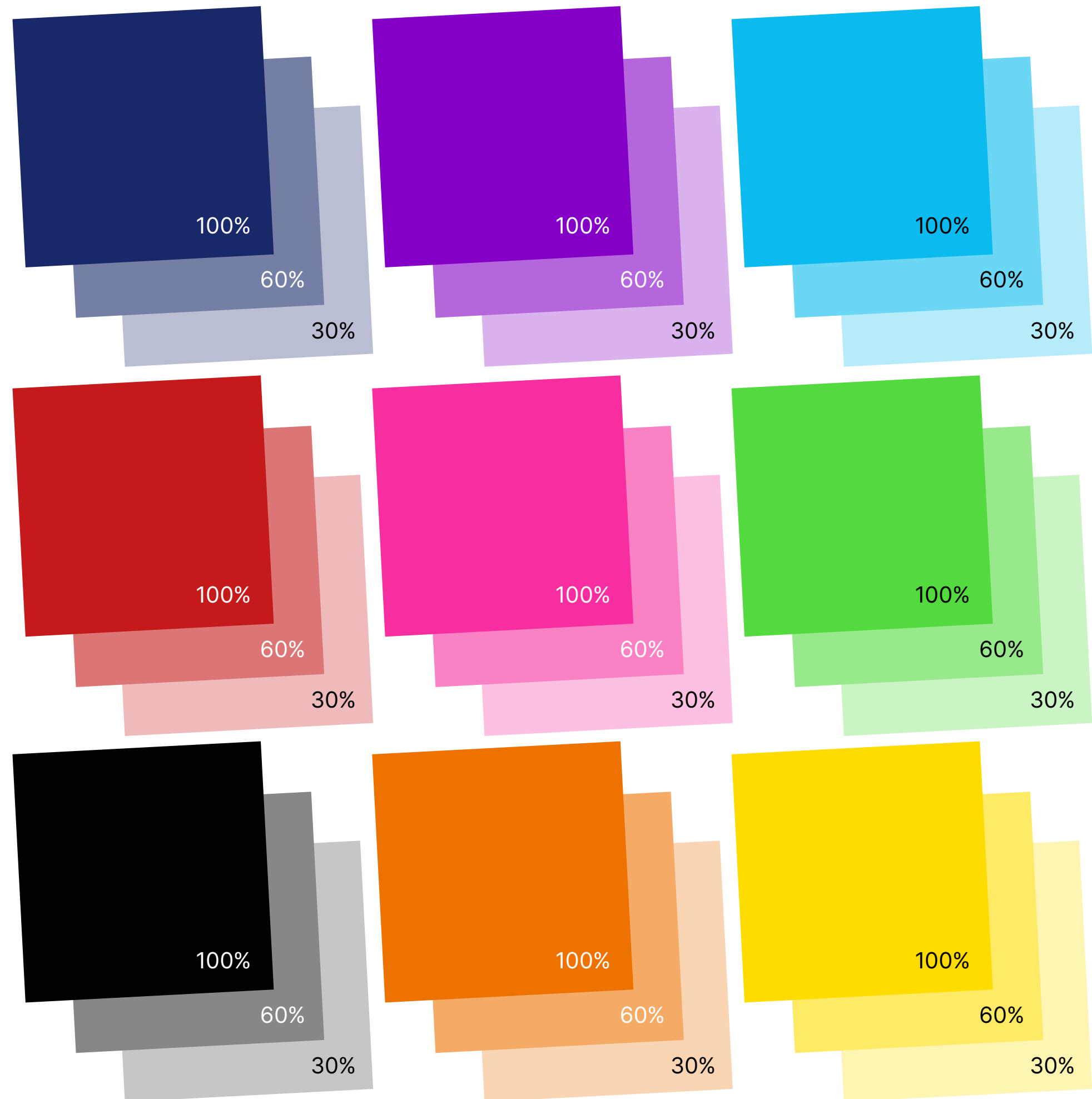
RGB 11 187 239
HEX 0BBBEF

Supporting colours

When supporting colours are needed to highlight information (e.g. roll-over states on website buttons) or to break up complex visual elements (e.g. charts and diagrams) tints of our colour palette can be used.

To ensure enough contrast between tints **only use 100%, 60% and 30%**. Always ensure there is at least **70% contrast between text and background colours and tints**.

Note: these colour tints should never be used on their own and should only be used alongside the 100% colour versions.



Award colours

These colours have been developed to signify the Award levels. Their use should be limited to areas which directly link to each of the Award levels (e.g. Welcome Packs) and are not to be used in general DofE communications.

