



The Royal Australian Air Force
Visual Identity Guidelines

A guide to producing consistent and effective visual communications

AIR FORCE



Released under the Freedom of Information Act 1982
by the Department of Defence

Foreword



CHIEF OF AIR FORCE

Since the initial introduction of our brand concept it has been recognised that for Air Force to distinguish itself in an increasingly competitive global market we need to refresh our existing brand and reinforce Air Force in the eyes of the world.

With this brand rejuvenation process complete, we now have a strengthened Air Force brand strategy that provides the framework for Air Force communication material. At the same time we have created a brand that embodies Air Force's unique characteristics and values and makes all of Air Force proud.

Our brand is our most valuable asset. I ask you to embrace, support and promote our new branding to ensure we deliver a consistent message to our consumers and stakeholders worldwide.

s22

Mark Binskin, AO
Air Marshal
Chief of Air Force



How to use these guidelines

Contents

These Air Force Visual Identity Guidelines outline the correct application and usage of logos, graphic elements, corporate colours and typefaces across the Air Force's communication materials. It is essential reading for anyone who intends to use any of the Air Force identities in the preparation of visual communications.

Design templates and a digital copy of the guidelines are provided on the enclosed DVD and CD-Rom – if either of the discs are missing please contact the Air Force Brand Manager - [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au)

Disc 1 – Internal Use: A range of Word templates including; newsletters, brochures, CD and DVD covers and labels together with, Air Force logos and badges, graphic elements and PowerPoint presentations. These files are for internal Air Force use when professional graphic design services are not required or unavailable.

Word is word-processing software, with only basic design and page layout capabilities. Please refer to section 5 for various word templates.

Disc 2 – External Use: A range of InDesign templates including; A4 and A5 brochures, newsletters and DL brochures, CD and DVD labels and covers, and folder covers and spine. Large format printing InDesign files are also available for tent signage, pop up banners, lecterns and display boards. These files are for use when professional graphic design services are required. **You will not be able to open these files on your computer unless you have CS3 InDesign software installed on your system.**

The InDesign templates comprise sample layouts, set as master pages with style-sheets for paragraphs and character styles for font usage, and grids for image placement. **Always ensure that these templates are provided to professional graphic designers, with a copy of the Visual Identity Guidelines, when commissioning visual communications material.**

If the information contained in these Visual Identity Guidelines does not meet your visual communication needs, you may apply to the RAAF Brand Manager, [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au) to produce customised material. You must allow a minimum of ten (10) working days for your application to be processed.

1. Air Force Visual Identity	7
1.1 Introduction	9
1.2 Air Force identity	10
1.3 Air Force Values	11
2. Logos and Badges	13
2.1 Badge, Roundel and logo history	15
2.2 Other Defence identities	18
2.3 Air Force Logo	19
2.4 RAAF Roundel	21
2.5 RAAF Badge	23
2.6 Which logo or badge?	25
2.7 Unacceptable brand use	27
2.8 Which badge or logo file to use?	29
2.9 Badge and badge design	30
3. Visual Identity Elements	31
3.1 Layout elements	33
3.2 Size and positioning	35
3.3 Supporting graphics	36
3.4 Corporate colours	39
3.5 Corporate fonts	40
3.6 Imagery selection and placement	43
3.7 Examples of publications	44
4. Air Force Brand and Imagery Protocols	45
4.1 Approval procedures and contacts	47
4.2 Use of Air Force identities	49
4.3 Imagery protocols	50
4.4 Imagery – copyright and commercial use	52
4.5 Imagery – PR or media use	53
4.6 Prohibited words and letters	55
4.7 Considerations prior to approval	56
5. Internal Communications	57
5.1 PowerPoint presentations	59
5.2 PowerPoint template variations	61



5.3	Word newsletter template	64
5.4	Word A4 document template	65
5.5	Word A4 cover document template	66
5.6	Word A4 cover document template options	68
5.7	Word A4 flyer template	71
5.8	Word DL brochure templates	72
5.9	Word CD covers	75
5.10	CD and DVD labels	76
5.11	Word DVD covers	78
5.12	Word folder cover and spine templates	80
5.13	Air Force on-line media	81
5.14	Air Force in words	84
6.	External Communications	87
6.1	Graphic design – A4 brochures	89
6.2	Graphic design – A5 brochures	94
6.3	Graphic design – DL brochures	97
6.4	Graphic design – Newsletter	101
6.5	Graphic design – CD and DVD covers and labels	103
6.6	Graphic design – PowerPoint Presentations	105
6.7	Graphic design – Folder cover and spine	109
6.8	Design guidelines	110
7.	Promotional Material	111
7.1	Large format – Banners	113
7.2	Large format – Lecterns	116
7.3	Large format – Tent signage	117
7.4	Large format – Display boards	118
7.5	Promotional Stationery	119
7.6	A3 posters	121
7.7	A5 flyers	122
7.8	A5 marketing items	123
7.9	Air Force Assets	124
7.10	Merchandise	125
8.	Publishing	127
8.1	Paper stock / binding	129
8.2	Professional printing requirements	130
8.3	Glossary	131

Released under the Freedom of Information Act 1982
by the Department of Defence



1

Air Force Visual Identity

1.1 Introduction

A readily identifiable image is a major asset for any organisation; it must be carefully developed and protected so that it can achieve, and maintain its maximum worth.

These Air Force Visual Identity Guidelines have been created to ensure the integrity of the Air Force's corporate identity, so that we always remain true to our brand, and the people and services we represent.

Ignore your identity and your audience will determine your image for you. How an organisation appears, the visual expression of its identity, determine in large measure how the organisation is valued by its people, stakeholders and the community.

While the brand is broader than marketing campaigns – and includes our values and behaviours – how we deliver the brand message in our communications is crucial to the image of Air Force.

A brand that differentiates Air Force's position and strengthens the emotional appeal of our image is a powerful marketing tool. The strength of the Air Force brand however relies on delivering a consistent and professional look and feel across all communications.

The way that we apply the brand across all of our communication mediums is captured in the following guidelines. These guidelines provide a clear rationale, direction and specifications for all stakeholders, to protect and further enhance the value of the Air Force brand.

Released under the Freedom of Information Act 1982
by the Department of Defence

1.2 Air Force identity

Air Force has several specific brand identities. These identities must be displayed on all internal and external communication material.

The Air Force is a complex organisation and is comprised of Force Element Groups (FEGs), Squadrons, Wings and Units. Sometimes they all need to be represented as individuals without losing the Air Force One Team identity.

The design for the Air Force Visual Identity Guidelines has been developed to incorporate all the Air Force collective and individual requirements. This framework has been embedded into the look and feel of the design.

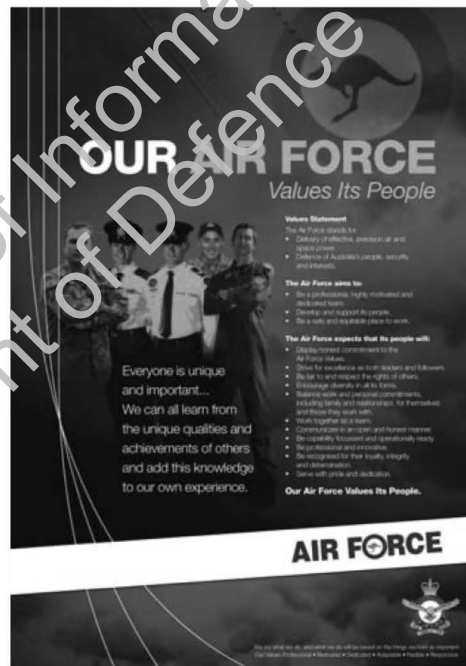
Each element, colour or texture in the design has been chosen specifically to reflect our heritage, values, assets and people – the Air Force Team.

- RAAF Badge:** Is the RAAF's official badge and is used to retain our historical identity.
- Air Force Logo:** Is the logo that is used as the public face of the RAAF. It is readily identifiable as it incorporates both the words Air Force and the emotive symbol of the RAAF Roundel.
- Dark clouds:** Represents the atmosphere where aircraft fly with a modern look.
- RAAF Roundel:** The symbol that is featured on all RAAF aircraft since 1956.
- Angle of black lines:** To replicate take off.
- Flight paths:** To represent aircraft vapour trails.
- Dark blue:** Represents the uniform/people of the Air Force.
- Steel texture:** Represents the aircraft assets.



1.3 Air Force Values

Values are those things which we hold as important - those things that we strive for. Our values are designed to provide us with some meaning to reflect upon - a picture of the way in which we do things, for example how we treat each other and the way in which we function together as a modern-day Air Force. This helps us to build our identity and our sense of belonging and hence to define our culture. In essence, this is what culture is - our approach or style. Our culture is our expression of our values. There are six Air Force Values. They are Professional, Motivated, Dedicated, Adaptable, Flexible and Responsive.



Airman's Code

Whether we are enlisted or commissioned, aircrew or non-aircrew, male or female; we are all Australian Airmen.

