RAF CENTRAL FUND
BRAND GUIDELINES

CONTENTS

RAF CENTRAL FUND BRANDING

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 now 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 on a dark patterned background or alongside other mono branding.

**RAF Central Fund
Preferred Emblem**

**RAF Central Fund
Mono Emblem**

SUPPORTING EMBLEMS

Emblem with strapline
To be used when appropriate to define our charitable space.

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.

.PNG .JPG .EPS .PDF

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
ON A DARK PATTERNED
BACKGROUND OR
ALONGSIDE OTHER
MONO BRANDING**

IMPROPER USE

DON'T DISTORT THE EMBLEM IN ANY WAY

DON'T ROTATE THE EMBLEM

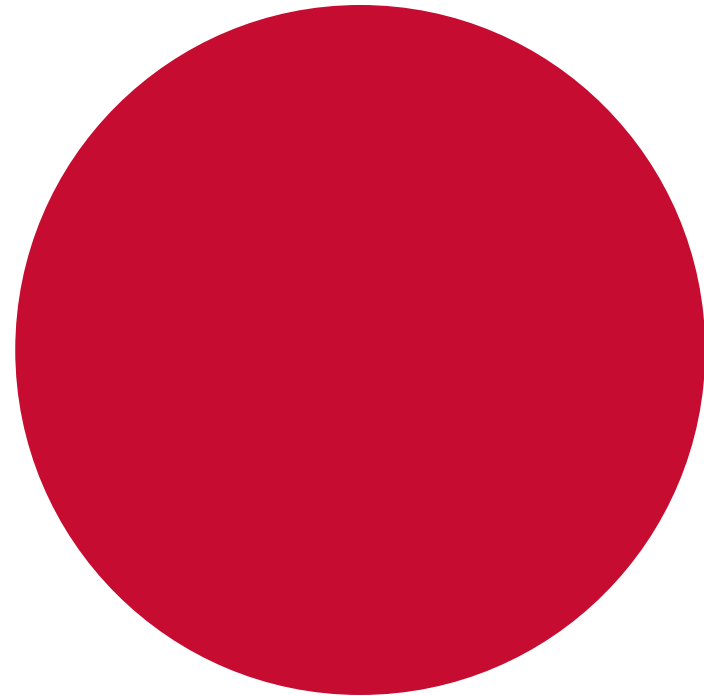DON'T REMOVE THE WHITE BACKGROUND FROM WITHIN THE EMBLEM

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
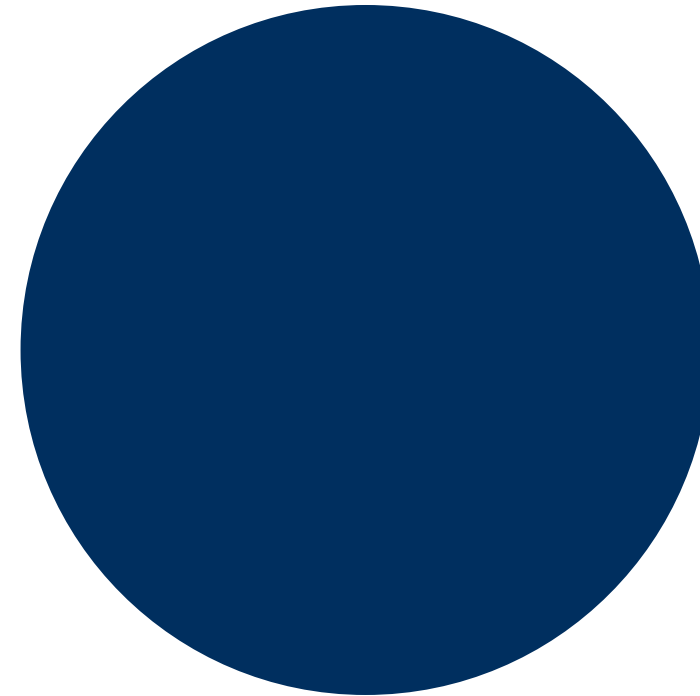
COLOUR PALETTE

