

armedforcesday.org.uk

Brand Guide

ARMED FORCES DAY

RESERVES DAY



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WHAT IS ARMED FORCES DAY?

Armed Forces Day takes place on the last Saturday each June.

The annual event is a chance for the public to show their support to the Armed Forces Community including current Service personnel, veterans, cadets and Service families.

Showing support for the Armed Forces provides a much valued morale boost for the troops and their families. You can find out more about what they are doing at home and around the world by visiting the official sites of the Royal

Navy, British Army and Royal Air Force. The UK Armed Forces defend the UK and its interests. They are busy working around the world, promoting peace, delivering aid, tackling drug smugglers, providing security and fighting terrorism.

WHAT IS RESERVES DAY?

Reserves Day provides an opportunity for the country to recognise our Reserve Forces.

Reservists give up their spare time to serve in the Reserve Forces, balancing their civilian life with a military career to ensure that should their country require them, they would be ready to serve as part of the military.

The Reserve Forces make up approximately one sixth of our Armed Forces personnel are integral to protecting the nation's security at home and overseas, particularly providing

capability in specialist areas such as medical and cyber.

Reservists are currently supporting operations worldwide.

However, the contribution they make to our Armed Forces often goes unrecognised. An annual Reserves Day was created to highlight and recognise the valuable contribution Reservists make to our Armed Forces.

HOW CAN I SHOW SUPPORT?

There are many ways that you or your organisation can support Armed Forces Day:

- Attend your local Armed Forces Day event.
- Fly a Flag For the Armed Forces.
- Display Armed Forces Day merchandising.
- Hold your own Armed Forces Day event.
- Use our Armed Forces Day promotional advert.
- Hold your own Armed Forces Day event.
- Sign up to the Armed Forces Day newsletter on the website.
- Use the Digital Toolkit available on the Armed Forces Day website to show your support through internal and social media to include the use of #Reserves Day and #Armed Forces Day

BRAND OVERVIEW

Colours

BLUE

RED

WHITE

Typeface

HANDEL BECKER BOLD

Myriad Pro

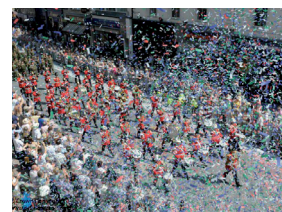
The Logo



ARMED FORCES DAY

RESERVES DAY

Imagery



THE LOGO

The Armed Forces Day logo should be used with adequate clear space - the height of the text should be clear all the way round.

For printed media the width should be minimum 25mm.

Armed Forces Day and Reserves Day can be used within a coloured box. The red or blue background can be used with white text, or without a box with red or blue text.

The hastags may also be used in this manner.

Clear space:



Minimum size:



ARMED FORCES DAY

RESERVES DAY

#SALUTEOURFORCES

LOGO VARIANTS & PARTNERING

The logo can be used in Welsh language with or without English.

A date can be used in place of 'SHOW YOUR SUPPORT'.

This version can be used in Welsh language with or without English.

Shown is a version for use on coloured backgrounds.



RESERVES DAY LOGO



THE COLOUR PALETTE

The Armed Forces Day colour palette reflects the colours used in the Union Jack. This represents the national pride and support for UK Armed Forces.

BLUE

PANTONE 648 CP

C 100, M 71, Y 9, K 56

R 0, G 33, B 82

002152

RED

PANTONE 190 CP

C 3, M 91, Y 86, K 12

R 210, G 44, B 32

D22C20

WHITE

PANTONE Safe

C 0, M 0, Y 0, K 0

R 255, G 255, B 255

FFFFFFFF

TYPOGRAPHY

The font used in the logo is Handel Becker Bold. This can be used as a title.

The secondary font is Myriad Pro. This can be used as a heading, title and body text. Regular or Bold can be used.

Type should only be used in the brands colour palette. It should be left or right aligned - never centre.

TITLE - HANDEL BECKER BOLD

Size 25, Leading 26, Regular

Head - Myriad Pro

Size 56, Leading 48, Regular

Title - Myriad Pro

Size 24, Leading 27, Regular or Bold

Body - Myriad Pro

Size 15, Leading 17, Regular or Bold

Sizing given is for A4 format. This can be scaled relative to artwork size.