In adopting the Airman's Code, we acknowledge the amazing efforts of all our people - past, present and future - in contributing to the delivery of air power and making the Royal Australian Air Force one of the best in the world.

The Airman's Code is in celebration of this common identity - a statement that affirms what it means to be an Airman in the Air Force today.



2

Logos and Badges

Released under the Freedom of Information Act 1982 by the Department of Defence



2

Logos and Badges

2.1 Badge, Roundel and Logo history

Air Force has three readily identifiable logos or corporate images – the RAAF Badge, the RAAF Roundel and the Air Force Logo, which uses the roundel in the wording of 'Air Force', and is utilised primarily as our 'public image'. This formulates three identities which represent the Royal Australian Air Force nationally and internationally and are copyright protected under the Defence Act 1903, the Trade Marks Act 1995 and the Chester Herald 1939.

AIR FORCE

Air Force Logo

On 20 December 2004 the Chief of Air Force formally standardised the Royal Australian Air Force's public 'signature' logo format – a combination of the RAAF Roundel as the 'O' within the customised logo and the text of Air Force in the Air Force blue colour. This logotype format is akin to a handwritten signature or signature block and is commonly referred to as the public face of the Royal Australian Air Force. The RAAF Roundel is recognised worldwide as Australian, and within the wording 'Air Force' is readily recognisable on a variety of general promotional material, publications and displays.



RAAF Roundel

The current version of the RAAF Roundel was formally adopted on 2 July 1956. The roundel exists of a white inner circle with a red kangaroo in motion surrounded by a blue circle. The kangaroo always faces left, except when used on aircraft or vehicles, when the kangaroo should always face the front.

When the Royal Australian Air Force was formed on 31 March 1921, it adopted the existing red, white and blue roundel of the Royal Air Force to identify its aircraft. However during World War II the inner red circle was removed when an 11 Squadron Catlina was mistaken for a Japanese aircraft by a US Navy Wildcat in the Pacific Theatre. After the war several versions were proposed including the Southern Cross, a boomerang, a sprig of wattle and the red kangaroo in motion. Because of the kangaroo, the RAAF Roundel is readily recognised worldwide as the Australian Air Force and has been displayed with pride ever since.

RAAF Badge

The RAAF Badge design was accepted by the Chester Herald, John Heaton-Armstrong, in 1939. The badge features a circle inscribed with the words "Royal Australian Air Force" and ensigned with the Imperial Crown, in front is a Wedge-tailed Eagle in flight. Beneath the circle is a separate scroll with the Latin motto: "Per Ardua Ad Astra".



The motto was derived from Sir Henry Rider Haggard's famous novel, "The People of the Mist" and was selected and approved as a motto for the Royal Flying Corps on 15 March 1913 and remains with the RAF today. In 1929 the Royal Australian Air Force decided to adopt it too. Although no specific record of the translation exists, many slight variations on the signed version were used since 1929, with the Chief of Air Force formally accepting the meaning: "Through Struggle to the Stars" in January 2002.

Note: Internally many RAAF Units also have their own badge, some dating back to the 1920s and 30s. These have been formally designed, approved, Sovereign signed and registered, copyright restrictions and standard use formats also apply to them. Although not shown in this guide, users should treat Unit badges with the same protocols as the RAAF Badge.

The Tudor Crown and the St Edward's Crown

The Tudor Crown (miscalled the King's Crown) has a rounded top. It was introduced by Edward VII in about 1902 and was in use until the accession of Elizabeth II in 1953 when it was replaced by the St. Edwards crown. There is no "Tudor Crown" in real life. It is only an approved design, possibly based on Queen Victoria's small diamond crown.

St Edward's Crown (miscalled the Queen's Crown). This is similar to the State Crown of Queen Victoria's time, but with a much more pronounced dip in the centre of the top. It is the crown used for all coronations from King Charles II onwards (including the coronation of Kings). All monarchs wear the State Crown and the St Edward's Crown at different times.



RAAF Ensign

The design of the Royal Australian Air Force Ensign was approved by King George VI in 1948 and formally adopted in Australia in 1949. Previously, the ensign of the British Royal Air Force had been used. The Australian ensign differed from the British ensign by the addition of the Southern Cross and Commonwealth Star. A red kangaroo 'in motion' had replaced the red inner circle of the RAF roundel in 1956, to create a distinctive national emblem for identifying RAAF aircraft, and this roundel was also adopted on the Australian ensign in 1982.

This effectively makes the Ensign the Battle Ensign of the RAAF. Accordingly, the Ensign is always to be treated with the dignity and respect befitting the proud history of the RAAF. It is flown at all Air Force establishments and paraded at ceremonies, and signifies the bond of service.

2.2 Other Defence identities

Defence has five identities. Four Service identities that co-exist – Navy, Army, Air Force Badges and the Australian Defence Force (ADF) Emblem, the fifth identity being the Australian Coat of Arms which is the whole-of-Defence brand.



Australian Government
Department of Defence



In July 2003 the Government standardised branding across all Australian Government departments, by using the Coat of Arms and text “Australian Government” in association with the departmental or agency name. This decision affects all Groups within the Department of Defence. However, the four Service Badges and all official military emblems (eg Base and Unit Badges, RAAF Roundel etc), are exempt.

Co-branding with the Australian Government / Defence corporate identity is not permitted to be used on any Air Force material, (including publications, business cards, website etc) unless absolutely necessary and will be considered on a case by case basis, approved only by Air Force Communication and Reputation Management within Directorate of Coordination – Air Force.

When it is appropriate for the three Service identities to be displayed, for example on Service memorials, the order of appearance for the badges should be Navy, Army and Air Force. When all three Services are represented as a whole, then the appropriate logo is the ADF logo. When the entire Department of Defence is represented including service personnel and civilians then the Departmental logo should be used.

2.3 Air Force Logo

Refer to Disc 1 – Logos and Badges – Air Force Logo

AIR FORCE

Logo overview

The Air Force Logo consists of two elements: the logo in the Air Force blue and the RAAF roundel. These elements always appear in a fixed size and position relationship. However when the logo must be used on a background other than white it may be edged with a white keyline, allowing for clearer definition.

The logo must be used as supplied, and must not be changed or altered in any way. When resizing the logo ensure that correct aspect ratios/proportions are maintained so that no distortion of the image occurs.

Colour

The logo should always be applied in full colour on a white background. Where reproduction methods are restricted to black only, the logo must be used as black on a white background (eg: mono advertising, fax templates).



Air Force blue
PMS 295 C

C = 100
M = 57
Y = 0
K = 40

R = 0
G = 69
B = 124

Web safe #00477C



Air Force red
PMS 186 C

C = 0
M = 100
Y = 81
K = 4

R = 227
G = 25
B = 55

Web safe #E31937

Monotone logos

If the logo has to be reproduced in a single colour only, the following colours are acceptable: Air Force blue (Pantone PMS 295), Air Force gunmetal grey (Pantone PMS 432), Air Force grey (Pantone PMS 429) or Air Force royal blue (Pantone PMS 288), white and black, depending on the appropriate background. The inner circle of the roundel appears on white. No other colour versions are acceptable.



AIR FORCE



Air Force blue
PMS 295 C

C = 100	R = 0	Web safe #
M = 57	G = 69	00477C
Y = 0	B = 124	
K = 40		

AIR FORCE



Air Force gunmetal grey
PMS 432 C

C = 23	R = 69	Web safe #
M = 2	G = 85	455560
Y = 0	B = 96	
K = 77		

AIR FORCE



Air Force grey
PMS 429 C

C = 3	R = 176	Web safe #
M = 0	G = 183	B0B7BB
Y = 0	B = 187	
K = 32		

AIR FORCE



Air Force royal Blue
PMS 288 C

C = 100	R = 0	Web safe #
M = 67	G = 75	004B8D
Y = 0	B = 141	
K = 23		

Monotone white logo on black or dark background

On a solid black or dark coloured background the reverse of the monotone logo may be used. The colour version of this logo may not be reversed. NOTE: All other monotone versions must have white inner circles.



Minimum size

Please note, the minimum size of the Air Force Logo must be no smaller than 7mm high (measured from the height of the roundel).



Clear space requirements

The clear space distance is equal to half the diameter of the inner circle of the roundel.



2.4 RAAF Roundel

Refer to Disc 1 – Logos and Badges – RAAF Roundel

RAAF Roundel overview

The RAAF Roundel consists of three elements: the kangaroo and a white inner circle surrounded by a blue circle. These elements always appear in a fixed size and position relationship. However when the roundel must be used on a background other than white it may be edged with a white keyline, allowing for clearer definition.

The roundel is not to be used in isolation on any external promotional material. The public does not recognise it as readily as internal Air Force members. However, it can be used internally as a supporting design element if necessary.

The roundel must be used as supplied, and must not be changed or altered in any way. When resizing the roundel ensure that correct aspect ratios/proportions are maintained so that no distortion of the image occurs.

Colour

The roundel should always be applied in full colour on a white background. Where reproduction methods are restricted to black only, the logo must be used as black on a white background (eg: mono advertising).



