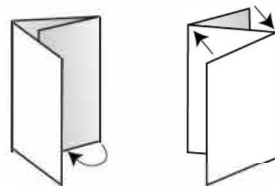
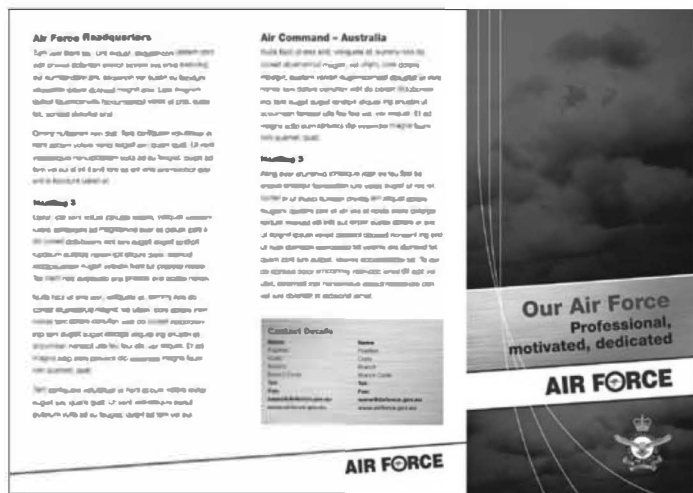


Word DL brochure templates continued



Word DL brochure more options – text heavy cloud

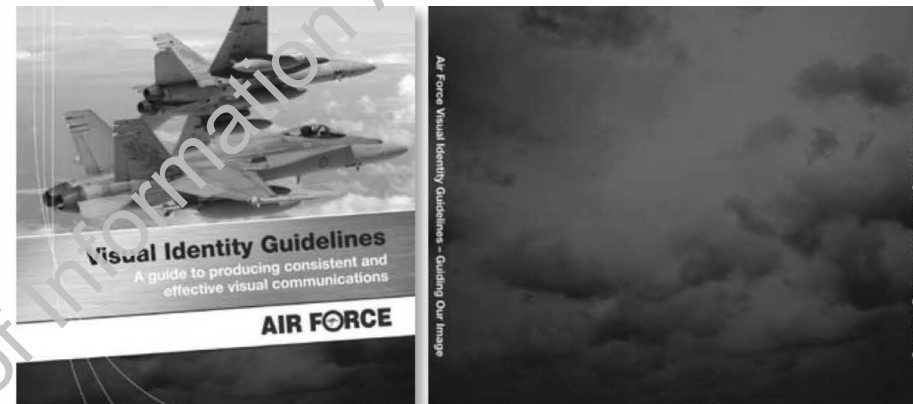


Folding examples:  
Tri-Fold or Z-fold

# 5.9 Word CD covers

For these and more options refer to Disc 1 - Word CD covers

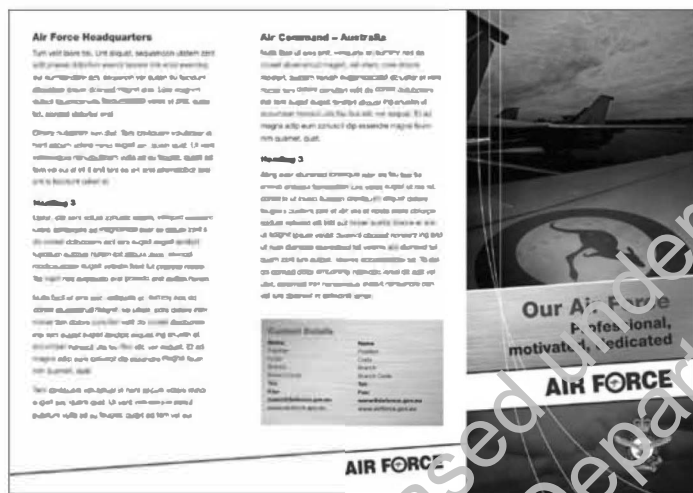
Word CD cover options



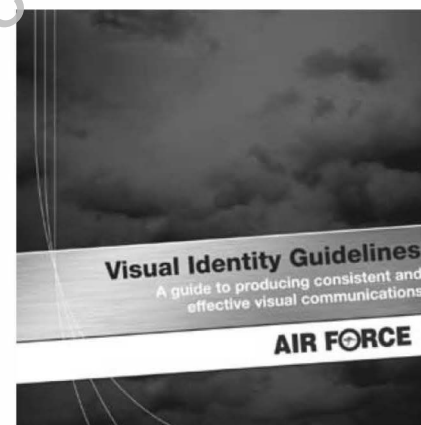
CD front option 1

CD back

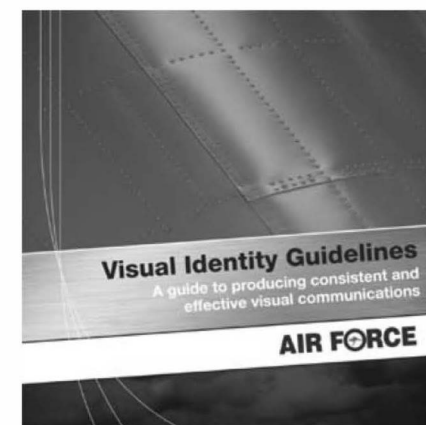
Word DL brochure more options – text heavy generic



Word DL brochure documents when printed internally will have a white border. This is a limitation when using Word and printing from your local DRN printer.



CD front option 2



CD front option 3

All text on CD covers can be changed. Images cannot be changed. There is no option for a RAAF Badge as the allocated space is insufficient for correct size ratio.

