



ADF BRANDING GUIDELINES

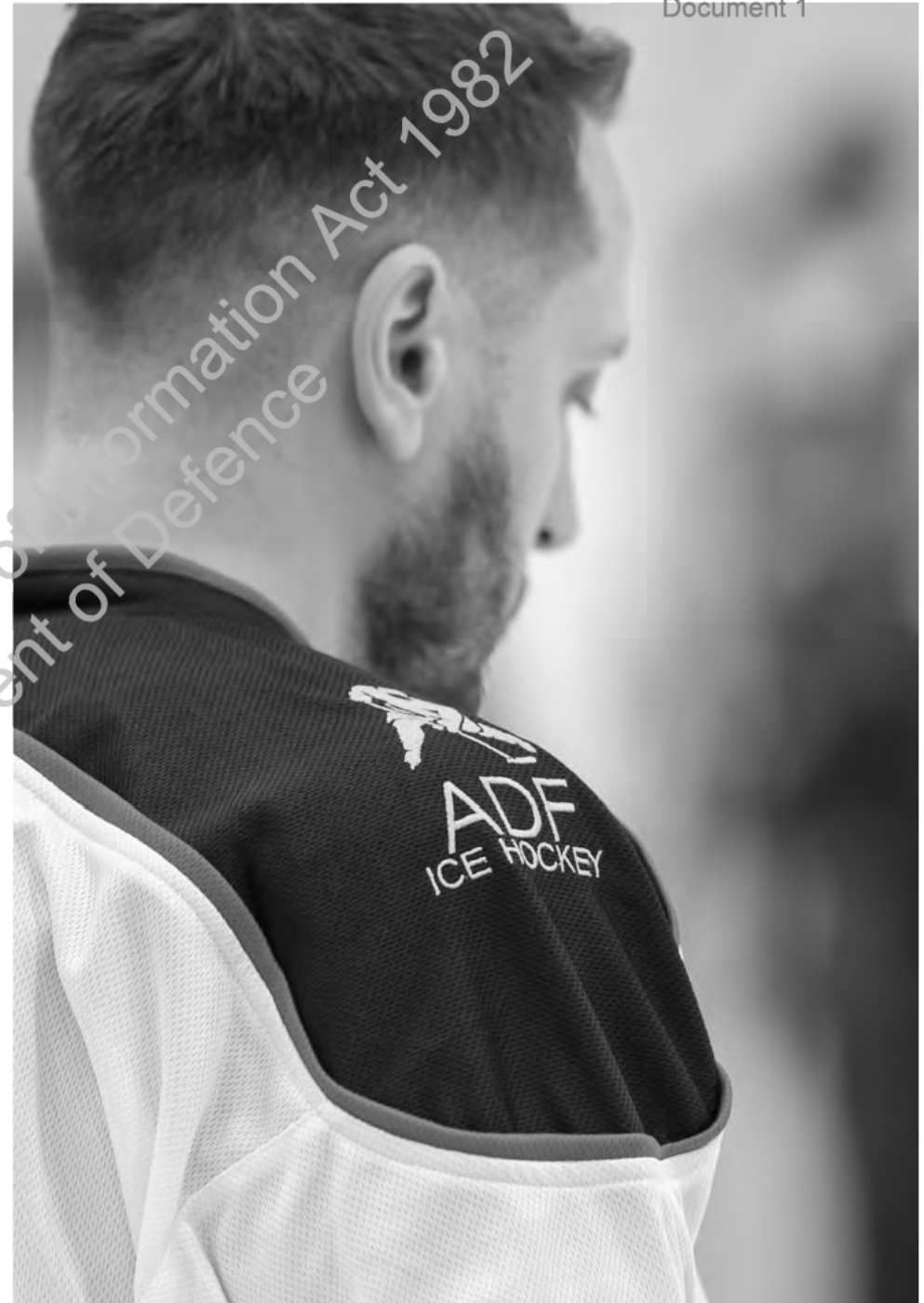
A guide for users of the Australian Defence Force brand



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by the Department of Defence

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Introduction

In Defence the five recognised and distinctive brands of the Department, Australian Defence Force (ADF), Navy, Army, and Air Force serve to reflect who we are, what we do, and what matters most to us.

Our brand is more than just a logo or a promotional tool; it is the public image of the ADF as an integrated organisation. Our brand is representative of the ADF's values, contributions, culture, and traditions.

While the Services of the Navy, Army, and Air Force continue to retain their distinct identities, customs, traditions, and respective brands, the importance of our 'integrated' identity has grown as our degree of interdependence and interoperability increases.

The ADF brand complements our single-Service brands, as it reflects who we are and what can be expected of us.

The ADF Badge and ADF Brandmark are key elements of the ADF identity:

- The ADF Badge is the ceremonial emblem of the ADF
- The ADF Brandmark comprises the ADF Badge, the ADF acronym and the words 'Australian Defence Force' locked-up together as a single image is used on ADF communication material.

