

# Royal Air Force Air Cadets | Brand Guidelines



# Foreword

Using a constant brand identity is important in creating a strong positive image to the general public. To this end all branding should be focused as 'one organisation' - the Royal Air Force Air Cadets.

It is important to note that the Air Cadets branding now sits within the Royal Air Force family brand identity, and as such we must follow the guidelines to maintain the image of our parent service.

This document explains the different elements of our brand identity (our logo, typeface, corporate colours and graphic) and tells you how to use them. This is a RAF Air Cadets version of the full Royal Air Force brand identity. The current Royal Air Force brand identity document will always take precedence. The current Royal Air Force Brand identity can be found at [www.defencebrandportal.mod.uk](http://www.defencebrandportal.mod.uk)

When we're producing communications for the Royal Air Force Air Cadets, we need to be consistent and careful in how we present ourselves.

It's not acceptable to produce communications which represent us poorly (for example by using the wrong logo, low-resolution photographs or badly written copy) as this will damage the integrity of both the Royal Air Force Air Cadets and the wider Royal Air Force brand.

Any questions about our brand identity and how to use it should be directed to your Media and Communications Officer (MCO). Control of the RAF Air Cadets brand remains with Head of Media Comms at HQAC.

## Using the main logo

The Royal Air Force Air Cadets logo has been designed specifically so that it can always be recognised clearly. It is a specialist logo lock-up version of the Royal Air Force logo. Always use the logo when communicating on behalf of the Royal Air Force Air Cadets.

### The Royal Air Force Air Cadets logo

The Royal Air Force Air Cadets logo consists of the roundel and the words 'Royal Air Force', with 'Air Cadets' written below and completed with the tagline 'the next generation'. These words must always be used together. You must never alter the words, colours or shape of the logo, other than in the ways shown in these rules.

This is the preferred version of our logo. It's important that you use this version whenever possible to ensure that we use our colours consistently.

### Rule

Research has shown that not all our audiences recognise the roundel or the initials RAF, RAFAC or ATC, so the logo must always comprise the roundel and all words.



## Logo exclusion zone

You must always keep a clear space - called the 'exclusion zone' - around the Royal Air Force Air Cadets logo to make sure that it stands out.

The clear space should be the height of the letter 'R' in 'Royal', on each side of the logo, as shown here.



# Logo sizes and positioning

## Logo sizes

In order to bring consistency to our communications, it's important that we apply some basic rules to the use of our logo.

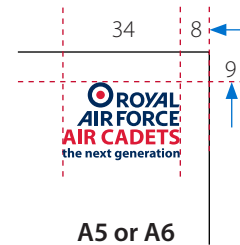
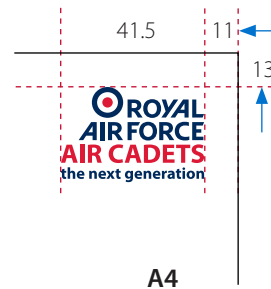
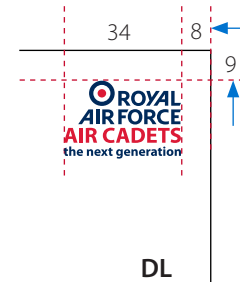
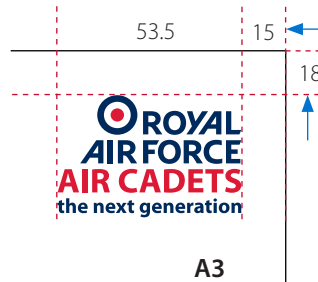
The logo must always be used at a size that makes it clear to read. The smallest size you should use it at is 27.5mm wide. The measurements provided refer to the size and primary logo position to be used for specific paper formats. Corporate stationery templates are available and should be used without alteration except for replacing badges with local versions where necessary.

