

Appendix K

-MOD Brand Guidelines Executive Summary



Ministry
of Defence

Brand guidelines

Executive summary

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This is a short version of our brand guidelines, containing the essential elements of our brand that everyone needs to know.

For detailed guidance and additional elements please read the full brand guidelines found on the [Brand ShareHub](#).

Our core brand elements

Logo



Colours



Typography

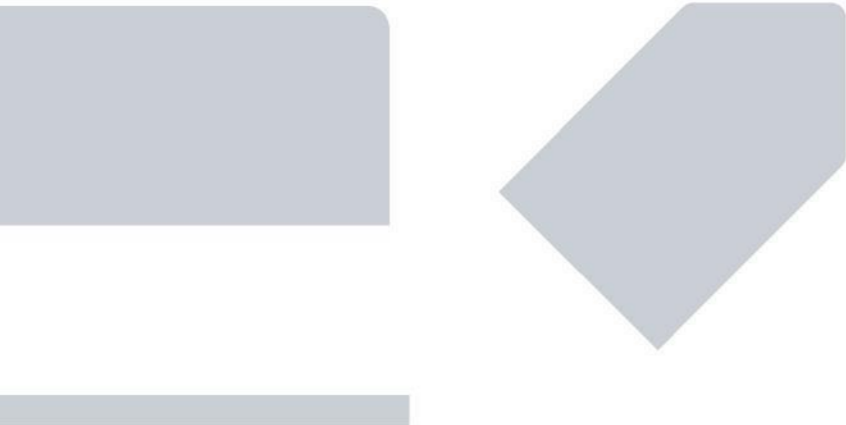
Helvetica Neue

Helvetica Neue Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Helvetica Neue Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Helvetica Neue Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

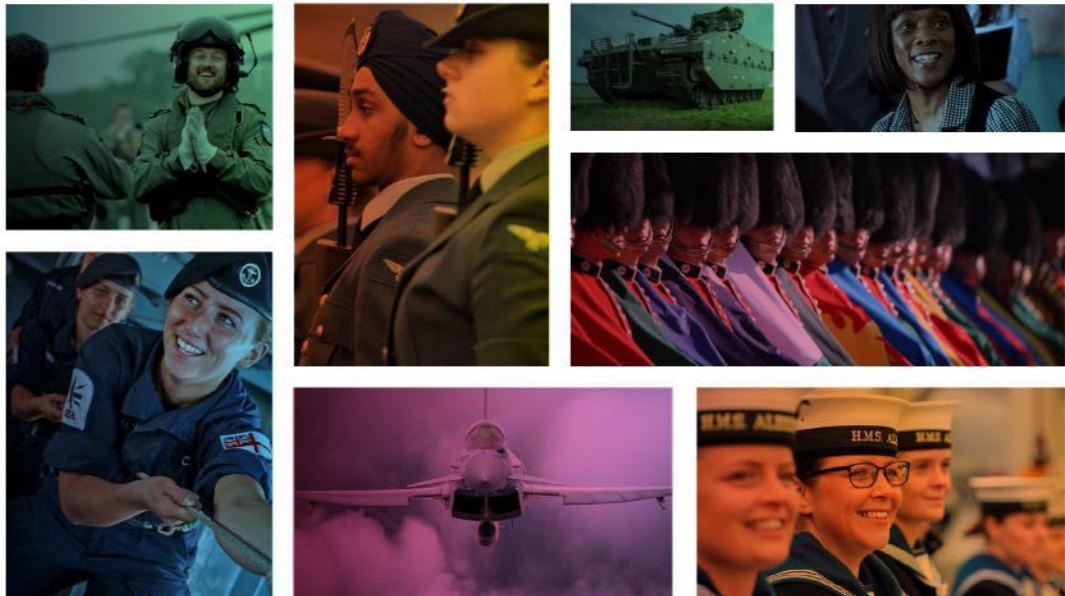
Graphic devices



Photography



Treated photography



Our
logo

Our logo

Our logo is made up of three elements:

- the purple vertical line;
- the Heraldic badge for Defence;
- the department name.

A. Portrait logo

Used for traditional media, print, stationery, banners etc. including documents hosted on the internet and intranets.

