



**ARMY
CADETS** >>>
ARMYCADETS.COM

ARMY CADETS UK

BRAND GUIDELINES



»We set people up for lifelong success!



»To inspire to
ACHIEVE!

PURPOSE MOTTO

VALUES



COURAGE

DISCIPLINE

RESPECT FOR
OTHERS

LOYALTY

INTEGRITY

SELFLESS
COMMITMENT

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»WHY WE NEED A BRAND

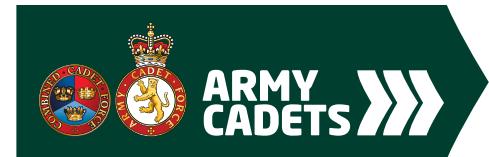
A brand is everything that comes to mind when people think about a person or organisation. It is our job to make sure our brand is the best it can be:



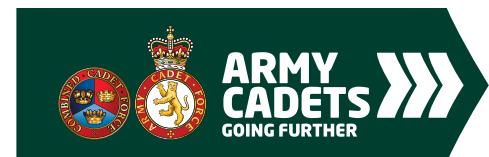
By following these guidelines, you will help the Army Cadets to build a strong and consistent brand.

There are three variants of the Army Cadets logo (each available in two versions - white text and green text).

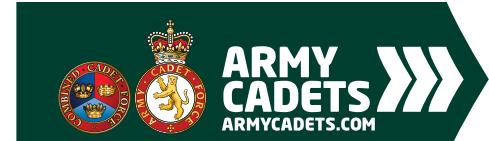
Army Cadets - name only. This version is suitable for a wide range of materials and for all audiences.



Army Cadets - with strapline. Use this version for publicity materials when you're going to talk in more detail about how the Army Cadets is going further in the challenges and development opportunities it offers.



Army Cadets - with URL. Use this version for publicity materials and when you would like your audience to look for more information on the website.

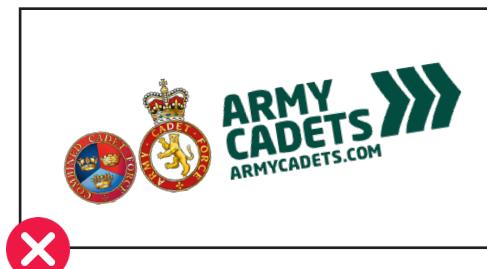


Our logo (one of the three variants) must appear on all Army Cadets materials.

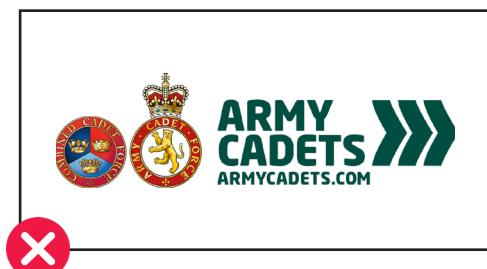
»LOGO - USAGE RULES



Do not place the logo at any angle or distort the logo in any way.



Do not crop the logo in any way - ensure the full logo is in view.



Do not translate the words ARMY CADETS.



Do not add drop shadows, outlines or any other effects to the logo.



Do not use the logo in any other colours than those shown in these guidelines.



Do not add any extra elements to the logo.



Ensure the logo is clearly visible - do not cover the logo in any way



If using one of our logos with other company logos, please ensure that our logo is of equal size and stature to the other logos.

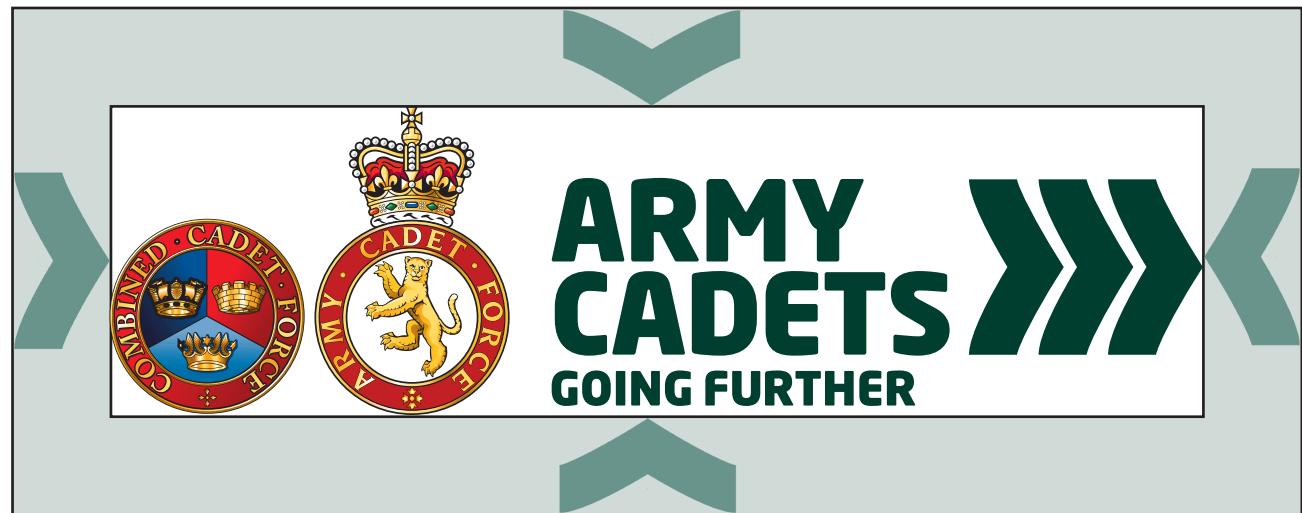


»LOGO - SIZE AND SPACING



When using any of our logos you must allocate enough clear space from other elements, so no part of the logo becomes obscured or crowded.

