Army Benevolent Fund

Brand Guidelines

AUTUMN / WINTER 2023 | v1.4

Contents

1.0 | Introduction

Welcome to our brand

For our brand to thrive we need to raise our profile and remain relevant to our audiences.

As a charity, that means staying true to our heritage while keeping pace with the world around us. This is the best way of ensuring we can continue to connect with our beneficiaries and supporters.

Ultimately, we need to make sure we are fit for the current climate and fit for the future. We need our brand communications to help create a fertile ground for fundraising and enable the charity to fulfil its objectives.

1.2
OUR BRAND

Our brand is a valuable asset

If we want our name to be remembered and our message to be heard, it's essential that we communicate in a way that's consistent, confident and true to what we stand for as a charity.

Our brand is a valuable asset that works hard for us, resonating and connecting with our audiences in two interrelated ways.

EMOTIONALLY

"I feel a connection with their work and get enormous satisfaction from supporting them"

Army Benevolent Fund

RATIONALLY

"I know this organisation, understand what they do and I believe that their work is essential"
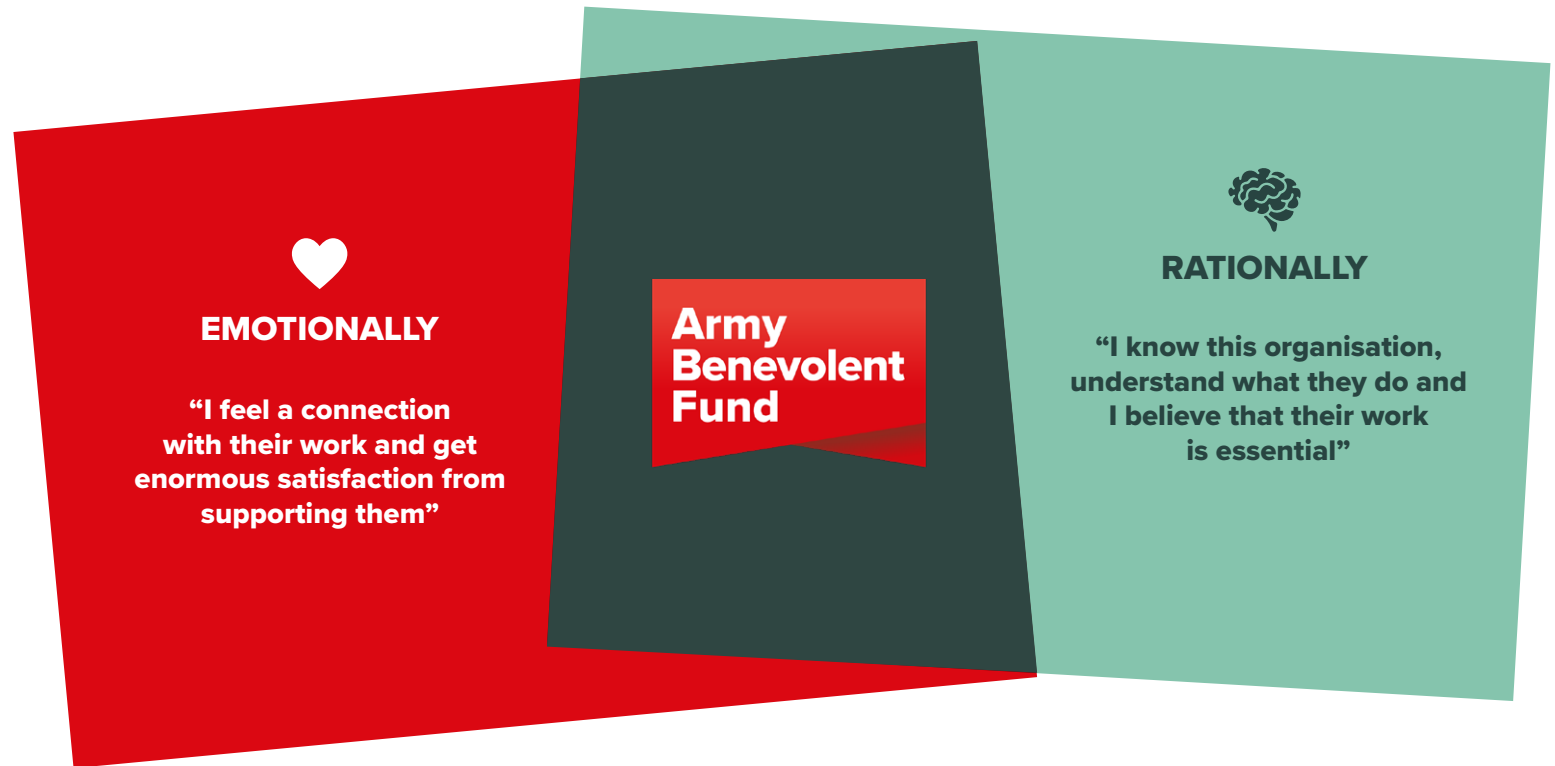
2.0 | Our messaging and positioning

2.1
Our vision

2.2
Our promise

Our vision

All soldiers, veterans and their immediate families should have the opportunity to avoid hardship and enjoy independence and dignity.