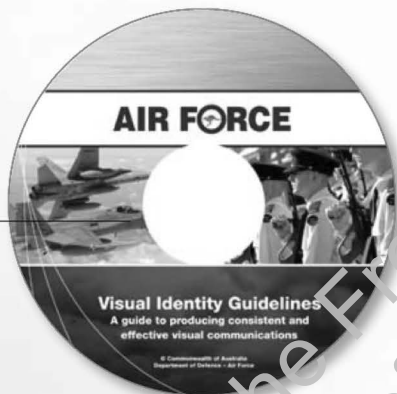
# 5.10 CD and DVD labels

For these options refer to Disc 1 – Word CD and DVD labels

## Word CD and DVD label options



CD option 1



CD option 2



CD option 3

Images cannot be replaced. ①

Visual Identity Guidelines  
A guide to producing consistent and effective visual communications

② All headings and text can be replaced.

## Word DVD label options



DVD option 1



DVD option 2



DVD option 3

① Images cannot be changed.

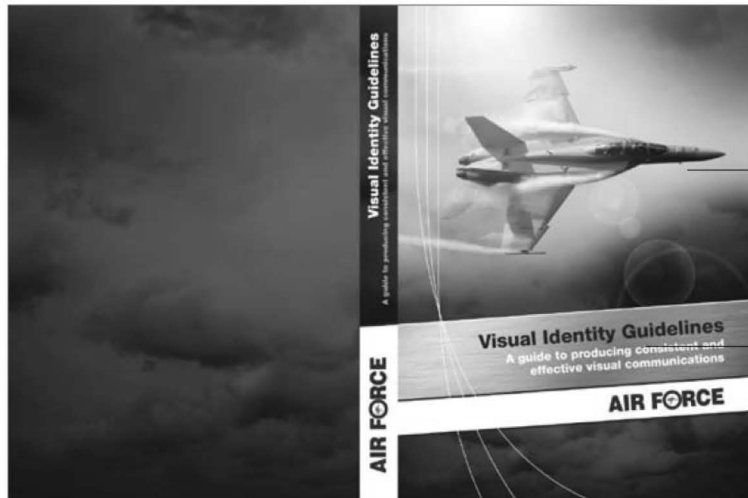
② All headings and text can be replaced.

Visual Identity Guidelines  
A guide to producing consistent and effective visual communications

# 5.11 Word DVD covers

For these options refer to Disc 1 – Word DVD covers

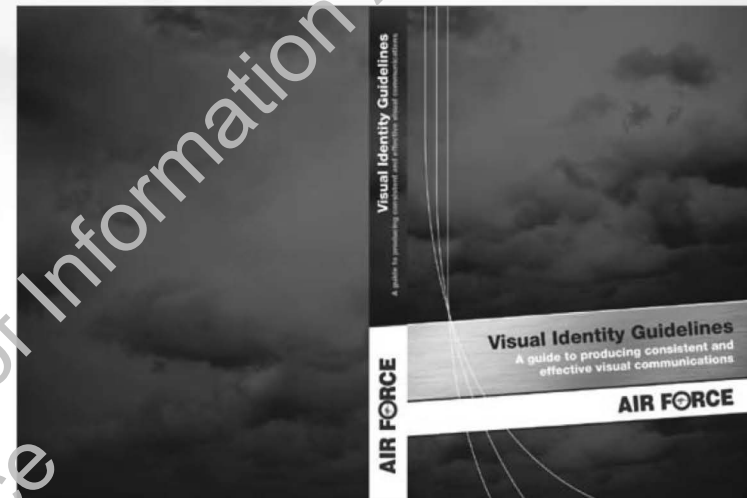
## Word DVD cover options



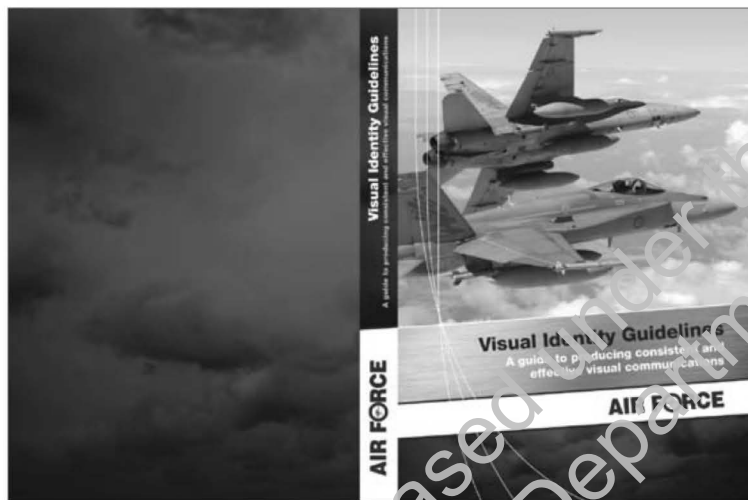
Option 1

① Images cannot be changed.

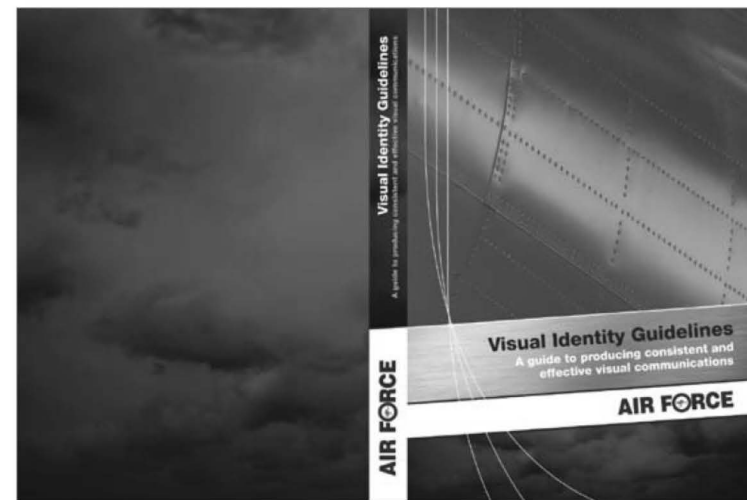
② All headings and text can be replaced.



