

RAF CENTRAL FUND

BRAND GUIDELINES



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INTRODUCTION

About the Brand

These guidelines describe the visual elements that represent the RAF Central Fund's charity identity. This includes our logo emblem and other elements such as colour, typography and graphics.

It is important that we present our charity consistently throughout all communications to ensure that everyone knows who we are and what we do.

The RAF Central Fund is one of the recognised charities within the Royal Air Force; therefore we must ensure that our branding takes into account guidance provided by the Ministry of Defence.

OUR MISSION

"To enable serving RAF personnel to access sporting opportunities and physical activities."

OUR IMPACT STATEMENT

The Royal Air Force (RAF) Central Fund is an independent charity that supports serving RAF personnel through grant funding to enable them to take part in sports and physical activities at all levels. We want everyone in the RAF regardless of their role, rank, physical ability or competing level to have access to sports facilities, equipment, and training and through our support we help to safeguard their health and wellbeing.



RAF CENTRAL FUND EMBLEM

Primary Emblem

The latest version of the RAF Central Fund's primary emblem features sporting figures which represent our charitable objectives.

Please note, this graphic cannot be altered in any way and there must always be a white band around the logo.

Exclusion zone

A clear space or 'exclusion zone' must always be kept around the RAF Central Fund emblem to ensure that it stands out.

As a guide, the clear space should be the height of the 'C' in 'Central' on each side of the logo.



RAF CENTRAL FUND EMBLEM VERSIONS

It is preferable that the primary emblem is used where possible.

Please use the mono version of the emblem if being used alongside other mono branding.



RAF Central Fund
Primary Emblem



RAF Central Fund
Mono Emblem

SUPPORTING EMBLEMS



**Your RAF Charity for
Sport & Physical Activities**

Emblem with strapline

To be used when appropriate to define our charitable space.



**Home of the
SPORTS LOTTERY**

Home of the Sports Lottery

To be used in relation to the Sports Lottery, for example during our briefings and on promotional materials.



Powered by

To be used to identify key projects funded by the RAF Central Fund.

WEB / PRINT GUIDE

File Types and Usage

WEB

For digital use such as online applications (including social media), Word documents and Powerpoint presentations.

.PNG supports a transparent background but .JPG doesn't.

These are RASTER files and will be pixelated if enlarged too much. This means that they are generally NOT suitable for print.



PRINT

For print use such as clothing, equipment and hard copy marketing materials eg. banners and posters.

Please send these file formats to printers/designers in order to produce your artwork. .EPS will need design software to open however you will be able to check artwork in the .PDF (this won't show transparency although it does exist within the file type).

These are VECTOR files and can be scaled without losing resolution.