B. Landscape logo

The landscape logo will sometimes be more appropriate for layout or accessibility reasons. It is used for digital content including, social media, webpages and mobile devices.



A. Portrait logo.



B. Landscape logo.

The configurations shown here must never be altered. Always use the logo artwork from the [Brand ShareHub](#).

We are one government department working towards one purpose. Our logo allows use to communicate cohesively to all our audiences and stakeholders. Personnel must NOT create or commission new logos or other branding, whether to represent their department, team or programmes. If there is a perceived need for a new logo, you must contact the [Brand Team](#) for advice before taking any action.

Colour variations

We have three colour variants of our logo:

- master (with the purple line);
- white;
- black.

Your background will dictate which logo version you use. The master logo should always be used unless the colour line or logo cannot be seen. In these instances the white or black version may be used where appropriate.



On a white background.



On a colour background.



On a pale background.



On a black background.




On a dark photo background or colour wash.




On a pale photo background.

Logo don'ts




Ministry of Defence

Don't squash or distort.




Ministry of Defence

Don't place at an angle.




Ministry of Defence

Don't change the colour of the Heraldic badge.



Ministry of Defence


Don't distort the proportion of the Heraldic badge.




Ministry of Defence

Digital team

Don't add a strapline.




Don't use the Heraldic badge on its own or as a watermark.



Ministry of Defence

Don't change the colour.



Ministry of Defence

Don't place where it may get lost.

Logo exclusion zones

The exclusion zone ensures our logo is not compromised by other elements and helps it stand out.

The following are minimum clearance areas. Whenever possible, leave more space around our logo than the exclusion zone.



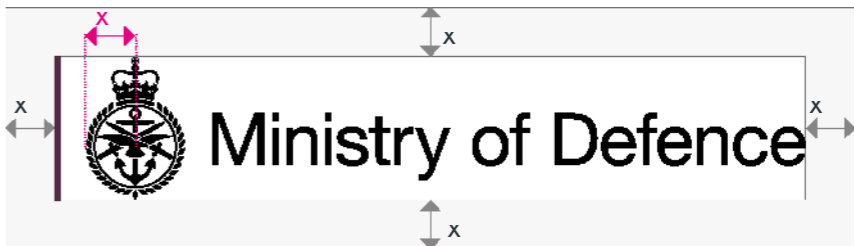
A. Minimum exclusion zone for print formats (portrait logo).



B. Minimum exclusion zone for digital formats (portrait logo).



A. Minimum exclusion zone for print formats (landscape logo).



B. Minimum exclusion zone for digital formats (landscape logo).

Logo minimum sizes

The following is a guide to keep our logo size consistent across all print and digital materials.

The measurements are taken from the full height of our logo.