The ADF brand uniquely demonstrates our 'integrated' identity. It reflects the combined efforts, strong traditions, and reputation of the ADF as a whole.

The ADF brand promotes the Services of the Navy, Army, and Air Force working together as a capable integrated military force. Adherence to our brand upholds the integrity of the ADF identity and provides consistency in the look and feel of ADF communications and products.

The ADF visual identity comprises:

- ADF Badge
- ADF Brandmark
- ADF Ensign
- ADF badges
- ADF logos
- Colours
- Typography
- Imagery

All new ADF communication material and products are to conform to these principles and be efficiently and professionally produced.



ADF Emblem

In 2000 the Governor-General proclaimed the ADF Ensign an official flag of Australia. In line with good vexillological practice of not displaying text on flags, the ADF Emblem remains the Charge for the ADF Ensign.

Continued use of the ADF Emblem is limited to:

- The ADF Ensign
- ADF shoulder patches
- ADF ball caps.

As the design of ADF shoulder patches is directly connected to the ADF Ensign—and embroidery limitations do not allow for an accurate representation of text within the boomerang—the continued use of the ADF Emblem for ADF shoulder patches and ADF ball caps is appropriate.

Requests to use the ADF Emblem on material apart from these items requires delegate approval.

For additional assistance, contact the ADF Brand Manager.



ADF Ensign



ADF shoulder patches



ADF ball caps

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ADF Badge



While the Navy, Army and Air Force continue to retain their distinct identities, customs, traditions, and respective identities, the importance of recognising and promoting the increased interdependence and interoperability across the Australian Defence Force (ADF), our 'integrated' identity continues to grow.

To promote awareness and recognition of this integration, the ADF Emblem has been modernised and the ADF title added to the design. This new construct is identified as the Australian Defence Force Badge, or the ADF Badge.

The construct of the ADF Badge maintains the traditional symbols representative of the three Services:

- an anchor representing the Navy
- crossed swords representing the Army
- an eagle representing the Air Force.

Our National symbols of the Commonwealth Star and Wreath are positioned directly above the Service emblems, with a boomerang located below the service symbols supporting and unifying them. The title 'Australian Defence Force' has been included to identify the holistic symbolism of the badge and enhance recognition.

The inclusion of our title aligns the ADF Badge with the individual Service badges. This change, while seemingly minor, is essential as we identify and promote the ADF as a unified and integrated entity.

The ADF Badge is the principal identifier of the Australian Defence Force. It is integral to the ADF identity.

The ADF Badge represents the overarching military entity, encompassing the three Services. The ADF Badge takes precedence and prominence over Service emblems when more than one Service is represented.

With various pieces of legislation in place to protect the ADF Badge from misuse it is an offence for an external entity to use it without authorisation from the Minister for Defence or their appointed delegates.

Metallic



Plain



Shadowed



3D

Single colour



Monotone



Gold



Reverse



Silver

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Recognition and legibility



The preferred version of the Australian Defence Force (ADF) Badge to use in the first instance is the 'Metallic' construct.

The simplified colour palette of the metallic version provides enhanced legibility across a broader range of background colours, allowing the ADF to best meet the visual accessibility requirements of our audiences. Using the 'shadowed' option of the badge is recommended as it retains a stylised connection to the ADF Emblem. If required, the 'full colour' version of ADF Badge and ADF Brandmark are only permitted to appear on a white background.

History



1968

The design of a Joint Service Symbol approved by the Chiefs of Staff Committee.



1976

Sealed Patterns of the Joint Service Emblem released.

- Various formats of the emblem are available, including a silver and gold 'metallic' version.



2016

ADF Brand Manual published, introducing the ADF Brandmark.



2023

Introduction of the ADF Badge and redesigned ADF Brandmark.

ADF Brandmark

The ADF Brandmark is displayed on all communication material and products created or endorsed by the ADF, except those created or endorsed by a single service. The ADF Brandmark comprises the ADF Badge, the ADF acronym and the words 'Australian Defence Force' locked-up together as a single image.

Metallic



* The 'shadowed' versions of the ADF Badge have been used for the 'Metallic' examples – use of the 'plain' and '3D' variants in place of the 'shadowed' versions is also appropriate.

Single colour – Monotone



Single colour – Reverse



ADF Badge with stars

The ADF Badge with stars incorporates the 7-pointed Commonwealth Star directly below the badge to identify senior positions within the ADF hierarchy. The number of stars displayed align to the rank of the position being identified. All Star-ranked personnel are entitled to use the ADF Badge with stars.

Stars may be included with all authorised versions of the ADF Badge.



