

# BRANDING & LICENSING GUIDELINES

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# Introduction

Consistent and powerful branding can help to ensure that the International Award is seen as one worldwide voice, representing over 100 countries and over 6 million young people who have participated in the Award.

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This pack has been produced to support National Award Authorities (NAAs) and Independent Operators (IOs) in using the International Award Association (IAA) brand and its associated Global Bird logo. It is also designed to help NAAs and IOs to strengthen their own brands, so that they can promote themselves effectively. By raising our profile, we can achieve our aim of becoming the Programme of Choice for young people.

The pack is divided into three main sections:

### **Branding guidelines**

This section outlines the International Award brand, includes the India Logo and tips on how to improve your branding to be “One Award” in India

### **Corporate Style**

This section mandates that all communications material be as per Branding guidelines as per the International Award Association and the National Office requirements. Illustrations included.

### **Licensing guidelines**

This section outlines the various ways the National Office partners with institutions, companies, non profits, ngos and the government to engage youth in our society.

To help you find what you want quickly within these branding guidelines, use the contents list and arrows on the left to navigate around this document. This pack is designed to be read on screen. We recommend that you click on the ‘full screen’ icon on the bottom Acrobat Reader toolbar to make it as big as possible.

To quit the document press ‘Esc’ (escape), on your keyboard and proceed to the ‘File’ menu.

## What is a brand?

A brand is a collection of perceptions that people associate with a particular product, service or organisation. Brand is strongly associated with the look and feel of an organisation, but it is also tied very closely to an organization's values and purpose. For any brand to be effective, it must be consistent. Every day we purchase our favourite brands because we trust them. A brand provides a guarantee of reliability and quality which is only good as long as the reputation is maintained.

Having a consistent brand can:

- Give you a professional image
- Enable your key stakeholders to recognise you more quickly
- Help you communicate more effectively
- Attract supporters, partners and sponsors, who want to be associated with your brand

There are some examples of powerful international brands to the right. See if you can guess who they are.



# The International Award

The International Award is a brand with an associated logo, the Global Bird. Our brand is global, which is a strength in itself, and it should represent what we are all about - that we are united in over 131 countries in the enhancement of young people. It operates on a national basis in 62 countries and there are nearly 230 Independent Operators in 69 Other Countries.

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**The International Award**

It is important that everyone who is involved in the Award has a common understanding of the brand, and what the Award stands for. Our brand is comprised of our values, our principles, our strapline and our logo. We work towards a common aim, to become the programme of choice for young people. As we pass the 50th anniversary of the Award, it is more important than ever that we have a strong visual image that represents us all.

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The International Award is an exciting self-development programme available to all young people worldwide equipping them with life skills to make a difference to themselves, their communities and the world.

To date, over 8 million young people have been motivated to undertake a variety of voluntary and challenging activities which encourage:

- Personal discovery and growth
- Self-reliance
- Perseverance
- Responsibility
- Service to the community

## Philosophy & principles of the Award

Any young person can take part regardless of gender, culture, religion, political affiliation, or mental or physical ability. Individual improvement and achievement are the main criteria for gaining an Award.

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### **Voluntary**

The Award is run by volunteers, for people who choose to participate.

### **Flexible**

The Award's international success is due to its adaptability to different countries, environments and cultures. Each young person chooses which activities to pursue under each of the four Sections. His or her Award Programme is therefore unique, reflecting the individual's particular interests.

### **A Programme of activities**

The Award is not an organisation and there is no uniform. Any organisation that works to develop young people can use the Award to develop their work.

### **A balanced Programme**

The four Sections provide a framework to encourage physical activity, mental challenge, individual perseverance, teamwork and new experiences.

### **Values of the Award Programme**

Self-improvement, excellence, confidence and pride.

**The Award is fun - not just for young people, but for everyone involved in it!**

## The Global Bird logo

An organisation's logo is extremely important as it represents a symbol of what that organisation stands for.