Our promise

We act with speed and agility to ensure the right help reaches the right people in the most appropriate way.

2.3
Our values
What we hold dear

2.4
Our personality
How we come across

1 **Respect**

We respect and recognise every individual and their needs; and are inclusive in our approach to our work.

2 **Integrity**

We have high standards in our ethical conduct, we hold one another accountable and act fairly, honestly, and without fear or favour.

3 **Compassion**

We treat people with care and kindness; respecting their dignity.

1 **Strong**

We stand strong, always there for soldiers, former soldiers and their immediate families in times of need.

2 **Positive**

We focus on the solution rather than the problem. By taking positive action in the right way and at the right time, we empower people to move forward with their lives.

3 **Trustworthy**

We are open, honest and dependable in everything we do. People trust us to do what's best for the Army family and to put funds to the best possible use. And people trust us to tell their stories truthfully, maintaining their dignity, integrity and pride.

4 **Proactive**

We are a proactive charity, we don't sit back and wait for things to happen. We act quickly to make a difference to people's lives and inspire others to do the same.

5 **Caring**

We listen, speak and act with genuine empathy and compassion. Being caring isn't about being sentimental; it's about having a level-headed, pragmatic approach to ensuring people's needs are met.

6 **Direct**

We are direct in the words and images we use. We are clear about who we are and what we want to say. We talk in a way that's easy to understand, avoiding excessive wordiness and jargon.

2.5
Our positioning

Our positioning explained

It is crucial that our audiences understand who we are, what we do and what makes us different from other military charities.

Our key difference is that we operate as a grant-making charity that deploys funding and support across every type of need, to soldiers, veterans and their immediate family members. This provides us with genuine competitive advantage.

This differentiated proposition is encapsulated in our strapline:
Support us and you support the whole Army family.

Coupled with this is our focus on **empowering people**. We view the people we support as individuals with strength and dignity, rather than treating them as victims.

Our visual identity reflects this positioning: capturing the central themes of empowerment, strength and positivity.

For Soldiers. For Life.

POSITIONING SUMMARY

Our vision is that all soldiers, former soldiers and their immediate families should have the opportunity to avoid hardship and enjoy independence and dignity.

As the Army's national charity we know that the Army is not one homogeneous group, but is made up of individuals and groups with distinct experiences and needs.

Our role as a grant-making charity that raises, stewards and distributes funds across the breadth of the Army family means we are uniquely placed to ensure that the right help can reach the right people quickly and in the most appropriate way.

WHAT DOES THIS MEAN FOR OUR BENEFICIARIES?	WHAT DOES THIS MEAN FOR OUR SUPPORTERS?
We understand the needs of our beneficiaries and how best to meet them.	We ensure their donations are always used to best effect.
EMPOWERING PEOPLE (Strength and dignity – not victimhood)	**SUPPORT US AND YOU SUPPORT THE WHOLE ARMY FAMILY**

2.6
Six areas of need

We support the Army family across six key areas of need.

Our whole-person, whole-life approach ensures we are here to support members of the Army family through all of life's challenges, including bereavement, injury, getting back to work, elderly care, and much more besides.

1. **Mental wellbeing**
2. **Training & education**
3. **Independent living**
4. **Elderly care**
5. **Suitable housing**
6. **Supporting families**

2.7
Our charity on a page

Here are five key facts and figures about the Army Benevolent Fund. (FY22/23). You can use these when writing or speaking about our charity. Please ensure you make it clear which reporting period the figures relate to (e.g. by using the caveat at the bottom of this page).

WE ARE THE ARMY'S NATIONAL CHARITY
We're here for soldiers, former soldiers and their families for life.

WE ACT WITH SPEED
When we hear of a person or family in need, we aim to respond with a grant within 48 hours.

WE ARE ONE OF THE LARGEST FUNDERS IN THE MILITARY CHARITY SECTOR
Our individual grants programme is our priority, but we also provide vital funding to numerous other charities and organisations.

WE FOCUS ON THE SOLUTION RATHER THAN THE PROBLEM
By taking positive action in the right way and at the right time, we empower people to move forward with their lives.

SINCE 44

OUR FOUNDING PURPOSE HAS REMAINED THE SAME SINCE 1944
With our supporters' help, we remain well positioned to continue supporting the Army family for generations to come.

WE REACHED **70,000** MEMBERS OF THE ARMY FAMILY

WE SPENT **£9M** HELPING THOSE IN NEED

WE HELPED PEOPLE IN **45** COUNTRIES

WE FUNDED **74** OTHER CHARITIES & ORGANISATIONS

OUR YOUNGEST BENEFICIARY WAS **3 MONTHS OLD** OUR ELDEST WAS **103 YEARS OLD**

*The above figures are in respect of the last financial year (1st April 2022 to 31st March 2023)

2.8
Charity boilerplate

Key messages

When writing about our charity, it's important we deliver our key messages in the right way. Here are some passages you can use that capture who we are, what we do and how we are different.

You may need to adapt the messages for your audience, but please make sure the core meaning remains the same. If you are unsure, please contact the communications and marketing team.