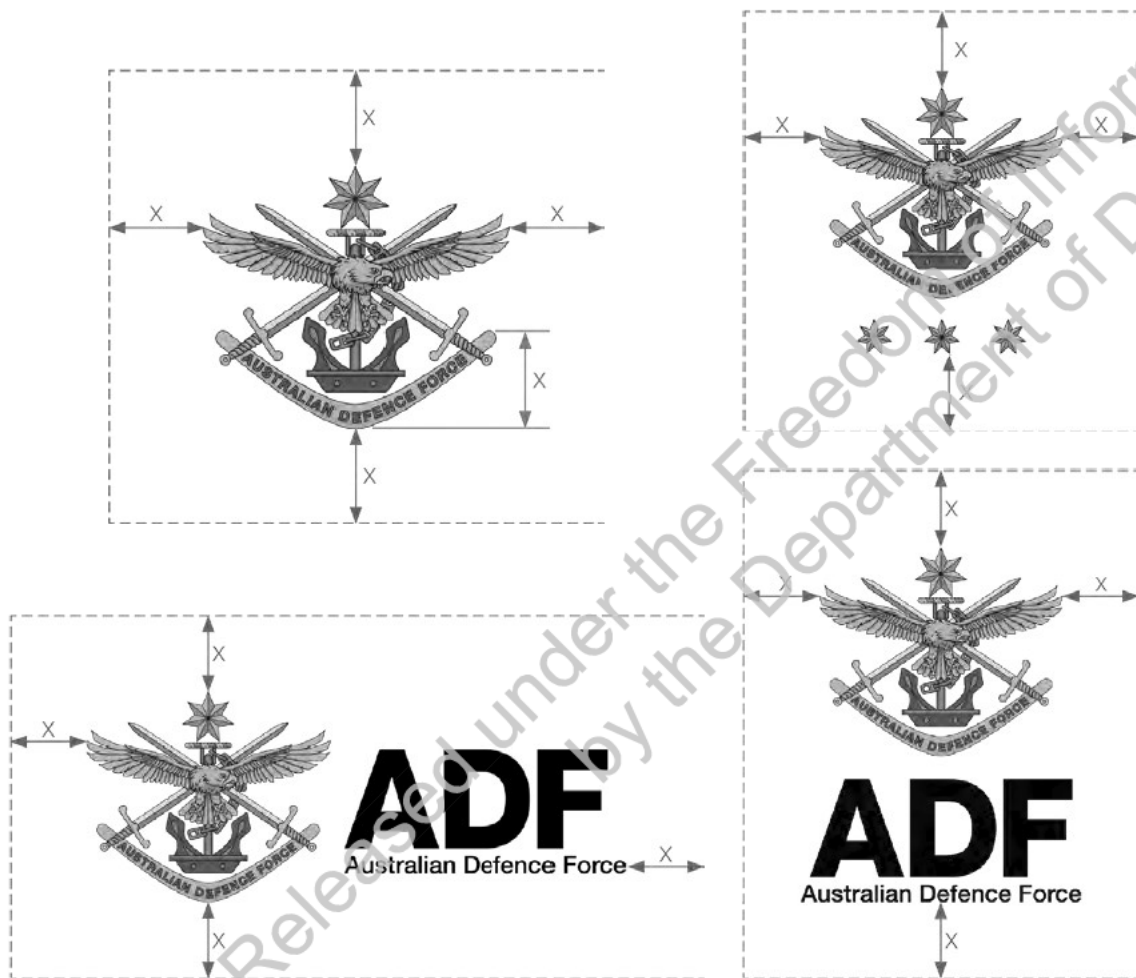
Display principles

The ADF Badge and ADF Brandmark are to be displayed with a minimum amount of clear space surrounding them, clear of any visual element or type. The clear space is indicated by X, which is the vertical height of the boomerang. The X space visually protects the badge and brandmark from interference and obscurity.

To maintain clarity and detail the badge is not to be displayed at a width of less than 20 mm, and no smaller than any other emblems or logos used in association.

Clearspace

Minimum size



Prohibited use



Do not display the 'Full colour' version of the badge on a background other than white.



Do not add embellishments to badges; such as embossing, glows or drop shadows.



Do not display badges with reduced opacity.



Do not distort, stretch, or squash badges.



Do not display badges on an angle.



Do not overlay badges on a photograph or pattern.



Do not confine a badge within a border.



Do not crop badges, display them as a background image, or include as a repeating pattern.



Do not modify, redraw or recolour badges.



Do not display badges on low contrast background colour/s.



Do not use alternative fonts or colours for ADF Brandmark text.



Do not use alternative text layouts for the ADF Brandmark.

ADF badges

Standard construct

Similar to existing Service badges that identify ships, corps and squadrons our ADF badges are used to identify integrated entities using heraldic symbols (Note: The standard surround was introduced in 2016 and some legacy badges have received written authorisation to continue).