The Global bird logo, representing the International Award for Young People was introduced at the Forum in 1994 and can be used by NAAs and IOs and is a crucial part of the Award's brand identity. It was carefully designed to embody the values of the Award.

The IAA encourages the use of Global Bird and the Award strapline by NAAs and IOs as much as possible so that the logo is always associated with the Award Programme and 'challenging young people everywhere'.



### Symbolism

- The logo represents both a bird and a globe
- The globe element symbolises the Award's internationalism and its universality
- The bird flying upwards represents the Award's personal values of self-improvement, excellence, confidence and pride.

### Angle

- Should always be at a **45 degree angle**
- Symbolises the growth of Award participants & IAA

### Minimum Size

To ensure legibility and allow for ease of recognition, the logo should never be reproduced any smaller than **20mm**.

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## The Strapline

We encourage you to use the strapline whenever possible.

This will help to ensure that the Award Programme is strongly associated with 'challenging young people everywhere'.

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### Placement

- In general there is no fixed position for the logo or strapline.
- It should be applied confidently, where it can be seen clearly.
- The strapline can be used to help balance the logo in your design.

# IAA Corporate colours

The IAA uses two corporate colours and has a wider colour palette. IAA encourages all NAAs and IOs to incorporate these colours into their branding to strengthen the link between the Award in your country or region, and the International Award as a whole.

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In addition, the following colours have tended to be associated with certain Sections of the Award:

- Green – Expedition
- Blue – Skill
- Yellow – Physical Recreation
- Red – Service
- Neutral – Residential

The colours are printed here as a guide, with their reference numbers. When using these colours, you should try to match them as closely as possible to the 'Pantone Matching System'. If you work with a designer or printer they will need to know the Pantone numbers to replicate these colours.

IAA Corporate Dark Blue Pantone 281 C100 M72 Y0 K32 R10 G31 B98	IAA Corporate Light Blue Pantone 320 C100 M0 Y31 K7 R0 G142 B143	IAA Green Pantone 583 C23 M0 Y100 K17 R163 G189 B11
IAA Blue Pantone 7460 C100 M0 Y0 K5 R0 G152 B188	IAA Yellow Pantone 123 C0 M24 Y94 K0 R255 G194 B17	IAA Orange Pantone 717 C0 M53 Y100 K2 R250 G118 B0
IAA Red Pantone 7426 C0 M100 Y45 K18 R202 G0 B57	IAA Neutral Pantone 452 C24 M18 Y42 K0 R194 G189 B133	IAA Purple Pantone 520 C64 M100 Y12 K0 R98 G0 B110

## Award India Brand

The Award Programme Foundation, the licensee of the International Award in India, through co-branding (as allowed by the IAA) uses the logo below. Over the past year, we have developed our own house style by using the Purple colour from the IAA Corporate Colours.