## Logo positioning

The primary position for the logo should be top right wherever possible. There are exceptions to this rule, for example stationery and specialist marketing material. The secondary positions for the logo are top left or bottom right. The distance from the page edge using these positions mirrors the rule for the primary position dimensions.

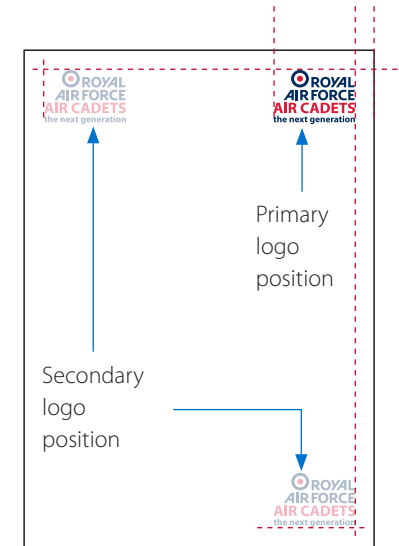
## Rule

When creating merchandise items the logo may need to be smaller than 27.5mm wide.



## Logo sizes

All dimensions in mm



## Logo positioning

## Logo colour formats and treatments

The Royal Air Force Air Cadets logo must always stand out clearly on communications. Alternative versions of our logo have been created which work more effectively on specific backgrounds - for example, against dark colours.

### Rule

You must always use original Royal Air Force Air Cadets logo artwork for your designs.

Note: the reversed-out versions of the Royal Air Force Air Cadets logotype are shown here against typical dark backgrounds; they are never contained by a box.

The centre of the black logotype (and its reversed version) is 60% black.



Use this version of the logo wherever possible.



Use the colour reversed-out logo against dark coloured backgrounds.



Use the black version when four-colour or special colour printing is not available.



In black and white print media, such as newspaper advertising, use the black version or the reversed-out version on a black background.

## Alternative logo

There is an alternative Royal Air Force Air Cadets logo available for use where the shape of the main logo is not appropriate. This should be used following the same rules as described earlier.

The alternative logo is better suited to uses with limited height space, such as banners or on pens.

No other alternative versions of the Royal Air Force Air Cadets logo is authorised.



## Incorrect use of the Logo

Our logo must always be used consistently. Incorrect use will damage our brand integrity. Here are some examples of how not to use the Royal Air Force Air Cadets logo.

### Rule

Always use the original artwork of our logo and never alter it in any way.



**Don't** position the logo on high contrast backgrounds.



**Don't** put a keyline around the logotype text or the logo in a keyline box.



**Don't** use the logo as part of a sentence.



**Don't** recreate the logo using another typeface.



**Don't** add other elements to the logo.



**Don't** replace text to make your own unit logotype.



**Don't** alter the relationship between the different elements of the logo.



**Don't** stretch, distort, rotate or animate the logo.



**Don't** change the colour of the logo in any way.



**Don't** use the logo as a watermark.



**Don't** use the logo as part of a pattern.



**Don't** remove 'the next generation'. The logo must be



## The Royal Air Force Roundel

The Royal Air Force roundel symbolises the Royal Air Force. The origins of the roundel come from the First World War with the need to be able to identify aircraft.

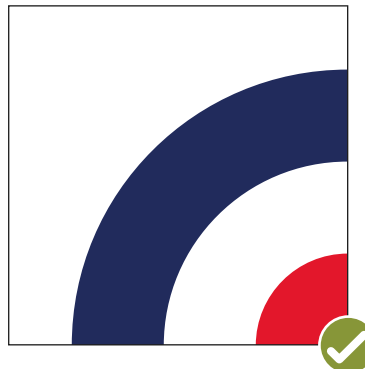
Today, it has become the key visual element that supports the Royal Air Force identity and is used to create a consistent message across all communications. It adds a huge value to the organisation.

It's important that some basic rules are established. This will help to ensure that the roundel retains the respect it deserves.



## Using the roundel: do's

The roundel can be used as a supporting graphic element but must not be used as a substitute for the Royal Air Force logo. The examples opposite show correct use of the roundel.