Use one of the chevrons in the logo as a guide to the amount of clear space to leave.



The Army Cadets logo should not appear smaller than 10mm or 40 pixels.

»LOGO - POSITIONING



The positioning of any of the Army Cadets logos is generally flexible. It is not required to appear in a specific location on the canvas, however you should ensure the logo's positioning adheres to these rules:



Avoid placing the logo anywhere that might imply false affiliations (e.g. next to a company logo that has no connection with the Army Cadets).



Avoid placing the logo over busy areas such as photographs or harsh textures.



Don't place the logo in a position where its visibility is reduced (e.g. white logo on a white or light grey background).



Don't integrate the logo into a line of text.

To ensure brand integrity, we have adopted the option for sub-logos. These sub-logos will be used for specific themes in the Army Cadets, for example Army Cadets Sports. Each theme will be assigned a colour from the Army Cadet brand pallet to maintain consistency across the brand.



Sub-logos are only to be used by HQ Army Cadets. The adoption of new sub-logos must be approved by the HQ Army Cadets Media & Communication team.

Our core colour is dark green (Pantone 3305). This is supported by our distinctive palette of seven colours. Our colour pallet can help you add variety, navigate and colour code your materials.

Tints and overlays are also permitted.

Accessibility

When choosing your colour, it is important to consider the best options from the palette that will project your information clearly, effectively and complement any chosen images.

Ensure there is good contrast between text and the background colour. Dark colours on a white or very pale background colour. White or pale colours should be used only on a very dark background.

Colour Reproduction

Accurate colour reproduction is vital. Always match the Pantone or CMYK reference indicated. RGB references should be used for on-screen purposes. The Pantone, CMYK and RGB references for the colours are shown below each colour.

 PANTONE® 3305 C	 PANTONE® 5555 C	 PANTONE® 7741 C	 PANTONE® 7737 C
C92 M25 Y70 K68 R0 G78 B66	C51 M12 Y39 K37 R92 G127 B113	C76 M4 Y100 K21 R68 G136 B62	C60 M0 Y98 K7 R107 G165 B57
 PANTONE® 3965 C	 PANTONE® 1655 C	 PANTONE® 199 C	 PANTONE® 3135 C
C7 M0 Y100 K0 R238 G220 B0	C0 M73 Y98 K0 R252 G76 B2	C0 M100 Y72 K0 R213 G0 B50	C100 M0 Y20 K0 R0 G142 B170

These are the two Army Cadet typeface options for all our communications. No alternative typefaces are permitted.

Primary Font: **Neo Sans**

aAbBcCcDdDeE^{fF}gGhH
0123456789
&%£\$@“?”!.

“Clean, clear & versatile”

25 Light

25 Light Italic

25 Regular

25 Medium

25 Bold

25 Black

25 Black Italic

25 Ultra

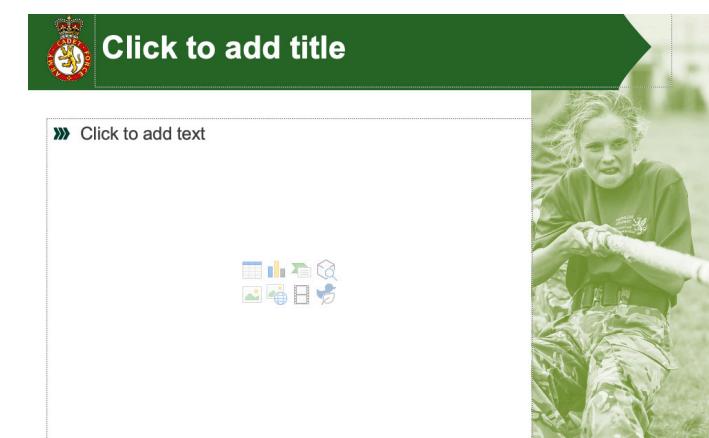
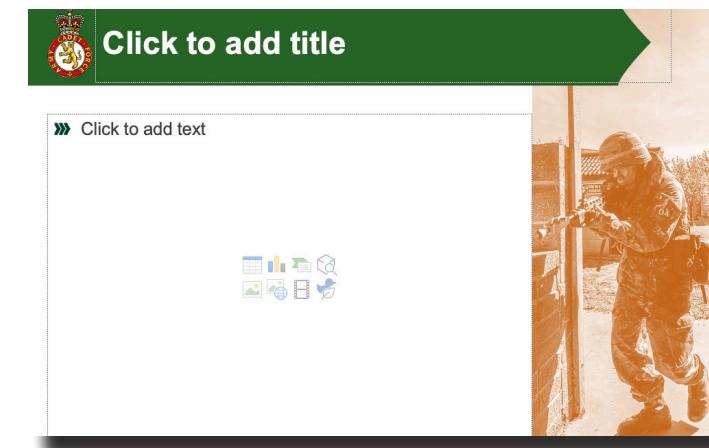
Secondary Font: **Arial**

When Neo Sans cannot be used please use Arial.

