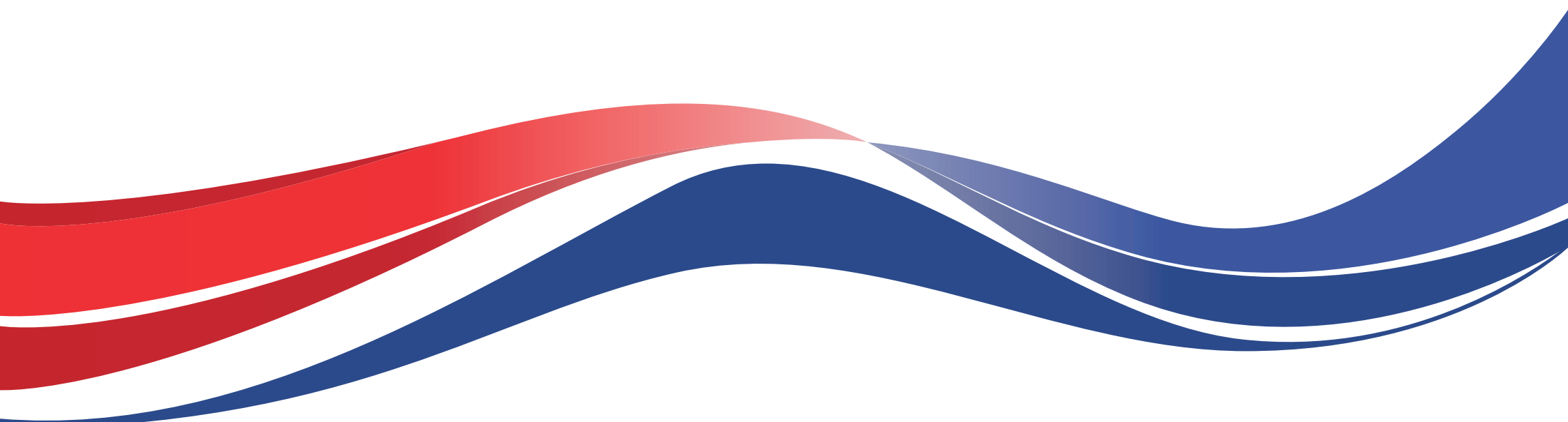




[armedforcesday.org.uk](http://armedforcesday.org.uk)

# Armed Forces Day Reserves Day

Brand Guide



# Contents

<b>What is Armed Forces Day?</b> .....	<b>03</b>
<b>What is Reserves Day?</b> .....	<b>04</b>
<b>How can I show support?</b> .....	<b>05</b>
<b>Brand overview</b> .....	<b>06</b>
<b>The logos and their variants</b> .....	<b>07</b>
<b>The colour palette</b> .....	<b>11</b>
<b>Typography</b> .....	<b>12</b>
<b>Imagery</b> .....	<b>14</b>
<b>Graphic wave</b> .....	<b>15</b>
<b>Best practice</b> .....	<b>16</b>
<b>More information</b> .....	<b>19</b>

# 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:**

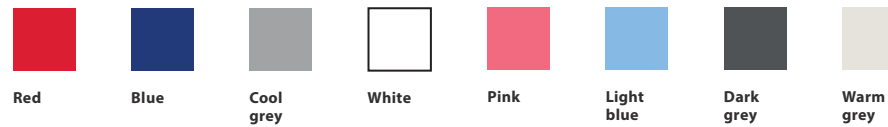
- Attend your local Armed Forces Day event, whether that is a physical or online event.
- Fly a Flag For the Armed Forces.
- Display Armed Forces Day merchandising.
- Hold your own Armed Forces Day event, whether that is a physical or online event.
- Sign up to the Armed Forces Day newsletter on the 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



## 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.

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## Reserves Day logo Primary logo

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— 25mm —  
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# 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

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

## Imagery Image treatments

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### Primary imagery



### Colour wash imagery



# Graphic wave

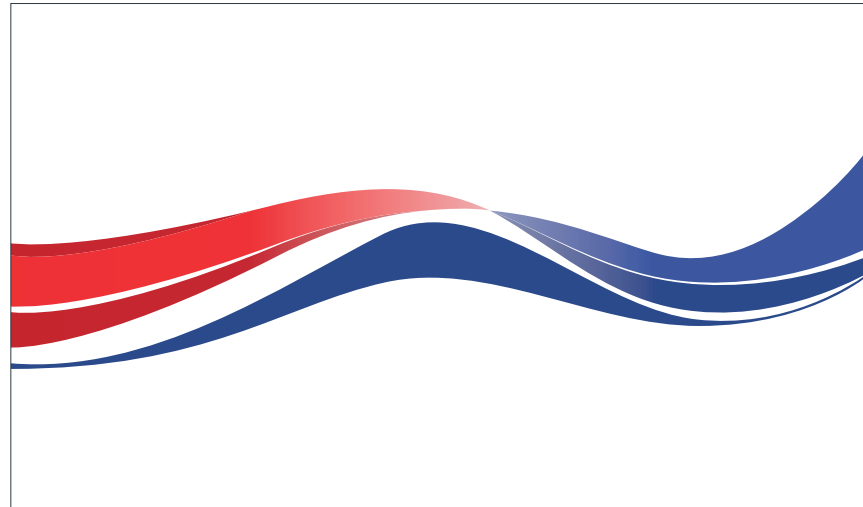
**The graphic wave can be used with the other brand elements to create consistent communications with impact.**

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

## Graphic wave Graphic treatments

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Graphic wave



Cropped graphic wave



# Best practice

## Design for print





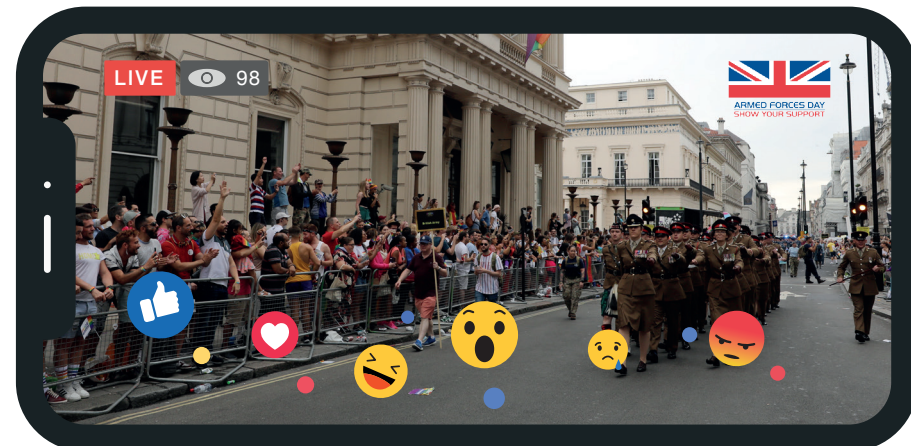
# Best practice

## Digital



# Best practice

## Digital



# More information

**For more information, visit:  
Armedforcesday.org.uk**

**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.**