Gold

Print

CMYK 26 37 76 2

Digital

RGB 198 159 82

HEX C69F52

Silver

Print

CMYK 10 8 10 32

Digital

RGB 178 177 176

HEX B2B1B0

Bronze

Print

CMYK 0 68 68 37

Digital

RGB 170 81 57

HEX AA5139

Colours: usage

Here are some simple rules to follow when using colour.



Do match headline and logo colour. Whenever this isn't possible use a white or black headline.



Don't use more than two colours per layout



Do use solid background colours with black or white headlines (see accessibility section for best colour combinations).



Don't mix colours within headlines



Do lead with a single colour whenever possible and where necessary aim to use only one other colour for boxes and highlights.



Don't use tints in headlines and logos

Colours: accessibility

For accessibility, ensure there is at least 70% contrast between text and background colours.

Note: Unlimited Headline should not be used for body copy or essential information.



Do use light text on darker background colours and dark text on lighter background colours.



Don't use light text on light background colours and dark text on dark background colours.



Do use text over clear space within photography.



Don't use text over complex or high contrast photography.



Do set text with at least 120% leading and line lengths between 50-70 characters.



Don't use coloured text on coloured backgrounds

Graphic elements

Our angled boxes have been developed to add energy and variety to both print and online communications.

Best applied at angles between 3-5 degrees they can be used to break-up and highlight information or simply to create impact.

Images can also be placed at an angle to complement these elements.

Note: angles should be used sparingly to avoid making layouts overly complex and to keep our communications accessible.



The story behind our headline font

DofE Unlimited Headline is our headline font. It was specially **co-created with a 16-year-old art student** for the DofE and is her own handwriting, so we always treat it with care.

It is designed to capture the spirit of the DofE and brings energy and uniqueness to our communications.

Note: there are alternatives characters for B,C,D,E,F,G,I,L,M,N,O,P,R, S,T and Z. These can be accessed through the Adobe Creative Suite and should be combined with the standard characters to add to the hand-crafted feel of the font.

Gaelic and Welsh characters have also been included in the character set.

A B B C C D E E F F G G
H I I J K L L M M N N O O
P P Q R R S S T T U V
W X Y Z Z
1 2 3 4 5 6 7 8 9
À Á Â Ã Ä È É Ê Ë Ì Í Î Ï Ò Ó Ô Õ
Ù Ú Û Ü Ý Þ ß à á â ã

Typography: fonts

Our primary typeface is *DofE Unlimited Headline*. It should be used in the majority of our headlines in our professionally designed materials and in our logo lock-up to build consistency of message and voice. It should not be used for body copy or essential information.

Our secondary typeface is Inter. It is used mainly as our typeface for supporting messages and longer copy.

Note: when using Microsoft Office programmes including Word, PowerPoint and Outlook, Arial should be used in place of Inter.

Headline font – DofE Unlimited Headline

**ABCDEFGHI
123456789**

Supporting font – Inter

**AaBbCcDdEeFfGg
1234567890**

**AaBbCcDdEeFfGg
1234567890**

**AaBbCcDdEeFfGg
1234567890**

Typography: type setting

To keep a sense of consistency and distinctiveness in our marketing and communications, *DofE Unlimited Headline* is typeset following these simple guidelines:

- Always place headlines at a 3-5 degree angle.
- Whenever possible fill the frame from edge-to-edge to give the feel of breaking out of the design.
- Whenever possible set headlines across the middle. Where an image does not allow for this aim to set the headline sympathetically around subjects.



Continued...

- Always use tight leading (leading is the vertical space between lines of text). It should be tight enough that lines almost but don't quite touch.
- Always use tight kerning (kerning is the horizontal spacing between letters). It should be tight enough that lines almost but don't quite touch.
- Headlines should be kept short and succinct to ensure legibility. As an approximate guide you should aim for 3-6 words.



Photography

Our photography seeks to challenge expectations of what the DofE can offer young people – so that any young person can see themselves in our communications. It also seeks to counter negative stereotypes, focusing on the positive impact young people make both for themselves and their communities. Here are four themes to bear in mind when commissioning or choosing imagery:

1. Unlimited youth

Strong eyes-to-camera portraiture, celebrating the individuality of participants.

2. Unlimited feeling

Documentary “day in the life” style photography. Immersive, real-life, in-the-moment imagery that documents the impact of DofE.



3. Unlimited ability

Capturing and celebrating the interests, skills, achievements and all-round brilliance of DofE participants.