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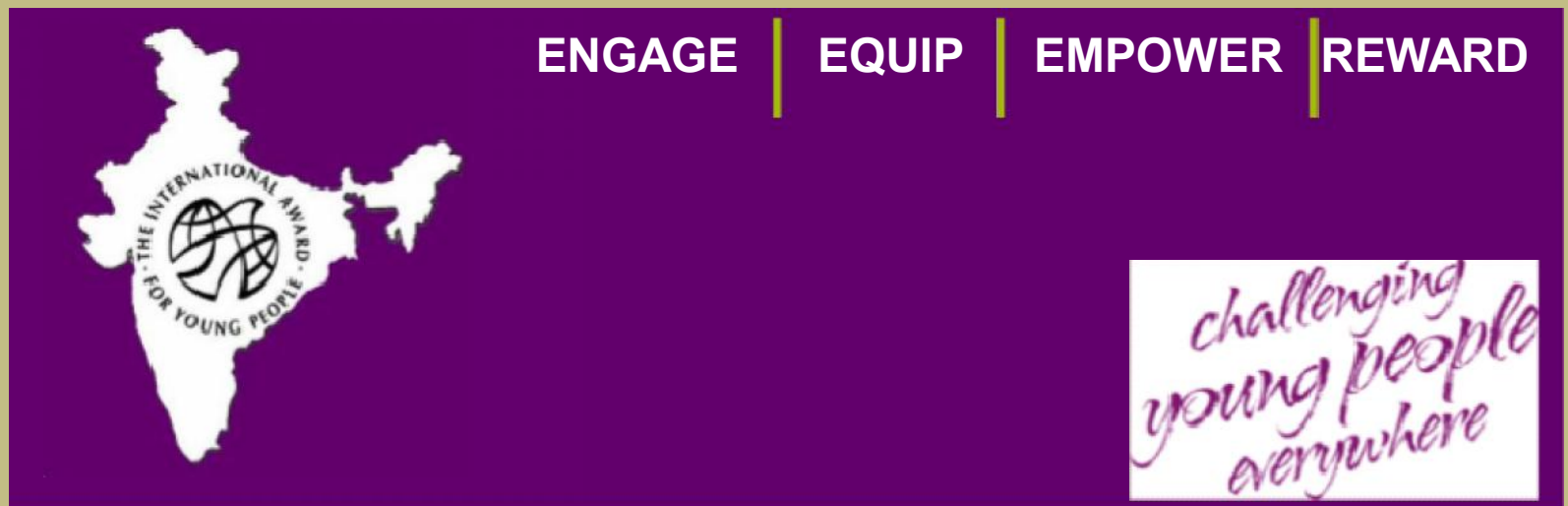
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Co-branding means using the Global Bird to help to represent your National Award Authority, either by incorporating it into your own logo, or by displaying it with your own branding.

Using the Global Bird within the map of India communicates the union that the NAA is part of an international family, and also helps us preserve a sense of national identity.

Other NAAs have similarly adapted the Global Bird to reflect their own local aspirations.



# House style

IAA encourages NAAs to develop their own house style.

House styling involves standardising the text, design, colour and style in all publications. This allows for instant recognition of the Award Brand and also ensures professionalism and consistency. All operators within the NAA should be made aware of the existence of your house style so that they can communicate in the right way.

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1.7 “

### Minimum Size

The India logo should be minimum of 1.7 inches in height  
It is essential to ensure the Global Bird logo is visible in all communications

**ENGAGE | EQUIP | EMPOWER | REWARD**

We encourage you to develop your own material as per the Branding Guidelines and prior approval from the NAA.

The National Award Office in New Delhi requires you to request for Official Logo and Strapline to be sent to you.

Licensed operators will be sent Brand Pack after licensing agreements are complete.

# Fonts

When you are choosing a font to use for your communication, you need to consider the following issues:

- ‘Sans serif’ fonts (those without embellishments on the ends of each letter) are generally seen as being more modern; they are also much easier to read on a computer screen than serif fonts.
- An example of a common ‘sans serif’ font is Arial – this comes as standard with Microsoft Word.
- An example of a font with serifs is Times New Roman.
- Whatever you choose, it needs to be easy to read, otherwise you will not be able to get your message across.

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Arial

abcdefghijklmnopqrstuvwxyz[]  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(.,;:?!\$&-\*){}