Arial is a standard font within Microsoft Windows, PowerPoint and many other software packages.

»APPLICATIONS - DIGITAL

To ensure our brand image is adopted throughout the Army Cadets, we have updated the Army Cadets PowerPoint Presentation template.



»APPLICATIONS - STATIONERY



 **ARMY CADETS** »»

Add cap badge here (optional)

A N Other
Company name
Street name and number
Town or city
County
POSTCODE

Detachment Building
Detachment Road
Detachment Town
Postcode

Tel: 01234 567890 Ext
Mob: 01234 567890
Fax: 01234 567890
name.surname@armycaeds.com

28 October 2014

Dear Anyone

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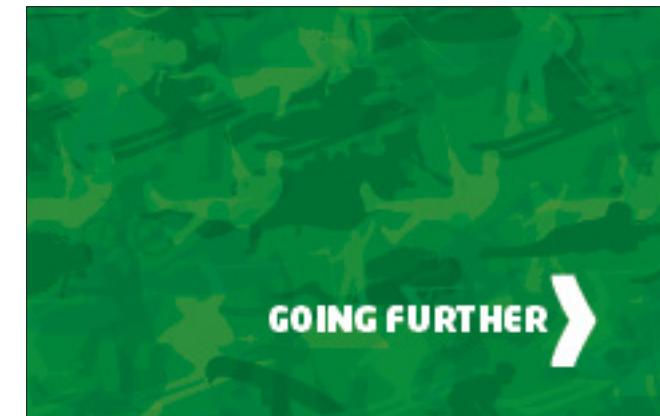
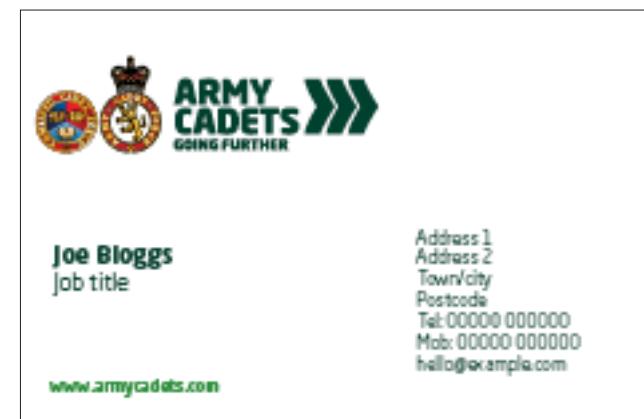
Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim possim situm placaret possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non ummy eius mod nibh eius mod un tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam eiusquisnostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.

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Yours sincerely

Sender's name
Position

www.armycaeds.com



»APPLICATIONS - PRINT

A suite of official Army Cadets publications and leaflets can be found on the Army Cadets Brand Centre at www.armycaeds.com/brand-centre, if you require any additional materials please contact Cadets Media and Communications Team.



GET STARTED NOW ▶

OUR ACTIVITIES INCLUDE:

- ADVENTUROUS TRAINING
- CADET AND THE COMMUNITY CAMPS
- COMPETITIONS
- DRILL
- DUKE OF EDINBURGH'S AWARD EXPEDITIONS
- FIELDCRAFT
- FIRST AID
- INTERNATIONAL EXCHANGES
- MILITARY KNOWLEDGE
- MUSIC
- NAVIGATION
- PIPING AND DRUMMING
- RADIO COMMUNICATIONS
- RECOGNISED QUALIFICATIONS
- SHOOTING
- SKILL AT ARMS
- SPORT

Contact the ACF in your area or join now at www.armycaeds.com

Find out more at:

-  [Facebook](#) facebook.com/Armycadetforce
-  [Twitter](#) [@ArmyCadetsUK](https://twitter.com/ArmyCadetsUK)
-  [YouTube](#) [cadetsarmy](https://www.youtube.com/cadetsarmy)
-  [Instagram](#) [armycaedsuk](https://www.instagram.com/armycaedsuk)

ARMY CADETS GOING FURTHER

GO FURTHER... ACTION, ADVENTURE, FUN AND FRIENDSHIP

▼

FOR A LIFE CHANGING EXPERIENCE JOIN THE ARMY CADETS

"CADETS JUST BUILDS PEOPLE TO BE THE BEST VERSION OF THEMSELVES."





**ARMY
CADETS** >>>
ARMYCADETS.COM

www.armycaets.com/brand-centre

RC-Cdts-CMC-0Mailbox@mod.gov.uk