

**ARMY  
CADETS**   
GOING FURTHER

# ARMY CADETS UK

---

## BRAND GUIDELINES



» We set people up for  
lifelong success!

PURPOSE MOTTO

» To inspire to  
ACHIEVE!

VALUES

COURAGE

DISCIPLINE

LOYALTY

INTEGRITY

RESPECT FOR  
OTHERS

SELFLESS  
COMMITMENT



Why we need a brand	4
Logo	5
Logo - Usage Rules	6
Logo - Size and spacing	7
Logo - Positioning	8
Logo - Sub-logos	9
Brand Colours	10
Accessibility Matrix	11
Typeface	13
Applications - Digital	14
Applications - Print	15



## > 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.

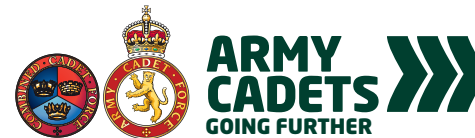


There are three variants of the Army Cadets logo (each available in two versions - white text and green text).

**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.

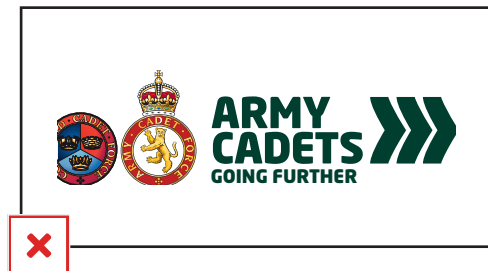


Our logo (one of the three variants) must appear on all Army Cadets materials.

✗ 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

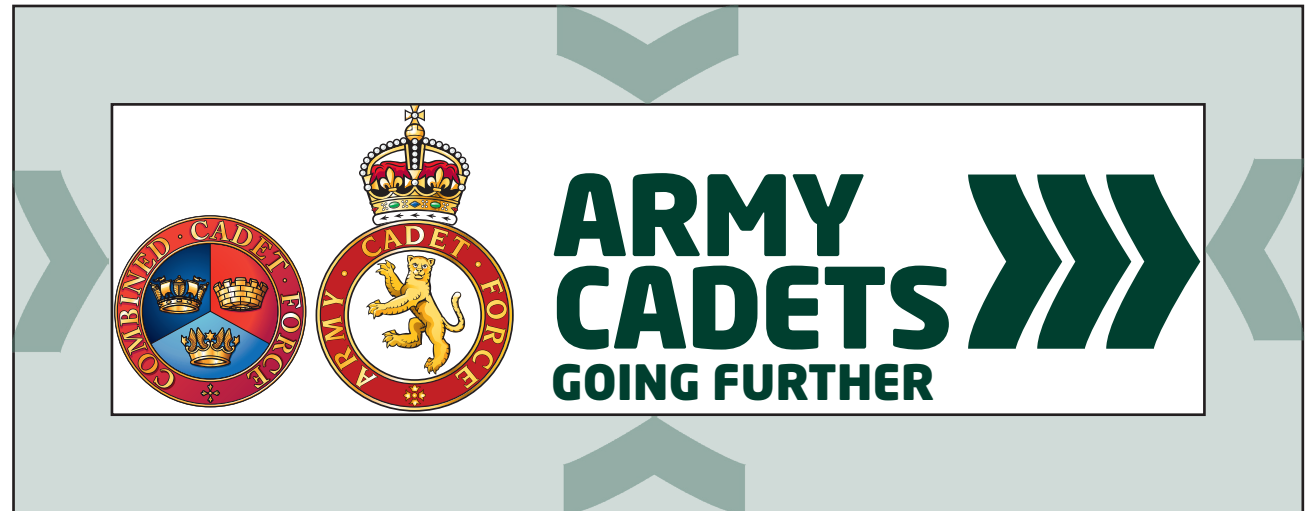
✓ If using one of our logos with other company logos, please ensure that our logo is of equal size and stature to the other logos.





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.