Option 3



Option 2



Option 4

## 5.12 Word folder cover and spine templates

For these and other options refer to Disc 1 – Word folder cover and spine templates

These folder covers are 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. All headings and text can be changed to suit your individual requirements. When printing the folder cover you will need to print on A3 paper and trim to size. The spine can be printed on A4 paper.

### Word folder cover and spine options



## 5.13 Air Force on-line media

### Air Force Intranet website

The Air Force Intranet allows areas to establish an internal presence. Known as RAAFWEB, the Intranet uses a Content Management System, which negates the requirement for areas to fund training and software procurement.

For policy on the Intranet go to the RAAFWEB homepage at:

s47E(d) [redacted]  
s47E(d) [redacted]

For further information contact Air Force Communication and Reputation Management or email:

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



Air Force Intranet



### Air Force Internet Website

The Internet is an effective, modern method of communication and enhances Air Force's reputation as a modern and advanced technology organisation. It is important that the Air Force has a consistent corporate identity on the internet.

The Air Force Internet Website [www.airforce.gov.au](http://www.airforce.gov.au) is the single point of entry for official Air Force information on the Internet. All individual Air Force Squadrons, Groups, Units, Wings and Division sites are all part of the Air Force website. All websites listed on the Air Force site must also comply with design and content standards (Template System).

The Air Force Internet Website is managed and updated centrally assisting Units by making them no longer responsible for the design, development and maintenance of individual web sites.

Information on the Air Force Internet Website can be found on the RAAF intranet:

s47E(d)

For those without access to the DRN, please fax s47E(d) or email the webmaster on:

s47E(d) @defence.gov.au



Air Force Internet



Air Force YouTube



Air Force Facebook

### Air Force News

The Air Force News utilises the Air Force brand elements in its mastheads and in its internal pages. It is important to maintain consistency with all our communications. Maximum exposure helps to establish and embed our brand internally as well as out in the community.



## 5.14 Air Force in words

### The right tone

When you write about the Royal Australian Air Force, the tone of voice you use should reflect the values for which we stand.

The language used throughout Royal Australian Air Force literature should be clear and concise, reflecting our values and the dynamic environment in which we work.

Below you will find guidance on using tone of voice to express the values and personality of the Royal Australian Air Force.

### The right words

If we use particular words in our communications, such as those below, our audiences will begin to recognise them and identify them with the Royal Australian Air Force.

Adaptable	Flexible	Responsive	Professional	Motivated	Dedicated
<i>Dynamic</i>	<i>Accommodating</i>	<i>Receptive</i>	<i>Excellence</i>	<i>Stimulated</i>	<i>Devoted</i>
<i>Strong</i>	<i>Compliant</i>	<i>Open</i>	<i>Expertise</i>	<i>Encouraged</i>	<i>Committed</i>
<i>Adventurous</i>	<i>Opportune</i>	<i>Approachable</i>	<i>Skills</i>	<i>Inspired</i>	<i>Loyal</i>
<i>Confident</i>	<i>Challenging</i>	<i>Reactive</i>	<i>Pride</i>	<i>Enthusiastic</i>	<i>Attentive</i>
<i>Accepting</i>	<i>Fulfilling</i>	<i>Quick to respond</i>	<i>Honest</i>	<i>Driven</i>	<i>Passionate</i>
<i>Co-operative</i>	<i>Teamwork</i>	<i>Alert</i>	<i>Justice</i>	<i>Determination</i>	<i>Zelous</i>
<i>Open</i>	<i>Supportive</i>	<i>Decisive</i>	<i>Trust</i>	<i>Self respect</i>	<i>Wholehearted</i>
<i>Compliant</i>	<i>Potential</i>	<i>Responsible</i>	<i>Leadership</i>	<i>Enthusiastic</i>	<i>Unconditional</i>
<i>Variable</i>	<i>Pliable</i>	<i>Informed</i>	<i>Integrity</i>	<i>Keen</i>	<i>Sincere</i>
<i>Adjustable</i>	<i>Convertible</i>	<i>Attendant</i>	<i>Accomplished</i>	<i>Passionate</i>	<i>Unreserved</i>
<i>Courageous</i>	<i>Multi purpose</i>		<i>Discerning</i>	<i>Energetic</i>	<i>Service</i>
<i>Attuned</i>			<i>Authoritative</i>	<i>Dynamic</i>	
<i>Synchronised</i>			<i>Proficient</i>	<i>High powered</i>	
			<i>Specialist</i>	<i>Tireless</i>	

We all need to communicate effectively, both with each other and our audiences, particularly our internal and external audiences. It is not just Air Force image that carry our message – how we are verbally represented also reflects on our image. Being consistent in how we use our words will ensure Air Force achieves a professional, strong and effective image across all communication forms.

### Writing RAAF, Royal Australian Air Force and Air Force

On 31 March 1921 the Australian Air Force was officially formed, with the prefix “Royal” being approved by King George V in June 1921, along with the abbreviation RAAF. The three Australian Services were commonly abbreviated to RA (Australian Regular Army), RAN (Royal Australian Navy) and RAAF (Royal Australian Air Force). Although none of the Australian Services have changed official names, over the years, reference to the Services has evolved to Army, Navy and Air Force.

All Air Force Bases are known as RAAF Base. Eg. RAAF Base Williamtown, RAAF Base Amberley etc.

### International forum

The context and audience determines national or international use of words. In an international forum or when other international forces are involved, ‘Royal Australian Air Force (RAAF)’ should be used, with abbreviations in brackets.

### National forum

In a national forum or when the other Australian Services are mentioned, use ‘Air Force’.

**NOTE: Air Force is always two words, with initial capitals – Air Force.**

### Correspondence within Air Force

‘Correspondence’ covers all forms of written communication including facsimile, signal and email messages. All correspondence originating from within the Royal Australian Air Force is to adhere to the conventions in the *Australian Defence Force Publication (ADFP) 102 – Defence Writing Standards*. Electronic templates for minutes, briefs, official letters, formal and demi-official letters remain unchanged on the Defence Restricted Network.