4. Unlimited friendship

Show young people together, having fun and enjoying time with their friends.

- Use images that capture real life moments.
- Use images that capture the diversity of DofE participants.
- Use images that are dynamic and have energy.
- Use photos of groups as well as individuals.
- Make sure you have full permission to use images.

Don't

- Use images that feel posed or set up.
- Use images with filters or visual effects.



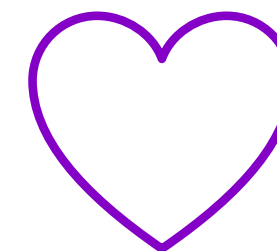
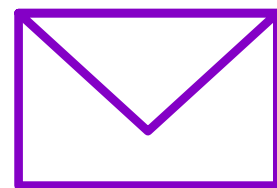
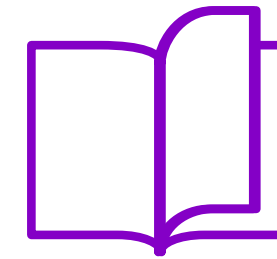
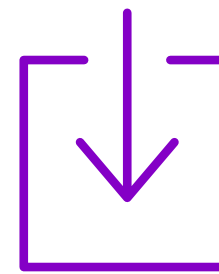
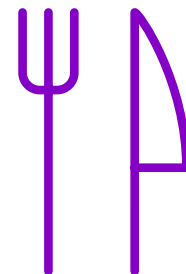
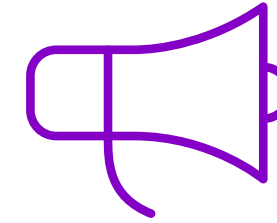
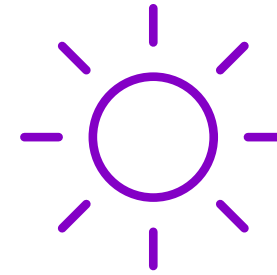
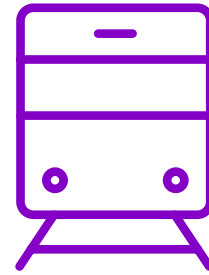
Icons and infographics

If you're creating icons for DofE communications, use clean, simple, geometric shapes with single colours and tints that correspond to the other assets on the page.

Notes on icon use:

- Choose commonly used icons that are easy to recognise.
- Keep icons simple and don't use them over a busy background.
- Give each icon one meaning only and don't use it elsewhere for a different purpose.

The icon pack is available from the Engagement Team. Please fill out the briefing form on the Hub.



Infographics are very useful if you need to make complex data and statistics easy to understand. Always use iconography in the DofE brand style.



Video: using text

We have various text styles for video use.

Split screens

Use an angled box to contain headlines in Unlimited Headline or longer quotes in Inter.

Text box (most audiences)

Use angled boxes to show names in Unlimited Headline.

Formal text box (formal audiences)

For more formal audiences a straightened up box with Inter.

Subtitles

Subtitles should be in Inter, no longer than two lines and apply a 50% drop shadow.