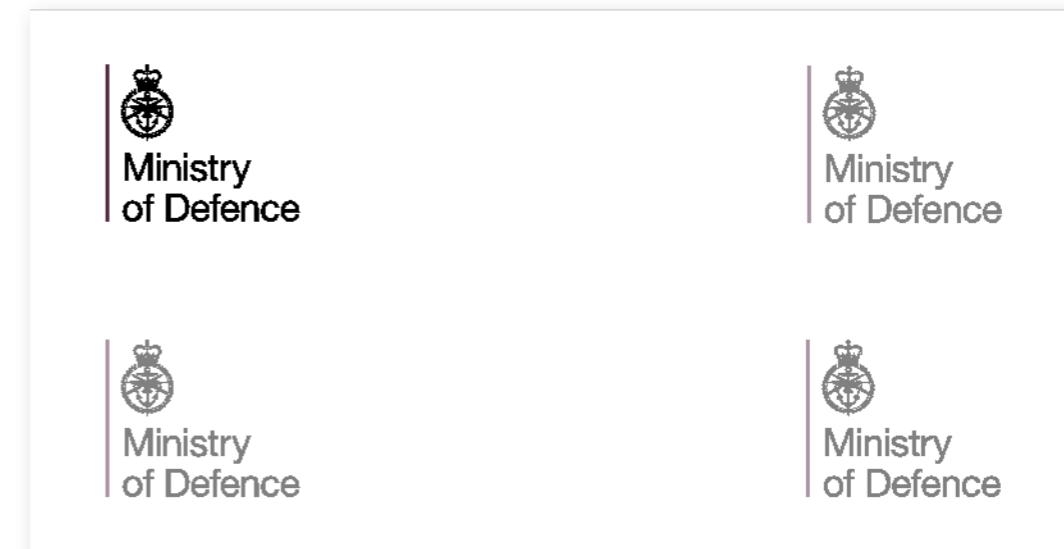
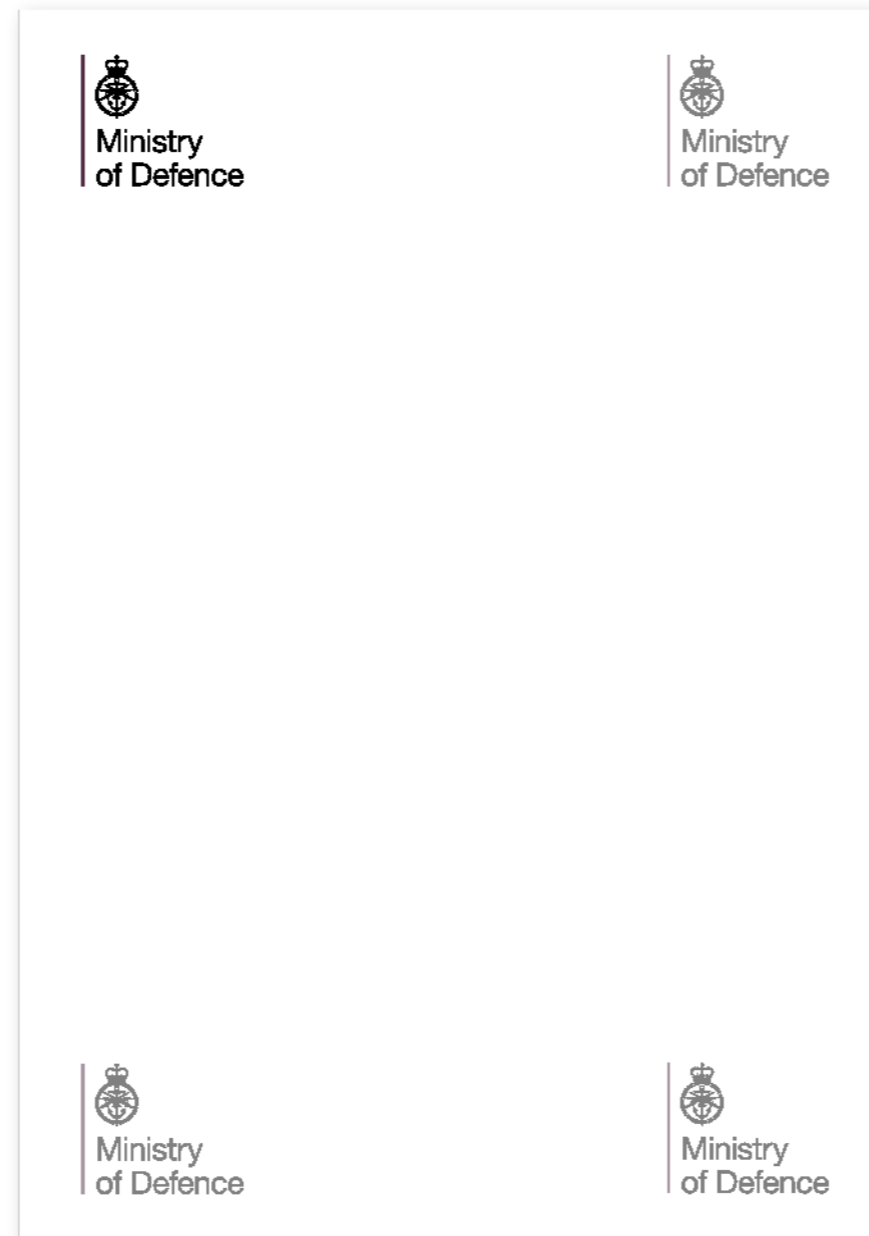
Print minimum size 20mm logo height.
Digital minimum size 60px logo height.



Print minimum 10mm logo height.
Digital minimum size 30px logo height.