**Do** show at least one quarter of the roundel at all times so that the red, white and blue are always seen.



**Do** use the white keyline version of the roundel if there is not enough contrast between the regular version of the roundel and the background colour.



**Do** use with confidence and don't be frightened of white space.

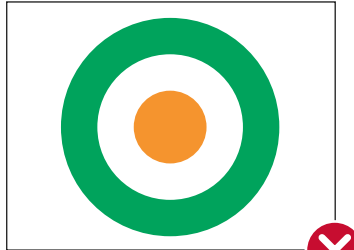
## Using the roundel: don'ts

All alterations or amendments to the Royal Air Force roundel impact on the integrity of the brand.

The roundel must never be redrawn, broken up, used as a text substitute or otherwise defaced to create a supporting logo.

The examples opposite show incorrect use of the roundel.

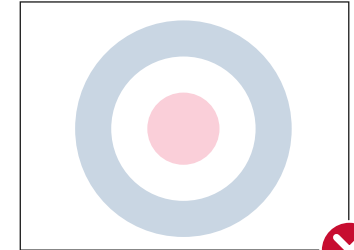
Note: The roundel may only appear 'distressed' for commercial licensing purposes. The function of Royal Air Force Licensing rests with DMC PR (RAF).



**Don't** change the colours of the roundel.



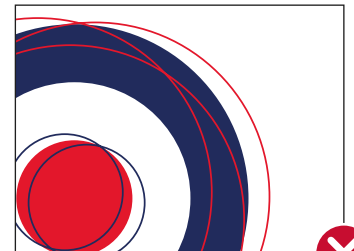
**Don't** stretch the roundel.



**Don't** watermark the roundel.



**Don't** use the roundel as part of a campaign marque.



**Don't** customise the roundel.



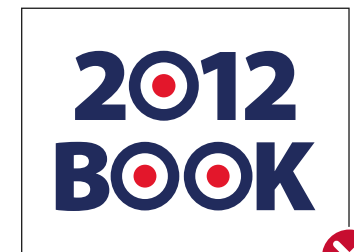
**Don't** use an unapproved coloured background.



**Don't** show less than a quarter of the roundel. The red, white and blue should always be seen.



**Don't** use Photoshop effects on the roundel or apply a drop shadow.



**Don't** use the roundel as a character or number substitute.

## The Air Training Corps Badge

The Air Training Corps badge is the official emblem of the Air Training Corps. It was approved in 1941 by the reigning Sovereign, George VI. You should never use the Air Training Corps badge alone on a communication or instead of the Royal Air Force Air Cadets logo.

The Air Training Corps badge is only used to communicate our heritage and history, as it may not be recognised by an external audience.

### Rule

You must never redraw, break up or otherwise deface the Air Training Corps badge.

### Combined Cadet Force (RAF)

Guidance on the use of the CCF Crest can be found at their dedicated Brand Centre  
<https://combinedcadetforce.org.uk/schools-area/brand-centre/brand-guidelines>



## Heraldic badges

A number of badges representing Royal Air Force Commands, Groups, Wings, Squadrons have been approved for official use. The heraldic badges are complex designs that reflect the traditions of the Royal Air Force and may not be recognised by an external audience.

Air Training Corps squadrons, wings and regions often have unofficial badges, although some units have had badges formally approved through the College of Arms. An example of a Wing Badge is shown.

### Badge rules

Unit badges must not be used by themselves and always appear subordinate to the Royal Air Force Air Cadets logo within communications. Badges, even if not formally approved, should follow the defined convention. Badges not using these conventions are not to be used on any Royal Air Force Air Cadet publications, media or signage. The badges are not logos.

Examples of how a unit badge can be used alongside the RAF Air Cadets logo are shown below.



