

## The Duke of Edinburgh's Award in Australia



### National Policy

<b>Policy Topic</b>	<b>USE OF NAME AND LOGO</b> THE AUSTRALIA AWARD BRAND
<b>Policy Number</b>	1.6
<b>Date issued</b>	
<b>Source of Authority</b>	
<b>Dates</b>	
<b>Review Date</b>	March 2006

## 1. THE AUSTRALIAN AWARD LOGO

- 1.1 The revitalised logo (as adopted by the National Board March 2006) for The Award is to be used in all forms of communication without alteration.
- 1.1.1 The central rule for any logo is consistency: it has to work for the 'organisation' and in order to do that it must be consistent.
- 1.1.2 There are some basic rules to follow in common with all logos:
- 1.1.2.1 it must not be distorted in any way;
  - 1.1.2.2 neither the colours nor the type style can be changed;
  - 1.1.2.3 the logo must not be re-drawn or altered in any way;
  - 1.1.2.4 there must be free space around the logo (see 2.3).
- 1.2 The following guidelines are intended to help members of the 'organisation' to use the logo in consistent but yet creative ways.

## 2. THE LOGO

- 2.1 The logo is in three parts:
- 2.1.1 the image comprising the map of Australia and the Global Bird,
  - 2.1.2 "The Duke of Edinburgh's Award in Australia" and
  - 2.1.3 "The International Award for Young People"
- 2.2 Each part of the logo carries its own message - together they represent 'The Duke of Edinburgh's Award in Australia'.

- 2.3 In order to preserve the integrity of the logo and to ensure that it is correctly focused, a certain amount of free space must be made around it. The distances are equal to half the width or depth of the entire image.



- 2.4 The Duke of Edinburgh's Award name and logo are registered trademarks and should only be used by those authorised to do so. All Licensed Operators are authorised to use the logo and they in turn can authorise Award groups, local Award Committees and expedition teams acting under their auspices. Any other individual group or organisation wishing to use the logo must obtain permission in advance from the State Award or National office of The Duke of Edinburgh's Award.
- 2.5 Use of The Award logo by commercial organisations is strictly prohibited unless a formal licensing agreement has been entered into with the Division or the National Award Authority.
- 2.5.1 In all cases a register of such arrangements must be held in the National Office.
- 2.6 **The Award logo must always be reproduced from official artwork and must not, under any circumstances, be re-drawn or altered in any way.**
- 2.7 It is important that the correct colour Green and Gold are used.

### 3. LOGO COLOURS

- 3.1 There are two colours in the logo:
- GOLD
  - GREEN
- 3.2 The solid ink (PMS) values for these are:



GOLD PMS 873 (metallic)\* or PMS 1395



GREEN PMS 3292

3.3 The process colour (CMYK) values for these are:



GOLD M41 Y100 K37



GREEN C100 Y47 K47

\*use of metallic inks is limited to business cards and certificates for practical reasons.

3.4 The logo may also be reproduced in black and white.

## 4. RECOGNISING DIFFERENCES IN EACH DIVISION

- 4.1 It is important to draw the distinction between “The Program” and the agencies that deliver it. While there may be individual differences in the individual agencies eg Divisions, Licensed Operators, the representation of The Program (The Duke of Edinburgh’s Award in Australia – The International Award for Young People) must be totally consistent.
- 4.2 The Divisions currently have a variety of names. However as they are a significant part of The Program, it is important they are primarily identified as such.
- 4.3 Divisions are to be identified as  
‘The Duke of Edinburgh’s Award in Australia (NSW Division)’  
or  
‘The Duke of Edinburgh’s Award in Australia (New South Wales Division)’ etc.
- 4.4 Divisions may produce their own Award related electronic transmissions, business cards, ‘with compliments’ slips and envelopes – however these must remain consistent with the nationally produced Logo template.
- 4.5 It is also noted that there is wide use of the term “Dukes” across Australia. It accepts the use of this name within Divisions, however this name must not be used on formal documentation or on written material relating to the national Program. Where the term “Dukes” is used in any local printed material, the material must also include the standard Award logo.

## 5. LETTERHEAD

### 5.1 NATIONAL APPROACH

- 5.1.1 It is recognized that Formal Documentation will need to maintain a standard across the country. All letterheads shall only contain the reference to the National Award as indicated below.

Fig. 1. Logo (Landscape and Letterhead Template Header)



- 5.1.2 The Letterhead of each Division shall reflect this identification with the national Program in the header, with the footer identifying the Division, corporate details and contact details. Where appropriate the footer may also include State Government branding.
- 5.1.3 The left-hand margin is available to acknowledge local sponsors/partners.

- 5.1.4 While recognising Government Department expectations, it is the intention of this policy that The Duke of Edinburgh's Award in Australia Logo will have supremacy in the 'header' on all letterheads. [Refer 9.1]

## **6. WATERMARK/MOTIF**

- 6.1 The Award logo without words may be used as a watermark underneath print on Letterhead, newsletters, cards and the like.



- 6.2 Ensure that the 'original' image comes from the accompanying artwork included with this document to ensure accuracy and quality.
- 6.3 It is acceptable for the watermark without words to be on an angle, bleeding off the page. (i.e. Award Certificates.) However, in doing this, the image must retain its correct proportions.
- 6.4 The Watermark can be used for motifs on clothing, hats and marketing material but must not be used as an alternative to the Logo and letterhead for formal documentation.

## **7. WEBSITE USE**

- 7.1 In this case only the logo appears in three-dimensional form with drop shadows applied to the image

## **8. CONFLICT WITH GOVERNMENT REQUIREMENTS**

- 8.1 Where these provisions conflict with State Government Department requirements, a request should be made to the National Board Standing Committee on Branding for approval of changes from this National policy.