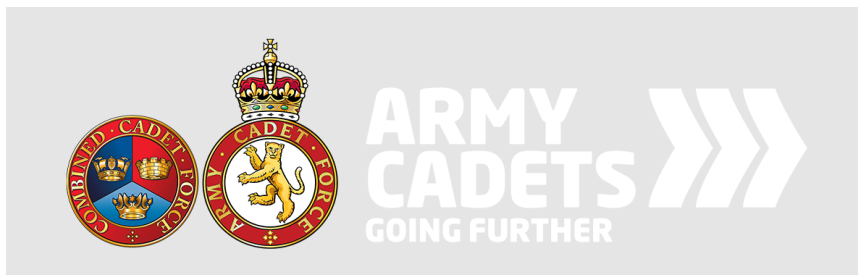
The positioning of any of the Army Cadets logos is generally flexible. It is not required to appear in a specific location on the canvas, however you should ensure the logo's positioning adheres to these rules:



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 Cadets Media & Communication team, Cadets Branch, HQ Regional Command.

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

C92 M25 Y70 K68  
R0 G78 B66



PANTONE®  
5555 C

C51 M12 Y39 K37  
R92 G127 B113



PANTONE®  
7741 C

C76 M4 Y100 K21  
R68 G136 B62



PANTONE®  
7737 C

C60 M0 Y98 K7  
R107 G165 B57



PANTONE®  
3965 C

C7 M0 Y100 K0  
R238 G220 B0



PANTONE®  
1655 C

C0 M73 Y98 K0  
R252 G76 B2



PANTONE®  
199 C

C0 M100 Y72 K0  
R213 G0 B50



PANTONE®  
3135 C

C100 M0 Y20 K0  
R0 G142 B170



# COLOUR ACCESSIBILITY MATRIX

Text Background	White	Dark Green	Washed Green	Green	Light Green	Yellow	Orange	Red	Blue	Black
White		Text AAA 11.9	Text AA18 3.8	Text AA18 4.1	Text DNP 2.6	Text DNP 1.2	Text AA18 3.3	Text AA 4.6	Text AA18 3.1	Text AAA 20
Dark Green	Text AAA 11.9		Text AA18 3	Text DNP 2.8	Text AA 4.5	Text AAA 9.3	Text AA18 3.5	Text DNP 2.5	Text AA18 3.7	Text DNP 1.7
Washed Green	Text AA18 3.8	Text AA18 3		Text DNP 1	Text DNP 1.4	Text AA18 3	Text DNP 1.1	Text DNP 1.1	Text DNP 1.2	Text AA 5.2
Green	Text AA18 4.1	Text DNP 2.8	Text DNP 1		Text DNP 1.5	Text AA18 3.2	Text DNP 1.2	Text DNP 1.1	Text DNP 1.3	Text AA 4.9
Light Green	Text DNP 2.6	Text AA 1.4	Text DNP 1.4	Text DNP 1.5		Text DNP 2	Text DNP 1.2	Text DNP 1.7	Text DNP 1.2	Text AAA 7.7
Yellow	Text DNP 1.2	Text AAA 9.3	Text AA18 3	Text AA18 3.2	Text DNP 2		Text DNP 2.6	Text AA18 3.6	Text DNP 2.4	Text AAA 16
Orange	Text AA18 3.3	Text AA18 3.5	Text DNP 1.1	Text DNP 1.2	Text DNP 1.2	Text DNP 2.6		Text DNP 1.3	Text DNP 1	Text AA 6
Red	Text AA 4.6	Text DNP 2.5	Text DNP 1.1	Text DNP 1.1	Text DNP 1.7	Text AA18 3.6	Text DNP 1.3		Text DNP 1.4	Text AA18 4.4
Blue	Text AA18 3.1	Text AA18 3.7	Text DNP 1.2	Text DNP 1.3	Text DNP 1.2	Text DNP 2.4	Text DNP 1	Text DNP 1.4		Text AA 6.4
Black	Text AAA 20	Text DNP 1.7	Text AA 5.2	Text AA 4.9	Text AAA 7.7	Text AAA 16	Text AA 6	Text AA18 4.4	Text AA 6.4	

Please refer to the colour accessibility matrix to understand which colour pairings are accessible when using typography.

AAA = Pass  
 AA = Pass  
 AA18 = Pass, Large Text Only  
 DNP = Does Not Pass

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

Primary Font: **Neo Sans**

aAbBcCdDeE fFgGhH  
0123456789  
& % £ \$ @ " ? . , !