## Heraldic badges

### Creating a badge

At present there is no formal requirement to get a unit badge officially sanctioned the Inspector of RAF Badges at the College of Arms and the RAF Ceremonial Office at RAF Northolt. However, there is nothing stopping units in doing so.

Units with an officially sanctioned badge will have the benefit of knowing that their design is unique across both the ATC and the wider RAF. RAF Ceremonial also permit units with official badges to have the badge on their Squadron Banner in place of the standard design, i.e. the ATC badge with unit name in a scroll underneath.

Support is given by HQAC through a special projects officer, Flt Lt John Tunesi of Liongam contactable on [acobadges@aircadets.org](mailto:acobadges@aircadets.org) or [acobadges@gmail.com](mailto:acobadges@gmail.com). He is the first port of call for all units seeking to get their badge officially sanctioned. Units should contact Flt Lt Tunesi to get their badge approved, whether seeking College of Arms approval or not.

The conventions for unit badges are detailed on this page. The badge of 1408 (Dorking) Squadron is used here as the example as it has been through the approvals process with the Inspector of RAF Badges.

All elements of any badge used, whether approved or not, must be appropriate and not contain any contentious imagery or messages.

The main image of the badge must be unique to the unit, i.e. different to any other ATC or RAF badge. It must not include copyrighted images such as cartoon characters. The image should not extend over the circlet.

The Squadron number is contained in indents from the circlet on each side. Units without a number, such as wings, exclude the indents.

The unit motto is contained in a scroll under the badge.



All ATC unit badges must have the astral crown. The Queen's Crown is never to be used. This also applies to unofficial badges.

The circlet around the badge must be red. Blue is reserved for RAF units. Laurel leaves must not surround the circlet.

The circlet around the badge shall have the unit name in the top half and 'Air Training Corps' in the lower half.