Logo positioning

For maximum impact, our logo should always be used prominently and legibly. Whenever possible our logo should be placed in the top left corner of the page. Should the design not permit this, place our logo according to this guide.



Our colours

Colour palette

Dark colours

Used mainly for backgrounds

MOD dark purple Pantone 5115 C75 M100 Y70 K20 R79 G33 B58 #57263B	MOD dark grey Pantone 432 C78 M60 Y49 K50 R51 G63 B72 #333F48	MOD dark blue Pantone 2768 C100 M90 Y13 K71 R7 G29 B73 #071D49	MOD dark green Pantone 2217 C88 M0 Y28 K88 R18 G64 B66 #124042	MOD dark yellow Pantone 130 C0 M31 Y90 K0 R247 G155 B46 #F79B2E	MOD dark orange Pantone 7579 C9 M76 Y93 K1 R218 G87 B33 #DA5720	MOD dark pink Pantone 1955 C9 M100 Y54 K43 R138 G21 B56 #8A1538
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Muted colours

Used for text and when creating iconography, illustrations, graphic and charts.

MOD muted purple Pantone 8801 C74 M83 Y33 K25 R82 G55 B95 #52375F	MOD muted grey Pantone 2167 C79 M46 Y34 K16 R63 G101 B120 #3F6578	MOD muted blue Pantone 534 C89 M71 Y32 K19 R51 G70 B110 #33466E	MOD muted green Pantone 5473 C87 M38 Y43 K29 R24 G97 B105 #19626A	MOD muted yellow Pantone 1225 C0 M19 Y79 K0 R255 G200 B69 #FFC845	MOD muted orange Pantone 2013 C0 M46 Y100 K0 R255 G152 B0 #FF9800	MOD muted pink Pantone 190 C0 M67 Y23 K0 R238 G117 B145 #EE7592
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Bright colours

Used as accent colours.

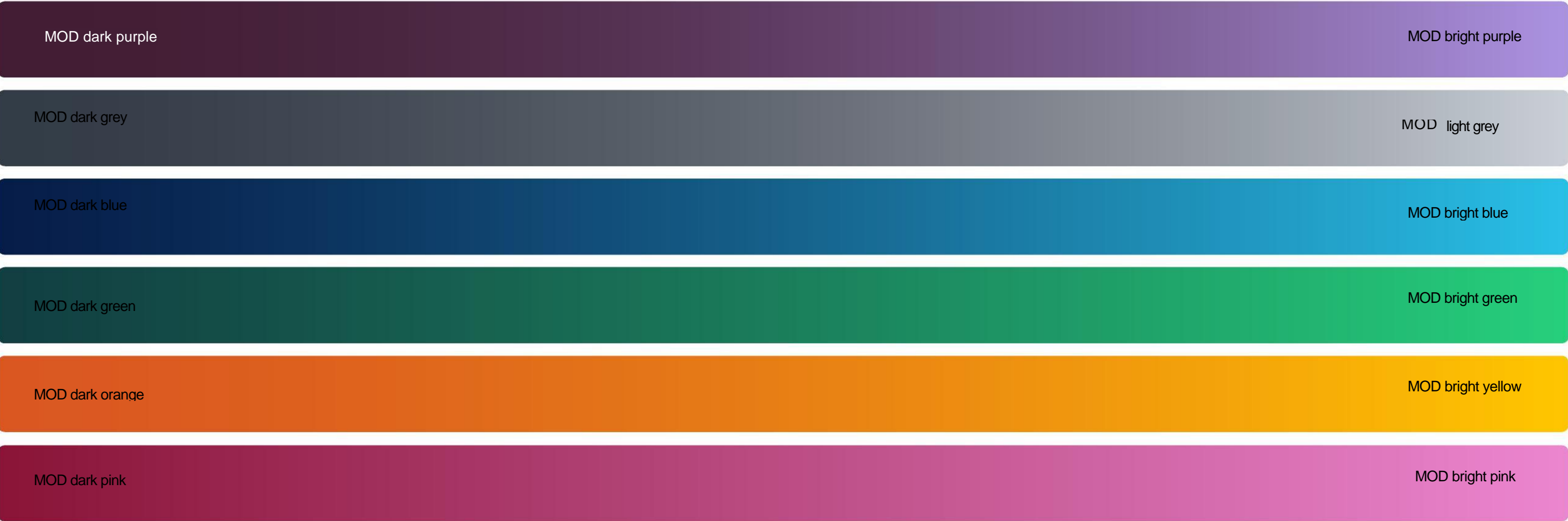
MOD bright purple Pantone 935 C41 M46 Y0 K0 R171 G146 B225 #AB92E1	MOD light grey Pantone 5455 C8 M0 Y0 K22 R202 G208 B214 #C9D0D7	MOD bright blue Pantone 115-6 C68 M0 Y0 K0 R31 G179 B229 #1FB3E5	MOD bright green Pantone 7479 C56 M0 Y58 K0 R38 G208 B124 #2DD573	MOD bright yellow Pantone 7548 C0 M12 Y98 K0 R255 G198 B0 #FDC20B	MOD bright orange Pantone 151 C0 M60 Y100 K0 R255 G130 B0 #FF8200	MOD bright pink Pantone 237 C6 M53 Y0 K0 R236 G134 B208 #EC86D0
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Gradients