## Common Air Force abbreviations

While the *Australian Defence Force Publication (ADFP) 102 – Defence Writing Standards* is the first point of reference when preparing all Defence material, listed below are some common abbreviation forms used within Air Force, particularly when referring to Air Force Squadrons or Units, personnel ranks, aircraft, Exercises and Operations. Capitals and abbreviations often have a specific use within Defence writing. Some of these specific to Air Force are:

- The word Service(s) – shown with an initial capital refers to Army, Navy or Air Force.
- The full and abbreviated titles of a Squadron, Unit or Wing – No 11 Squadron (11SQN). Capital ‘N’, lowercase ‘o’, no punctuation and a space, initial capital ‘Squadron’. When abbreviated there are no spaces and all capitals – 11SQN. Always refer to the Squadron, Unit or Wing in full first with abbreviation in brackets which is used thereafter. **NOTE: A full list of abbreviations and their capitalisation is found in ADFP 103 – Abbreviations and Military Symbols.**
- Specific ranks are initially shown in full with abbreviation in brackets to be used thereafter. When abbreviated, ranks are shown in capitals, without spaces and without any punctuation – Group Captain (GPCAPT). A full list of Air Force ranks is listed below.
- Names of exercises, plans, projects and operations appear entirely in capitals with the generic components ‘exercise’, ‘operation’ etc preceding the names with initial capitals – Exercise CROCODILE, Operation FALCONER and can be abbreviated to Op FALCONER or Ex CROCODILE.
- Equipment names are given an initial capital, but not italicised – Hercules aircraft. The generic components are not given initial capitals. Correct model titles for all current RAAF aircraft are listed below.

RANKS	ACRONYM
Air Chief Marshal	ACM
Air Marshal	AIRMSHL
Air Vice-Marshal	AVM
Air Commodore	AIRCDRE
Group Captain	GPCAPT
Wing Commander	WGCDR
Squadron Leader	SQNLDR
Flight Lieutenant	FLTLT
Flying Officer	FLGOFF
Pilot Officer	PLTOFF
Warrant Officer of the Air Force	WOFF-AF
Warrant Officer	WOFF
Flight Sergeant	FSGT
Sergeant	SGT
Corporal	CPL
Leading Aircraftman	LAC
Leading Aircraftwoman	LACW
Aircraftman	AC
Aircraftwoman	ACW
Officer Cadet	OFFCDT

AIRCRAFT
AP-3C Orion
C-130H Hercules
C-130J Hercules
F/A-18 Hornet
F/A-18F Super Hornet
Heron UAV
Hawk 127
PC-9/A
MRTT Airbus A330
737 BBJ
Challenger CL-604
K-250 King Air
Glostermaster C-17A
AEW&C Wedgetail

# 6

## External Communications



# 6

## External Communications

### 6.1 Graphic design – A4 brochures

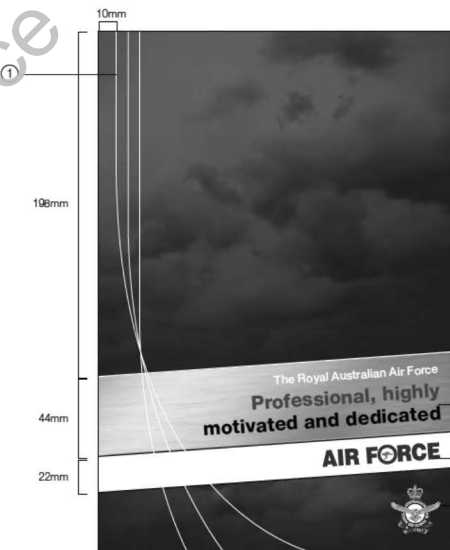
Refer to Disc 2 – Graphic design – A4 brochures

#### Introduction

The templates included in this chapter are for use by professional graphic designers only. Included are a selection of A4, A5 and DL brochures, newsletters, CD and DVD covers and labels, folders and powerpoint presentations. The templates are intended to form the basis for all documents and can be updated with new content and imagery to suit the needs of the end user.

#### A4 cover option 1 – clouds image

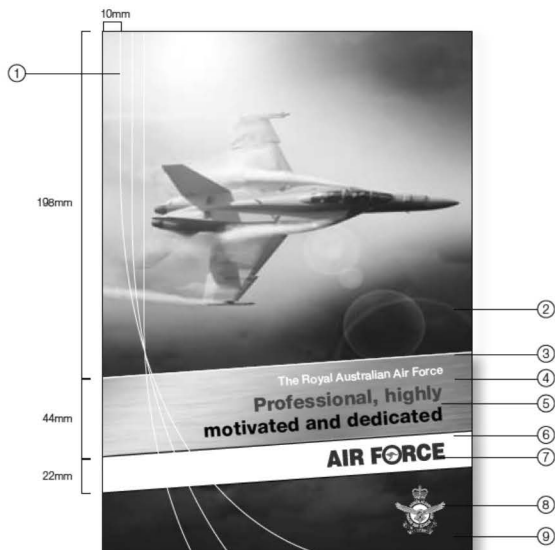
**Document size** A4 – 210mm (w) x 297mm (h)  
**Colour** full colour (cmyk)



- ① **Flight paths** sit 10mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** Takes up top two thirds of grid 210mm (w) x 198mm (h).
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 44mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, copy can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 22mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (11mm).
- ⑧ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, centred within blue cloud panel.
- ⑨ **Blue panel** Air Force dark blue cloud texture.