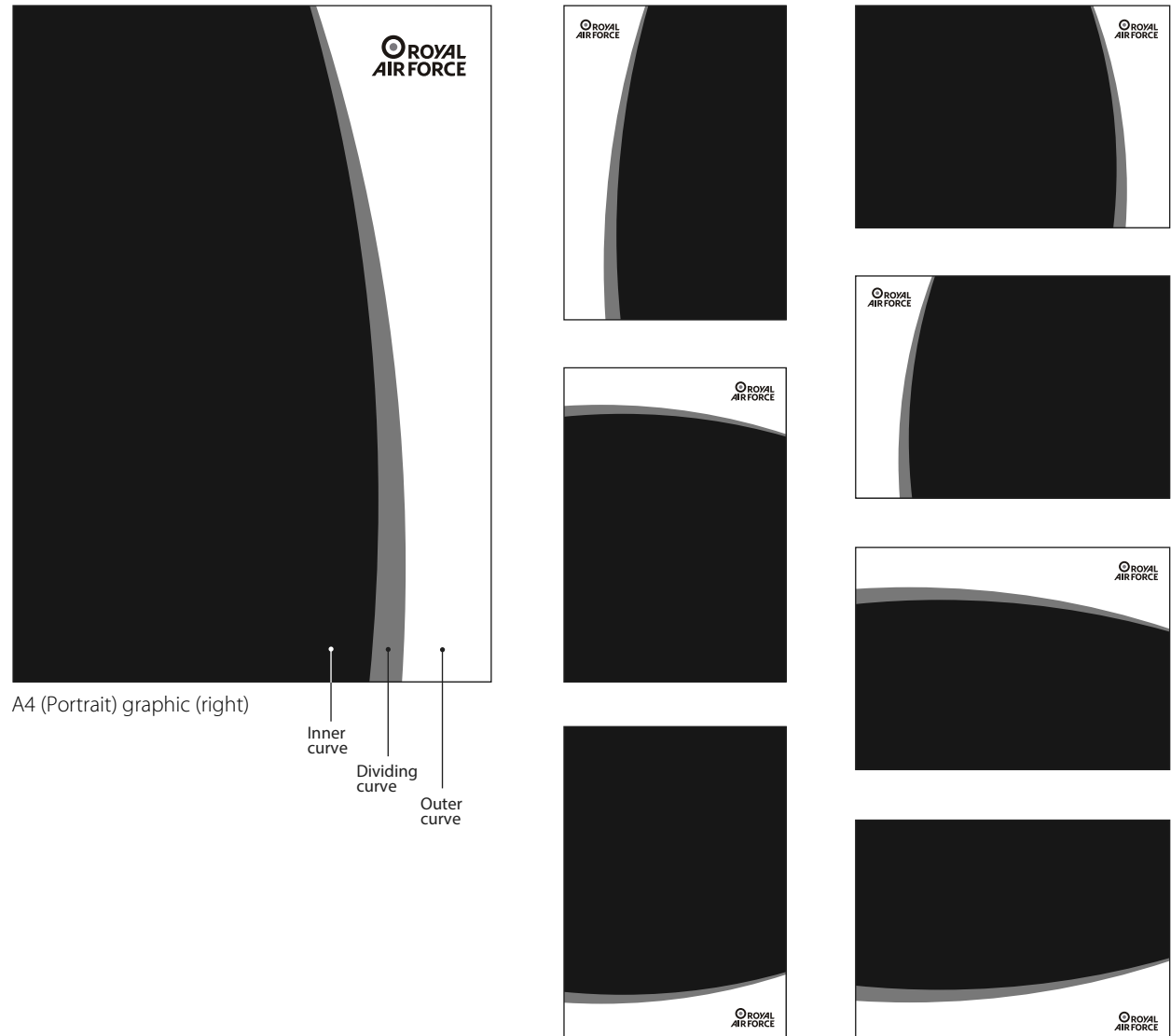
## The Royal Air Force graphic

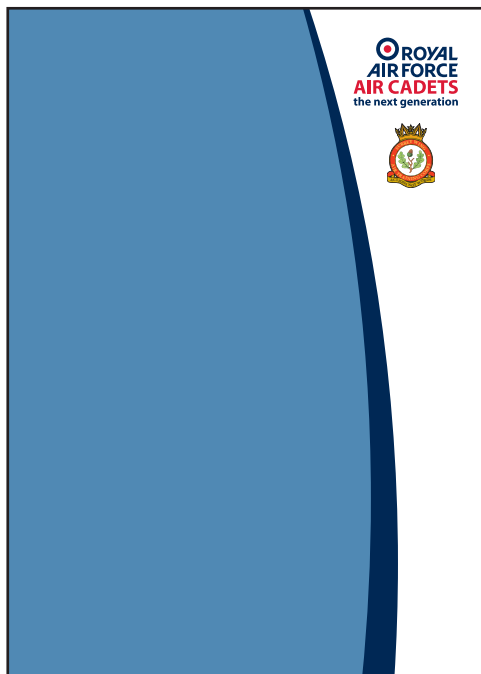
The Royal Air Force graphic (the Swoosh) is a flexible and dynamic device that visually compliments our roundel and can be used with the other brand elements to create a unified identity to our communications.

Always consider the following points when using the Royal Air Force graphic:

- The outer curve area is to be used as a container for the Royal Air Force logo and supporting military or sponsor logos. You may use any colour from the Royal Air Force colour palette, providing it compliments the content and colour of the dividing and inner curve. Any supporting military or sponsor logos should appear no greater than 50% of the size of the Royal Air Force logo.
- The dividing curve colour can be changed to any from the brand palette.
- The inner curve area should contain an image or appropriate solid colour from the brand colour palette together with title text to support the document subject.
- The Royal Air Force graphic should not be used on the back covers of leaflets, books and folders.