Air Force blue
PMS 295 C

C = 100	R = 0	Web safe #
M = 57	G = 69	00477C
Y = 0	B = 124	
K = 40		



Air Force red
PMS 186 C

C = 0	R = 227	Web safe #
M = 100	G = 25	E31937
Y = 81	B = 55	
K = 4		

Monotone RAAF Roundel

If the roundel has to be reproduced in a single colour only, the following colours are acceptable: Air Force blue (Pantone PMS 295), Air Force gunmetal grey (Pantone PMS 432), Air Force grey (Pantone PMS 429) or Air Force Royal blue (Pantone PMS 288), white and black, depending on the appropriate background. The inner circle of the roundel appears in white. No other colour versions are acceptable.



Air Force blue
PMS 295 C

C = 100
M = 57
Y = 0
K = 40

R = 0
G = 69
B = 124

Web safe #
00477C



Air Force Gunmetal grey
PMS 432 C

C = 23
M = 2
Y = 0
K = 77

R = 69
G = 85
B = 96

Web safe #
455560



Air Force grey
PMS 429 C

C = 3
M = 0
Y = 0
K = 32

R = 176
G = 183
B = 187

Web safe #
B0B7BB



Air Force royal blue
PMS 288 C

C = 100
M = 67
Y = 0
K = 23

R = 0
G = 75
B = 141

Web safe #
004B8D

Monotone RAAF Roundel on black or dark background

On a solid black or dark coloured background the reverse of the monotone roundel may be used. The colour logo may not be reversed. NOTE: All other monotone versions must have white inner circles.



Minimum size

Please note, the minimum size of the roundel must be no smaller than 7mm high (measured from the top to the bottom of the outer blue circle).



Clear space requirements

The clear space distance is equal to half the diameter of the inner circle of the roundel.



2.5 RAAF Badge

Refer to Disc 1 – Logos and Badges – RAAF Badge



Badge overview

The RAAF Badge represents our history and supports the Air Force Logo on all external publication material. It always appears in a fixed size and position relationship. The badge must be used as supplied, and must not be changed or altered in any way. When resizing the badge ensure that correct aspect ratios/proportions are maintained so that no distortion of the image occurs.

Colour

The RAAF Badge is to be printed in full colour wherever possible on either a white, dark solid colour or a dark cloud textured background.



Greyscale

Where production methods are restricted to black only, a greyscale or monotone version may be used and can be used on either a black, white, grey or textured greyscale background.



Monotone badge

Black or dark coloured monotone logos must be used on white backgrounds only.



Outline badge

The outline badge is used for embossing purposes on various types of materials. Eg. memorials and headstones. The black monotone badge can also be used for this purpose together with newspaper death notices.



Reversed monotone badge

The reversed monotone badge should only be used for embossing and debossing purposes.



Minimum size

Please note that the minimum size of the badge must not be smaller than 20mm high (measured from the bottom of the badge to the tip of the crown).



Clear space requirements

The clear space distance is equal to 1/4 the height of the badge. eg: if the badge appears at 20mm, the clear space is 20mm ÷ 4 = 5mm



2.6 Which logo or badge?

Overview

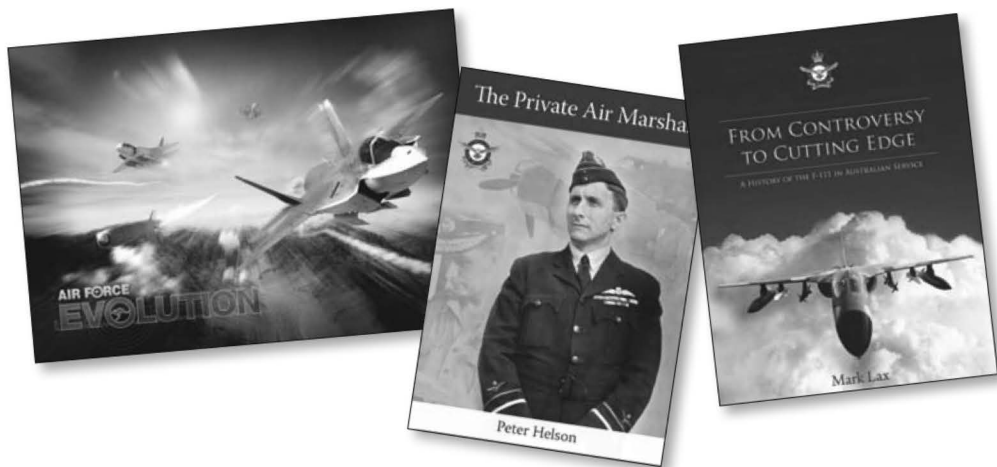
The RAAF Badge and the Air Force Logo encompasses all of the Air Force's identities, so as a general rule this badge and logo should be used on all internal and external communications in the configuration shown below.



When representing Air Force as a whole the RAAF Badge should be used in this configuration. If there is a need for identification of which Unit, Squadron, Wing or Force Element Group (FEG) is being represented then the RAAF Badge can be replaced with one of those badges. This will enable the Unit or Squadron to retain its own identity without compromising the bigger picture of belonging to the One Air Force Team.



When a publication is produced the RAAF Badge is sometimes used in isolation without the Air Force Logo. These instances are usually when the Air Force's official endorsement is required with a joint project.



There are also times when the Air Force Logo is used as a single identity on external communications. This is usually when there is not enough space for the entire branding layout or if the layout compromises the message of the product being produced.




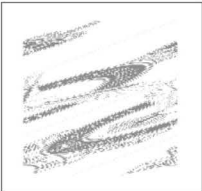













When a RAAF Badge is required for a memorial that is represented by all three services, Navy, Army, and Air Force then the St Edward's Crown (Queens Crown) should be used. For individual memorials where members served before 1953 the Tudor Crown (Kings Crown) is used, for members serving after 1953 the St Edward's Crown should be used.

As the RAAF Roundel is not readily recognised by the general public without the words Air Force it is not recommended that this identity be used in isolation. However, there are instances that the RAAF Roundel is the most appropriate identity to use. Contact the s47E@defence.gov.au if you are unsure of any of the uses for the Air Force identities.

2.7 Unacceptable brand use

Some examples of unacceptable Air Force identities brand use.

ACCEPTABLE	NOT ACCEPTABLE	COMMENTS
		Do not use the coloured version of the RAAF Badge or Squadron Badges with a greyscale background.
		Solid blue (PMS 288 or PMS 295) is preferred behind the RAAF Badge.
		The Blue Cloud background is to be used when a texture is required.
		Never use white behind the crown and the scroll. A transparent background should always be displayed.
		Never use the RAAF Badge without the white behind the eagle.

ACCEPTABLE	NOT ACCEPTABLE	COMMENTS
		It is acceptable to use the RAAF Badge in black, Air Force Royal Blue (PMS 288C), Gunmetal Grey (PMS 432C) and Air Force Blue (PMS 295C) in monotone.
		The reversed monotone badge should only be used for embossing and debossing purposes. Eg. Bronze plaques, leather etc.
		Never use the Air Force Logo on a similar colour background without a white keyline.
		Preference is for the Air Force Logo to be placed on a white background.
		Never use the colour Air Force Logo with a transparent background behind the roundel.
		For coloured monotone Air Force Logos the background behind the roundel always appears in white.
		The white reversed logo should always be on a dark background.
		Never use the RAAF Roundel in isolation when developing external communications. Use the combined Air Force Logo with the roundel.

2.8 Which badge or logo files to use?

On Disc 1 you will find various file formats for the RAAF Badge, Air Force Logo, RAAF Roundel and Flight Paths. These formats include eps, jpg, png, psd and ai files.

File types for internal use

PNG Files: For use in Word and Powerpoint documents. Image has a transparent background. Ideal for inserting over a coloured background.

JPG Files: For use in Word and PowerPoint documents on white backgrounds. Image has a white background.

Professional printer files

Other file formats for the RAAF Badge and Air Force Logos provided on Disc 1 are generally used by professional designers and printers. They consist of EPS, PSD and AI files. Word and PowerPoint do not support these formats.

2.9 Badge and badge design

The approval authority for all Air Force Squadron Badges, badge designs and ceremonial items is the Chief of Air Force. This authority is exercised through Director of Coordination - Air Force and is the responsibility of:

Deputy Director Communication and Reputation Management (DDCRM)

Air Force Headquarters

§47E(d)

Russell

Canberra ACT 2600

Phone §47E(d)

Fax §47E(d)

Detailed instructions of Air Force Badges and badge design are contained in DI(AF) ADMIN 10-18 Badges and Mottoes. All Air Force Badges and badge design items must not be altered, copied, reproduced or displayed without prior approval.