CORRECT USE



CORRECT
PLACEMENT ON
WHITE
BACKGROUNDS



CORRECT PLACEMENT
ON A COLOURED
BACKGROUND

MAKE SURE THAT THERE IS A
WHITE BACKGROUND WITHIN
THE EMBLEM AND A NARROW
WHITE BAND SURROUNDING
THE EMBLEM



CORRECT EMBLEM
(MONO WHITE) FOR USE
ONLY ALONGSIDE
OTHER MONO BRANDING

IMPROPER USE



DON'T DISTORT
THE EMBLEM IN
ANY WAY



DON'T ROTATE
THE EMBLEM



DON'T REMOVE THE
WHITE BACKGROUND
FROM WITHIN THE
EMBLEM



DON'T REMOVE THE
NARROW WHITE BAND
FROM AROUND THE
EMBLEM



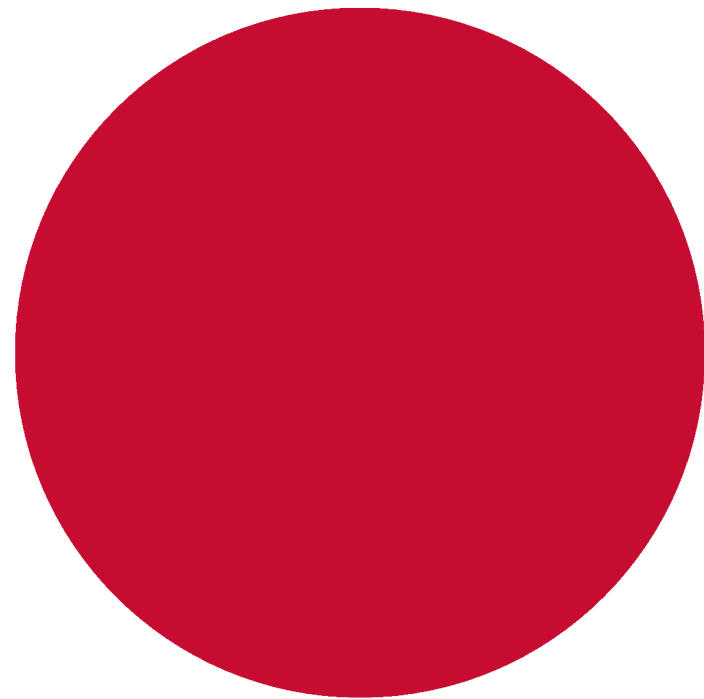
DON'T CHANGE
THE COLOURS IN
ANY WAY



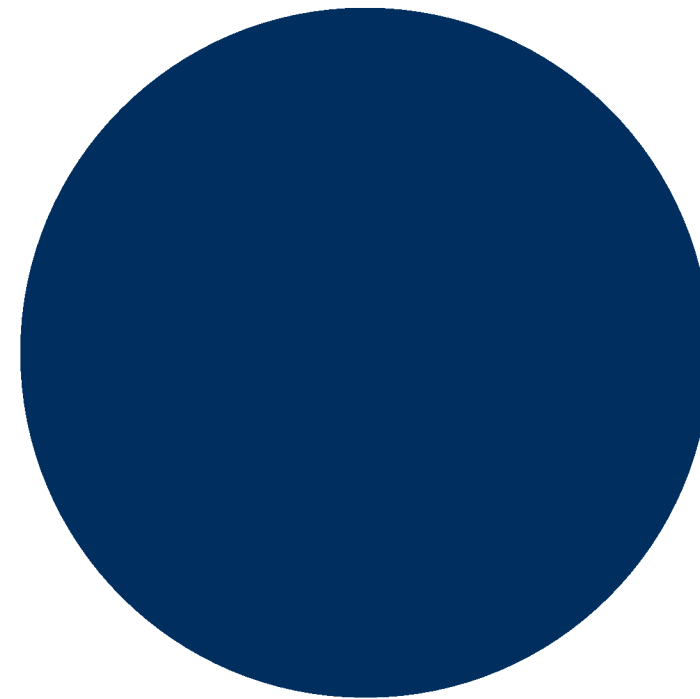
DON'T ALTER THE
EMBLEM IN ANY
WAY, INCLUDING
ADDING
ELEMENTS IN THE
EXCLUSION ZONE

