

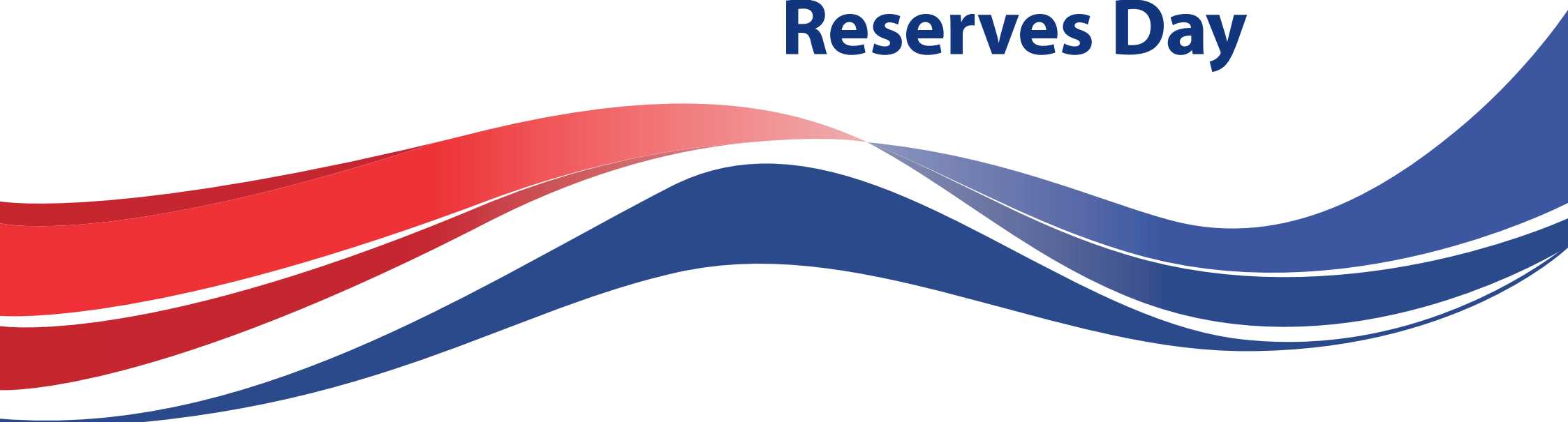


armedforcesday.org.uk

Brand Guide

2021

**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.

Over the past year, UK Armed Forces personnel have supported the COVID-19 pandemic response in the UK.

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 and 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 in the UK and overseas.

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:

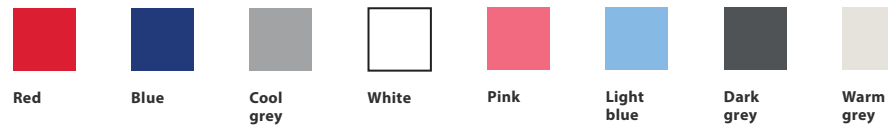
- Attend your local Armed Forces Day event, whether that is a physical or online event.
- Fly a Flag For the Armed Forces.
- Display Armed Forces Day merchandising.
- Hold your own Armed Forces Day event, whether that is a physical or online event.
- Sign up to the Armed Forces Day newsletter on the website.
- Use the Digital Toolkit available on the Armed Forces Day website to show your support on your internal and social media channels.

Brand overview

Logos



Colours palette



Typography

Myriad Pro Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;_*")

Graphic wave

Graphic wave



Imagery



Armed Forces Day 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 a minimum of 25mm.

The Armed Forces Day logo can be placed in a coloured box with a red or blue background. An alternate version of the logo with white text should be used in this instance.

Armed Forces Day logo Primary logo

Logo



— 25mm —
Minimum size

Logo variants

A Welsh language version of the logo is available as well as dual language (Welsh and English).

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

Shown is a version for use on coloured backgrounds.

Armed Forces Day logo Logo variants



Reserves Day logo

The Reserves 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 a minimum of 25mm.

The Reserves Day logo can be placed in a coloured box with a red or blue background. An alternate version of the logo with white text should be used in this instance.

Reserves Day logo Primary logo

Logo



— 25mm —
Minimum size

Logo variants

A Welsh language version of the logo is available as well as dual language (Welsh and English).

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

Shown is a version for use on coloured backgrounds.

Reserves Day logo Logo variants



The colour palette

The Armed Forces Day colour palette reflects the colours used in the Union flag.

Color palette Primary Color System



Red

CMYK 8 / 100 / 88 / 1
Pantone PMS 186C
RGB 218 / 26 / 50
HTML #DA1A32



Blue

CMYK 100 / 90 / 22 / 8
Pantone PMS 280C
RGB 20 / 55 / 125
HTML #14377D



Cool grey

CMYK 38 / 29 / 29 / 0
Pantone PMS Cool Grey 6C
RGB 164 / 167 / 169
HTML #A4A7A9



White

CMYK 0 / 0 / 0 / 0
Pantone -
RGB 255 / 255 / 255
HTML #FFFFFF

Color Palette. Secondary Color System



Pink

CMYK 0 / 73 / 32 / 0
Pantone PMS 184C
RGB 241 / 107 / 129
HTML #F16B81



Light blue

CMYK 45 / 15 / 0 / 0
Pantone PMS 278C
RGB 134 / 187 / 230
HTML #86BBE6



Dark grey

CMYK 66 / 56 / 53 / 29
Pantone PMS 425C
RGB 83 / 87 / 90
HTML #53575A



Warm grey

CMYK 9 / 8 / 11 / 0
Pantone PMS Warm Grey 1
RGB 228 / 225 / 220
HTML #E4E1DC

Typography

Myriad Pro typeface

Myriad Pro.