3

Visual Identity Elements

Released under the Freedom of Information Act 1982
by the Department of Defence



3

Visual Identity Elements

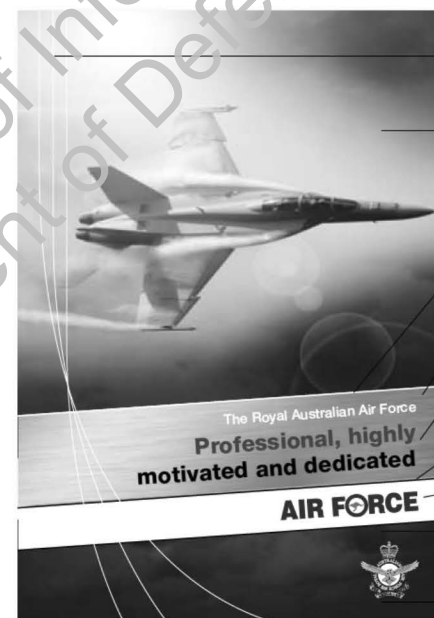
3.1 Layout elements

The main image can be any image that is relevant to the subject matter of the publication. It is favourable to use an image that either has Air Force assets or Air Force personnel or both these elements. It is acceptable to use quality close up images of Air Force assets to create interest and relevance to the subject matter of the brochures.

Supporting images

Use the supporting images to enhance the main image eg: Aircraft image for the main image and the people who support that asset or a general cross section of images as the supporting images.

Layout 1

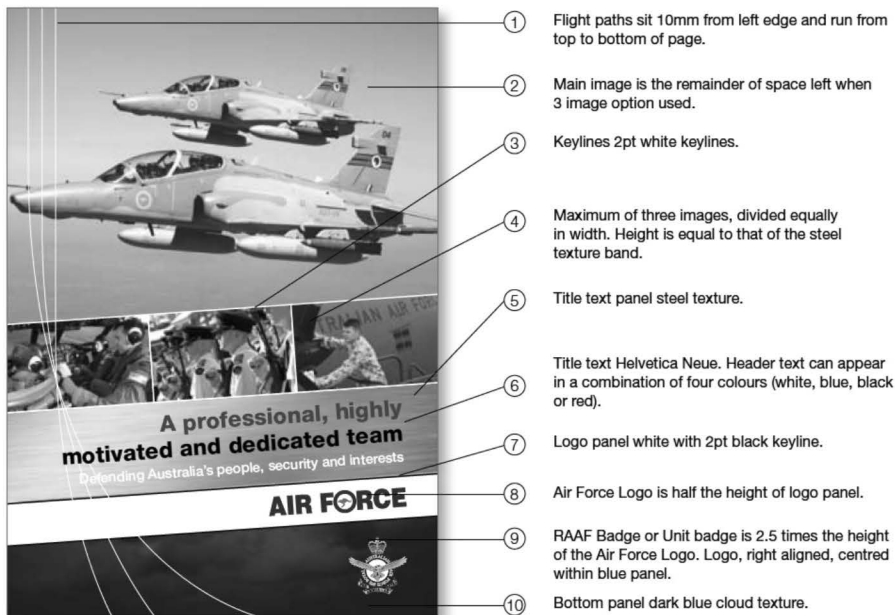


- ① Flight paths sit 10mm from left edge and run from top to bottom of page.
- ② Image takes up top two thirds of grid.
- ③ Keyline 2pt white keyline.
- ④ Title text panel steel texture.
- ⑤ Title text Helvetica Neue. Header text can appear in a combination of four colours (white, blue, black or red).
- ⑥ Logo panel white with 2pt black keyline.
- ⑦ Air Force Logo is half the height of logo panel.
- ⑧ RAAF Badge or Unit Badge is 2.5 times the height of the Air Force Logo. Logo, right aligned, centred within blue panel.
- ⑨ Bottom panel dark blue cloud texture.

Released under the Freedom of Information Act 1982 by the Department of Defence



Layout 2



- ① Flight paths sit 10mm from left edge and run from top to bottom of page.
- ② Main image is the remainder of space left when 3 image option used.
- ③ Keylines 2pt white keylines.
- ④ Maximum of three images, divided equally in width. Height is equal to that of the steel texture band.
- ⑤ Title text panel steel texture.
- ⑥ Title text Helvetica Neue. Header text can appear in a combination of four colours (white, blue, black or red).
- ⑦ Logo panel white with 2pt black keyline.
- ⑧ Air Force Logo is half the height of logo panel.
- ⑨ RAAF Badge or Unit badge is 2.5 times the height of the Air Force Logo. Logo, right aligned, centred within blue panel.
- ⑩ Bottom panel dark blue cloud texture.

Generic options

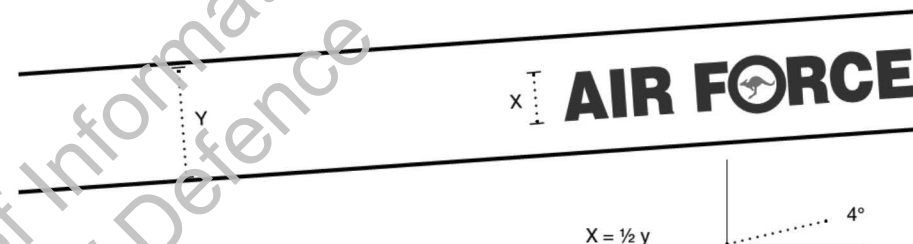


3.2 Size and positioning

Air Force Logo size and positioning

On publications the logo must always be positioned within a white band, on the right hand side of the document/design at an angle of four degrees, as shown in the example below.

The logo appears at half the height of the white band. For example, if the white band is 44mm high as it appears on A4 material, then the logo should be 22mm high and centred within the height of the white band.



Badge size and positioning

The badge must always be placed in a secondary position to the Air Force Logo, on the right hand bottom corner of the document/design on a dark cloud texture background in full colour publications. See the example below. The badge must never be placed on other colours, except those in the approved colour palette.

The badge appears at 2.5 times the height of the Air Force Logo. For example, if the Air Force Logo is 11mm high (as per A4 brochures) then the badge is $11 \times 2.5 = 27.5$ mm high



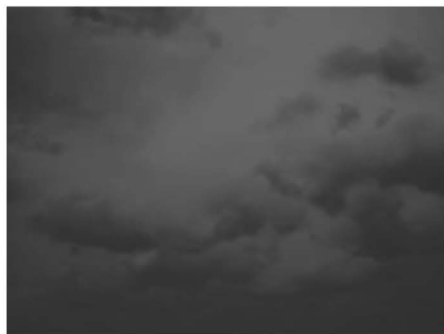
3.3 Supporting graphics

Refer to Disc 1 – Supporting Graphics – Dark clouds

The dark blue clouds

The Air Force dark blue cloud image features clouds across a sky with a dark blue tint overlay. This image is representative of the atmosphere in which the Air Force aircraft fly. These textures can be used as backgrounds or as supporting elements to add variety and interest within publications. The Air Force dark blue cloud image is the only texture that can be used in the bottom panel under the badge on the cover of Air Force publications.

Either the full image or sections of the cloud texture can be used.



Dark blue cloud



Gunmetal grey cloud (PMS 432)



Pale blue cloud (PMS 550)



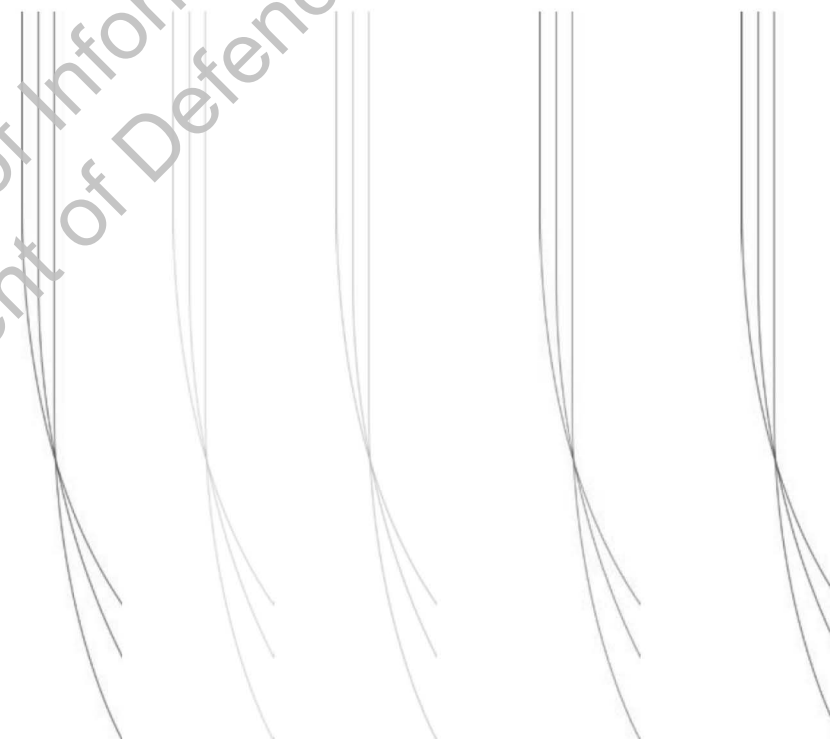
Grey cloud (PMS 429)

Flight Paths

Refer to Disc 1 – Supporting Graphics – Flight paths

The Air Force flight paths feature three thin lines which crossover at a particular point, representing aircraft vortex trails. These three lines must be used as supplied, and must not be changed or altered in any way. When resizing the flight paths, ensure that correct aspect ratios/proportions are maintained so that no distortion of the image occurs.