ADF badges have a standard surround which comprises a gold Commonwealth Star placed upon a wreath of interwoven gold and blue bands, to represent Australia's states and territories and Australia's

Coat of Arms' livery. Directly below the Commonwealth Star and wreath is an escutcheon (circle-shaped shield) containing the unit's name, 'charge' and, if required, the unit's motto. The escutcheon is surrounded by golden wattle (Acacia pycnantha Benth, Australia's national floral emblem), which encapsulates the spirit of the Australian people and has more recently been used as a symbol of remembrance and reflection. Beneath the escutcheon is a boomerang, which symbolises the desire for a safe return, and a scroll containing the words 'Australian Defence Force'.

The 'charge' within an ADF badge

is designed by the unit and authorised by the VCDF, in accordance with the *ADF Brand Manual*.

ADF badges may be displayed with the ADF Brandmark on unit communications and products in a manner that demonstrates the ADF Brandmark's precedence and prominence.



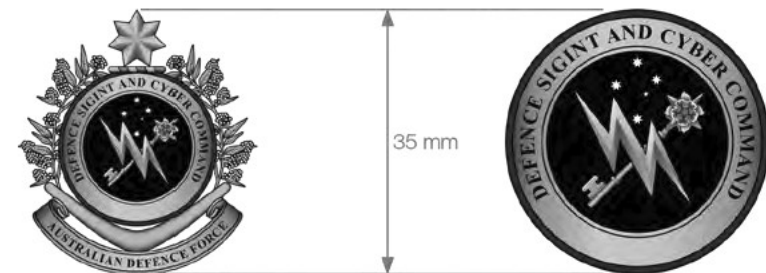
Example of the colour version of the ADF badge for Cyber Operations Division – without motto.



Example of the black and white version of the ADF badge for the Joint Military Police Unit – with motto.

Escutcheon construct

When a unit is required to display their badge below 35 mm in height then it is permissible to use the escutcheon—including the unit name, charge and motto—as a stand-alone element.



The minimum size permissible for displaying the escutcheon construct is 20 mm.

ADF uniform items

ADF members posted or appointed to integrated groups, positions, and operations are permitted to wear an approved ADF shoulder patch and ADF ball cap in accordance with the member's Service dress policy.

ADF shoulder patches and ADF ball caps are protected by legislation and may not be procured or displayed by anyone who is not an ADF member acting in the course of their duties, without written authorisation. Use of unapproved uniform items is illegal.

Individuals and teams that procure and use unauthorised patches and ball caps are in breach of section 83 of the *Defence Act 1903 (Cth)*.

ADF shoulder patch

The standard ADF shoulder patch design replicates the ADF Ensign; with the group or unit name – as an acronym or spelt out in full – identified below the ADF Emblem.

As the ADF shoulder patch is worn on the right sleeve the design is displayed in reverse. This reversal of the design reflects Australian and British flag protocol where the flagpole is considered to be located at the wearer's front.

Groups and ADF entities

All Defence groups have approved shoulder patch designs available for Service personnel appointed or posted to their group.

Identification below group level (e.g. divisions, branches, directorates and their military equivalents) requires group-head approval in addition to that of the VCDF.



Example of the ADF shoulder patch for the Defence Digital Group.



Example of the ADF shoulder patch for Military Legal Training Centre.

ADF entities with an approved ADF badge

ADF entities with an approved ADF badge have the option to use a reversed gold and black version of their charge in place of the ADF Badge. Apart from the inclusion of the unit's charge all other design requirements remain as per the standard ADF shoulder patch.



Example of the ADF shoulder patch for the Defence Force School of Languages displaying the Charge from their approved badge.

ADF ball cap

Eligible Navy and Air Force officers are permitted to include single or double row oak leaves, appropriate to their Service, on the brim of the cap.



Example of the stitching pattern for the ADF Badge as it appears on the ADF ball cap.

Oak leaves

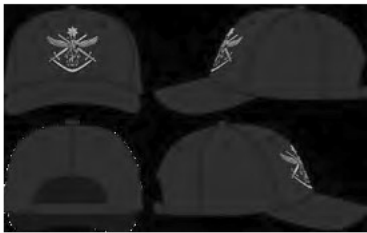
Eligible Navy and Air Force officers are permitted to include single or double row oak leaves, appropriate to their Service, on the brim of the cap.

ADF Ensign

ADF ball cap (continued)

Unit and appointment titles

ADF entities are permitted to include a unit's name or an appointment title at the back of the cap – permission to include a unit name on an ADF ball cap is conditional on group-head and VCDF approval.



Example of the standard ADF ball cap design.



Example of the ADF ball cap design with oak leaves, displaying unit/position title.

ADF entities with an approved ADF badge

ADF entities with an approved ADF badge have the option to use a gold and black version of their charge, with unit title, in place of the ADF Badge on the front of the cap. The ADF Badge is to appear on the left side of the cap.

With the unit title appearing on the front of the cap only position titles can appear on the back of the cap.