For a full and comprehensive set of wording to draw from, please refer to the Case For Support document which can be found on Brand Stencil.

Our charity in 15 words

We are the Army's national charity, here for soldiers, veterans and their families for life.

Our charity in 50 words

We are the Army's national charity, here for soldiers, veterans and their families for life.

We are one of the largest funders in the military charity sector, reaching 70,000 people and funding over 74 charities and organisations last year. When you support us, you support the whole Army family.

Our charity in 100 words

We are the Army's national charity, here for soldiers, veterans and their families for life.

Since 1944, we've been at the forefront of support for the Army family. We are one of the largest funders in the sector, reaching 70,000 people and funding over 74 charities and organisations last year. We are here to support the Army family through all of life's challenges, including bereavement, injury, getting back to work, elderly care, and much more besides.

Our beneficiaries ranged from age three months to 103 years last year. When you support us, you support the whole Army family.

*The above figures are in respect of the last financial year (1st April 2022 to 31st March 2023)

Additional messages

■ We're here for the Army family when they need us. Our support is available for soldiers at the start of their careers and continues for life – long after service is over.

■ As a charity, we do not rely on government funding so our work depends on the generosity of our supporters. Support us and you support the whole Army family.

■ Our founding purpose has remained the same since 1944: to ensure that every soldier, past, present and future, can live with independence and dignity.

■ We have almost 80 years of unbroken service as the Army's national charity. We are proud of our heritage and our ongoing commitment to ensure that every soldier, past, present and future, can live with independence and dignity.

■ We believe that every donation is precious and work hard to ensure every penny is spent ensuring a lifetime of support for soldiers, former soldiers and their families.

3.0 | Our visual identity

3.1
Our logo

Our logo

Our ribbon logo is one of the most distinctive elements of our brand. Use it prominently and with pride.

Please take care in distributing the logo. It's everyone's responsibility to avoid it being misrepresented. We need to keep control of where and how our logo is used.

Our logo is responsive - that means there are a number of versions suitable for different sizes and spaces and backgrounds.

Our full colour logo works well on light or dark backgrounds or overlaid on imagery.

Whenever possible we use our primary logo or variable tab logo. The logo looks its best on white or forest green. You should avoid using it on a Teal or Red background.

There is a white outline version of the logos for use on red but this should be used only when using red as a background colour can not be avoided.

The logo is also available in white, red and black mono versions, **see p16**. Where possible the full colour version should always be used, but a mono version can be used to suit a particular print specification e.g: single colour printing.

Our full colour logo

PRIMARY LOGO

First choice for stand alone uses and supplying to outside organisations.

VARIABLE TAB LOGO

Use when you want to attach the logo to the top edge of a document.

HORIZONTAL LOGO

For use only when the primary logo does not fit e.g: height restricted spaces like web banners.

HORIZONTAL LOGO (REVERSED) – FOR DARK BACKGROUNDS

For height restricted spaces e.g: web banners

ICON

For severely space-restricted uses within the Army Community, where ABF is a known abbreviation, or where the full name would be visible elsewhere e.g: social media profiles.

3

3.1.1
Our logo

Using the variable tab logo

The variable tab version of the logo enables us to give the logo more presence on the page by increasing the area it occupies.

The logo can be cropped on the top edge to adjust the length, according to the impact required and space available.

Whilst you can vary the length as required, the space above the text should not be less than the left hand margin.

The variable tab logo should usually be used in the top left corner of the document.

You can align titles with the text within the tab logo when a headline reads well following 'Army Benevolent Fund' e.g: 'Army Benevolent Fund – Supporting the whole Army family.'