“Clean, clear & versatile”

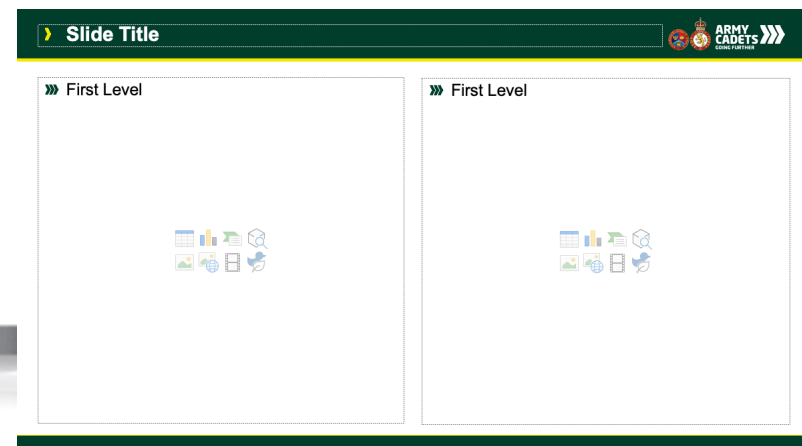
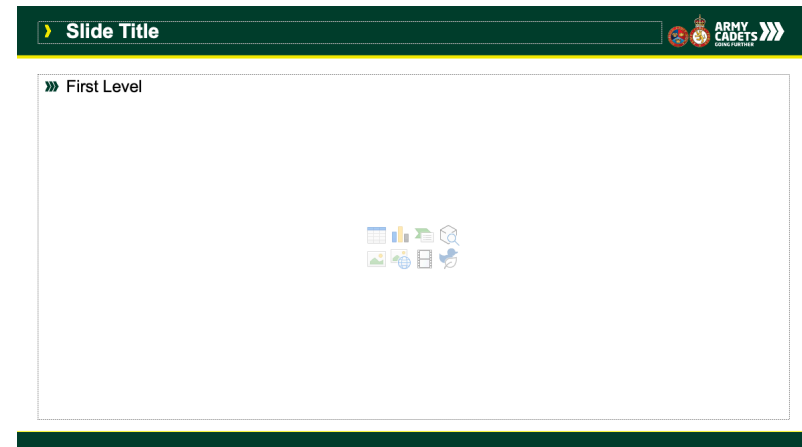
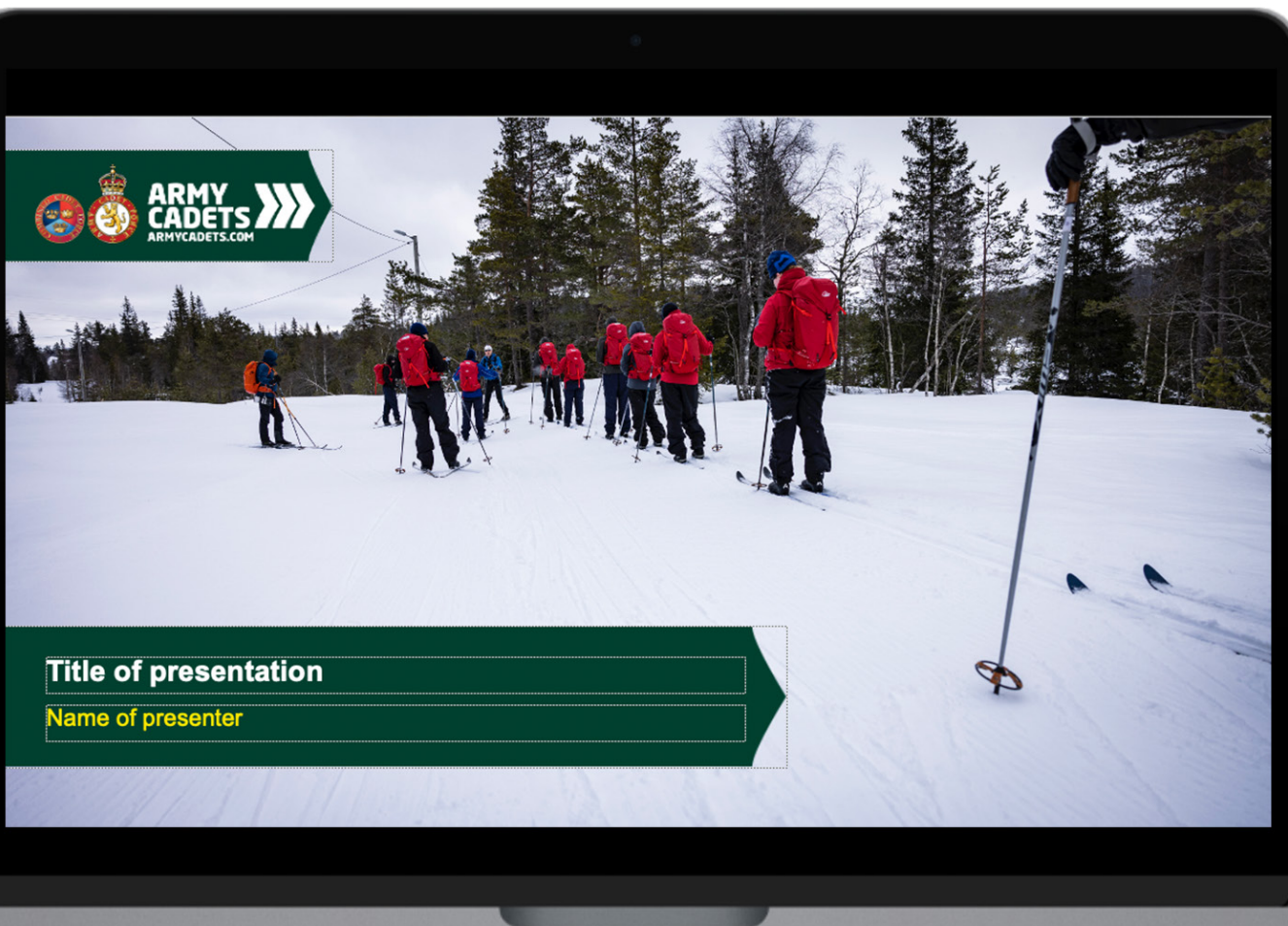
- 25 Light
- 25 *Light Italic*
- 25 Regular
- 25 Medium
- 25 Bold
- 25 Black
- 25 *Black Italic*
- 25 Ultra