Copies of the Royal Air Force graphic have been provided to enable you to produce communication material that complies with the brand identity. They are available online at: <http://www.defencebrandportal.mod.uk/>

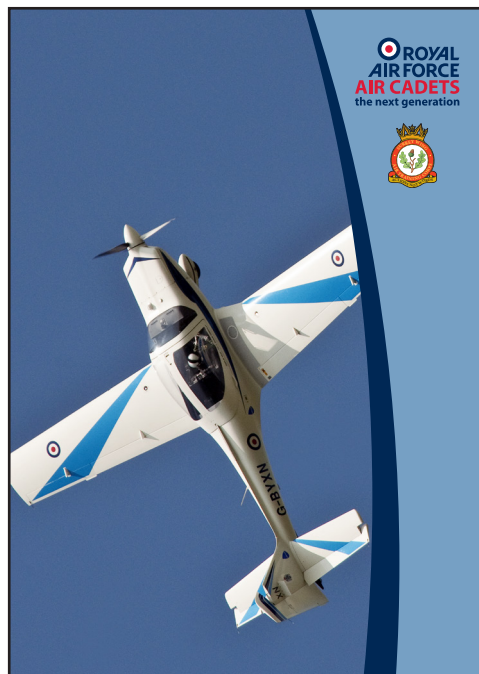




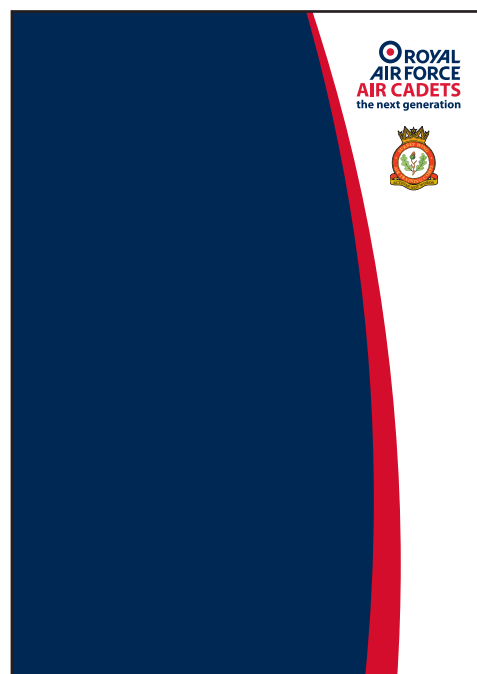
Place logos and badges in the outer curve.

You only need to use the graphic once on the front cover of a document.

You must not change the proportion and shape of the graphic.



Images can be placed in the inner curve



The 3 elements of the graphic can be recoloured with the brand colours



Any of the approved layouts can be used.  
Do not reverse the graphic.

Note: unit badges shown here as illustrative, should they be required on local documents. The preference for public facing documents, e.g. recruiting material is to use the RAF Air Cadets logo alone.

## The Royal Air Force colour palette

Colour is a powerful communication tool. The Royal Air Force colours help to express our values and personality.

By using colour carefully and consistently, we can reinforce those values across all our communications. This will also help our audiences to recognise our marketing materials.

The Royal Air Force Logotype colours are Pantone® 186 and 295. You should only use these colours for the logotype but they can be used independently with the Royal Air Force supporting colour palette.

The Pantone® MATCHING SYSTEM is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour. Pantone® is a registered trademark of Pantone® Inc.

Please do not use these pages, either on screen or as a colour printout, to match colours. The colours shown in this pdf are a visual guide only.

### Logotype colours





# Supporting colours

If you are creating a piece of communication that requires colour, you should only use those from the Royal Air Force colour palette.

## Primary Navigation

These are strong, distinctive colours. You should use them to emphasise important elements of a communication.

## Accent Colours

These are bright colours that you should use to add pace and interest to communications and to help users navigate.

## Supporting Colours

You should use supporting colours for large areas of background colour, highlight boxes etc. Pantone® 549 is used for the Royal Air Force ensign light blue.

## Neutral Colours

You should mainly use black for body copy.

## Metallic Colours

These are for use on prestige communications only. Do not use for large, solid areas of colour.