Video

End cards

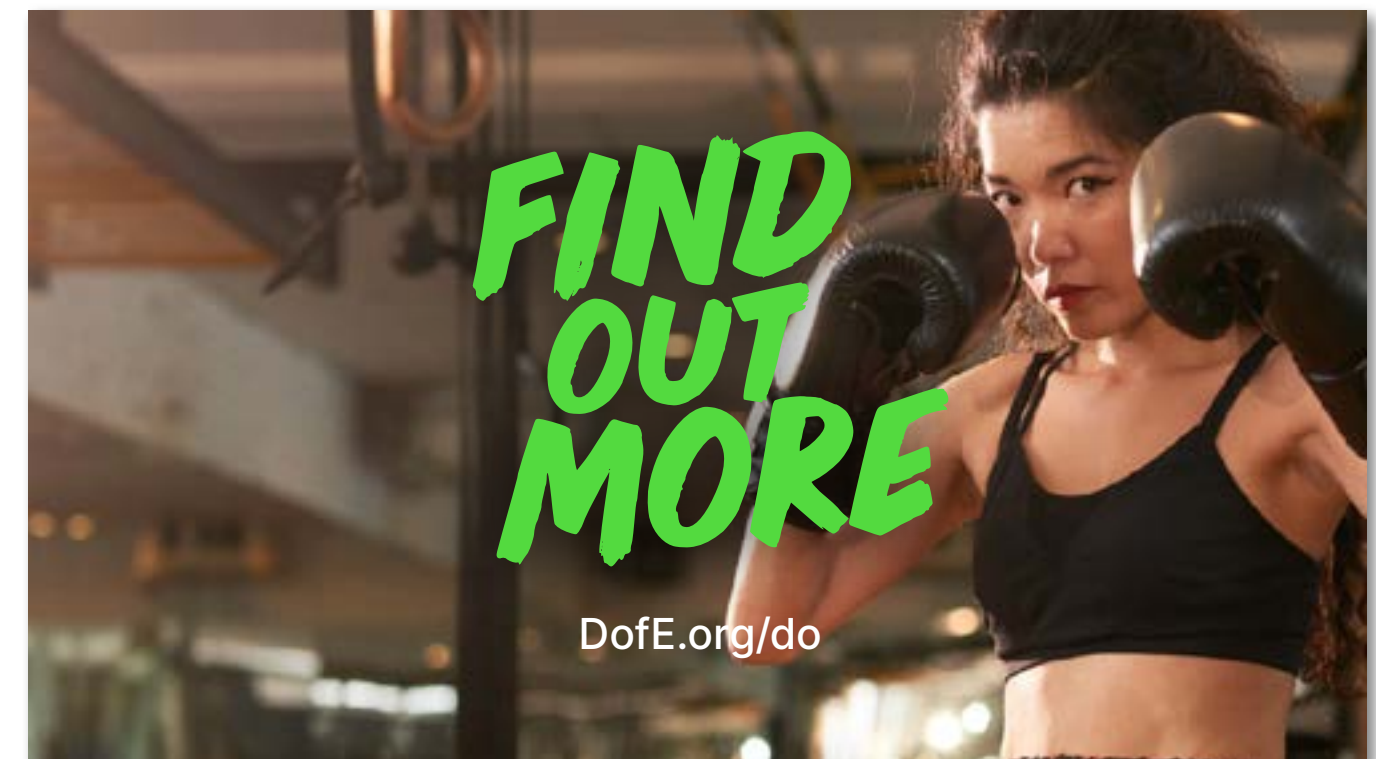
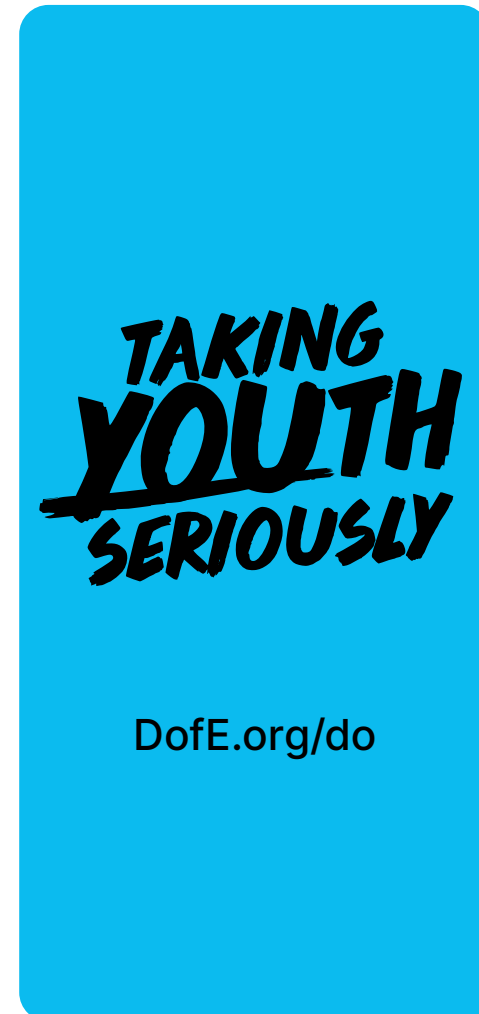
We have two default styles of end card for use across our video content.

Logo and strapline style

Use this style to apply our logo and strapline at the end of film where no call to action is needed.

