

# KAVS/QAVS Emblem Use Guidelines

## King's / Queen's Award for Voluntary Service Emblem Use Guidelines

### Introduction

Only awarded volunteer groups can use the emblem (also known as the logo).

Following the passing of The Late Queen, The Queen's Award for Voluntary Service (QAVS) transitioned to The King's Award for Voluntary Service (KAVS).

All previous awardees of QAVS will not need to update their emblems as their honour was awarded under The Late Queen.

The guidelines outlined in this guidance holds true for both use of the QAVS and KAVS emblems.

All emblems for both QAVS and KAVS can be found on our website.

The emblem must always be displayed in a way that befits the dignity of an emblem signifying Royal recognition.

The emblem is Crown copyright and must not be used as, or incorporated in, a trademark or a watermark.

### Who can use the emblem?

Only awarded volunteer groups can use the emblem; affiliated groups, national or parent organisations are not permitted to use it.

When the emblem is used it should be clear the award is for the volunteer group rather than any individual.

There is no time-limit for groups to use the emblem. KAVS / QAVS is a lifetime award and will apply to the group as long as it does not fundamentally change and is still carrying out the activities that it was awarded for.

### MBE Status

KAVS / QAVS is an award for volunteer groups rather than individuals. It has the equivalent status of an MBE but is not the same as an individual MBE.

We allow the awarded group to use the strapline "The MBE for volunteer groups", but individual members cannot.

Unless you have been individually honoured as a Member of the Order of the British Empire (MBE), you cannot use "MBE" after your name. To learn more about individual honours please visit the [Cabinet Office's Honours website](#).



**The Queen's Award  
for Voluntary Service**

*The MBE for volunteer groups*

### Emblem Files

We provide emblems in jpeg, png and eps formats for awarded groups. All files are available from the group leaders' dashboard (for 2022 groups onwards). Or email [kingsaward@dcms.gov.uk](mailto:kingsaward@dcms.gov.uk)

Ideally, master artwork should be used (the emblem as it is). Award holders must take the utmost care to ensure that the emblem is reproduced correctly.

## KAVS / QAVS Emblem Use Guidelines

Emblems are available in reversed colours (purple background, white image and text) and in the Welsh language.



### Colour and Font

The emblem must only be reproduced in Purple Pantone® 2612. The emblem must always be displayed on a contrasting background.

Purple Pantone® 2612

CMYK: C64 M100 Y0 K14

RGB: R107 G32 B127

Hex: #6e1273

The font used should be Myriad or if unobtainable, Arial is acceptable.

The Crown motif may be filled in solid colour where the detail of the design would be too difficult to reproduce e.g. embroidered clothing, small lapel badges.

### Correct and incorrect use of the emblem

The full emblem, including the text, must be displayed. The emblem should not be redrawn or reconstituted without permission.

The emblem must always be displayed on a contrasting background.

The emblem can only be used as it is with no additional wording that alters the emblem design.

Wherever possible, the emblem should be positioned above all other logos (other than the organisation's name). Nothing should be added above the Crown.

[See page 3 and 4 for examples]

## Incorrect use of the emblem



1. *The Emblem should not be distorted.*



2. *Decorative borders cannot be added around the emblem.*



3. *Other logos above the emblem.*

## Correct use of the emblem



### 4. *The awarded group's name is permitted above the emblem.*

#### Use on Stationery and Online

The emblem may be used on stationery associated with the volunteer group such as letterheads, envelopes, leaflets, posters and publications.

The emblem may be used on websites and social media. However, voluntary groups should not use the emblem as their profile picture on their social media accounts.

The emblem may be used in email signatures of email addresses directly connected to the awarded group e.g. [volunteer@volunteergroup.com](mailto:volunteer@volunteergroup.com). However, it should not be added to a personal email address e.g. [johnsmith@gmail.com](mailto:johnsmith@gmail.com).

#### Commemorative Items

Commemorative items that look like trophies, medals or certificates are not allowed.

Any external companies who offer to reproduce full-sized versions of the KAVS / QAVS award crystal are not authorised to do so.

However, successful groups may purchase a small volume of additional miniature crystals to provide to volunteers.

These crystals should only be provided to the volunteers of the local groups who have received the award for their personal use only and not used for further reproduction, representation or commercial gain. The award certificate must not be photocopied.

## KAVS / QAVS Emblem Use Guidelines

### Badges

Lapel badges for volunteers may be purchased by awarded groups. All guidelines must be followed. Medals are not permitted.



5. Example of QAVS badge. Crown emblem with solid colour is acceptable. Ideally, the text should not be all capitalised, only capitalise each word e.g. The Queen's Award for Voluntary Service.



6. Example of QAVS badge. Additional text below the logo is fine. However, there should not be text above or surrounding the emblem.

The emblem can be added to clothing (e.g. embroidered onto a polo shirt), but only as a single emblem. Patterns of the emblem are not permitted.



7. Example of pattern of the emblem, which is not permitted.

## KAVS / QAVS Emblem Use Guidelines

### Certificates

Each awarded group will receive a signed certificate from the Palace. This will usually be presented personally by the Lord-Lieutenant.

Awarded groups are allowed to create their own certificates for volunteers, recognising and thanking them for their effort and achievement. However there are some guidelines to follow, explained on the next page.

If you are unsure of whether your certificate is suitable please contact [kingsaward@dcms.gov.uk](mailto:kingsaward@dcms.gov.uk) for approval.

### Certificate Guidance

The wording and design need to make clear that the certificate has been provided by the group to its volunteers in recognition of their contribution.

It should not give the impression that it has been provided by the Palace or the KAVS /QAVS Award. In particular, it should not look similar to the KAVS / QAVS certificate e.g. it would not be appropriate to use the faint outline of the logo in the background, similar wording or the Royal Crest.

The emblem needs to be reproduced correctly and positioned in accordance with the emblem guidance.

### Other uses of the emblem

The emblem may be used on vehicles directly connected to the volunteer group (e.g. a minibus), but not on personal vehicles.

Awarded groups are entitled to fly a King's / Queen's Award for Voluntary Service flag. Please send your proposed design to [kingsaward@dcms.gov.uk](mailto:kingsaward@dcms.gov.uk) for approval.

For presentation ceremonies groups may use the emblem on a celebration cake.

The emblem should not be added to single use items that will be thrown away, such as paper or plastic cups, plastic bags etc.

### Contact Us

Please contact the KAVS team if you are unsure about emblem use.

[kingsaward@dcms.gov.uk](mailto:kingsaward@dcms.gov.uk)

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