When aligning titles in this way they should be top aligned with the top of the A in Army, depending on scale and length they may hang down below the logo copy. Care should also be taken to significantly differ the font size from the logo – with the titles being larger.
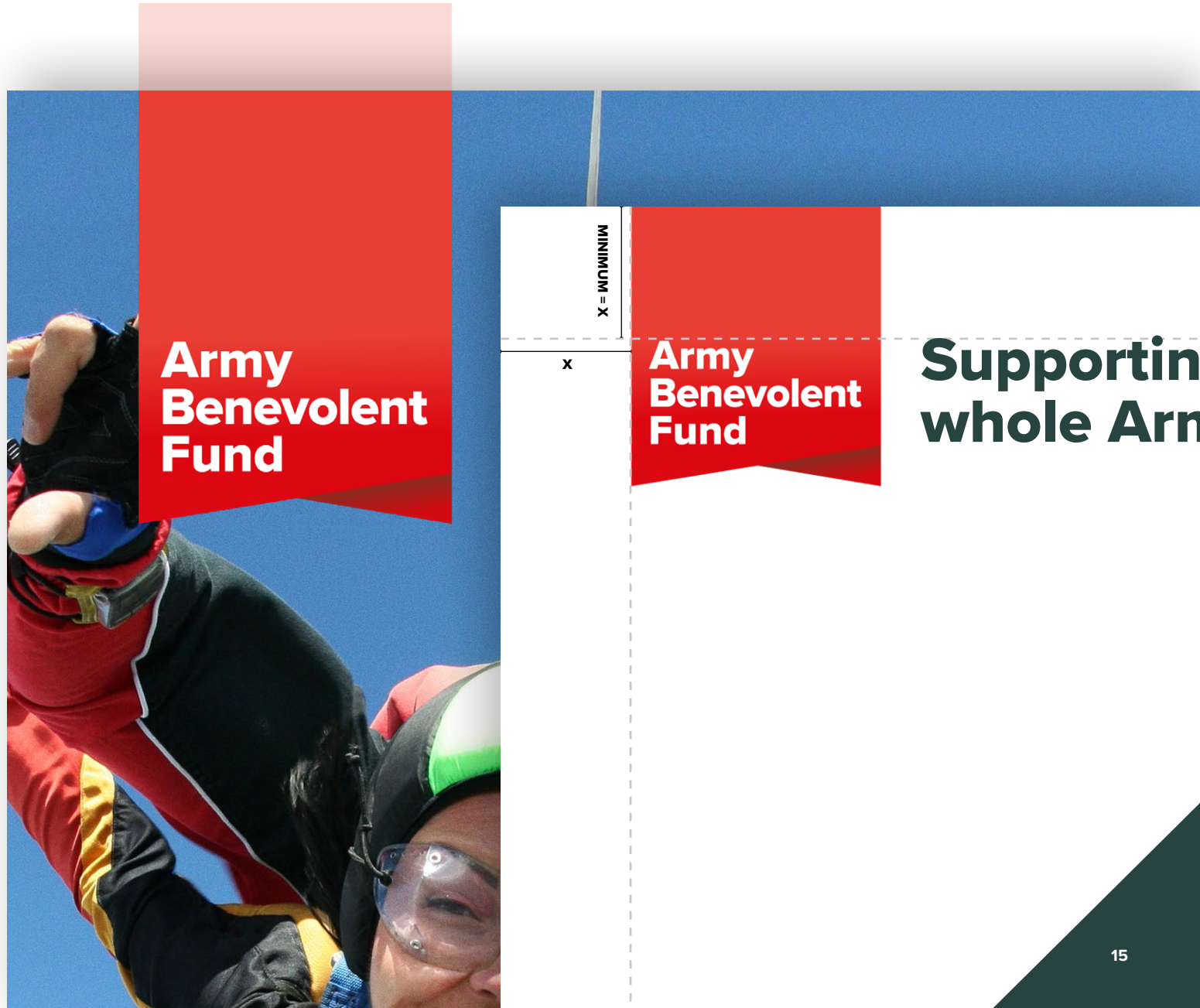
3.1.2
Our logo

Mono logos

The mono versions of the logo are provided for use only when the full colour versions can not be used.

Red mono - for use only on white backgrounds where only one colour can be used.

White mono - for use in colour limited situations or where the logo must be used on a red background.

Black mono - for use when only black ink is used - eg faxes.

	PRIMARY LOGO	VARIABLE TAB LOGO	HORIZONTAL LOGO	ICON
RED MONO	Army Benevolent Fund	Army Benevolent Fund	ABF Army Benevolent Fund	ABF
WHITE MONO	Army Benevolent Fund	Army Benevolent Fund	ABF Army Benevolent Fund	ABF
BLACK MONO	Army Benevolent Fund	Army Benevolent Fund	ABF Army Benevolent Fund	ABF

3.1.3
Our logo

Logo sizing &
exclusion zones

The logo artwork can be enlarged or reduced in size, and it does not have a maximum size. To maintain legibility the logos each have a minimum size to preserve readability.

Min print size: 16mm
Min screen size: 85px

Min print size: 24mm
Min screen size: 140px

Min print size: 8mm
Min screen size: 40px

The exclusion zone – the space around the logo – is defined by the height of 'F' from Fund. This is the minimum space you should leave between the logo and other items. But more space is usually preferable when possible.

In an exception to this rule you can align the Primary and Variable tab logos to the top edge of documents / assets – effectively removing the exclusion zone on the top edge.

1 F

1 F

F height

1 F

1 F

1 F

1 F

F height

1 F

1 F

3.2
Partner / support logos

Partner logos

We have developed custom logos for our partners and beneficiaries to display.

Proud to support
For organisations and businesses who fundraise or support the Army Benevolent Fund.

Supported by
For beneficiaries of the Army Benevolent Fund – either individual or organisations.

These logos should only by provided to individuals or organisations that have been verified as beneficiaries or fundraisers or supporters by other means of the Army Benevolent Fund.

These logos are also available as Mono versions in red, black and white. However, wherever possible the full colour version should be used.

Proud to support
Army Benevolent Fund

Supported by
Army Benevolent Fund

3

3.3
Our colours

Our colour palette

Our primary colours are Deep Red and Forest. Forest works particularly well as a background for the logo. The colours should be balanced with plenty of white space.

So as not to make our brand too monotone, we also have some secondary colours that can be used to break up the Red, White and Forest. Please use these as accent colours or to highlight information such as statistics or quotes. Examples of how we use our brand colours can be found on **p31-35.**

The three shades of red can be used to create more subtle details when used together.