COLOUR PALETTE

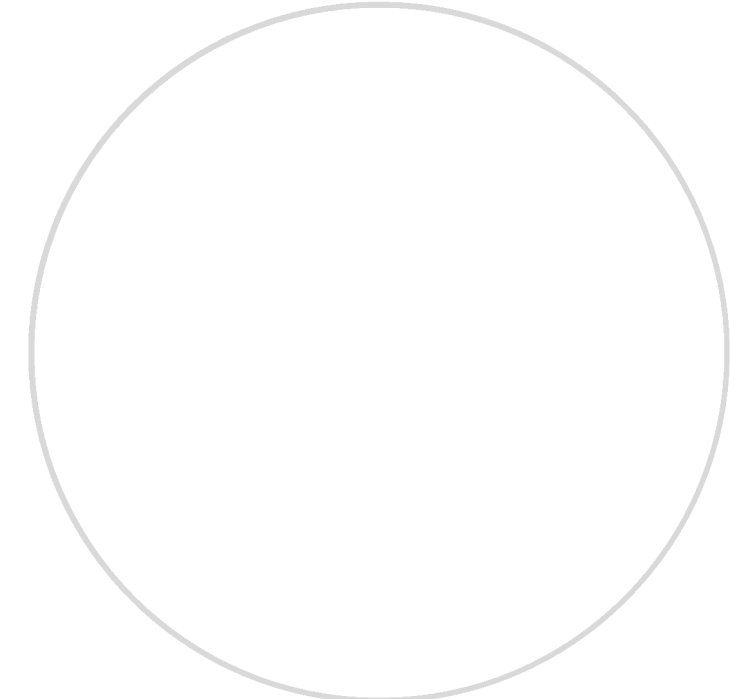
Emblem



CMYK 2 / 100 / 82 / 6
Pantone 186
RGB 198 / 12 / 48
Hex #C60C30

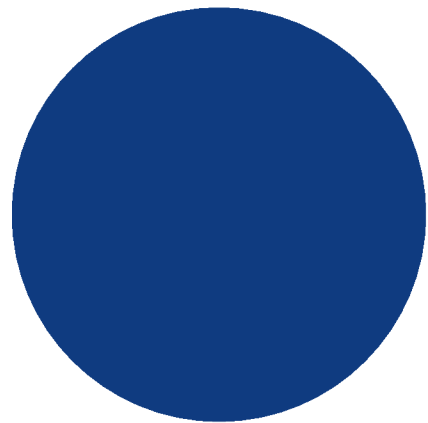


CMYK 100 / 70 / 8 / 54
Pantone 295
RGB 0 / 47 / 95
Hex #002F5F

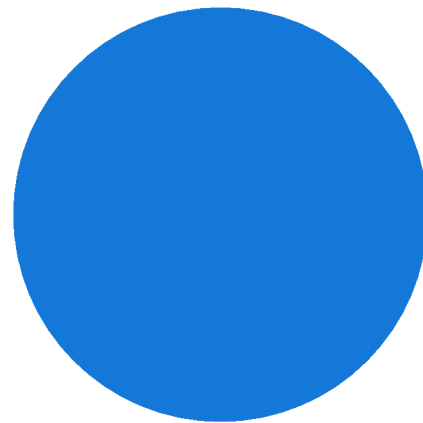


CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
Hex #FFFFFF

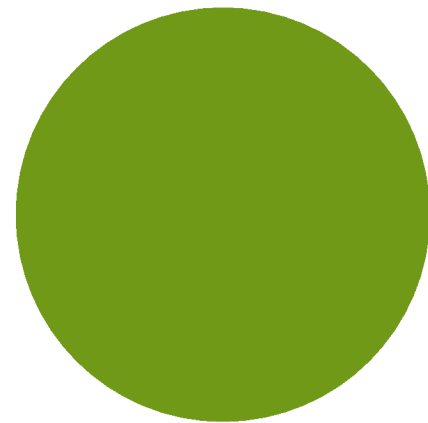
SECONDARY COLOUR PALETTE



CMYK 27 / 0 / 86 / 40
RGB 15 / 59 / 128
Hex #0F3B80



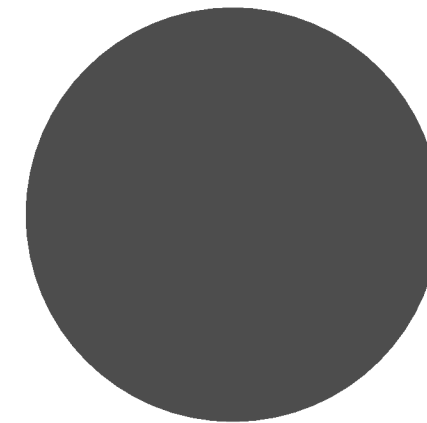
CMYK 91 / 44 / 0 / 16
RGB 19 / 120 / 215
Hex #1378D7



CMYK 27 / 0 / 86 / 40
RGB 111 / 153 / 22
Hex #6F9916



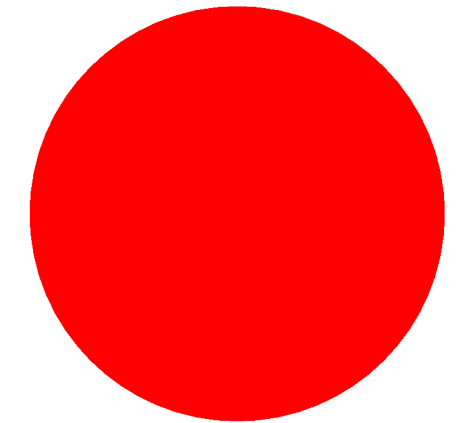
CMYK 7 / 0 / 87 / 30
RGB 165 / 178 / 24
Hex #A5B218



CMYK 65 / 58 / 57 / 37
RGB 77 / 77 / 77
Hex #4D4D4D



CMYK 2 / 2 / 2 / 0
RGB 246 / 245 / 245
Hex #F6F5F5



CMYK 0 / 100 / 100 / 0
RGB 255 / 0 / 0
Hex #FF0000

TYPOGRAPHY

Our Official Font is Effra

Effra is available in many font weights, allowing flexibility in design and tone of voice.

As standard, please use the 'Light' or 'Medium' font weights in font size 11.

If Effra is unavailable, please use our secondary font, Arial in font size 11.