The lines should always appear as white on covers. When used as a supporting graphic such as on the internal pages of brochures the lines can appear in Air Force blue, Air Force grey, Air Force pale blue and Air Force gunmetal grey and Air Force royal blue, as supplied. (The flight paths must not appear in Air Force red).

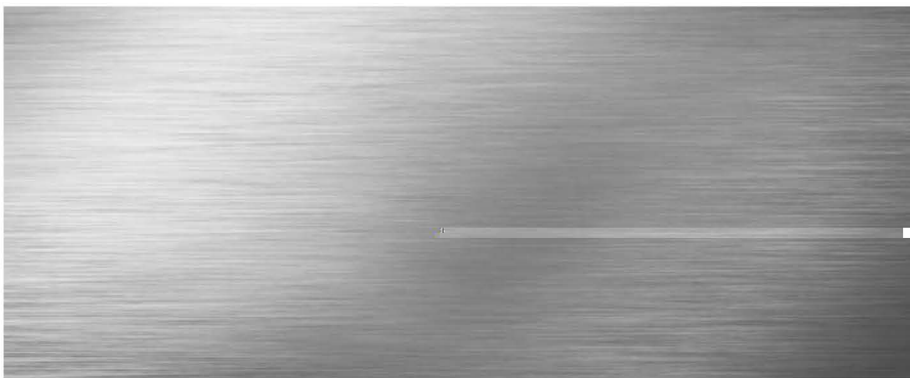


Air Force blue Air Force grey Air Force pale blue Air Force gunmetal grey Air Force royal blue

Steel texture

The steel texture represents Air Force aircraft. This graphic can be used as a background or supporting element to add variety and interest within publications. Transparency levels can be changed to suit the purpose of its use. When resizing the steel texture, ensure that correct aspect ratios/proportions are maintained so that no distortion of the image occurs. The steel texture is the only texture that can be used in the title text panel on the front of Air Force publications

Either the full image or sections of the steel texture can be used.



Rivet texture

The rivet texture can only be used as a supporting graphic within publications. It is not a main feature and should be used accordingly. It can be used as an image at 100 per cent opacity or reduced down to 15 per cent transparency for use as a background image.





3.4 Corporate colours


Air Force blue, Air Force royal blue, Air Force grey and Air Force gunmetal grey are the primary colours to be used on all communication materials. Air Force red is to be used sparingly with Air Force pale blue to be used as a supporting colour.


Black is used for all body text. Blue, grey and black are used for various heading levels.

Primary Colours


	Air Force blue PMS 295 C	C = 100 M = 57 Y = 0 K = 40	R = 0 G = 69 B = 124	Web safe #00477C
PANTONE 295 C				


	Air Force gunmetal grey PMS 432 C	C = 23 M = 22 Y = 0 K = 77	R = 69 G = 85 B = 96	Web safe #455560
PANTONE 432 C				

	Air Force grey PMS 429 C	C = 3 M = 0 Y = 0 K = 32	R = 0 G = 72 B = 141	Web safe # B0B7BB
PANTONE 429 C				

	Air Force royal blue PMS 288 C	C = 100 M = 67 Y = 0 K = 23	R = 0 G = 75 B = 141	Web safe # 004B8D
PANTONE 288 C				

Supporting Colours

	Air Force red PMS 186 C	C = 0 M = 100 Y = 81 K = 4	R = 227 G = 25 B = 55	Web safe #E31937
PANTONE 186 C				

	Air Force pale blue PMS 550 C	C = 38 M = 4 Y = 0 K = 9	R = 126 G = 176 B = 205	Web safe #7EBOCD
PANTONE 550 C				

3.5 Corporate fonts

The Air Force typeface has been carefully chosen to create a harmonious and consistent approach across a variety of externally and internally designed communication applications. The sans serif typeface family of Helvetica Neue represents the clear, forward thinking, strong image of the Air Force. No substitution of similar typefaces should occur. This typeface is for professionally printed material and is to be used by graphic designers only.

Helvetica Neue Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Black or Heavy is to be used in the main line with titles on all covers.
 Helvetica Neue Bold is to be used in the sub heading with titles on all covers.
 Helvetica Neue Bold is to be used for copy headings and sub-headings.
 Helvetica Neue Roman is to be used for body copy.

Always use upper and lower case letters for both headings and text, with all headings in sentence case (ie: only the first letter of the first word is capitalised). Use varying font weights to distinguish introduction paragraphs with body copy. Where possible insert frequent breaks in paragraphs to maximise copy legibility.

PC typeface equivalents for internal use

The PC equivalent of Helvetica Neue is Arial. This font is only to be used in Microsoft Word documents and PowerPoint presentations or other internal documents where Helvetica Neue is not available.

NOTE: PC typeface equivalents are not suitable for professional print production.

This font does not replace Times New Roman when following the ADFP 102 – Defence Writing Standards for letters, minutes, faxes etc.

Arial Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Black is to be used in the main line with titles on all covers.
 Arial Bold is to be used in the sub heading with titles on all covers.
 Arial Bold is to be used for copy headings and sub-headings.
 Arial Regular is to be used for body copy.

Always use upper and lower case letters for both headings and text, with all headings in sentence case (ie: only the first letter of the first word is capitalised). Use varying font weights to distinguish introduction paragraphs with body copy. Where possible insert frequent breaks in paragraphs to maximise copy legibility.

Hierarchy of type

Heading 1 Next line option	Helvetica Neue Black or Heavy, 24/31pt on 24//31pt leading, Air Force royal blue, or alternative corporate colours can be used if desired.
HEADING 2	Helvetica Neue Black or Heavy, 12pt on 12pt leading, space before 2mm, space after 1mm, Air Force blue or alternative palette colour if desired.
HEADING 3	Helvetica Neue Black or Heavy, 10pt on 12pt leading, space before 2mm, space after 1mm, black.
Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	Helvetica Neue Roman, 9pt on 15pt leading, space after 3mm.
BODY TEXT INTRO - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.	Helvetica Neue Bold, 9pt on 15pt leading, space after 3mm.
Pull out quote - Lorem ipsum dolor sit amet, consectetur adipiscing culpa qui officia deserunt mollit anim id est.	Helvetica Neue Light, 18pt on 21pt leading.
Pull out quote intro - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	Helvetica Neue Light, sized to fit amount of text.
Page footers - Lorem ipsum dolor sit amet	Helvetica Neue Light Sized to suit - 12mm from bottom of page.

3.6 Imagery selection and placement










Photography selection

Although the public perception of Air Force is aircraft, particularly fast jets, our Air Force needs people to maintain, support and fly the aircraft – Air Force values its people. It is preferable to use images that show people with aircraft or use a combination of aircraft and people shots. Try to use images that compliment the message that is being conveyed. We should portray our Air Force people in everyday work situations, on deployment or exercise.

Imagery can be sourced and downloaded from <http://images.defence.gov.au/fotoweb/> or <http://images.airforce.gov.au/index.aspx>

Image quality

All images for print must be CMYK at a resolution of 300dpi, and should not be used at more than 150%. Lower resolutions may result in lower quality output.

CORRECT	CORRECT	INCORRECT	
			The entire image can be displayed or it can be cropped as long as the image is pointing to the right.
			Low resolution images are not suitable.
			It is acceptable to use relevant close-up images for publications as supporting images to add interest.

3.7 Examples of publications



4

Air Force Brand and Imagery Protocols

Released under the Freedom of Information Act 1982 by the Department of Defence



4

Air Force Brand and Imagery Protocols

4.1 Approval procedures and contacts

Use of logos and imagery

These files are not to be handed to outside sources without informing Air Force Communication and Reputation Management. All Air Force visual identities are critical profile tools. Both inside and outside the organisation a visual identity is an effective communicator of Air Force's goals and achievements.

The way in which each of our logos and visuals are used will help convince the public and our own people of the valuable role Air Force plays in the broader community.

Whether the material is being produced internally or externally, please forward a proof (via email or post) to Air Force Communication and Reputation Management prior to production.

If you are unsure about any aspect of any of the Air Force corporate elements and their applications, please contact:

Directorate of Coordination – Air Force
Attn: Communication and Reputation Management
Air Force Headquarters
§4.7E(d)
Russell
Canberra ACT 2600
Australia

Email §47E(d)@defence.gov.au

New badge designs, uniform and ceremonial items

The approval authority for all new Air Force Squadron Badges, badge designs, Squadron uniform and ceremonial items is the Chief of Air Force. This authority is exercised through Director of Coordination Air Force and is the responsibility of:

Deputy Director Communication and Reputation Management (DDCRM)

Air Force Headquarters

§47E(d)

Russell

Canberra ACT 2600

Phone §47E(d)

Fax §47E(d)

Email §47E(d)@defence.gov.au

Detailed instructions of Air Force Badges and badge design are contained in DI(AF) ADMIN 10-18 Badges and Mottoes. All Air Force Badges and badge design items must not be altered, copied or reproduced or displayed without prior approval.