THE RIBBON

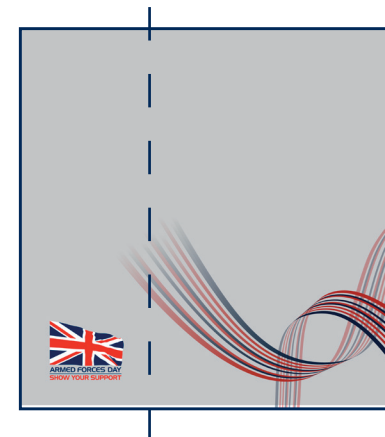
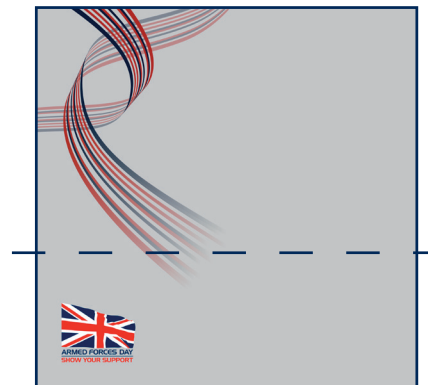
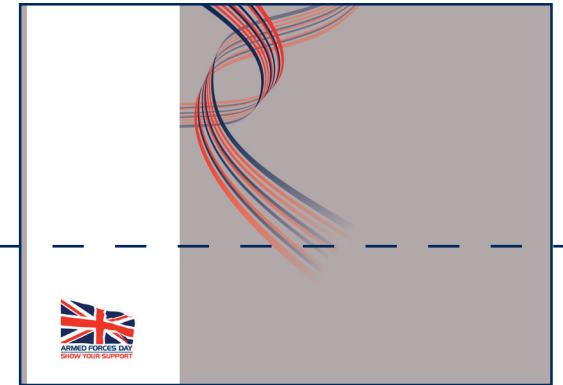
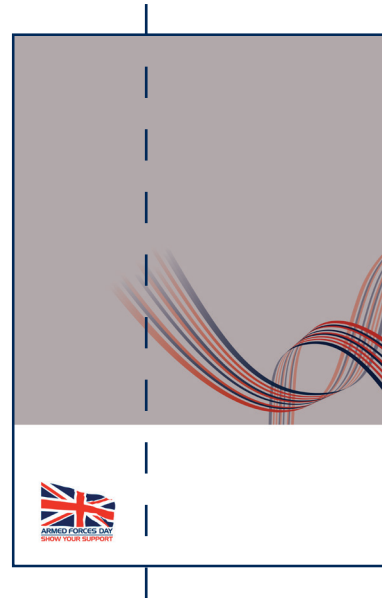
The Ribbon is a graphic that is used to signify the meaning of Armed Forces Day.

It can be placed in the top left or bottom right corner of the artwork.

It is available in red/blue for white backgrounds, blue/white for red backgrounds and red/white for blue backgrounds.

In landscape and vertical formats a white box can be used to create space and contrast.

The graphic should extend 2/3 across or down the page to the centre of the ribbon.



IMAGERY

Official imagery is available on the Armed Forces Day Website and can be used by event organisers to publicise their event.

All images must be credited as '© UK MOD Crown Copyright 2018'. Full terms and conditions are detailed on the website.



BEST PRACTICE

Village Hall Fun

RAISE MONEY WITH US

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BEST PRACTICE

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Come and join us!

LONDON CELEBRATION

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Veterans Celebrate

JOIN US ON THE DAY

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Village Hall Fun

RAISE MONEY WITH US

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How will you support us?

HAVE FUN AND CELEBRATE

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BEST PRACTICE



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MORE INFORMATION

For more information, visit:
Armedforcesday.org.uk

Contact details:

For specific event enquiries
please see the Armed Forces
Day Events page:

[www.armedforcesday.org.uk/
find-events/](http://www.armedforcesday.org.uk/find-events/)

For general enquiries, please
call: 020 7807 0970.

For media enquiries, please call:
020 7218 4615.