Gradients can be used for illustrations, backgrounds or on photography as a colour wash. Guidance on how to add a colour wash to photography can be found in the full brand guidelines, on the [Brand ShareHub](#)

Gradients should run from left to right with the darkest colour on the left as shown here.




Only use the gradient pairs shown. MOD dark orange and MOD bright yellow are combined to give a more vibrant gradient.



Colour combinations

Bright colours must always be paired with a dark colour. Only ever use one dark colour and one bright colour. Always follow these principles when choosing a colour combination.

Please note for accessibility reasons MOD dark orange, MOD dark yellow and MOD dark pink are never used as background colours.

Dark colours.							
MOD dark purple C75 M100 Y70 K20 R79 G33 B58 #57263b		MOD dark grey C78 M60 Y49 K50 R51 G63 B72 #333F48		MOD dark blue C99 M88 Y40 K46 R28 G37 B68 #1c2544		MOD dark green C89 M49 Y55 K55 R18 G64 B66 #124042	
		 		 		 	
Bright colours.							
MOD light grey	MOD bright blue	MOD bright green	MOD bright yellow	MOD light grey	MOD bright blue	MOD bright blue	MOD bright green
MOD bright green	MOD bright yellow	MOD bright blue	MOD bright pink	MOD bright purple	MOD bright yellow	MOD bright yellow	MOD bright orange
		MOD bright purple	MOD bright orange	MOD bright pink	MOD bright orange		

Typography

Main typeface

Our main typeface is Helvetica Neue, it has been chosen for its clarity, accessibility and wide availability, ensuring a consistent application across all our communications.

To make sure your text is always legible keep in mind the following principles.

Alignment

Type alignment should be ranged left.

Type size

Always have a minimum text size of 12 point.

Helvetica Neue

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Helvetica Neue Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Alternative typeface

If Helvetica Neue is not available, for example when producing PowerPoint presentations or reports in Word, you can use Arial.