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

### A4 cover option 2 – single image

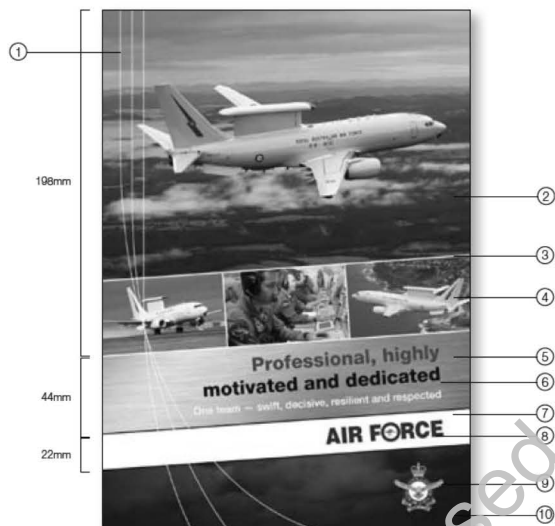


**Document size** A4 – 210mm (w) x 297mm (h)

**Colour** full colour (cmyk)

- ① **Flight paths** sit 10mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** Takes up top two thirds of grid 210mm (w) x 198mm (h).
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 44mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, copy can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 22mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (11mm).
- ⑧ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark blue cloud texture.

### A4 cover option 3 – multiple images

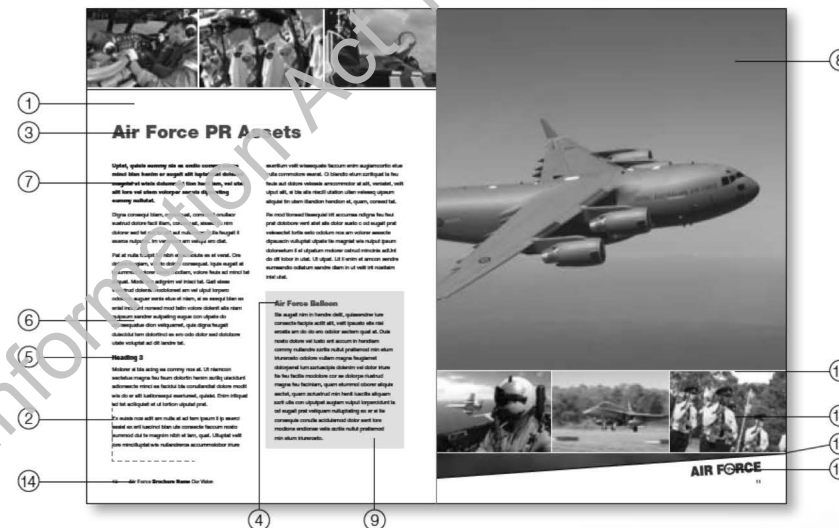


**Document size** A4 – 210mm (w) x 297mm (h)

**Colour** full colour (cmyk)

- ① **Flight paths** sit 10mm from left edge and bleed 3mm top and bottom of page.
- ② **Main image** 210mm (w) x 198mm (h).
- ③ **Keylines** 2pt white keylines.
- ④ **Images** Maximum of three images, divided equally in width. Height is equal to that of the grey steel band (44mm).
- ⑤ **Text panel** 44mm high, Air Force steel texture.
- ⑥ **Title text** Helvetica Neue Heavy, copy can appear in a combination of four colours (white, blue, black or red).
- ⑦ **Logo panel** White with 2pt black keyline, 22mm high.
- ⑧ **Air Force Logo** Half the height of logo panel (11mm).
- ⑨ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, centred within blue panel.
- ⑩ **Blue panel** Air Force dark blue cloud texture.

### A4 brochure – text page layouts



- ① **Background colour** white, Air Force grey or Air Force steel texture at 35% transparency.
- ② **Page margins** Top 55mm, bottom 25mm, outside 15mm, inside 20mm, 2 column text with 10mm gutter.
- ③ **Heading 1** Helvetica Neue Black, 31pt/31pt, tracking 3, Air Force blue, second line can be Air Force grey.
- ④ **Heading 2** Helvetica Neue Black, 12pt/12pt, space before 2mm, space after 1mm, Air Force blue.
- ⑤ **Heading 3** Helvetica Neue Black, 10pt/12pt, space before 2mm, space after 1mm, black.
- ⑥ **Body text** Helvetica Neue Roman, 9pt/15pt, space after 3mm.
- ⑦ **Body text intro** Helvetica Neue Bold, 9pt/15pt, space after 3mm.

- ⑧ **Pull-out quote** Helvetica Neue Light, 18pt/21pt, white.
- ⑨ **Pull-out box** 50% tint Air Force grey, text inset 5mm within box.
- ⑩ **Imagery** always appears level with the dark cloud or steel texture between the images if placed at the bottom of the page and the black 2pt line on a 4 degree angle, unless on a full page bleed.
- ⑪ **White keylines** 2pt, to be used on coloured backgrounds or images.
- ⑫ **Black keylines** 2pt, to be used on white backgrounds.
- ⑬ **Air Force Logo** 7mm high, 15mm from bottom of page.
- ⑭ **Page footers** 12mm from bottom of page.