Example of the ADF ball cap design for the Joint Proof and Experimental Unit



Example of the ADF ball cap design for the Joint Proof and Experimental Unit, displaying position title.



The ADF Ensign is the official flag of the ADF. It was created by the ADF in 1969 to identify Australian military formations serving in Vietnam that contained more than one Service. In 2000 the Governor-General of Australia proclaimed the ADF Ensign an official flag of Australia under the *Flags Act 1953 (Cth)*.

The Service colour element of the ADF visual identity has been directly derived from the ADF Ensign.

The ADF Ensign is protected by legislation and may not be procured, paraded, flown, or displayed by anyone who is not a Defence member acting in the course of their duties, without written authorisation.



ADF logos

ADF logos are used when identifying ADF sports and special projects.

ADF logos are always displayed with the ADF Brandmark, and in a manner that reflects the ADF Brandmark's precedence and prominence.

The design of ADF logos is to display a consistent look and feel. Having new, and existing, ADF logos adhere to the approved look and feel ensures the ADF brand integrity is maintained.

Each new, or modified, logo is to be authorised by the VCDF, in accordance with the *ADF Brand Manual*.

Design requirements

As ADF logos are displayed with the ADF Brandmark, it is important that they are designed in a manner that is sympathetic of the ADF Badge and do not overwhelm it. ADF logos usually contain an icon and text element; locked up together as a single image in a manner that provides a visual balance between icon and text.



Icon: The icon is a simplified graphical representation of the essence of the sport or special project. Where a human form is required, it is to be simplified and gender neutral. The icon should not include graphical elements that do not accurately represent the sport or special project e.g. shields or chevrons. The icon is to contain the three Service colours.



Text: The text identifies the ADF and the sport or special project name (Note: Special projects without the prefix 'ADF' may use their own acronym in place of ADF). The typography is dark blue uppercase Helvetica Neue LT – Light Extended (ADF acronym) and Extended (lower text). When the icon appears to the left of the text (inline), the text alignment is to be left; whereas when the icon is placed above the text (stacked), the text alignment is to be centred.

Where a sport or special project choose not to include an icon for their logo they are permitted to identify themselves using text alone, either inline or stacked. Text-only logos still require approval from the VCDF prior to use.

For maximum flexibility, each ADF logo is to be produced in four versions:



Where the ability to use colour is limited, the mono version may be displayed in a single colour to achieve maximum contrast against its background.

Typography lockup



Colours



Metallic

The metallic version of the ADF Badge colour palette displays the breakdowns for CMYK, RGB and Hex formats.

	CMYK	● 0	● 14	● 75	● 70
	RGB	● 115	● 102	● 53	
	HEX	736635			
	CMYK	● 0	● 16	● 85	● 50
	RGB	● 160	● 134	● 41	
	HEX	A08629			
	CMYK	● 0	● 17	● 94	● 27
	RGB	● 193	● 160	● 30	
	HEX	C1A01E			
	CMYK	● 2	● 13	● 88	● 14
	RGB	● 207	● 176	● 35	
	HEX	CFB023			
	CMYK	● 2	● 7	● 75	● 17
	RGB	● 202	● 182	● 75	
	HEX	CAB64B			
	CMYK	● 5	● 4	● 73	● 7
	RGB	● 217	● 199	● 86	
	HEX	D9C756			
	CMYK	● 2	● 1	● 45	● 2
	RGB	● 233	● 223	● 151	
	HEX	E9DF97			
	CMYK	● 0	● 0	● 0	● 80
	RGB	● 87	● 87	● 87	
	HEX	575757			
	CMYK	● 0	● 0	● 0	● 58
	RGB	● 134	● 134	● 134	
	HEX	898989			
	CMYK	● 0	● 0	● 0	● 18
	RGB	● 215	● 215	● 215	
	HEX	D7D7D7			





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Colours



Service colours

The ADF and Services colour palette displays the breakdowns for CMYK, RGB and Hex formats.

ADF		CMYK ● 58 ● 92 ● 12 ● 54
		RGB ● 81 ● 40 ● 79
		HEX 51284F
Navy		CMYK ● 100 ● 85 ● 5 ● 36
		RGB ● 0 ● 32 ● 91
		HEX 00205B
Army		CMYK ● 2 ● 100 ● 85 ● 6
		RGB ● 200 ● 16 ● 46
		HEX C8102E
Air Force		CMYK ● 42 ● 7 ● 8 ● 8
		RGB ● 141 ● 185 ● 202
		HEX 8DB9CA

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Typography

The ADF Brand has three fonts available for design and communication tasks. The primary font family is Helvetica Neue, and all of the weights within the family can be used to create a hierarchy. When Helvetica Neue is unavailable Arial is to be used.