4.2 Use of Air Force identities

- All Air Force Logos are copyright and trademark protected and approval must be obtained from Air Force Communication and Reputation Management for their use. Approval will be given on a case by case basis. It is not continuous.
- All Air Force imagery is Commonwealth copyright protected and approval must be obtained from Air Force Communication and Reputation Management for their use. Approval will be given on a case by case basis. It is not continuous.
- External users will be required to apply for a licence agreement. If approved an Agreement For Use form will be issued by the RAAF Brand Manager or the Imagery Specialist.
- Approved users will not release the logo or imagery to any third party, or use it for any purpose other than the one for which the logo is being provided.
- Internal users are not required to sign a licence agreement although approval will still be required.
- Material bearing any Air Force Logo or imagery must be of a professional standard. A sample of the finished artwork or proposal of use must be provided for Air Force Communication and Reputation Management inspection prior to final production and/or delivery.
- Components of any of the logos or imagery may not be taken out, used in isolation, expanded, condensed, changed or manipulated in any way. All logos must be used in their entirety and in their original colours as provided at all times.
- Approved users may not use the logos or imagery for any commercial purposes, for profit or gain, or on any clothing, giveaway and/or souvenir items for commercial profit or gain, unless authorisation has been obtained from DCOORD-AF.
- Copyright restrictions also apply to the use of all forms of the words – Royal Australian Air Force; RAAF; and Air Force (see page 55).
- Appropriate legal action will be taken against any person or organisation using any of the Air Force identities without permission.

4.3 Imagery protocols

Taking of all Air Force imagery – print, slide, video, digital etc

Regardless of whether you are a Defence employee or private citizen, photography at military establishments is prohibited without prior permission from either Air Force Headquarters, Directorate of Coordination - Air Force (DCOORD-AF), the Commanding Officer (CO), Air Command Australia (ACAUST), or Force Element Group Commander (FEG CDR). Permission is granted based on the circumstances, and then usually restricted under strict supervision (Open Day displays are the only exemption). By taking photographs without prior permission you are breaching security. The Defence Protective Security Manual (SECMAN4) clearly states the use and control of private cameras within Defence establishments.

When images are permitted to be taken by Defence employees or private citizens while on a RAAF Base, military establishment or surrounds, whether payment is made or not, the copyright of these images remains the property of the Commonwealth, not the photographer.

If you are a Defence employee and taking photographs in an official capacity in the course of your employment, the official imagery needs to be managed and handled correctly through a number of policies and Legislation's, which state in some detail, that official imagery is to be archived the same as any other official document. So when you take any military photography yourself, you are obligated to complete the administration that goes with the taking of that photograph. Relevant references include:

- Copyright Act 1968
- DI(G) ADMIN 10-9
- DI(AF) OPS 4-9
- SECMAN4
- DIMPI 02/2003
- Defence Act
- DI(G) Admin O8-1

All official imagery must be handled with set protocols, this includes:

- A. All official imagery is to be saved with a standardised Defence file naming format, this has a number of purposes one of the most important being that every official image has its own unique filename.
- B. All official imagery must be registered in a centralised data-base, DI(AF) OPS 4-9 and the AFHQ DCOORD Intranet site outline the current imagery data basing protocols.
- C. All official digital imagery must have a designated 'Metadata' field populated to ensure that relevant information associated with the image is able to be sourced where the image goes, DI(AF) OPS 4-9 and the AFHQ DCOORD Intranet site outline the current Air Force digital image metadata standards.

Official imagery often has uses wider than what was originally intended by the originator, by applying the correct image handling protocols official imagery is able to move through the various approval processes and be made available through various distribution mediums, many of these can be located via the Defence Intranet and Internet links.

4.4 Imagery – copyright and commercial use

Copyright

All imagery taken or captured for Defence is copyrighted to the Commonwealth. This copyright is to be included in all imagery metadata (this is a component of the image metadata protocols):

© Commonwealth of Australia

This work is copyright. You may download, display, print and reproduce this material in unaltered form only (retaining this notice) for your personal, non-commercial use or use within your organisation. Apart from any use permitted under the Copyright Act 1968 all rights are reserved. Requests for further Authorisation should be directed to the Manager, Legislative Services, AusInfo GPO Box 1920, Canberra ACT 2601 or by email to

s47E(d) @defence.gov.au.

Commercial use of defence imagery

Bases, Units, Squadrons, Wings etc are not authorised to approve commercial use of any Defence imagery. The requestor must 'Request for further Authorisation' firstly through:

- Defence Public Affairs Communications contact Email: s47E(d) @defence.gov.au; and
- Air Force contact Email: s47E(d) @defence.gov.au

As with any sponsorship, or video footage, Defence does not allow use of its imagery for commercial purposes where such usage may infer Defence endorsement of a company or its goods and/or services. Where a company has a contractual relationship with Defence and wishes to use imagery to merely depict how its goods, or services are used by Defence, this is permissible. However, written approval is still required.

In the case of video, Defence personnel should not give testimonials or other indications that they are endorsing a product. This includes giving a thumbs-up, or a tight shot of a form where the Service person is seen giving a tick. DI(G) ADMIN 08-1 'PUBLIC COMMENT AND DISSEMINATION OF OFFICIAL INFORMATION BY DEFENCE PERSONNEL' expands on this area.

4.5 Imagery – PR or media use

Accompanying imagery for external communications activities usually guarantees greater exposure, particularly in the print media. Other activities include public relations (PR), public affairs (PA), advertising and direct marketing, sponsorship, community relations or affairs, electronic media activities, charity work and other activities that engage or promote Air Force with the public.

Imagery taken that directly relates to Base or Unit activities such as, ceremonial activities, parades, presentations, awards, graduations, sporting events, displays, it is advised that coordinators organise these activities in benign environments reducing the need for family and sporting photos to be reviewed for clearance by the CO.

Imagery taken that directly relates to Base or Unit activities such as, routine or normal command or unit operations, requires CO and Base Commander approval for release and dissemination. While farewells and homecomings often require higher clearances through ACAUST or COMTRG-AF, Open Days and Air Shows are exempt from these processes as the environment has been previously sanitised for public entry onto the base.

The transmission of imagery, particularly operational imagery, must be carefully managed and must have classification clearance. The relevant Air Force and Australian Defence Force instructions are to be strictly adhered to. All information containing operational imagery must be forwarded through the chain of command for approval for release by DCOORD-AF to CAF, with recommendations and clearance then forwarded to Coordination and Public Affairs (CPA). In some cases ACAUST, COMTRG-AF, CDF and/or Ministerial clearance/ approval is also required.

All requests for Air Force assistance in the production of imagery for commercial purposes are to be forwarded to CPA in the first instance, for consideration and approval. All requests must be made in writing by the firm or agency concerned, and must include all relevant details of the proposed use, draft text, any artist's sketches, story lines, and any other material which will assist in assessing the request.

Each case will be assessed with respect to legal and ethical considerations, as well as the potential impact on Air Force's reputation.

In accordance with references A and B, all official imagery taken for the Air Force is owned, copyrighted and is to be archived by Defence. To ensure this imagery is identifiable, traceable and recoverable each image/ frame needs to be identified by a unique identifier.

4.6 Prohibited words and letters

1. It is recommended that the camera is re-set to zero (0) at the commencement of each day (card) so that the original (raw) imagery numbering corresponds to the archive imagery numbering.
2. To ensure standardisation across the Defence Force and to enable the processing of imagery in remote locations the following file naming convention is to be used for all Air Force imagery. This naming convention is the agreed tri-service standard for official hand held imagery.
3. All imagery used after initial capture and raw archiving is required to be re-named using the following file name convention; yyyyymmddservicePMKeyS#_0001. The file name elements being as follows:
 - a. yyyy – calendar year that the image was taken,
 - b. mm – calendar month the image was taken,
 - c. dd – calendar day the image was taken
 - d. service – lower case acronym of the service of the section/unit that the photographer works for (i.e. adf, raaf)
 - e. PMKeyS# – PMKeyS number of the photographer (or unique contractor number)
 - f. '_' – underscore
 - g. 0001 – four digit count of the frame number (reference) of the image taken (for the particular day, i.e. a second task for the day may start at frame 19). Note four digits is the required format for archiving standardisation.
4. For example a photograph taken on 31 Jan 2006, by Air Force Headquarters photographer, Jones PMKeyS number 8234567, would be as follows:
 - a. 20060131raaf8234567_0001
5. If other imagery/data database systems are used to identify the image (i.e. Air Force Imagery Register (AFIR), Local section job records). These reference numbers are to be included at the bottom of the image metadata 'Caption' field.
6. If a montage or new image is created from existing imagery (i.e. Poster, text added etc) then this image is to be given its own specific file name. It is up to the creating unit to determine if this becomes a totally new file name or if the new image becomes another frame /element of an existing task. The metadata should indicate the filenames of the original imagery sourced to create this new image.