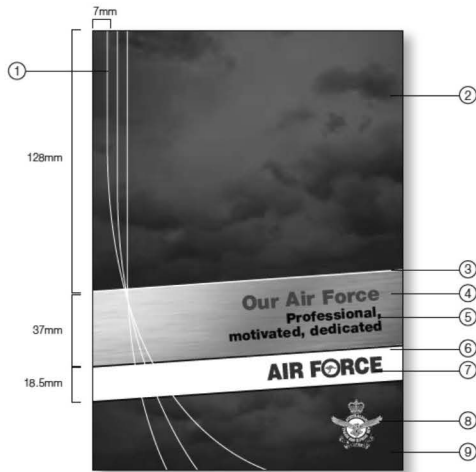




# 6.2 Graphic design – A5 brochures

Refer to Disc 2 – Graphic design – A5 brochures

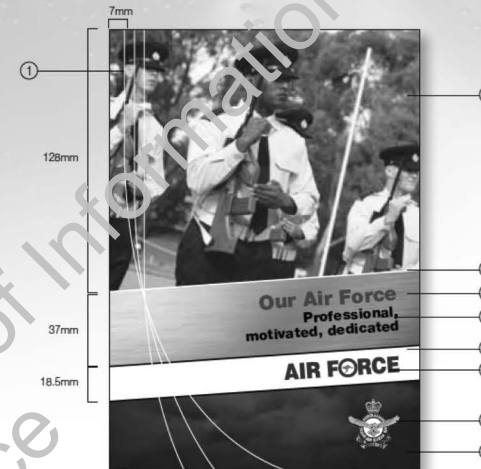
## A5 cover – cloud image



**Document size** A5 – 148.5mm (w) x 210mm (h)  
**Colour** full colour (cmyk)

- ① **Flight paths** sit 7mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** 128mm high.
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 37mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 3pt black keyline, 18.5mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (9mm).
- ⑧ **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark cloud texture.

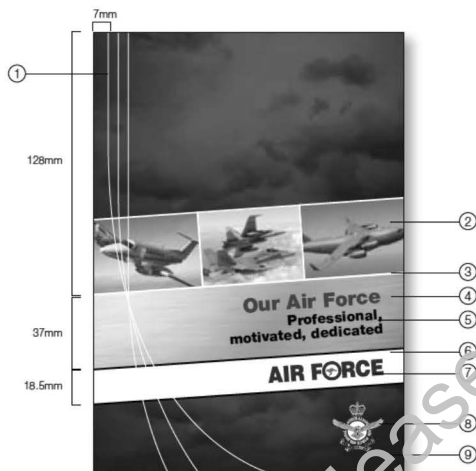
## A5 cover – single image



**Document size** A5 – 148.5mm (w) x 210mm (h)  
**Colour** full colour (cmyk)

- ① **Flight paths** sit 7mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** 128mm high.
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 37mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 18.5mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (9mm).
- ⑧ **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark blue cloud texture.

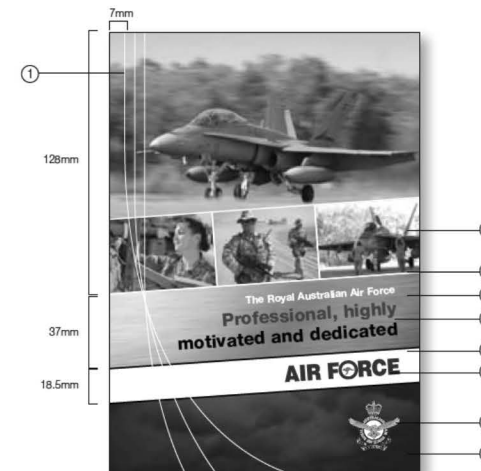
## A5 cover – 3 image



**Document size** A5 – 148.5mm (w) x 210mm (h)  
**Colour** full colour (cmyk)

- ① **Flight paths** sit 7mm from left edge and bleed 3mm top and bottom of page.
- ② **Images** Maximum of three images, divided equally in width. Height is equal to that of the grey steel band (44mm).
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 37mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 18.5mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (9mm).
- ⑧ **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark cloud texture.

## A5 cover – multiple images



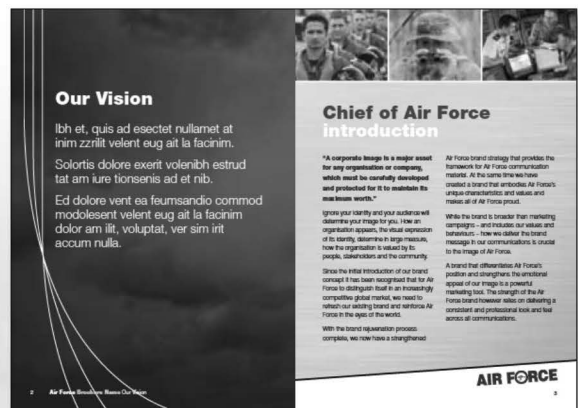
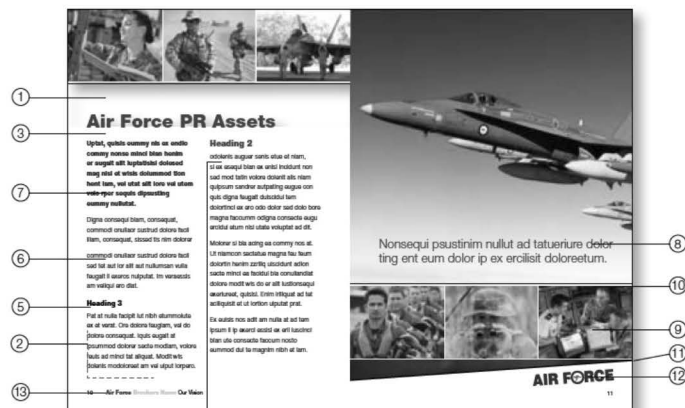
**Document size** A5 – 148.5mm (w) x 210mm (h)  
**Colour** full colour (cmyk)

- ① **Flight paths** sit 7mm from left edge and bleed 3mm top and bottom of page.
- ② **Images** Maximum of three images, divided equally in width. Height is equal to that of the grey steel band (44mm).
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 37mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 18.5mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (9mm).
- ⑧ **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark blue cloud texture.

# 6.3 Graphic design – DL brochures

Refer to Disc 2 – Graphic design – DL brochures

## A5 brochure – inside spreads



- ⑥ **Body text** Helvetica Neue Roman, 9pt/15pt, space after 3mm.
- ⑦ **Body text intro** Helvetica Neue Bold 9pt/15pt, space after 3mm.
- ⑧ **Pull-out (quote)** Helvetica Neue Light 10pt/21pt, Air Force blue.
- ⑨ **Image** always appears on a 4 degree angle, unless on a full page bleed.
- ⑩ **White keylines** 3pt, to be used on coloured backgrounds or images.
- ⑪ **Black keylines** 3pt, to be used on white backgrounds.
- ⑫ **Air Force Logo** 7mm high, 15mm from bottom of page.
- ⑬ **Page footers** 6mm from bottom of page.