Call to action style

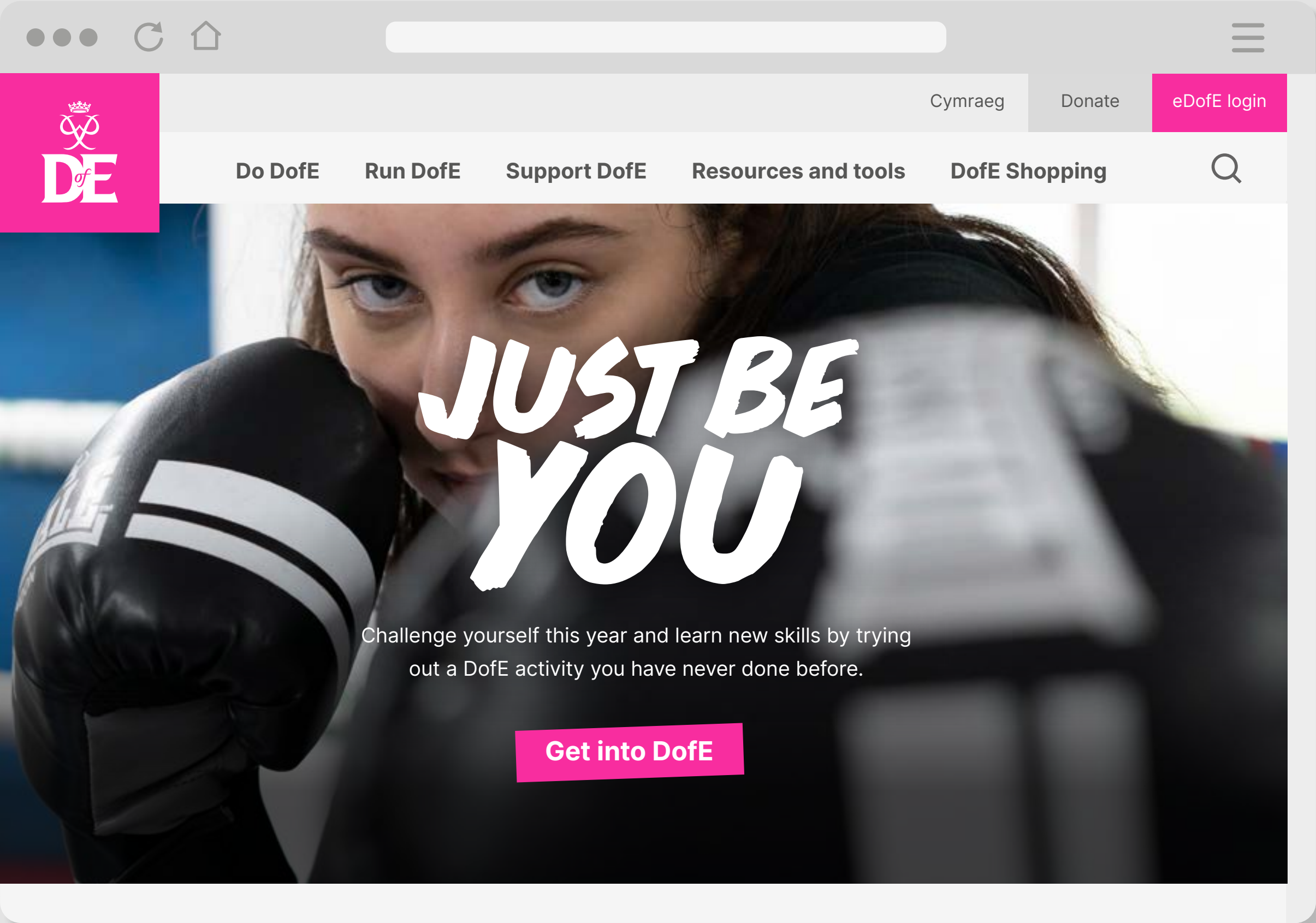
Use this style to apply a call to action to the end of our films.