Helvetica Neue

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Light

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Light Italic

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Bold

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Bold Italic

Other Helvetica Neue fonts in the family include

Helvetica Neue Ultra Light

Helvetica Neue Ultra Light Italic

Helvetica Neue Thin

Helvetica Neue Thin Italic

Helvetica Neue Roman

Helvetica Neue Italic

Helvetica Neue Extended

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Light Extended

AaBbCcDdEeFfGgHhIiJj
1234567890

Helvetica Neue Extended

For use with ADF logos only

Helvetica Neue Medium

Helvetica Neue Medium Italic

Helvetica Neue Heavy

Helvetica Neue Heavy Italic

Helvetica Neue Black

Helvetica Neue Black Italic

Arial

AaBbCcDdEeFfGgHhIiJj
1234567890

Arial Regular

AaBbCcDdEeFfGgHhIiJj
1234567890

Arial Italic

AaBbCcDdEeFfGgHhIiJj
1234567890

Arial Bold

AaBbCcDdEeFfGgHhIiJj
1234567890

Arial Bold Italic

AaBbCcDdEeFfGgHhIiJj
1234567890

Arial Black

Times New Roman the secondary font, should only be used with existing templates.

AaBbCcDdEeFfGgHhIiJj
1234567890

Times New Roman Regular

AaBbCcDdEeFfGgHhIiJj
1234567890

Times New Roman Italic

AaBbCcDdEeFfGgHhIiJj
1234567890

Times New Roman Bold

AaBbCcDdEeFfGgHhIiJj
1234567890

Times New Roman Bold Italic

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Imagery

Imagery – including photography, audio visual (AV), presentations, drawings, graphs and charts – is a pivotal tool for communicating the ADF brand and connecting with our various audiences, and requires careful consideration.

Photography and audio visual

Photos and AV files used as part of the ADF visual identity should reflect the Services working together as an integrated force, with members as the focus. Wherever possible the imagery should include members from all three Services, and reflect gender and ethnic diversity and complement the subject matter.

When sourcing imagery look to use files that do not include corporate brands, security passes, non-issued equipment or clothing, incorrect dress, or poor work health and safety practices. No matter the imagery you select always ensure that operational security is maintained.

The preferred avenue for acquiring imagery and videos is to access the **Defence Image Library** for AV. The files sourced from these sites are owned by Defence, cleared for public release, and comply with Defence policies and guidelines.



Official portraits

ADF personnel posted or assigned to an integrated position who require an official portrait must use the ADF Ensign when a flag is required. Use of the ADF Ensign identifies the subject as working in the integrated environment.

To request official portrait, email Digital Media on digital.media@defence.gov.au

Presentations, drawings, graphs and charts

When developing presentations the use of appropriate templates, Defence or ADF, is dependent not only on the team presenting but also the target audience. Templates for Defence presentations are located under Defence branding and templates for ADF presentations are located under ADF Branding.

Presentations, drawings, graphs or charts produced by Defence personnel are the intellectual property of the department and should be treated appropriately.

Use of imagery obtained from avenues other than the identified Defence sources must meet all appropriate copyright requirements, including payment and recognition of ownership, prior to use.

Defence imagery and videos cannot be used for commercial purposes without authority.

ADF column

The identifier on ADF communication material is the tri-Service column. The column identifies the strength and support provided by the ADF when working in unison.

The tri-Service column displays the individual Service colours within the ADF purple—identifying the three Services working within an integrated domain. The coloured elements are separate from each other to identify that, while they are all elements in the integrated ADF environment, each Service is a unique entity in itself and is recognised as such.