## DL option 1 – image heavy, outside



Document size DL – 99mm (w) x 210mm (h)

Colour full colour (cmyk)

- ① **Flight paths** sit 5mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** 88.5mm high.
- ③ **Images** appear on a 4 degree angle, with a 2pt white keyline.
- ④ **Text panel** 36mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 18mm high.
- ⑦ **Air Force Logo (cover)** Half the height of logo panel (9mm).
- ⑧ **Air Force Logo (inside/back)** 7mm high.
- ⑨ **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- ⑩ **Blue panel** Air Force dark blue cloud texture.
- ⑪ **Background colour** Air Force steel texture.
- ⑫ **Headings** Helvetica Neue Black, 12pt/12pt, space before 2mm, space after 1mm, Air Force blue.
- ⑬ **Body text** Helvetica Neue Roman, 9pt/15pt, space after 3mm.
- ⑭ **Keyline** 2pt, black.

DL option 1 – image heavy, inside

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**Ready and capable**  
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**AIR FORCE**

DL option 2 – text heavy, outside

11 **Air Force Headquarters**  
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**Air Command – Australia**  
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Contact Details	
Name	Name
Position	Position
Code	Code
Branch	Branch
Branch Code	Branch Code
Tel	Tel
Fax	Fax
email@defence.gov.au	name@defence.gov.au
www.airforce.gov.au	www.airforce.gov.au

**AIR FORCE**

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**Our Air Force Professional, motivated, dedicated**

**AIR FORCE**

Document size DL – 99mm (w) x 210mm (h)

Colour full colour (cmyk)

- 1 **Flight paths** sit 5mm from left edge and bleed 3mm top and bottom of page.
- 2 **Blue background** Air Force dark blue cloud texture.
- 3 **Pull-out quote/intro** Helvetica Neue Light, white, sized to fit amount of text.
- 4 **Images** appear on a 4 degree angle, with a 2pt white keyline.
- 5 **Grey background** Air Force steel texture.
- 6 **Headings** Helvetica Neue Black, Air Force blue, space before 2mm, space after 1mm, 12/12pt.
- 7 **Body text** Helvetica Neue Roman, black, 9/15pt.
- 8 **Keyline** 2pt.
- 9 **Air Force Logo** 7mm high, positioned 3mm below black keyline, right aligned with margins.

Document size DL – 99mm (w) x 210mm (h)

Colour full colour (cmyk)

- 1 **Flight paths** sit 5mm from left edge and bleed 3mm top and bottom of page.
- 2 **Image** 124.5mm high.
- 3 **Text panel** 36mm high, Air Force steel texture.
- 4 **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- 5 **Logo panel** White with 2pt black keyline, 18mm high.
- 6 **Air Force Logo (cover)** Half the height of logo panel (9mm).
- 7 **Air Force Logo (inside/back)** 7mm high.
- 8 **RAAF Badge** Set to minimum height of 24mm, right aligned, centred within blue panel.
- 9 **Blue panel** Air Force dark blue cloud texture.
- 10 **Background colour** White.
- 11 **Headings** Helvetica Neue Black, 12pt/12pt, space before 2mm, space after 1mm, Air Force blue.
- 12 **Body text** Helvetica Neue Roman, 9pt/15pt, space after 3mm.
- 13 **Keyline** 2pt, black.

# 6.4 Graphic design – Newsletter

Refer to Disc 2 – Graphic design – Newsletter

## DL option 2 – text heavy, inside

① **Combat Support Group**

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*Signature*  
Name  
Title

**Aerospace Operational Support Group**

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**Peacetime operations**

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**AIR FORCE**

Document size DL – 99mm (w) x 210mm (h)

Colour full colour (cmyk)

- ① **Background colour** Air Force dark blue cloud texture.
- ② **Heading 1** Helvetica Neue Black, 27pt/27pt, tracking 3, Air Force grey, second line can be Air Force grey, Air Force pale blue or white.
- ③ **Heading 2** Helvetica Neue Black, 12pt/12pt, space before 2mm, space after 1mm, Air Force blue.
- ④ **Heading 3** Helvetica Neue Black, 10pt/12pt, space before 2mm, space after 1mm, black.
- ⑤ **Body text** Helvetica Neue Roman, spt/15pt, space after 3mm, white and black.
- ⑥ **Keyline** 2pt, black.
- ⑦ **Air Force Logo** 7mm high.

## Outside spread

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**Heading to go here**

At least 90 words and use white to highlight key information and use blue for sub-headers.

**Air Combat Group**

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**Heading 3**

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**Heading 3**

At least 90 words and use white to highlight key information and use blue for sub-headers.

**What's inside?**

- 2 Daily reports of the major combat
- 3 What's happening in the world
- 3 Distinguished honours
- 3 Air Force news
- 4 Contact Details

Document size A4 – 210mm (w) x 297mm (h)

Colour full colour (cmyk)

- ① **Flight paths** sit 10mm from left edge and bleed 3mm top of page ending 60.5mm from the top.
- ② **Header image** 210mm (w) x 31mm (h).
- ③ **White keylines** 2pt, to be used on coloured backgrounds or images.
- ④ **Imagery** placed within the columns can span from 1 to 3 columns across.
- ⑤ **Imagery** can also bleed off the page.
- ⑥ **Header panel** 31mm high, Air Force steel texture.
- ⑦ **Background colour** white.
- ⑧ **Background colour** Air Force grey. Use Air Force grey to differentiate articles.
- ⑨ **Page margins** Top 15mm, bottom 22mm, outside 10mm, inside 10mm, 3 column text with 5mm gutter.
- ⑩ **Pull-out quote** Helvetica Neue Light, 18pt/21pt, tracking 3, Air Force royal blue.
- ⑪ **Contents box** 40% tint Air Force grey or steel texture, text inset 5mm within box.
- ⑫ **Logo panel** White with 3pt black keyline, 20mm high.
- ⑬ **Air Force Logo** half the height of the logo panel (10mm).
- ⑭ **RAAF Badge** 2.5 times the height of the Air Force Logo (25mm), right aligned, 10mm from the bottom.
- ⑮ **Blue panel** Air Force dark blue cloud texture, 30mm from the bottom.