Caution should be used using white text on Heritage Red and Teal as they do not offer sufficient contrast on screen especially when text is at smaller sizes.

You should also avoid using red and teal on top of one another.

You will be able to download Microsoft Office templates with brand colour presets from Brand Stencil.
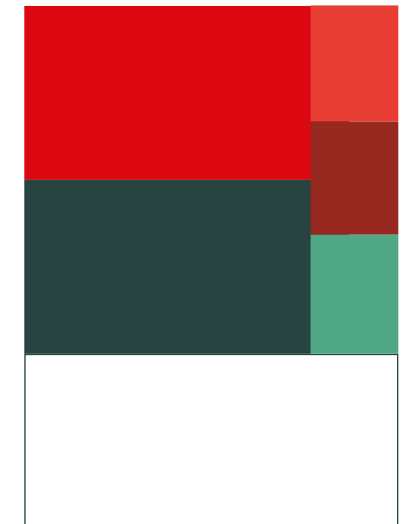
PRIMARY COLOURS

DEEP RED
CMYK: 0/1100/100/5
RGB: 212/12/14
HEX: D40C08

FOREST
CMYK: 81/54/63/46
RGB: 40/68/65
HEX: 284441

SECONDARY COLOURS

HERITAGE RED
CMYK: 0/86/80/0
RGB: 232/62/51
HEX: E83E33

TEAL
CMYK: 69/11/57/0
RGB: 81/171/138
HEX: 51AB8A

DARKEST RED
CMYK: 27/93/90/27
RGB: 149/39/30
HEX: 95271E

CHARCOAL - COPY ONLY
CMYK: 0/0/0/90
RGB: 65/64/66
HEX: 414042
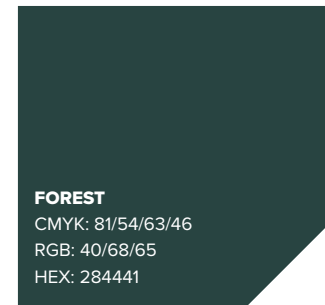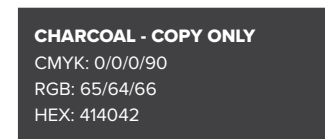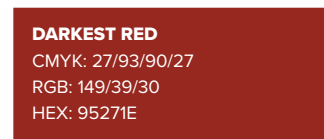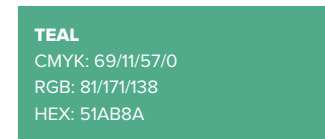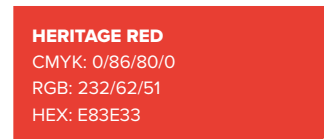
SUGGESTED PROPORTIONAL USE

3.4
Our typography

Proxima Nova

Our brand typeface is Proxima Nova. It has been chosen for its strength and legibility, a reflection of our positive and direct brand personality.

Headlines should be set in sentence case using the Extra Bold weight. This style can also be used as a highlighting tool for pull quotes, call-to-actions and stats. Headlines can generally be set to 100% line spacing e.g: 20pt/20pt

Body copy should be set in sentence case using the Regular weight.

Examples of how we use typography can be found on **p31-35.**

If you do not have access to Proxima, please use Calibri. Please also note that it is fine to use Calibri in emails (this is the default MS Outlook font), rather than reformatting these to Proxima.

HEADLINES

Proxima Nova ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz 0123456789

BUTTONS (DIGITAL ONLY – UPPER CASE)

PROXIMA NOVA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Body copy

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

3.5
Our photography

We have a distinctive approach to photography. The subject of the imagery should be the main focus. The content should be of real people living their lives with even, organic lighting and natural poses.

Inclusivity is central to our brand, so we like to be as diverse as possible when it comes to selecting imagery.

Imagery should emphasise the individuality of each person's story and personality while always being positive and forward-looking, to inspire and give hope. Photos with more than one subject should convey the relationship between the individuals and/or the positive impact our support has had.

Here are examples of the kinds of images we feel fit the image brief.

An asset bank of approved, rights-cleared shots can be found at
armybenevolentfund.brandstencil.com

3.5.1
Our photography
do's and don'ts

DO

Select natural, 'real' photography

Use inspirational and uplifting photography

Show positive emotions

Select images that look as though they tell a story

Use a diverse range of subjects

DON'T
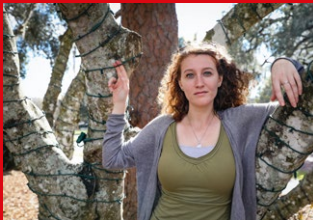
Select overly posed photography

Show negative emotions

Use gloomy, moody photography

Use studio lit photography

Use distressing imagery

3.6
Our graphics

What makes us, us.

Aside from our logo, colour palette and typeface, we have two graphical devices that help bring our brand to life.

① **Straplines**

② **The Corner Chip**

From **p31** onwards, you can see examples of these brand elements in use.

① STRAPLINE

For Soldiers. For Life.

Support us and you support the whole Army family.