Arial

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

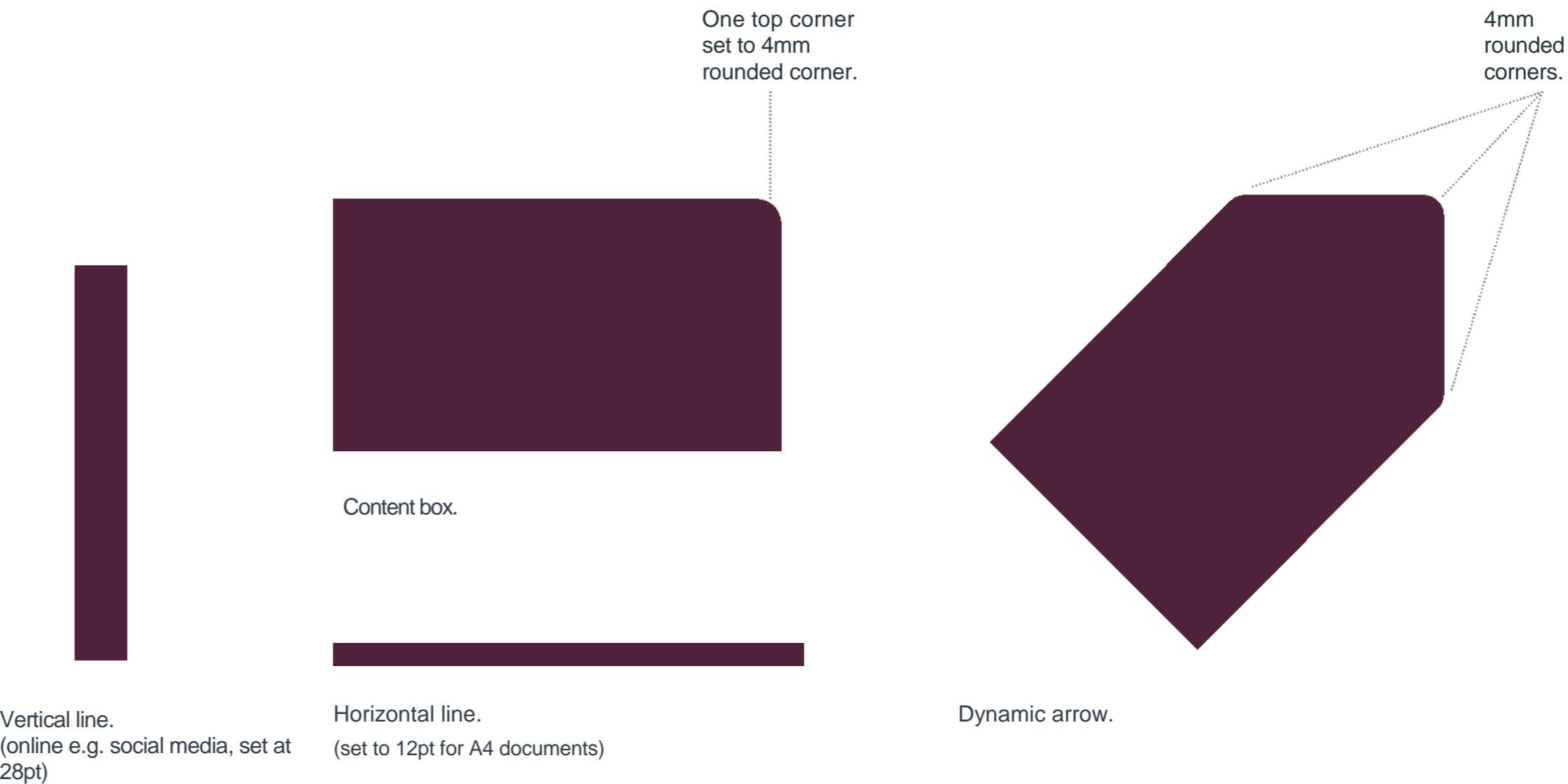
Brand elements

Graphic devices

We have three key graphics in our brand elements. They consist of a:

- content box;
- line;
- dynamic arrow.

These are used across our communications to create impact and consistency.



The content box and dynamic arrow can be downloaded in vector and png format from the [Brand ShareHub](#).

Photography

The way in which we use photography is fundamental to the impact of our brand. Effective use of imagery helps our communications stand out as well as creating a consistent look and feel.

Our house style employs real-life, impactful and aspirational photography.

Where possible use full colour imagery. Black and white photography may be appropriate for some campaigns.