Copyright restrictions also apply to the use of all forms of the words Royal Australian Air Force, Air Force and RAAF – refer to *Defence (Prohibited Words and Letters) Regulations 1957* (the Regulations). These Regulations prohibit the use of certain words and letters in connection with a trade, business, profession, or by an organisation or body of persons, unless the consent, in writing, of the Minister or his delegate has been obtained.

The Air Force delegates for consent are – Chief of Air Force, Deputy Chief of Air Force and Director of Coordination – Air Force.

The purpose of the *Defence (Prohibited Words and Letters) Regulations* is to prevent the unauthorised use of certain words or letters by organisations or individuals so as to imply the appearance of a legitimate association with the Australian Defence Force (ADF) when this is not the case.

Prohibited words	Prohibited letters
Air Force	-
Air Force Reserve	-
Air Force Emergency Force	AFEF
Australian Air Force Reserve	AAFR
Permanent Air Force	PAF
Royal Australian Air Force	RAAF

4.7 Considerations prior to approval

When deciding whether to consent or refuse applications for use of logos and badges, imagery or prohibited words and letters the delegate will consider:

- the purposes, constitution and structure of the applicant;
- the trade, business, calling or profession of the applicant;
- the financial resources of the applicant, to the extent that those resources affect its ability to use any Air Force emblem, Air Force imagery or Air Force prohibited words and letters or group of letters in its trade, business, calling or profession;
- if the applicant has previously received a consent – the way in which the applicant used the Air Force emblem, Air Force imagery or Air Force prohibited words or letters to which the consent related; and
- the period for which consent is sought.

The delegate may have regard to other matters, relating to the protection and use of the Air Force emblem, Air Force imagery and the Air Force prohibited words and letters to which the application relates, when considering the application. These may include:

- the potential degree of association with use of the Air Force emblem, Air Force imagery or Air Force prohibited words and letters will have with the Air Force;
- the potential affect the use of the Air Force emblem, Air Force imagery or Air Force prohibited words and letters could have on the reputation of Air Force and the Department of Defence (including the ADF);
- the bona fides of the applicant;
- the need to avoid favouring or disadvantaging private commercial interests or political, charitable, ideological or religious causes;
- the potential use of Air Force emblems, Air Force imagery or Air Force prohibited words and letters for commercial gain – endorsement should not result in profit;
- a desire to support ex-Service and other associations which support the Air Force's heritage or current activities;
- the applicant's representation of more than one Service;
- the strength of the association between the Air Force and the applicant's organisation – there should be a close association between the two; and
- the way in which the Air Force emblem, Air Force imagery or Air Force prohibited words and letters might be used – the Air Force should not be manipulated in any way.

5

Internal Communications



5

Internal Communications

5.1 PowerPoint presentations

Refer to Disc 1 – PowerPoint presentations

A number of PowerPoint templates have been developed to ensure the Air Force message is delivered consistently to internal as well as external audiences. Each of the presentations is grouped in Force Element Groups (FEGs), together with a selection of generic designs, they are contained on Disc 1. There are two versions of each of the presentations. Version 1 has the RAAF Badge on it for those times when the whole of Air Force needs to be represented and Version 2, has no badge so your Unit, Squadron or Wing badge can be placed there if individual representation is required.

Title master



If your Unit, Wing base or Squadron badge is to be used in the presentations then the badge used must have a transparent background and must be of a quality that does not compromise the badge in any way.

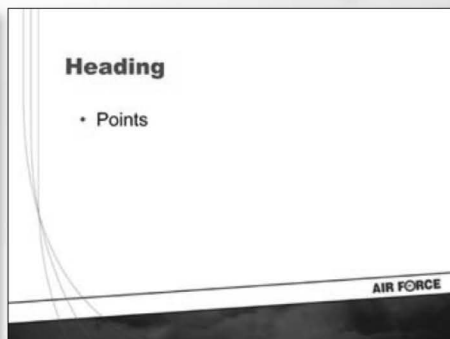


Released under the Freedom of Information Act 1982 by the Department of Defence

5.2 PowerPoint template variations

Slide master (coloured background)

Slide master (no background)



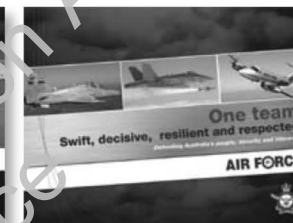
Presentation end



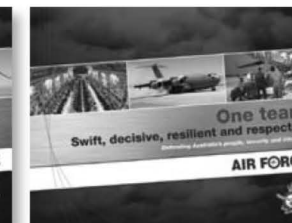
There is also a 3D animated version of the RAAF Badge for inclusion as an option on Disc 1.



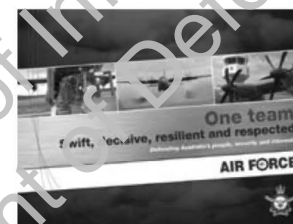
AF_PPT_Aset.1



AF_PPT_Assets2



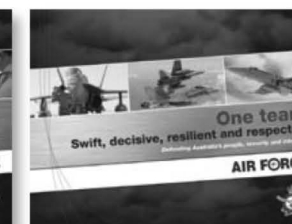
AF_PPT_C17



AF_PPT_C130J



AF_PPT_Challenger



AF_PPT_Classic Hornet



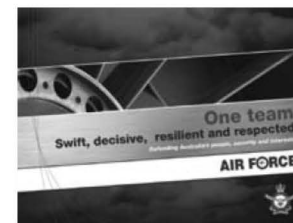
AF_PPT_Engineer1



AF_PPT_FEG2



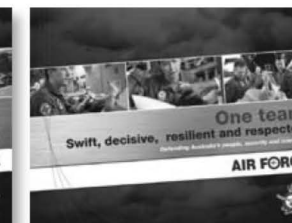
AF_PPT_Firefighters



AF_PPT_Generic metal

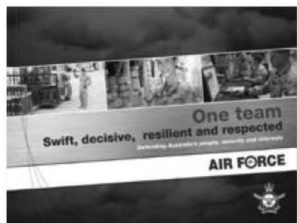


AF_PPT_Hawk



AF_PPT_AME

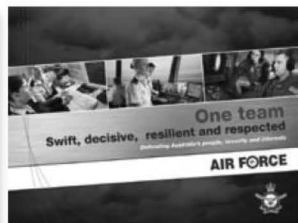
PowerPoint template variations continued



AF_PPT_Logistics1



AF_PPT_People Assets1



AF_PPT_People1



AF_PPT_Generic Parts



AF_PPT_King Air



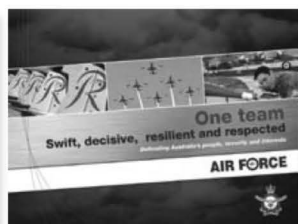
AF_PPT_MWD



AF_PPT_People2



AF_PPT_People3



AF_PPT_Roulettes



AF_PPT_Panther Fire Fighters



AF_PPT_PC9



AF_PPT_ADG



AF_PPT_Superhornet



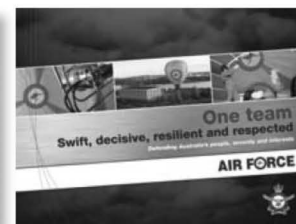
AF_PPT_Wedgetail



AF_PPT_Bushmaster



AF_PPT_Public Affairs



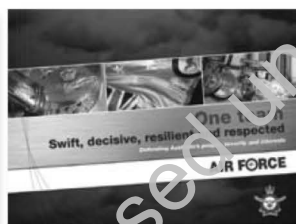
AF_PPT_Ballon



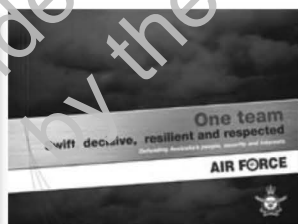
AF_PPT_Band



AF_PPT_C130H



AF_PPT_Ceremonial



AF_PPT_Generic



AF_PPT_Generic Blue



AF_PPT_Helmet



AF_PPT_Puppies

5.3 Word newsletter template

Refer to Disc 1 – Word - Newsletter

A word newsletter template has been developed for internal use. The newsletter can be used as a standard version newsletter with the RAAF Badge. Squadron, Wing and Unit badges can replace the RAAF Badge if it is necessary to highlight these individual groups. These newsletter templates are located on Disc 1 under Word newsletter templates.

Newsletter



① Place your header here.

② All text and headings can be replaced.

③ Images can be replaced with relevant images to content.

④ Replace with your unit badge if required.