② CORNER CHIP

The corner chip can be a coloured triangle or the removal of a triangle from a rectangular container shape. It's always used in the bottom right hand corner.

We use the corner chip to add character to our communications. Use these shapes sparingly for maximum impact - they should all slant from the the same direction and preferably no more than 2 should be used together on a page.

Use of the corner chip is not compulsory and may not be suitable for all situations, for example we avoid using it where there is already a lot of information and separate elements on the page.

From **p31** onwards, you can see examples of these brand elements in use.

3.6.1
Our graphics

Strapline

Typography always uses sentence case set in the brand heading font Proxima Nova ExtraBold.

CONTAINER SIZE

For Soldiers. For Life.

The container box has padding around the wording equivalent to the lower case letter 'x' height.

BOX ANGLE

To find out more about our work visit:
armybenevolentfund.org

Support us and you support

the whole Army family.

3°

0°

The strapline is tilted between 0° and 4°. The angles can vary when there is more than one line.

If used below copy it should be aligned with the copy using the bottom corner.

BOX COLOUR & SHADOW

For Soldiers. For Life.

DEEP RED
CMYK: 0/1100/100/5
RGB: 212/12/14
HEX: D40C08

HERITAGE RED
CMYK: 0/86/80/0
RGB: 232/62/51
HEX: E83E33

The container box colour is a gradient between deep red and heritage red.

The drop shadow is very soft but helps the strapline stand off the page. It is black, 40% opacity, set to multiply. The shadow should be positioned with no offset and have size set to approx 4mm depending on size (4mm is about right for a tagline on a A4 advert).

3.6.2
Our graphics

Using the corner chip

The corner chip can add recognisable character to our communications but we must be careful not to overuse it, and it won't be suitable for all communications.

1. The corner chip is only used in the bottom right hand corner of a shape.

2. The angle of the corner chip is always 45°.

3. As a general rule try not to use more than two corner chips on a page.

4. We don't use corner chips where space is tight or where it adds too much visual clutter. Emphasis should always lie with key messaging and calls to action.

DO

DON'T

Angled boxes

The angled boxes can be used to showcase key facts and figures. They help catch the eye by bringing movement and energy to the page, but are not mandatory.

All copy is set in Proxima Nova ExtraBold in white. Copy is only red when within a white box. The following elements should be considered when creating any angled boxes:

1. When more than one angled box is required, ensure they alternate in angle direction to create contrast and balance. When alternating between a thinner and thicker box the colours should also alternate.

2. Boxes should overlap each other slightly, ensuring the copy underneath is still clearly readable.

3. The angle of the boxes can vary but they should not be angled more extreme than -4.5/4.5°.

4. The angled boxes as a collection should span no more than 1/3 of the total width on portrait layouts and 1/6 on landscape layouts.

For a more paired back style for presenting facts see **p28**

BOX HEIGHT CONSTRUCTION
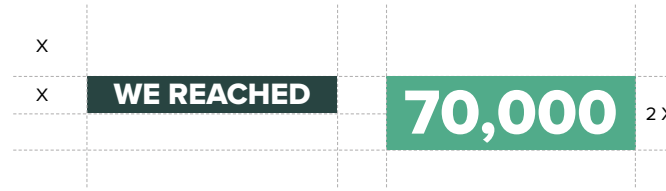
BOX ANGLE
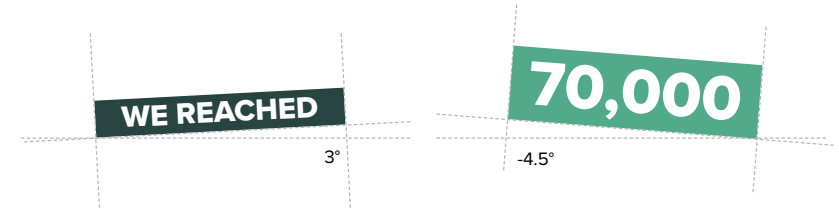
3.7.1
Presenting facts

Simplified facts styling

If you want to pull out some facts and figures but also to ensure they do not distract from your main call to action or make the page too busy – perhaps if you have a lot of messages you can use this simplified styling:

(1) This style uses sentence case Proxima Nova ExtraBold for the numbers which are 2x the size of supporting wording.

(2) Supporting wording is 0.5x the numbering and set in Proxima Nova Regular.

(3) The composition can be separated from the body copy with a 1pt rule and left aligned to it.

(4) Lines can be used to separate several facts shown side by side.

(5) You can use a contrasting colour to knock back parts of the copy.

Supporting:

(1) **70,000**
(2) Individuals

(3) **74**
Organisations

*figures taken from the 2022-23 financial year

Supporting:

70,000
Individuals

74
Organisations

(5) *figures taken from the 2022-23 financial year

This year we have supported:

70,000 | **74**
Individuals | Organisations

(4)

*figures taken from the 2022-23 financial year

3.8
Iconography

Icons

We have developed a series of icons to accompany our facts and figures. These can be used within reports and presentations.

These icons should stay contained in their boxes and should not be angled. The copy can be amended to suit your audience.

If you have any specific requests for icons, please get in touch with the communications and marketing team.