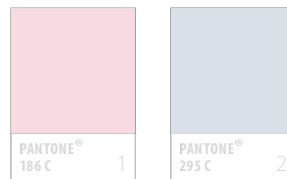
## Royal Air Force Regiment Colour

The Royal Air Force Regiment colour is used in their logo lock-up and all other communications with a Regiment theme.

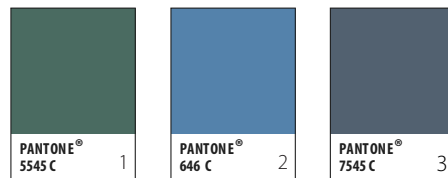
## Tactical Recognition Flash (TRF)

The TRF incorporates the colours Dark Blue (Pantone® 295), Light Blue (Pantone® 549) and Maroon (Pantone® 195).

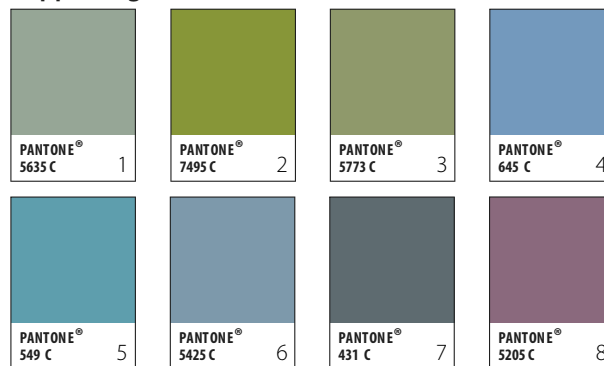
### Logotype colours



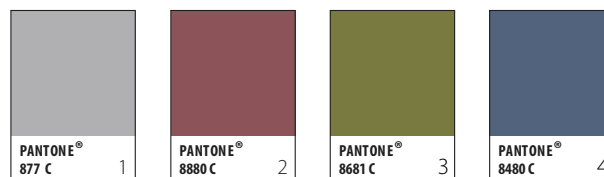
### Primary navigation colours



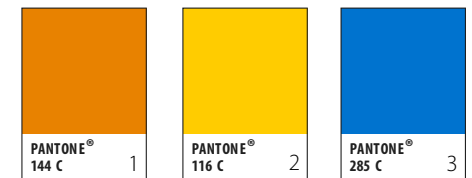
### Supporting colours



### Metallic colours



### Accent colours



### Neutral colours



### Royal Air Force Regiment



# Colour references

## Logotype



**Logotype 1**  
**Pantone® 186C**  
 C2 M100 Y82 K6  
 R198 G12 B48  
 HTML C60C30



**Logotype 2**  
**Pantone® 295C**  
 C100 M70 Y82 K54  
 R0 G47 B95  
 HTML 002F5F

## Primary navigation



**Navigation 1**  
**Pantone® 5545C**  
 C62 M19 Y43 K49  
 R73 G108 B96  
 HTML 496C60



**Navigation 2**  
**Pantone® 646C**  
 C74 M30 Y3 K12  
 R84 G130 B171  
 HTML 5482AB



**Navigation 3**  
**Pantone® 7545C**  
 C56 M30 Y17 K52  
 R81 G98 B111  
 HTML 51626F

## Accent colours



**Accent 1**  
**Pantone® 144 C**  
 C0 M58 Y100 K0  
 R233 G131 B0  
 HTML E98300



**Accent 2**  
**Pantone® 116 C**  
 C0 M14 Y100 K0  
 R254 G203 B0  
 HTML FECB00



**Accent 3**  
**Pantone® 285 C**  
 C90 M48 Y0 K0  
 R0 G115 B207  
 HTML 0073CF

## Supporting colours



**Supporting 1**  
**Pantone® 5635 C**  
 C35 M10 Y30 K23  
 R150 G167 B151  
 HTML 96A797



**Supporting 2**  
**Pantone® 7495 C**  
 C42 M5 Y89 K29  
 R135 G150 B55  
 HTML 879637



**Supporting 3**  
**Pantone® 5773 C**  
 C31 M10 Y55 K36  
 R144 G152 B107  
 HTML 90986B



**Supporting 4**  
**Pantone® 645 C**  
 C56 M23 Y2 K8  
 R155 G154 B188  
 HTML 739ABC



**Supporting 5**  
**Pantone® 549 C**  
 C60 M8 Y9 K21  
 R94 G156 B174  
 HTML 5E9CAE



**Supporting 6**  
**Pantone® 5425 C**  
 C45 M16 Y9 K26  
 R125 G154 B170  
 HTML 7D9AAA



**Supporting 7**  
**Pantone® 431 C**  
 C45 M25 Y16 K59  
 R94 G106 B113  
 HTML 5E6A71



**Supporting 8**  
**Pantone® 5205 C**  
 C30 M59 Y13 K45  
 R137 G104 B124  
 HTML 89687C



**Supporting 9**  
**Pantone® 195 C**  
 C21 M90 Y47 K60  
 R119 G49 B65  
 HTML 773141

## The Royal Air Force typefaces

Our primary typeface is Myriad Pro.