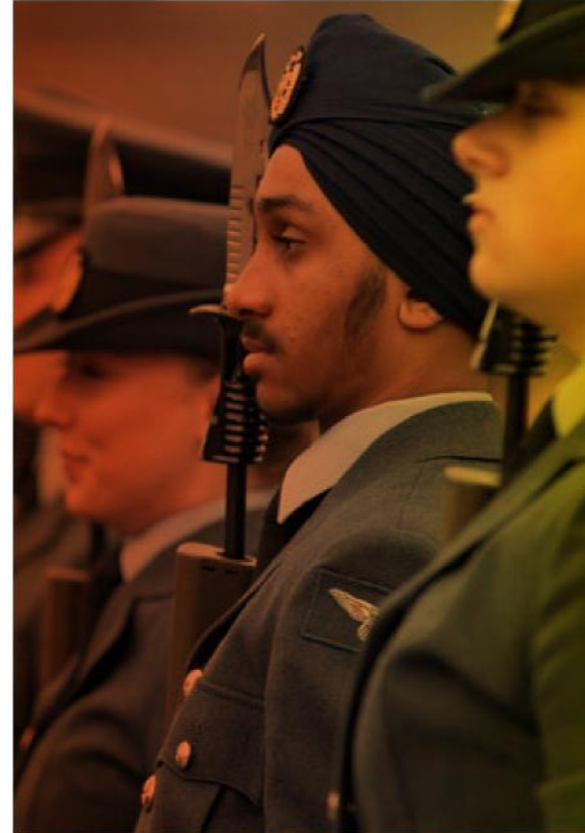
Imagery can be downloaded from our [image library](#). For further guidance on selecting and commissioning photography contact the [Defence imagery admin team](#).



Treated photography

Some imagery may need help to become more dynamic and vibrant, therefore we can treat our photography with a range of colour washes.

This treatment can be used on top of black and white photography (where appropriate) to bring a sense of modernity.



For guidance on our colour wash system, please refer to the full brand guidelines on the [Brand ShareHub](#).

Our design system

Our design system

A vast number of people are responsible for creating the visual elements that make up our brand. They are a diverse mix of individuals with varied experience in creating communications and will use different software to do so.

This tiering system has been developed to create a structure where all design programme capabilities are allowed for. This allows for each piece of collateral to feel like it's part of our brand, regardless of where and who has created it.

For detailed guidance on our tier system, please refer to the full brand guidelines on the [Brand ShareHub](#).

Tier 1

- Any users of Microsoft applications e.g. Word, PowerPoint.

Tier 2

- Internal and external organisations with some in-house design capabilities / third party support.

Tier 3

- External creative agencies.
- Experienced internal creative teams.