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.



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





Add cap-  
badge-  
here-  
(optional)

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

28 October 2014

Dear Anyone

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt at vero tut laore dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation magna ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore euorfeugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum feugait zzril delenaugue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing dol elit, sed diamnonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore autem euorfeugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum ametat zzril delenaugue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing duis elit, sed diamnonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Yours sincerely

Sender's name  
Position

Detachment Building  
Detachment Road  
Detachment Town  
Postcode

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

[www.armycadets.com/your homepage](http://www.armycadets.com/your homepage)



**Joe Bloggs**  
Job title

[www.armycadets.com](http://www.armycadets.com)

Address 1  
Address 2  
Town/city  
Postcode  
Tel: 00000 000000  
Mob: 00000 000000  
hello@example.com

**GOING FURTHER**





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

### GET STARTED NOW

#### OUR ACTIVITIES INCLUDE:

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

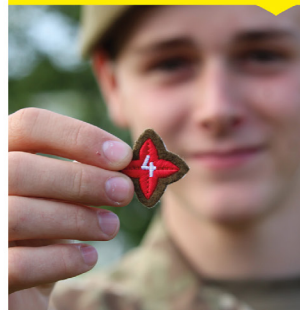
Contact the Army Cadets in your area or join now at  
[www.armycadets.com](http://www.armycadets.com)

#### Find out more at:

- Facebook [facebook.com/armycadetforce](https://www.facebook.com/armycadetforce)
- Twitter @ArmyCadetsUK
- YouTube ArmyCadetsUK
- Instagram [armycadetsuk](https://www.instagram.com/armycadetsuk)



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



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

### FOR A LIFE CHANGING EXPERIENCE JOIN THE ARMY CADETS



## CHALLENGE YOURSELF

INSPIRE YOUNG  
PEOPLE TO GO  
FURTHER IN LIFE

BECOME A VOLUNTEER  
WITH THE ARMY CADETS



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



**[www.armycadets.com/brand-centre](http://www.armycadets.com/brand-centre)**

**[RC-Cdts-CMC-OMailbox@mod.gov.uk](mailto:RC-Cdts-CMC-OMailbox@mod.gov.uk)**