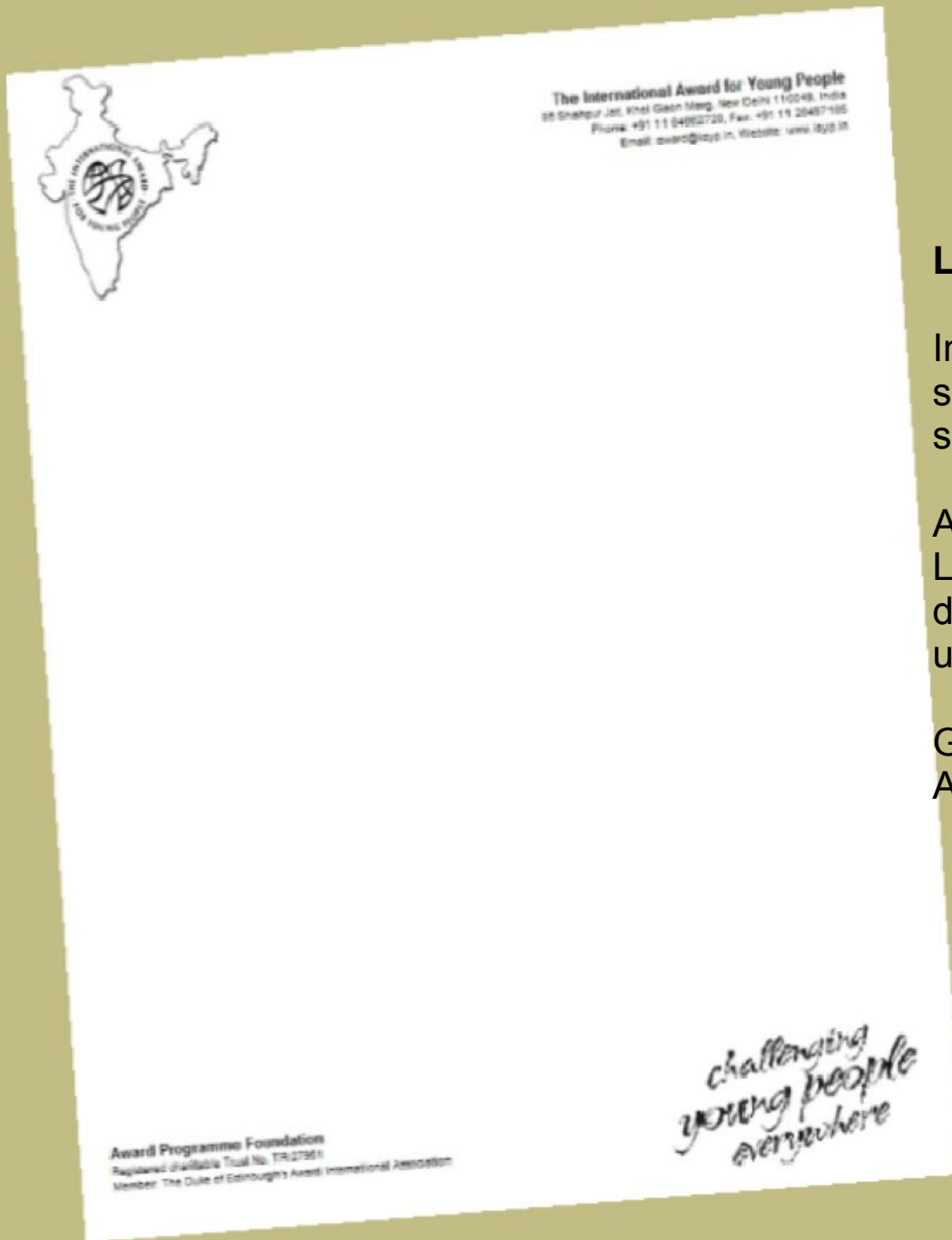
Arial

Times

Times New Roman

abcdefghijklmnopqrstuvwxyz[]  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(.,;:?!\$&-\*){}

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## Letterhead and standard designs

In order to develop your own brand, stationery and publications, standardization is required.

Ask for Official standard designs of Letterhead, visiting cards, Award diaries and Record books, etc . from us.

Guidelines provided by The National Award Authority must be followed.

# Common terms

Part of any house style includes outlining which words should be capitalised, and which shouldn't, as well as how to use common terminology. Below are some guidelines that are used at the International Secretariat. If you adopt these conventions, it will improve the consistency of all Award communications. It will also create a clear impression of the Award and a sense of The International Award Association as a global family.