WE ARE ONE OF THE LARGEST FUNDERS IN THE MILITARY CHARITY SECTOR
Our individual grants programme is our priority, but we also provide vital funding to numerous other charities and organisations.

WE FOCUS ON THE SOLUTION RATHER THAN THE PROBLEM
By taking positive action in the right way and at the right time, we empower people and enable them to move forward with their lives.

WE ARE THE ARMY'S NATIONAL CHARITY
We're here for soldiers, former soldiers and their families for life.

WE ACT WITH SPEED
When we hear of a person or family in need, we aim to respond with a grant within 48 hours.

OUR FOUNDING PURPOSE HAS REMAINED THE SAME SINCE 1944
With our supporters' help, we remain well positioned to continue supporting the Army family for generations to come.

SUITABLE HOUSING

SUPPORTING FAMILIES

EMPLOYABILITY

MENTAL WELLBEING

INDEPENDENT LIVING

ELDERLY CARE

Minimum levels of branding and compulsory legal elements

There is a minimum required level of branding along with some key legal information that **every external-facing piece of work must carry.**

This is to ensure that everything that comes out of the charity, whatever the source and wherever the destination, looks professional, is readily identifiable as coming from our charity, is consistent and, where applicable, complies with legal requirements.

Name
The name of our charity is Army Benevolent Fund abbreviated to ABF where appropriate. We use the definite article with Army Benevolent Fund and ABF when referring to it in prose:

E.g:
the Army Benevolent Fund was established in 1944.
the ABF supports the whole Army family.

Logo
You should only use the most recent version of our logos as shown in these guidelines. Wherever possible the full colour primary or tabbed version of the logo should be used. The horizontal version should be used only when vertical space is very limited.

Colours
The only colours permissible are those in our guidelines.

To add these colours to your documents, select the font or fill colours, then click 'More Colors' and 'Custom'. Enter the RGB numbers that you can find on **p19**.

You will be able to download branded templates with these colours as presets from Brand Stencil.

Typeface
Our brand typeface is Proxima Nova (see **p20**).

For individuals who do not have access to this font, please ensure that all written communications including letters and reports are in Calibri.

Charity numbers
It is a legal requirement for these numbers to feature on any external document. Please use the following language:

Army Benevolent Fund is a registered charity in England and Wales (1146420) and Scotland (SC039189) and registered as a company limited by guarantee in England and Wales (07974609).

The Fundraising Regulator logo
This logo must be included on all external documents.
It can be downloaded from
https://armybenevolentfund.brandstencil.com

Registered with FUNDRAISING REGULATOR

Cobseo logo
This logo must be included on all external documents.
It can be downloaded from
https://armybenevolentfund.brandstencil.com

Cobseo The Confederation of Service Charities

4.0 | Visual examples

4

4.1
Design examples

Print advertising

Here we use the slanted boxes style to draw attention to the facts. The frame is layered over by the logo ribbon. We avoid using the corner chip for simplicity as there are already a number of branded elements.

The logo and photos 'break out' of the frame for a slightly less formal layered effect. Here the more paired back facts styling is used to avoid the ad getting too cluttered.

A simple typography only approach can be very powerful. This ad uses forest green for maximum contrast with the logo, strapline and the corner chip.

4

4.2
Design examples

Report-style documents

4.3
Digital examples

Display ad examples

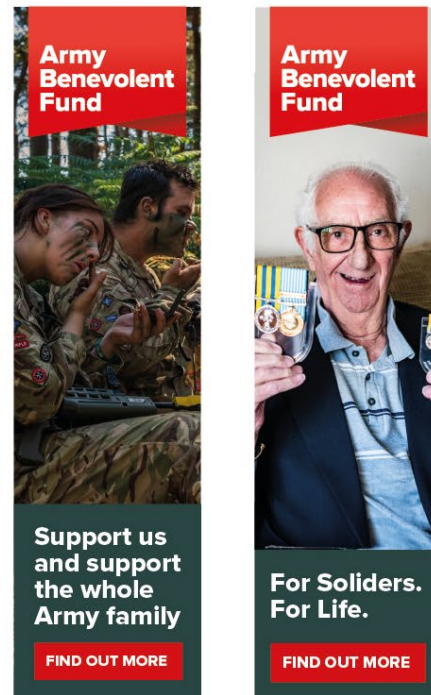Here are some examples of digital ads populated with imagery and headlines.

We understand that the same image won't necessarily work for all sizes, so in those instances, we recommend you use alternative suitable images.

Often space can be tight so, if you are able to, consider using GIFs rather than static banners to spread information across a maximum of three frames.

The following elements should be considered carefully when creating any digital banner:

1 The logo should always be positioned in the top left corner with the appropriate clear space. Or centred on narrow formats such as skyscrapers.

2 The headline is always in Proxima Nova Extrabold, sentence case.

3 Corner chips are used only when space is plentiful.

4 Clear CTA, styled as a button.

SKYSCRAPER

Army Benevolent Fund

Support us and support the whole Army family

FIND OUT MORE

Army Benevolent Fund

For Soliders. For Life.

