

The King's Award for Voluntary Service

Emblem use guidelines



Introduction

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 [here](#).

Introduction ctd.

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

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 may 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.



The King's Award for Voluntary Service



The Queen's Award for Voluntary Service

Emblem Files

We provide emblems in jpeg, png and eps formats for awarded groups. All files are available from the group leaders dashboard. Or email kingsaward@dcms.gov.uk.

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

Emblems are available in “reversed colours” and in the Welsh language.



**Gwobr y Frenhines am
Wasanaeth Gwirfoddol**



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

Colour and Font

The emblem must only be reproduced in Purple Pantone® 2612. Wherever possible the logo should be on a white background to ensure maximum contrast.

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 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.

Decorative borders cannot be added around the emblem [see page 12].

The emblem can only be used as it is with no additional wording that alters the emblem design [see page 16].

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 14].

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. However, it should not be added to a personal email address e.g. 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.

Commemorative Items continued

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

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 [see page 12].

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

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.

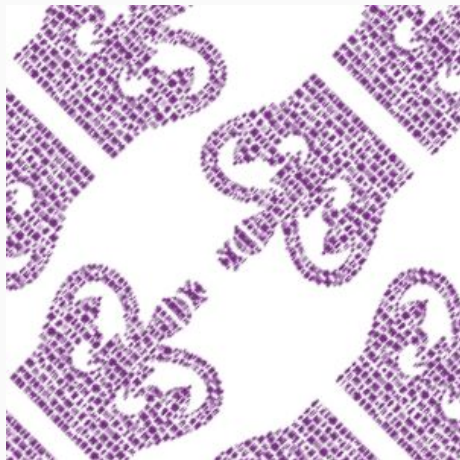
Awarded groups are entitled to fly a King's/Queen's Award for Voluntary Service flag. Please send your proposed design to kingsaward@dcms.gov.uk for approval.

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

Incorrect Usage



There is a border around the emblem.



Emblem is used as a repeating pattern

Incorrect Usage



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



The emblem is distorted.



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



Do not add reflection or drop shadow.

for Voluntary Service
The Queen's Award

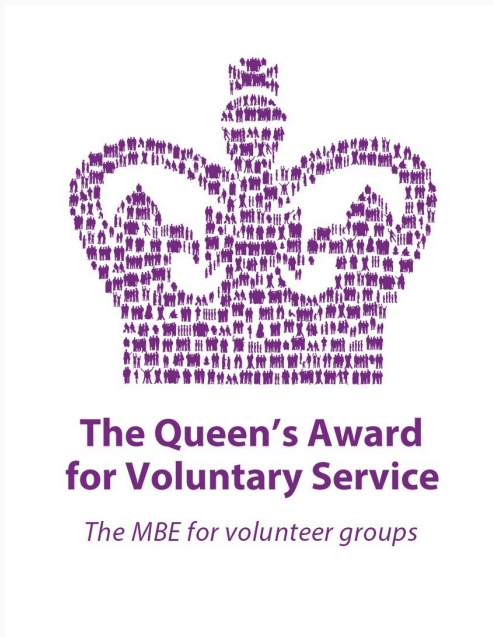
Incorrect Usage



Logo's above the emblem.

(N.B The group name above the emblem is fine [see page 15].)

Group Name



Group name above the emblem. This is fine and there is a clear gap so it does not interfere with the design of the emblem.

Group name is permitted above the emblem but other wording should not be added.

Examples of acceptable commemorative items



Ideally, the text shouldn't be capitalised, only capitalise each word e.g. The King's Award for Voluntary Service.



Additional text below the logo is fine. However, there should not be text above or surrounding the emblem.



Example of emblem on a mug. The group's logo could be on the reverse side.

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.

The official certificate is not allowed to be photocopied or reproduced under any circumstances.

If you are unsure of whether your certificate is suitable please contact kingsaward@dcms.gov.uk for approval.

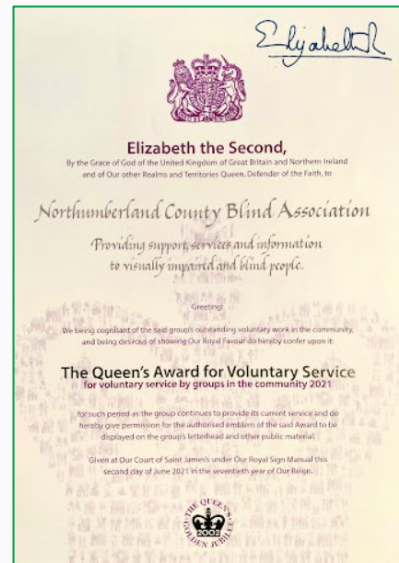
Certificate guidance

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 official certificate shown 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.



Official certificate



This certificate would not be permitted (use of faint crown logo and similar wording)

Email signatures

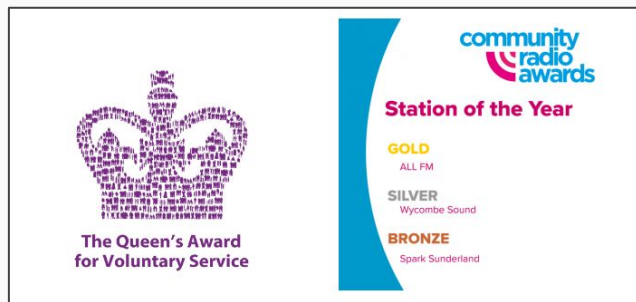
The emblem can be used in the groups email signature but there are a few conditions:

- The emblem can only be used for a group's signature or email addresses related to the group. It cannot be added to personal email addresses.
- The emblem placement must follow the guidelines outlined in this document. For example: the emblem is not allowed to be distorted or placed below a group's logo.

Please note: We often say KAVS/QAVS is 'The MBE for voluntary groups'. This term is given to the group as a whole, not to its individual volunteers. It cannot be used in personal email addresses and must be attributed to the group, if used.

Signature examples

Here are some examples of using the emblem in email signatures:



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

Contact us

kingsaward@dcms.gov.uk

020 7271 6206

King's Award for Voluntary Service (Honours and Awards Team), Department for Culture, Media & Sport, 4th Floor, 100 Parliament St, London, SW1A 2BQ



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