Bold Italic

Italic

Bold

Heavy Italic

Heavy Regular

Light Regular

Light Italic

Medium Regular

Medium Italic

SPORTS KIT BRANDING

RAF Sports Association logos are official Royal Air Force branding and should therefore be used in accordance with the Royal Air Force 'Rules for using our Identity' document. Sports kit where RAF logos are applied should follow the below guidance.

All designs must be submitted to the MOD license team for approval. This can be done direct or via the Central Fund.

You are obliged to ensure that the Products shall:

a) be of a high standard and of such style, appearance and quality so as to protect and enhance the Licensed Material and the goodwill pertaining thereto, including the good reputation and standing of the United Kingdom Government, the United Kingdom Ministry of Defence and the Royal Air Force;

b) meet the Authority's artistic quality standards and specifications and adhere to the Authority's branding guidelines; and

c) be manufactured, distributed, advertised, promoted and sold in accordance with all applicable statutes, codes, laws, decrees, rules and regulations, in particular those relating to health and safety and environmental practices. There should be no employment of underage children, forced or prison labour in the production, distribution or marketing of the Products, and the highest ethical and business standards are to be maintained at all times.

The MOD must be notified with details of any supplier used to manufacture the Products as soon as is reasonably practicable.

LOGO PLACEMENT

The following pages provide guidance on logo placement for sports kit. Detailed here are example options for supporter logo positions. Please keep in mind that the Association and Central Fund logos should always be prominent.

All logos placed on kit should be mindful of exclusion zones.

Not all kit is covered here so if you have specific queries about supporter branding or logo placement then please contact our team on rafsport@rafcf.org.uk

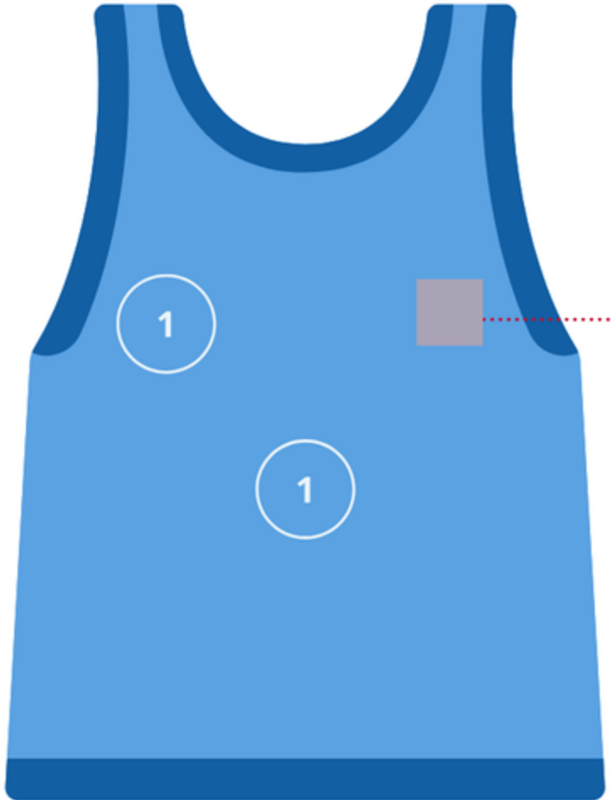
Sleeved



Please note, although supporter logo positions are suggested above, if you do not have any supporter partnerships at present, please leave these areas free for any future additions.