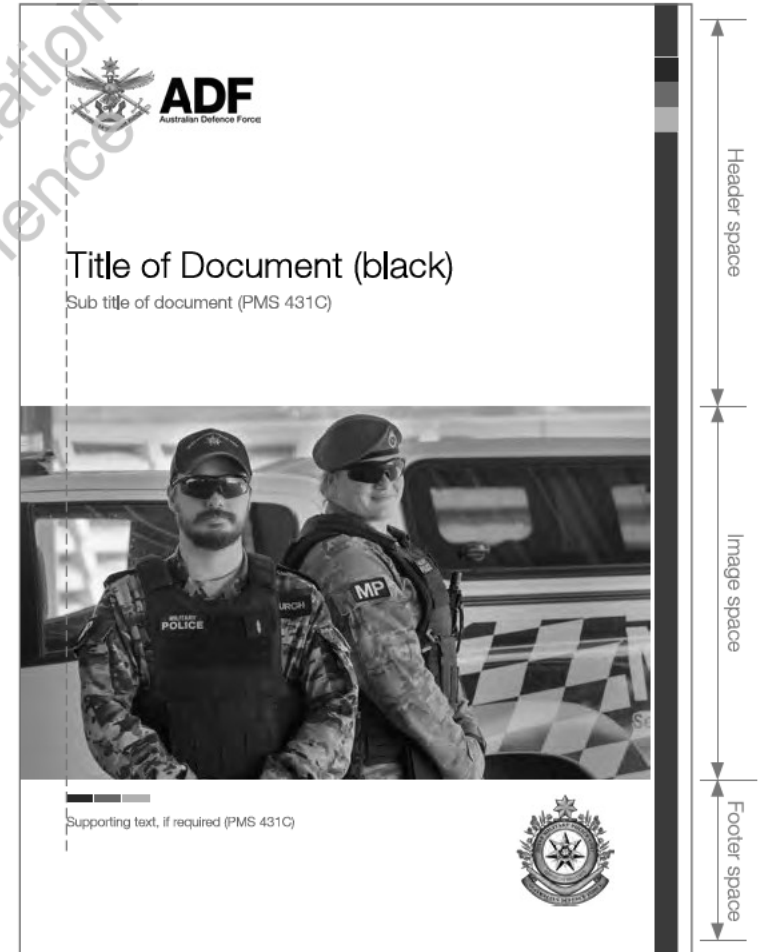
Ribbon bar



The ribbon bar is reminiscent of the ribbons worn on our uniforms, and again reflects the three Service colours from left to right in order of seniority.

Design structure

The ADF Brandmark is displayed with the position of primacy in the header space.



The ribbon bar is located in the footer space

The ADF Brandmark, titles, ribbon bar and supporting text are to align left or centred. They are not to align right

Co-branding is to align with the top of the ribbon bar and be scaled so as not to appear dominant to the ADF Brandmark

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Alternate layout constructs

The following are some examples constructed using the primary ADF Brand elements. Alternate layouts may also be suitable, for clarification on new constructs contact ADF branding.



ADF sports uniforms

ADF sports should wear tri-Service coloured clothing that is dark blue, red, and light blue domestically, and green and gold when attending international competitions. The ADF Brandmark must appear on the front of the uniform in a place of prominence, preferably on the left breast.

ADF sports may display an authorised ADF logo with the ADF Brandmark on clothing, communication material and gifts in a manner that reflects the ADF Brandmark's precedence and prominence.



When displaying the brandmark on a dark background ensure the reverse version of the brandmark is used, not the monotone.



Design guidelines for international sporting uniforms

The approved options for displaying the ADF Brandmark on our international uniforms are:

- The metallic version, or
 - Green for predominantly gold uniforms, using the monotone version of the ADF Brandmark. **Note:** Use of the ADF Brandmark in green is only permitted for international sporting uniforms which include green and gold in their design.

- Gold for predominantly green uniforms, using the reverse ADF Brandmark.



For white uniforms it is also permissible to replace the metallic version of the brandmark with green or black versions using the monotone ADF Brandmark. Gold should not be used due to its low contrast with white.

Note: The shirt images used are for display purposes and to demonstrate how the ADF Brandmark should appear. Alternate uniform designs, which adhere to the colour principles of the *ADF Brand Manual*, are permitted. For any queries regarding the display of the ADF Brandmark contact the ADF Brand Manager.

ADF sports logos

ADF sports logos should reflect the restrictions of the ADF Brandmark.

When an ADF logo is displayed on a Service-coloured background the option to 'reverse' the corresponding colour of the logo, rather than using the monotone logo, is permitted.



If you require a reversed or modified option of your sports logo contact the ADF Brand Manager.

Marketing products

Marketing products are items used to identify/promote ADF initiatives, ADF entities and ADF capabilities. Marketing products include, but are not limited to:

- flyers
- posters
- awards, including certificates
- banners
- clothing, including head wear
- stationery – pens, pads, desk accessories
- corporate/executive accessories
- coins/medallions
- pins/badges
- toys, including stress balls
- sporting equipment
- confectionery.

All marketing material produced for an integrated entity must identify the ADF in their products design using the ADF Brandmark where possible. On smaller items, where space is limited, the words 'Australian Defence Force' or the acronym 'ADF' may be used without the inclusion of the ADF Badge.

When producing items that display an ADF emblem the final product must be of a high quality and professional standard. The dignity and integrity of the ADF emblems displayed must not be compromised.



Prohibited items

ADF emblems cannot be used on material that is disrespectful, promotes inappropriate behaviour or the consumption of alcohol or other substances.

These restrictions relate to all alcohol associated products, including premium glass, crystal and pewter ware.

Unit branding

Integrated units with approved badges may include their badge on promotional material. All promotional material displaying a unit badge must also include the ADF Brandmark on the product in a manner that reflects the ADF Brandmark's precedence and prominence.

Exceptions

Integrated units are permitted to use their approved ADF badge without the ADF Brandmark on material which recognises the internal achievements of team members, and where the primary audience is personnel from the unit. Items include material such as recognition awards and trophies. The authorising signatory must be a senior member of the unit, preferably the Commanding Officer.

