

Logo and language guidance for Approved Activity Providers

As an Approved Activity Provider (AAP), you play a vital role in The Duke of Edinburgh's Award (DofE) mission to help young people build lifelong belief in themselves. This guidance is designed to provide clarity on how to communicate your relationship with the DofE to your audiences. It provides direction on visual assets and language – and should be used alongside your AAP licence agreement and in conjunction with the DofE's Youth Without Limits brand toolkit.

Logo

We have developed an AAP logo for print and online marketing materials to help you communicate your role as an Approved Activity Provider. It is available in a variety of colours and can be downloaded [here](#). Please do not alter the logo in any way including stretching, warping, adding text, or changing or inverting the colours.

Wherever possible the AAP logo should be placed in the lower right-hand corner of your marketing materials. Use it to support your lead message, image or logo and not as the focal point of your communications.

AAP logo – English / Welsh



Minimum size:
16mm or 60 pixels

Co-branding



When using the AAP logo next to your logo, position your logo in the 'lead' position on the left, using the minimum clear space illustrated above.

Logo position



Wherever possible, position the AAP logo in the bottom right-hand corner.

Language

When describing your relationship with DofE, it is important to clearly define yourself as an Approved Activity Provider. This avoids any confusion with Licensed Organisations such as schools and youth clubs that support young people to complete their entire Award.

Useful phrases

...describing your relationship with DofE:

[Company Name] is an Approved Activity Provider for The Duke of Edinburgh's Award.

...telling your audiences you're now an AAP:

We're excited to announce that [Company name] is now an Approved Activity Provider for the DofE.

...letting young people know you are an AAP:

Did you know that the [section] activities you do with us can count towards your DofE Award?

...telling young people you are able to help:

Did you know, if you've already signed up to your DofE, we can help you complete your [section] section? Ask us about how we can support you.

Preferred hashtags

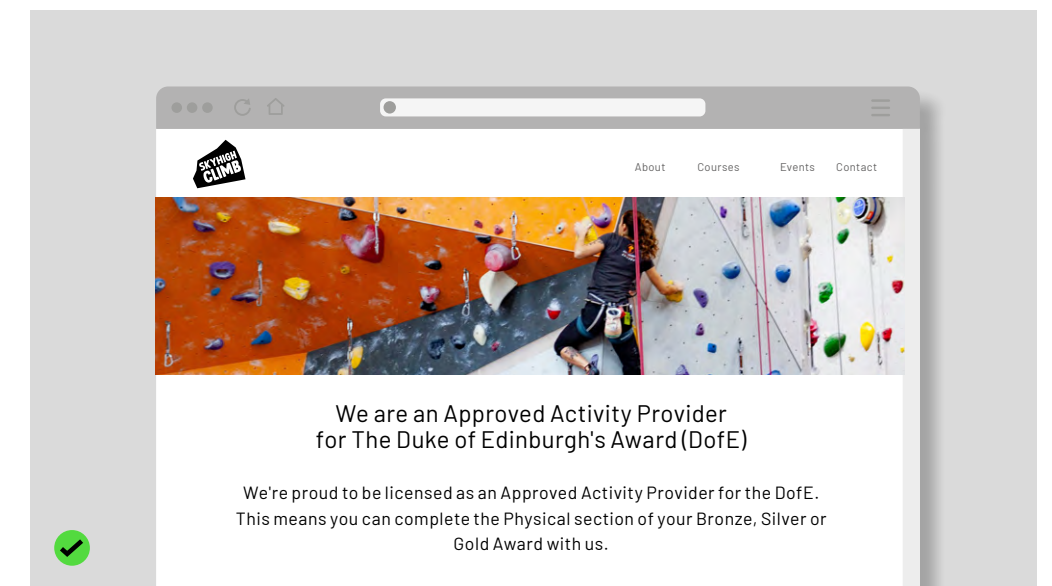
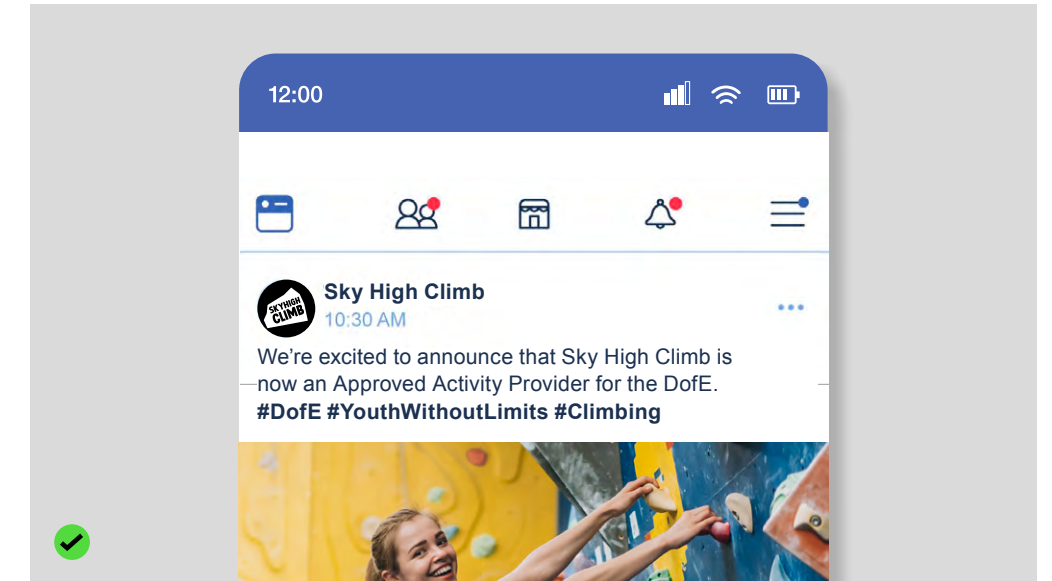
We love to hear about young people's DofE achievements and celebrate them - don't forget to tag us in your social posts using **#DofE**, **#YouthWithoutLimits** and **#ListenToYouth**.

Do

- ✔ Describe yourself as an Approved Activity Provider for the DofE.
- ✔ Use the specific AAP logo provided for your marketing materials.
- ✔ Follow Advertising Standards Authority guidance wherever necessary.
- ✔ Be specific about which DofE-related activities you offer and where possible, the specific DofE section they relate to (i.e. Physical, Skills, Expedition, Volunteering or Residential).
- ✔ Tell young people that you are an Approved Activity Provider for the DofE and can provide support with completing the [Physical, Skills, Volunteering, Expedition, Residential] section of their Award.

Don't

- ✘ Use unsubstantiated language that implies you are better than other AAPs e.g. 'the leading' or 'the best'.
- ✘ Claim or imply that you are an AAP for more activities than you are licensed to deliver.
- ✘ Imply that there is any DofE endorsement of your organisation beyond being an Approved Activity Provider.
- ✘ Use any core DofE brand elements such as our typeface, DofE logo or colour palette in your marketing materials, beyond the AAP logo.
- ✘ Imply that young people can enrol for the DofE through your company as this must be done through a DofE Licensed Organisation such as a school or a youth club.



Looking for more support?

For further advice and support on branding and communicating as an Approved Activity Provider for the DofE please contact:
AAP@DofE.org