5. Brand in action



Website

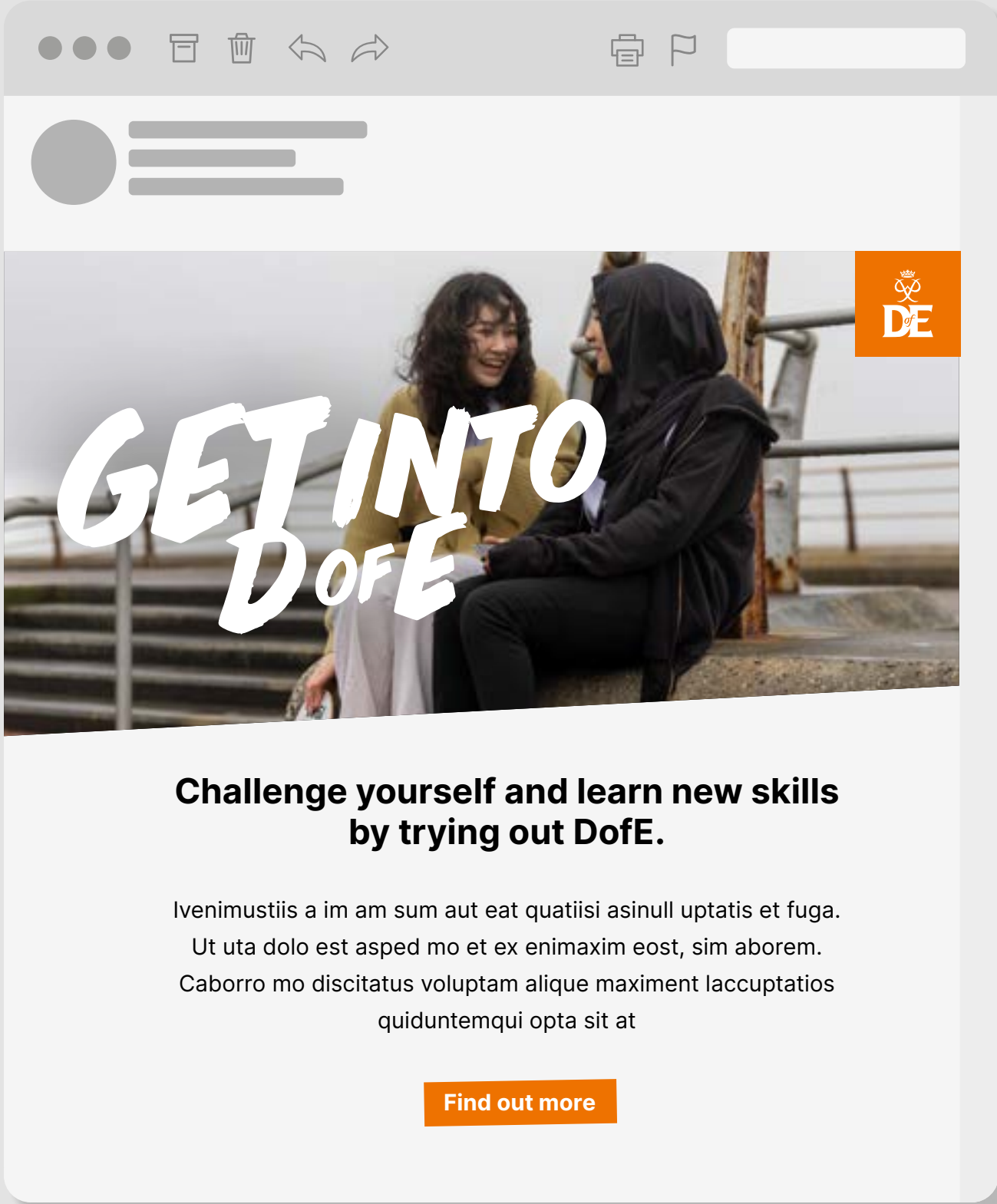
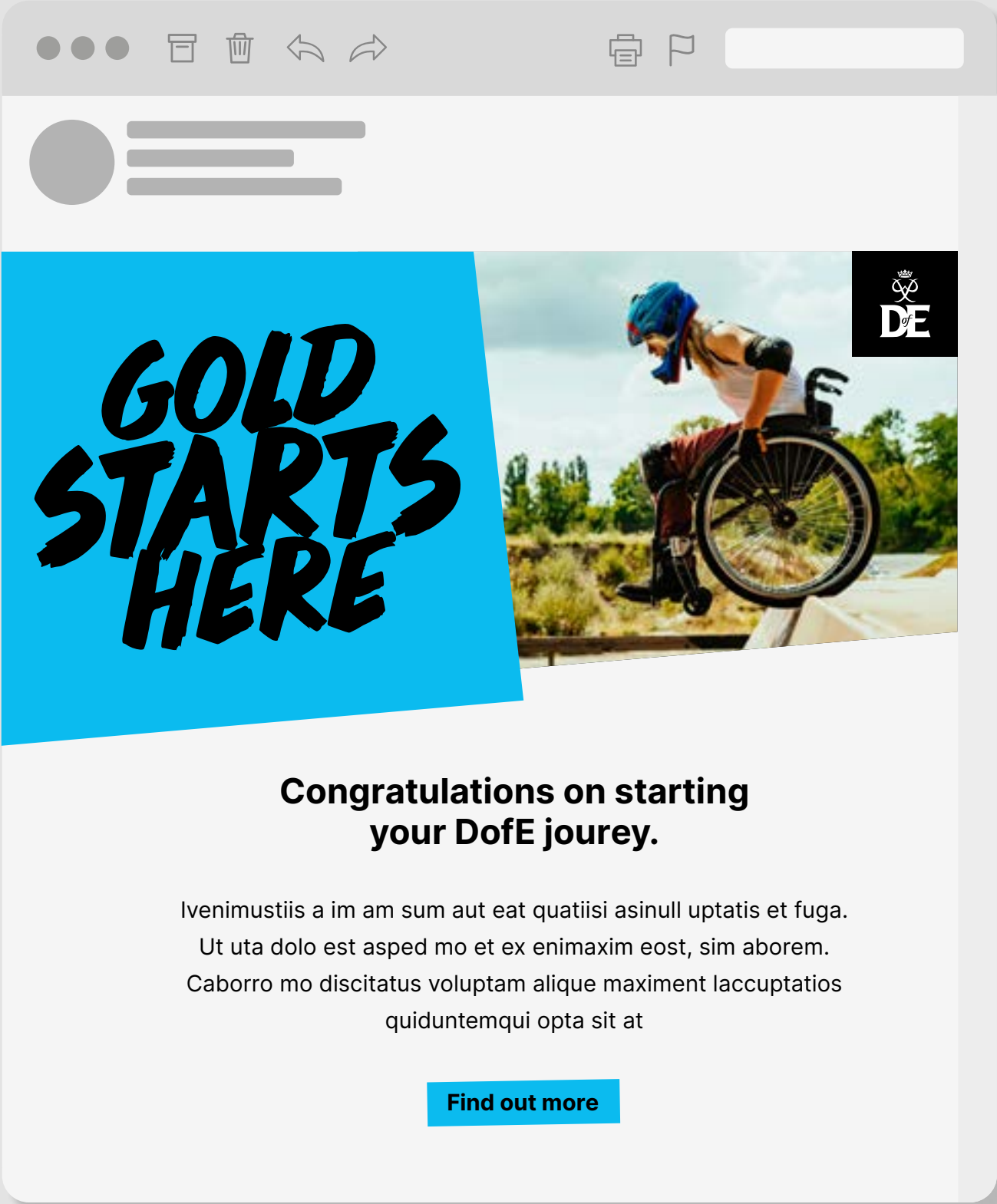