FIND OUT MORE

MPU

Army Benevolent Fund

Support us and support the whole Army family

DONATE TODAY

Army Benevolent Fund

Support us and support the whole Army family

FIND OUT MORE

LEADER BOARD

Army Benevolent Fund

Support us and support the whole Army family

DONATE TODAY

BANNER

ABF **Army Benevolent Fund**

Support us and support the whole Army family

DONATE

4

4.3.1
Digital examples

Social post examples

We have developed a range of social post designs to provide flexibility depending on the nature of the post or message.

It is important to remember that social post images are nearly always preceded by some post copy which establishes the purpose of the post. The image therefore should be designed to grab attention and help tell the story or deliver the message.

At times, a simple, strong image will be all that is required to create a powerful post. At other times a quote, sentence or paragraph of copy may be more useful.

An initial set of design templates can be found within the Brand Stencil. More designs will be developed over the coming months to ensure our social posts are always fresh and arresting.
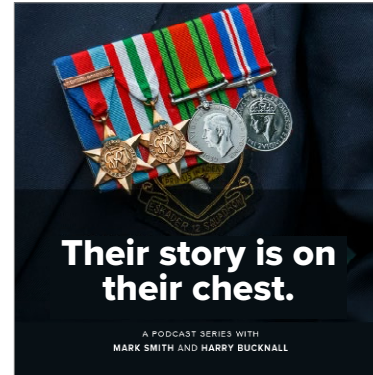
5.0 | Brand Stencil

5.1
Brand Stencil

Brand Stencil – the one-stop-shop for all brand assets

https://armybenevolentfund.brandstencil.com

The Brand Stencil platform is the one-stop-shop for all the brand assets, images, downloads and design templates you should ever need.

The range of templates includes all the brand graphics that have been set out in this document, allowing you to create high quality, on-brand artwork for both print and digital.

All the images and assets on the site have been rights-cleared in advance, which means you can use them freely and with confidence.

What you'll find

On the Brand Stencil platform you will find everything from logos, brand graphics, a wide range of images, key message copy, publication downloads, PowerPoint presentation templates, and much more.

So, everything you need from simply downloading a logo to designing and creating a full suite of campaign creative assets is in one convenient place - accessible from anywhere, 24hrs a day.

Getting started

Log in using your usual work username and password.

Everything is set out under a series of clear tabs making it all very user friendly.

Start by looking at the 'Guides' section, where you will find links to a copy of this document plus a simple guide to getting started with the templates.

Explore the site to become familiar with where things are, and start making a few template test designs.

5.2
Support

Support from the communications and marketing team

Our communications and marketing team will always be on hand to answer any questions or assist with bigger, bespoke projects, so please email us if you need support.

EMAIL
Comms_helpdesk@armybenevolentfund.org

Should you have any questions relating to these guidelines, please contact either Charlie Mears or Jack Leggetter.

Charlie Mears
Assistant Director
Marketing

Jack Leggetter
Brand Officer

6.0 | Summary

6

6.1

Visual design overview

These design elements are the fundamental building blocks to our visual identity. They have been crafted to reinforce what we stand for and bring our brand to life.

LOGO

COLOUR PALETTE

PRIMARY COLOURS

DEEP RED
CMYK: 0/1100/100/5
RGB: 212/12/14
HEX: D40C08

FOREST
CMYK: 81/54/63/46
RGB: 40/68/65
HEX: 284441

SECONDARY COLOURS

HERITAGE RED
CMYK: 0/86/80/0
RGB: 232/62/51
HEX: E83E33

TEAL
CMYK: 69/11/57/0
RGB: 81/171/138
HEX: 51AB8A

DARKEST RED
CMYK: 27/93/90/27
RGB: 149/39/30
HEX: 95271E

CHARCOAL - COPY ONLY
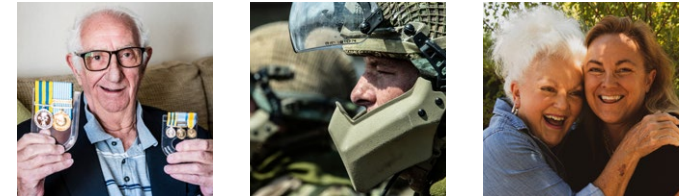CMYK: 0/0/0/90
RGB: 65/64/66
HEX: 414042

TYPOGRAPHY

PROXIMA NOVA

ExtraBold **AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

PHOTOGRAPHY

GRAPHICAL ELEMENTS

For Soldiers. For Life.

6.2
Summary

The importance and value of our brand

Perception is reality

○ How we are perceived as an organisation matters hugely – because how we are perceived drives everything else: trust, engagement and financial support.

○ People's perception of us as an organisation is formed largely from our communications. Our supporters and the wider Army community do not attend our internal meetings, read our reports and proposals or see all the hard work we put in at our desks each day.

○ Their perception of us is formed when they read an article, see an advertisement, receive a mailing pack on their doormat, attend one of our events or read one of our social posts online.

Marching to the same strong beat

From the briefest of casual conversations we have with people to the biggest media campaigns we might run, everything we do and say must march to the same strong beat.