ADF units located within a non-Service hierarchy, such as Capability Acquisition and Sustainment Group, must adhere to appropriate Defence branding guidelines when developing awards and trophies.



Co-branding the ADF Brandmark

The ADF Brandmark is an integral element of the ADF brand identity and reflects Australian Government authority. It is not to be used to promote, or identify an association with, external entities without the written approval of the VCDF.

Department of Defence brand and logo. The Defence brand is the primary brand of the department. When used the Defence brand is representative of all elements within the department, Service and civilian.

Unless the material being produced requires identification of the Defence diarchy the Department of Defence logo and the ADF Brandmark/Badge should not appear together on marketing material. The ADF Brandmark/Badge cannot be displayed on Defence branded material without VCDF approval.

ADF or multi-Service event or team. Entities within the ADF Headquarters (HQ) structure must adhere to the ADF brand. Entities located external to the ADF HQ structure must adhere to the appropriate Group or Defence brand guidelines.

Combined ADF and APS event or team. The preference is to use Defence branding to identify and promote the whole-of-Defence – One Defence – composition of the event or team.

However, where a joint team of ADF and Australian Public Service personnel are representing or promoting the capabilities of an ADF HQ entity it is appropriate to use the ADF Brandmark.



Front

Reverse options

Service badges. The three Service badges are permitted to appear individually with the ADF Brandmark on marketing material.

If the ADF Emblem is required for use with a memorial then it should appear with all three Service badges, or as a standalone image.

ADF badges and logos. The ADF Brandmark may be used in conjunction with approved ADF badges and logos.

Industry. Co-branding a joint Service emblem—brandmark, badge or logo—with an external entity's logo is not appropriate where Defence has entered into a contractual or fee-for-service arrangement.

Where the ADF provides support to an event or organisation it may be appropriate to recognise ADF's contribution by displaying the ADF Brandmark in a manner that identifies the relationship and our contribution. In these instances permission to use the ADF Brandmark must be sought from the ADF Brand Manager. If use of the ADF Brandmark is approved then a statement that accurately describes the nature of the relationship – for example 'static display provided by' or 'proudly supported by' – must appear in close proximity to the ADF Brandmark on the communication material.

Protections and applications

Legal protections

Defence emblems and flags are protected under section 83 of the *Defence Act 1903* (Cth) and the *Trade Marks Act 1995* (Cth). Many of them are also protected internationally by agreements and conventions. Defence-related words and letters are protected under the *Defence Regulations 2016*. Therefore anyone seeking to use a Defence emblem, flag, words or group of letters; requires written authorisation from the Minister for Defence, or someone authorised by the Minister, to do so.

Applications and enquiries

All applications and enquiries relating to ADF emblems or the ADF brand, should be directed to:

ADF Brand Manager

s47E(d) [redacted]@defence.gov.au

Other contacts

Defence Brand

s47E(d) [redacted]@defence.gov.au

Navy Brand

s47E(d) [redacted]@defence.gov.au

Army Brand

s47E(d) [redacted]@defence.gov.au

Air Force Brand

s47E(d) [redacted]@defence.gov.au

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Glossary

Australian Defence Force (ADF) encompasses the armed services of the Royal Australian Navy, Australian Army, and Royal Australian Air Force.

ADF Badge is the official ceremonial symbol displayed when identifying the ADF in its entirety.

ADF badge refers to a Defence emblem which identifies an integrated unit.

ADF Brandmark comprises the ADF Badge, the ADF acronym and the words 'Australian Defence Force' locked-up together as a single image.

ADF emblem includes the ADF Badge, ADF Brandmark, ADF badges, and ADF sports logos, all of which are Defence emblems.

ADF Emblem is an official joint-Service ceremonial emblem of the ADF, displayed on the ADF Ensign and uniform items.

ADF logo refers to a emblem that identifies an ADF sport or special project.

ADF unit is an integrated entity with a Commanding Officer.

Charge is the unique device designed to present an ADF unit.

Co-branding means the adjacent display of emblems or logos, the placement of which may imply an association between the two.

Commanding Officer means an officer appointed command under section 5 of the Defence Force Discipline Act 1982 (Cth), and for this purpose is at least officer rank O-5 equivalence.

Defence means the Department of Defence and the ADF.

Defence emblem as defined in section 83 of the *Defence Act 1903 (Cth)* means an emblem of the ADF or an arm of the ADF and includes a badge, a regimental or other similar distinctive mark, an armband or an accoutrement.

Department of Defence refers to non-Service elements of Defence.

Integrated describes activities, operations, and entities in which elements of at least two Services participate.

Logo is an emblem identifying an entity, or a symbol used for promotional purposes.

Service means either the Royal Australian Navy, Australian Army, or Royal Australian Air Force.

Sub-branding refers to the adjacent display of emblems or logos of an identity within an overarching entity.

Tri-Service refers to the participation of all three Services and is included within the definition of integrated.