Social





Email



Project Update

Q1 Status Report



**YOUTH
WITHOUT
LIMITS**

April 2023



Overview

- Q1 highlights
- Progress report
- Key challenges
- Opportunities
- Next steps

Q1 Project update April 2023



Reports



NEW NORMAL NEW RULES



Record unemployment. Rising mental health issues. Missing out on education. Deepening inequalities. The COVID pandemic has left the UK's youth facing crisis on top of crisis.

But this is only part of the story.

65 years of supporting young people to do their DofE has taught us one thing: never doubt what young people can do. Time and again, we've seen that when young people build belief in themselves, there are no limits to what they can overcome. Even during the pandemic, we've seen DofE participants sewing PPE at their kitchen tables, delivering food parcels to those who need them, putting on virtual concerts for care homes. Proving that this generation won't be defined by what they can't do, but by what they can.

As young people face up to today's challenges, the DofE has never been more needed. It offers young people the chance to take on their own challenges. To be free to follow their talents they never knew they had. To make a difference in their community by volunteering for causes they care about. To escape, to have fun and make friends for life. To prove that if you believe in yourself, you can do anything. Since the DofE started, we've helped millions of young people prove to themselves that they're ready for whatever life throws at them. To feel strong, powerful, limitless.

Here's what doing DofE meant to just a few young people:

"Before DofE, I didn't really know what life was, it was like a piece of crumpled up paper but when I did DofE I saw that there's a whole world waiting to be discovered." *Lily, 15*

"I physically wouldn't be here today without DofE. It's given me the tools I needed to overcome my anxiety and OCD and what was holding me back and made me, me." *Sophie, 26*

"It made me feel limitless" *Mary, 17*

The DofE isn't just for some, it's a powerful way for any young person to build belief in themselves, to improve their life-long belief in education, to do better in education, to improve their health, to help get the job they want, to make a positive difference in their community.

The DofE is about finding the confidence to just be you, and building the resilience to know when things get tough, you can find a way through.

Our vision is a UK where every young person feels limitless. Where every young person has the skills, resilience and self-belief to do anything, achieve anything and overcome anything life throws their way. That's why, as the UK's youth step up to the challenges of life today, we're stepping up with them in five ways: Reaching and including more young people than ever – 1 million in the UK over the next five years by: expanding our amazing network of partners, from schools, youth clubs and prisons to hospitals, fostering agencies and sports clubs; tackling the barriers that prevent young people taking part in DofE; focusing our efforts on young people from disadvantaged backgrounds.