Vest

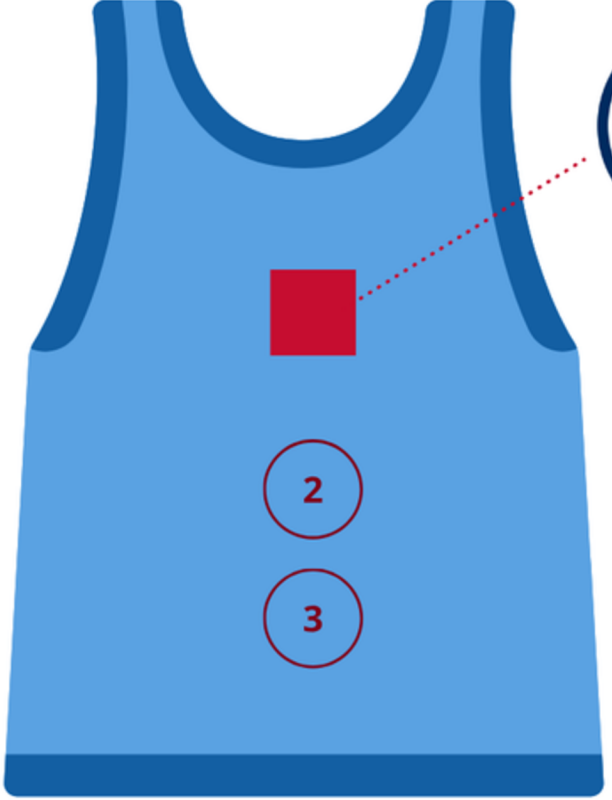
FRONT



 Sports Association Logo

 Supporter Options

BACK

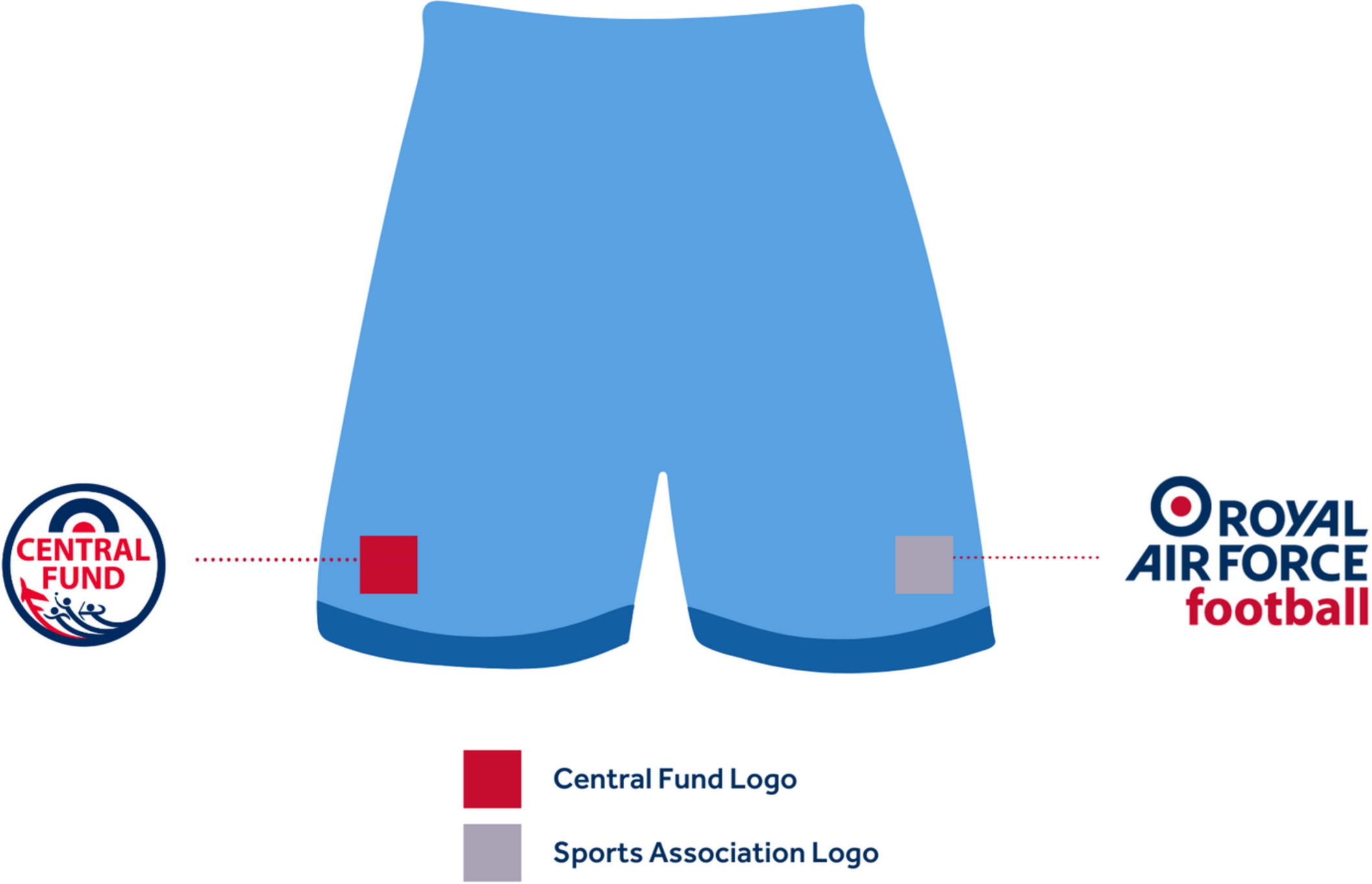


 Central Fund Logo

 Supporter

 Supporter

Shorts



CONTACT US

For any queries

EMAIL

marketing@rafcf.org.uk

PHONE

01494 569068