This font should be used as title, heading and body text. Bold, semi-bold or regular can be used. Type should only be used in the brands colour palette. It should be left aligned where possible.

Typography

Primary Typeface Weights

Myriad Pro Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-_*)"

Myriad Pro Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-_*)"

Text and Headlines

Headline Text

**Lorem
ipsum**

Myriad Pro Bold
24pt Type / 28 pt leading

Body Text

Lorem ipsum
dolor sit amet

Myriad Pro Regular
12pt Type / 14pt leading

Caption Text

**Lorem ipsum
dolor sit amet**

Myriad Pro Bold
10 pt Type / 14pt leading

Alternate typography

Arial typeface

Arial.

This font should be used as title, heading and body text if Myriad Pro is not available. Bold, semi-bold or regular can be used. Type should only be used in the brands colour palette. It should be left aligned where possible.

Typography Alternate Typeface Weights

Arial Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*’)

Arial Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*’)

Text and Headlines

Headline Text

**Lorem
ipsum**

Arial Bold
24pt Type / 28pt leading

Body Text

Lorem ipsum
dolor sit amet

Arial Regular
12pt Type / 14pt leading

Caption Text

Lorem ipsum
dolor sit amet

Arial Bold
10 pt Type / 14pt leading

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 2021'. Full terms and conditions are detailed on the website.

Imagery Image treatments

Primary imagery



Colour wash imagery



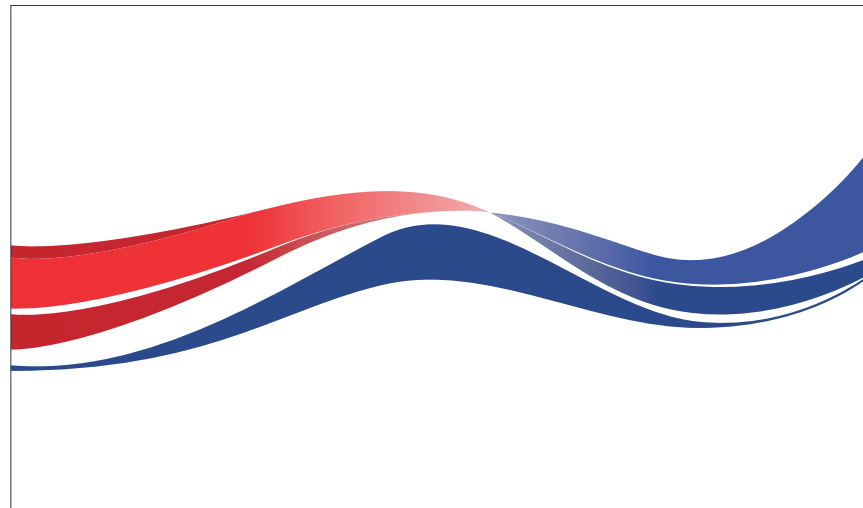
Graphic wave

The graphic wave can be used with the other brand elements to create consistent communications with impact.

The graphic wave can be scaled proportionally or cropped within a layout as required.

Graphic wave Graphic treatments

Graphic wave



Cropped graphic wave



Best practice

Design for print



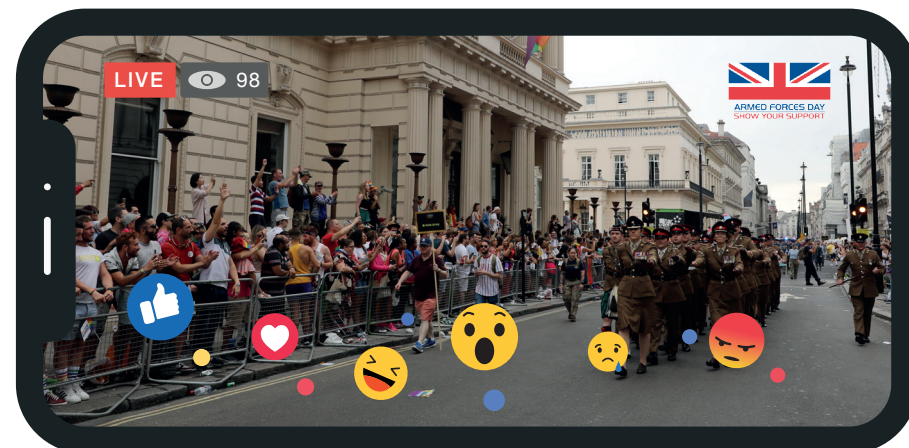
Best practice

Digital



Best practice

Digital



More information

**For more information, visit:
[Armedforcesday.org.uk](https://armedforcesday.org.uk)**

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

www.armedforcesday.org.uk/find-events/

**For general enquiries,
please call: 020 7807 0970.**

**For media enquiries,
please call: 020 7218 4615.**