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The International Award	International Award for Young People	His Royal Highness The Duke of Edinburgh KG KT
The Global Bird Logo	The Duke of Edinburgh's Award	(or HRH The Duke of Edinburgh)
IAA Corporate Colours	The Duke of Edinburgh's Award International Association	His Royal Highness The Earl of Wessex KG KCVO
Award India Brand	The International Award Association	Her Royal Highness The Countess of Wessex
<b>Common Terms</b>	Africa Region	Their Royal Highnesses The Earl and Countess of Wessex
Photography	Americas Region	Trustee
Licensing	Asia Pacific Region	an Award Trustee
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	the IAA's four regions	an Award leader
	National Award Authority	a participant
	Independent Operator	an instructor
	the Award	an assessor
	Bronze Award	an activity coach
	Silver Award	a supervisor
	Gold Award	badge
	Residential Project	certificate
	Service Section	unit
	Skills Section	group
	Physical Recreation Section	volunteer
	Adventurous Journey Section	Handbook
	a Section of the Award	Record Book
	a Level of the Award	Award World
	the Award Programme	Annual Report
	the Programme	Annual Review
	a programme	worldwide
	the Global Bird logo	fundraising

# Photography

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Images are extremely important, as ‘a picture tells a thousand words’. People are far more likely to remember information that they receive through pictures than through written text. It is therefore important that you select photos and images carefully, as they are powerful communicators of the Award brand.

## Permission

If you are using photos that have been taken by another organisation, always make sure that you have permission to reproduce them. You should also refer to your country’s best practice guidelines to establish whether or not you need permission from a parent before reproducing photos of young people under 18.

## Photo library

The communications team at the National Office has a library of photographic images which you can borrow from. Alternatively, if you have good photos of your own which you would like to share, please send them to the communications team.



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## Guidelines for photography

- Try to select photographs that capture the diversity of the Award and represent all of your Award participants. For example, show males and females, those of different ages, and reflect the ethnic profile of your country or region.
- Aim to represent all Sections of the Award, not just the Adventurous Journey or the Physical Recreation.
- Action shots are generally more interesting than posed photographs, and they help to represent the Award as dynamic and action focused.
- Use captions whenever possible.
- All photographs should reflect the Award's values of self-improvement, excellence, confidence and pride.
- Try to get high resolution images – they will reproduce much better in printed publications.
- Crop your photos to make them more interesting, and to create a stronger image.



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# Licensing Guidelines

The Award Programme partners with the many stakeholders of young people: Universities, Corporates, Social organisations, Government and Community based organisations, etc; in its goal for inclusive social and economic development.

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## **YES Partners**

- Businesses that assist in completion of the sections of Adventurous Journey, Physical Recreation and Skill.
- The annual licensing fee is Rs 25,000\*

## **YES Centres**

- Businesses, institutions and organisations run the Award Programme in their organisations
- Annual licensing fee from Rs 10,000 to 35,000\*

## **Other Partners**

- Organisations/Entrepreneurs/Institutions that assist in extension of the Award and/or strengthening of structure by means/kind/working association.
- Examples: Hospitality, IT Help, Media, etc

## **To become a Partner**

1. Sign a Memorandum of Understanding (MoU)
2. Pay annual licensing fee (if applicable)
3. National Operators License (NLO) issued after MoU and licensing fee.

Note: All MoU partners will not convert to NLO

Partners must display their association with IAYP India only after a complete licensing agreement. Partners should seek for high resolution logos from the Communications Team

## Where to go for further information

Further guidance about the logo and its use is available from the Communications Team at the National Office.

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Follow us on Facebook at [www.facebook.com/iayp](http://www.facebook.com/iayp)



We would like to acknowledge that some content is directly from the Branding Guidelines of the International Secretariat.

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### **Award Programme Foundation**

Registered charitable Trust No. TR/27951

Member: The Duke of Edinburgh's Award International Association