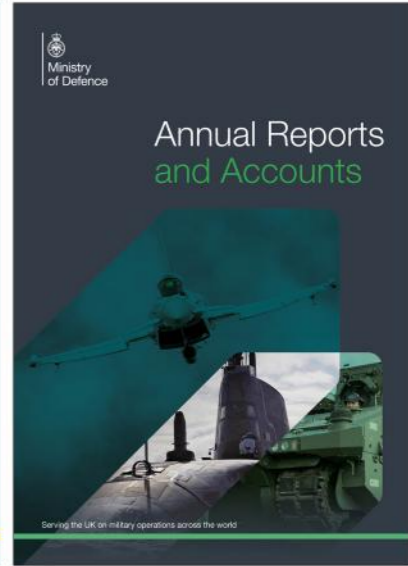
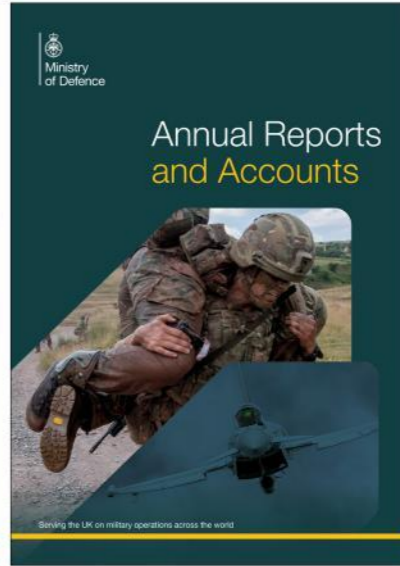
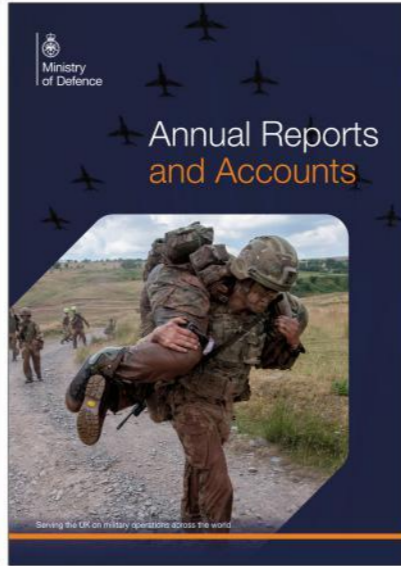
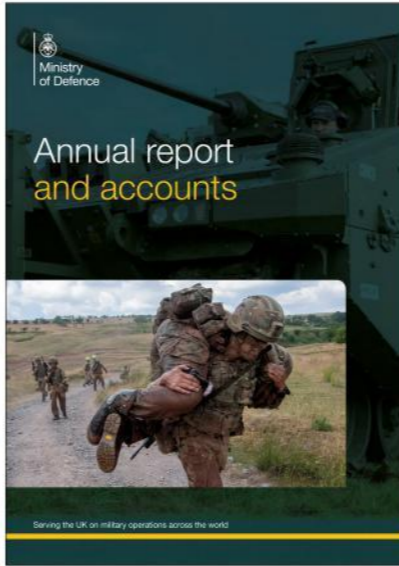
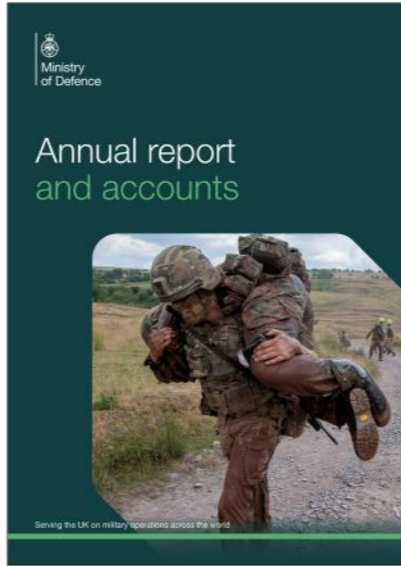
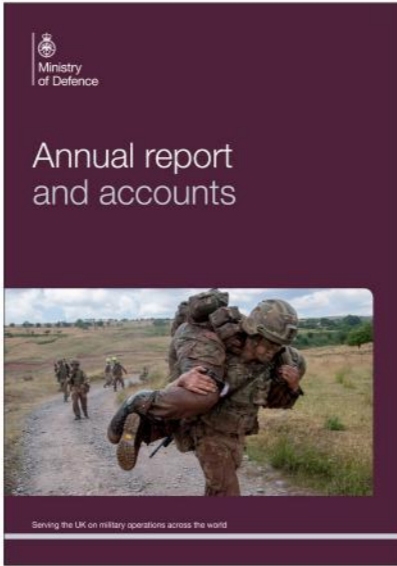
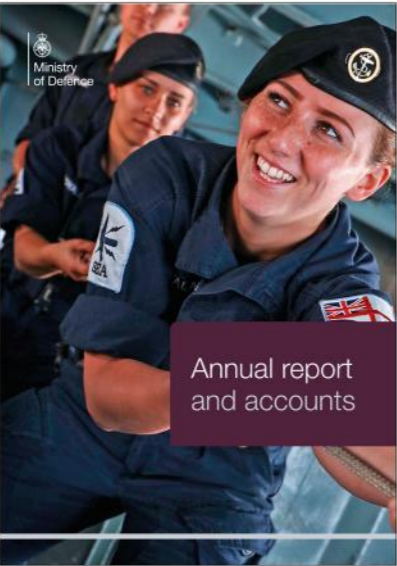
Our design system

The tier system at a glance

Different applications will need varying levels of design, the tier system should be used to select the desired outcome. Simple image placement will sometimes be more appropriate while more complex layered imagery can create depth and interest.

Simple image placement.

Complex layered imagery.



Content box containing text.

Content box containing imagery.

Dynamic arrow containing imagery.

Content box containing imagery with colour washed image in background.

Dynamic arrow containing imagery with colour washed image in background.

Layered dynamic arrow containing two images.

Layered dynamic arrow containing three images.

Tier 1	✓	✓					
Tier 2	✓	✓	✓	✓	✓		
Tier 3	✓	✓	✓	✓	✓	✓	✓

Further information

Contacts and other links

Brand ShareHub

<https://modgovuk.sharepoint.com/sites/DDC-Brand>

Brand Team

mod-brandportal@ddc-mod.org

Ministry of Defence image library

www.defenceimagery.mod.uk

For guidance on commissioning photography

admin@photos.mod.uk