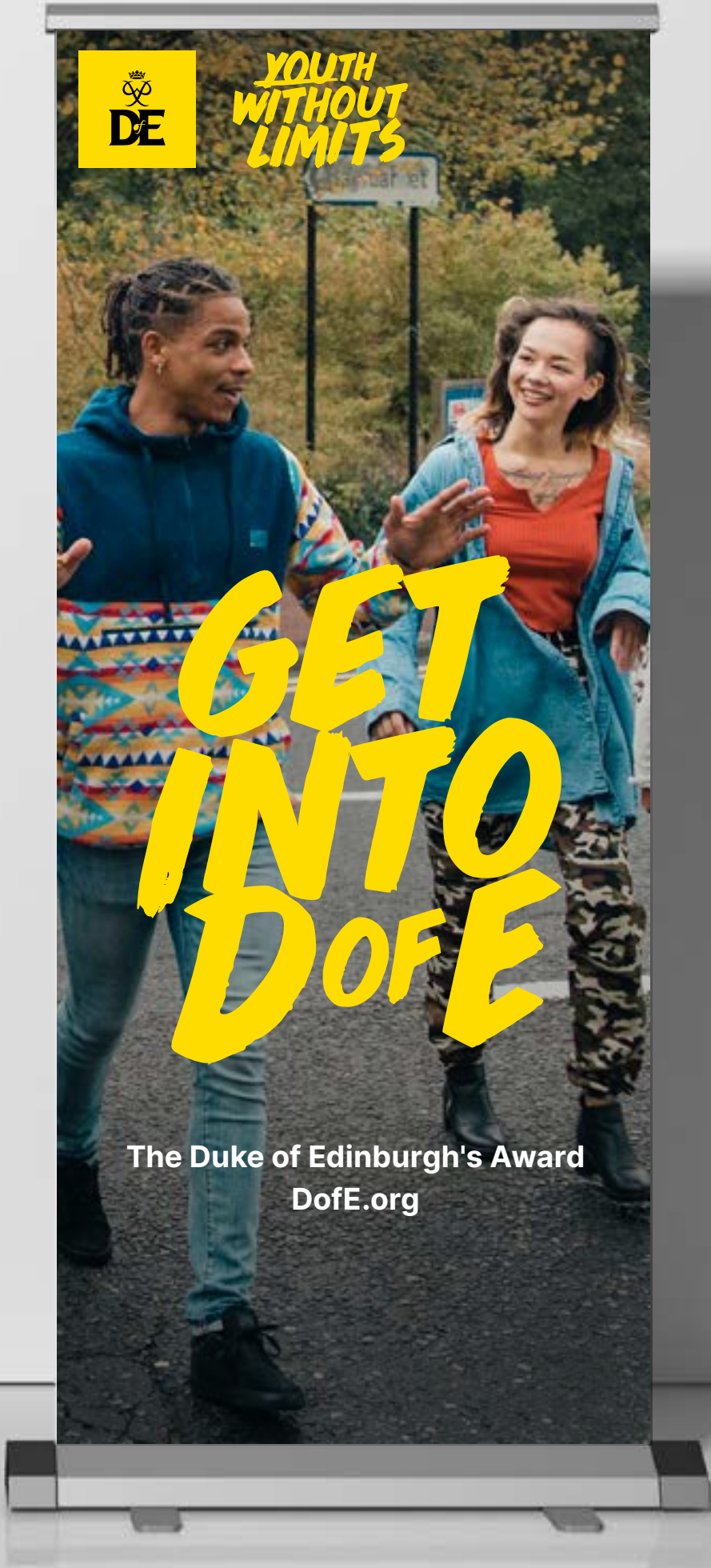
Working with partners to deliver an exceptional programme for every participant - tailoring and expanding the DofE programmes to appeal to and benefit even more young people, connecting young people with opportunities to volunteer and to make a positive impact on issues they care about.

Putting young people at the heart of DofE - creating leadership roles for young people (such as Young Leaders and Young Ambassadors) and supporting them to shape, champion and represent the DofE for themselves. Joining forces with young people and other organisations to speak out on issues impacting young people's lives, such as education, learning, mental health and employment.

Mailers



Event
banners



Event banners

**GOLD
AWARDS
2023**



**YOUTH
WITHOUT
LIMITS**

Merchandise



Merchandise



Further information

If you are a Licensed Organisation or Approved Activity Provider, please contact your Operations Officer or the AAP Team with any queries.

For general brand advice contact the Communications Team at communications@DofE.org.