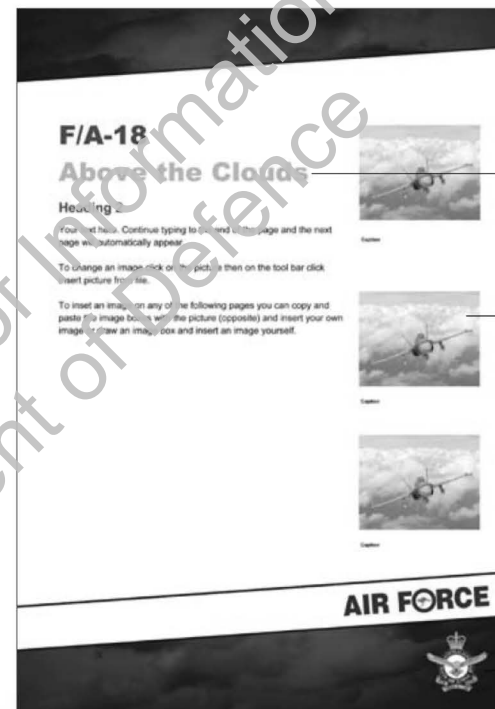
Note: Only text and images can be replaced.

All Word newsletter, A4 document and A4 cover documents when printed internally will have a white border. This is a limitation when using Word and printing from your local DRN printer.

5.4 Word A4 document template

Refer to Disc 1 – Word – A4 document

An A4 word document template has been developed for internal use. This document has a generic RAAF Badge version. Squadron, Wing and Unit badges can replace the RAAF Badge if it is necessary to highlight these individual groups.



① All text and heading can be replaced.

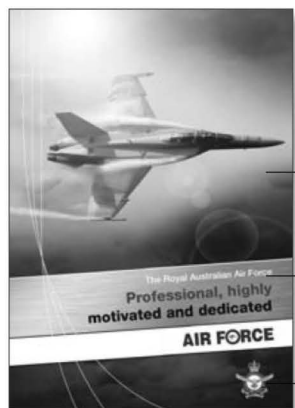
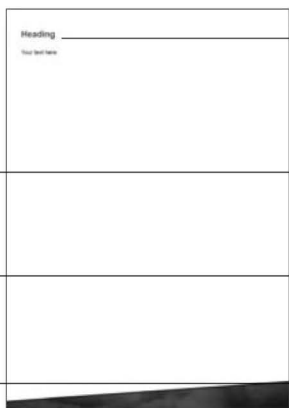
② Images can be replaced with relevant images to content.

② Replace with your unit badge if required.

5.5 Word A4 cover document template

Refer to Disc 1 – Word – A4 cover document

An A4 word cover document template has been developed for internal use. This document has an image heavy first page and is supplied as a standard RAAF Badge version. Squadron, Wing and Unit badges can replace the RAAF Badge if it is necessary to highlight these individual groups. These templates are located on Disc 1 under Word A4 cover document templates.


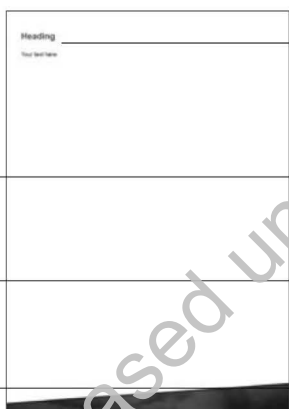



- ① All heading and text can be replaced.
- ② Image cannot be replaced. See Disc 1 for more selections.
- ③ Heading can be replaced
- ④ Replace with your Unit badge if required.


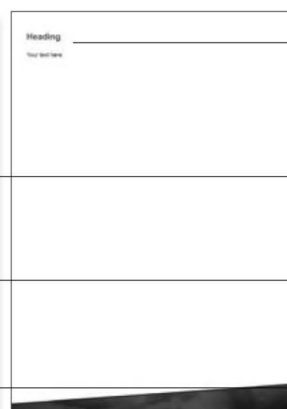



- ① All heading and text can be replaced.
- ② Image cannot be replaced. See Disc 1 for more selections.
- ③ Heading can be replaced
- ④ Replace with your Unit badge if required.

Refer to Disc 1 – Word – A4 cover document - multiple

- ① All heading and text can be replaced.
- ② Image cannot be replaced. See Disc 1 for more selections.
- ③ Heading can be replaced
- ④ Replace with your Unit badge if required.

- ① All heading and text can be replaced.
- ② Image cannot be replaced. See Disc 1 for more selections.
- ③ Heading can be replaced
- ④ Replace with your Unit badge if required.

5.6 Word A4 cover document template options

For these and more options refer to Disc 1 – Word A4 cover document templates

A4 cover document options



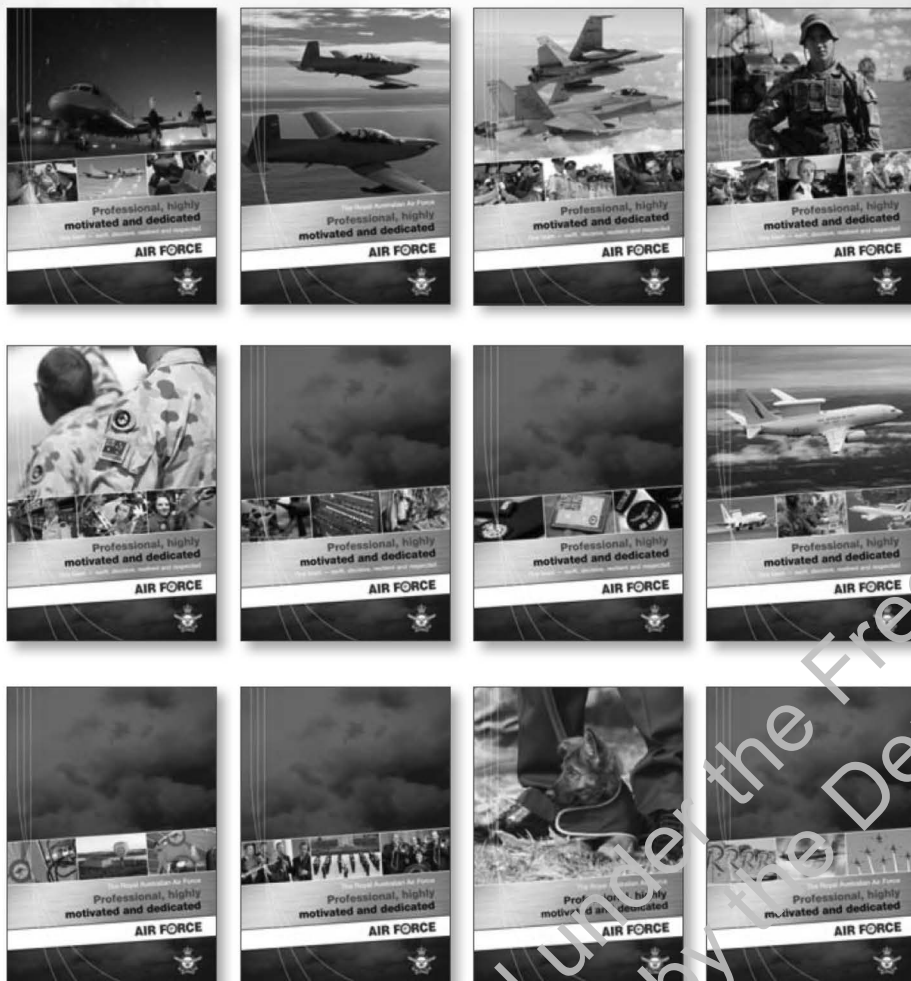
A4 cover document options continued



5.7 Word A4 flyer template

Refer to Disc 1 – Word – A4 flyer

A4 cover document options continued

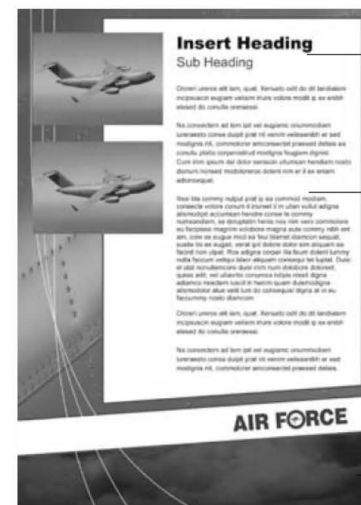


A4 flyer template option 1



- ① All heading and text can be replaced.
- ② Image can be replaced. See Disc 1 for more selections.

A4 flyer template option 2



- ① All heading and text can be replaced.
- ② Image can be replaced. See Disc 1 for more selections.
- ③ Replace with your Unit badge if required.



5.8 Word DL brochure templates

For these and more options refer to Disc 1 – Word DL brochure templates

Word DL brochure option 1 – image heavy outside

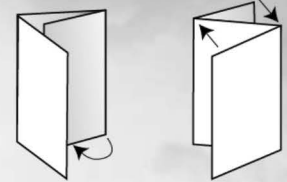


1 All heading and text can be replaced.

Word DL brochure option 1 – image heavy inside



2 Image cannot be changed.



Folding examples:
Tri-Fold or Z-fold

Word DL brochure option 2 – text heavy outside



Word DL brochure option 2 – text heavy inside