You must use Myriad Pro in all professionally produced communication material. For commemorative or one-off specialist items you may also use Minion Pro. You should use the appropriate weights of type

Myriad Pro is available through Adobe Typekit font service. Regular, semi-bold and bold weights are available through the free plan to sync to your computer for use in applications. Visit <https://typekit.com/fonts/myriad>

For publications produced professionally, Adobe InDesign Style sheets are available through the defence brand portal.

Myriad Pro Light  
Myriad Pro Regular  
Myriad Pro Semi Bold  
Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!#\$%&'()\*+,-./:;<=>?@

### The Royal Air Force typefaces for PC users

Arial should be used for all PC-based communications such as Word® and PowerPoint®. For PC users the recommended specialist typeface is Times New Roman.

**Main titles in Bold**  
Sub titles in light

Body text in light  
and all left aligned (including titles and headings)

## Example Uses

**JOIN US ...**  
**RAF Air Cadets recruiting now!**



If you love aircraft, action and adventure, then the Air Cadets is for you. The Air Cadets is a UK-wide cadet force sponsored by the Royal Air Force. As a cadet, you'll get the chance to do things that others only dream about such as adventurous training, camps, drill and real flight experience.


So if you're aged 12\* - 17 and you're looking for a challenge call 0345 600 6601 or log on to [www.raf.mod.uk/aircadets](http://www.raf.mod.uk/aircadets)

\*You must be in Year 8 (England & Wales), S2 (Scotland) or Year 9 (Northern Ireland).



Spring 2018

# Air Cadet




**Himalayan Venture 2018**

RAF 100

ROYAL AIR FORCE AIR CADETS the next generation

RAF100 Takes Off  
 Shackleton Trophy Winners  
 The Fastest Car in the World ...  
 RAF Engineering Competition  
 80 Years of AIR CADET magazine




# AIR CADET

Progressive Training Syllabus


## BLUE BADGE LOGBOOK

NAME

SQUADRON / UNIT






From: Name  
Job Title



**Headquarters Air Cadets**

Royal Air Force Cranwell  
Sleaford  
Lincolnshire  
NG34 8HB

Tel: 01400 267599  
Fax: 01400 267643  
RAFTN: 95751 Ext:7599 Fax: 7643  
Email: [tgadminaa@atc.raf.mod.uk](mailto:tgadminaa@atc.raf.mod.uk)  
[www.aircadets.org](http://www.aircadets.org)



with compliments

**Air Commodore Barbara Cooper CBE RAF**  
Commandant Air Cadets

**Headquarters Air Cadets**  
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**Air Commodore Barbara Cooper CBE RAF**  
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