Emblem

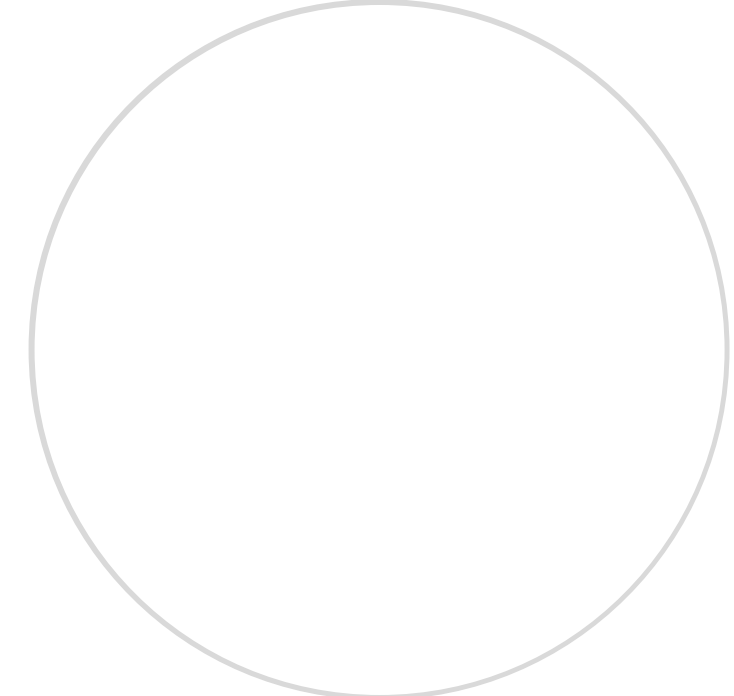**CMYK** 2 /100 / 82 / 6
Pantone 186
RGB 198 / 12 /48
Hex #C60C30

CMYK 100 / 70 / 8 / 54
Pantone 295
RGB 0 / 47 /95
Hex #002F5F
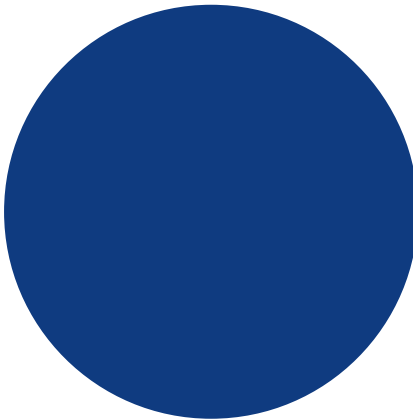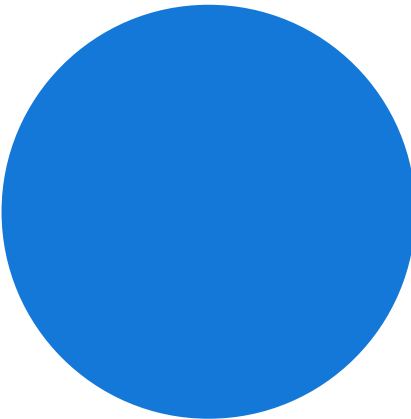
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
Hex #FFFFFF

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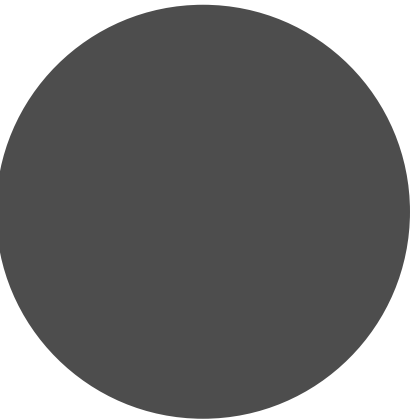
CMYK 65 / 58 / 57 / 37
RGB 77 / 77 / 77
Hex #4D4D4D

CMYK 2 / 2 / 2 / 0
RGB 246 / 245 / 245
Hex #F6F5F5
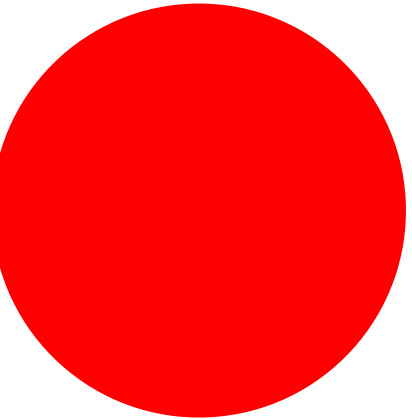
CMYK 0 / 100 / 100 / 0
RGB 255 / 0 / 0
Hex #FF0000

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

CONTACT US

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