# 6.5 Graphic design – CD and DVD covers and labels

Refer to Disc 2 – Graphic design – CD and DVD covers and labels

## Inside spread

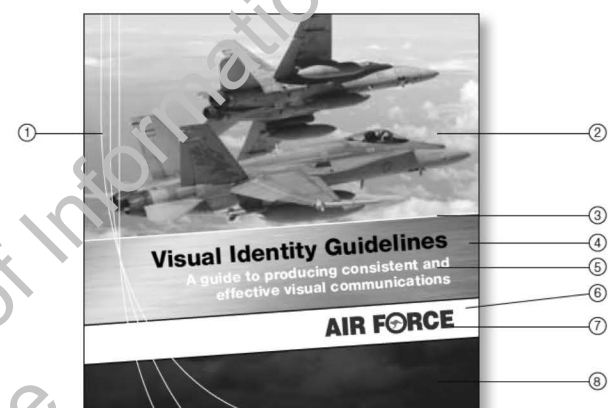


Document size A4 – 210mm (w) x 297mm (h)  
Colour full colour (cmyk)

- 16 **Black keylines** 2pt, to be used on white backgrounds.
- 17 **NL Heading 3** Helvetica Neue Black, 31pt/31pt, tracking 3, Air Force royal blue.
- 18 **NL Heading 6** Helvetica Neue Black, 16pt/16pt, space before 2mm, space after 3mm, Air Force royal blue.
- 19 **NL Heading 7** Helvetica Neue Black, 12pt/12pt, space before 2mm, space after 1mm, Air Force red.

- 20 **Body text** Helvetica Neue Roman, 8.5pt/12pt, space after 3mm.
- 21 **Body text intro** Helvetica Neue Bold, 8.5pt/12pt, space after 3mm.
- 22 **Page footers** 12mm from bottom of page.

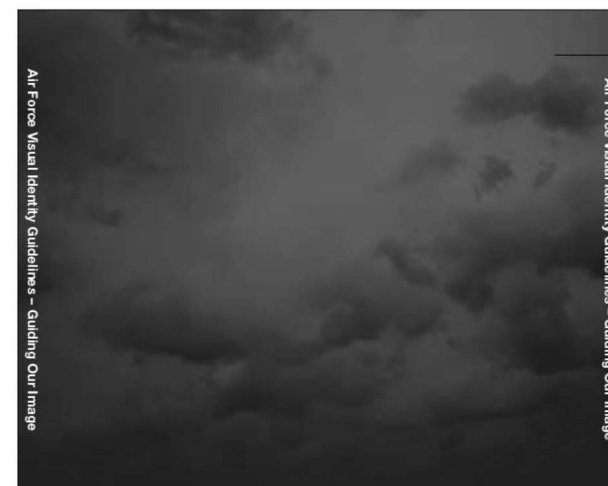
## CD cover – front



Document size 120mm (w) x 120mm (h)  
Colour full colour (cmyk)

- 1 **Flight paths** sit 5mm from left edge and bleed 3mm top and bottom of page.
- 2 **Image** 116mm high.
- 3 **Keyline** 2pt white keyline.
- 4 **Text panel** 26mm high, Air Force steel texture.
- 5 **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- 6 **Logo panel** White with 2pt black keyline, 13mm high.
- 7 **Air Force Logo** Half the height of logo panel (6.5mm).
- 8 **Blue panel** Air Force dark blue cloud texture.

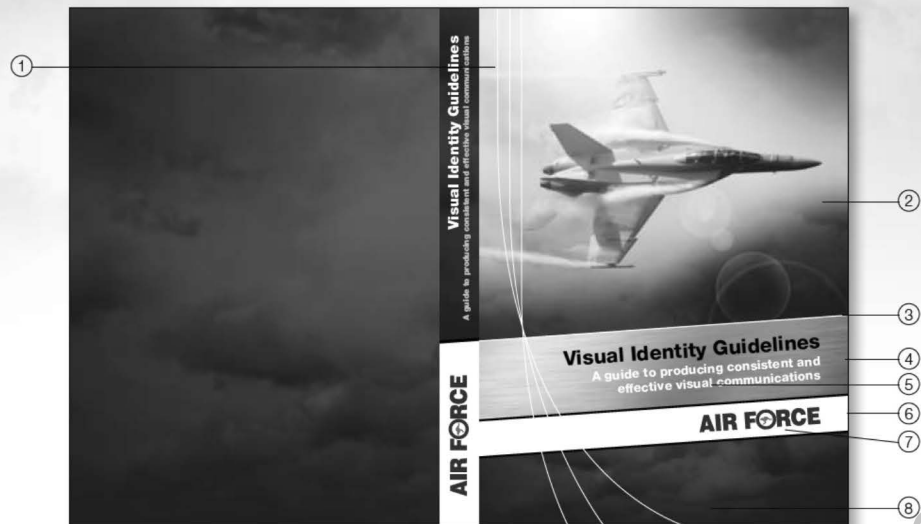
## CD cover – back



Document size 149mm (w) x 118mm (h)  
Colour full colour (cmyk)

- 1 **Background colour** Air Force dark blue cloud texture.
- 2 **Title text** Helvetica Neue Bold, white, 9.5pt.

DVD cover

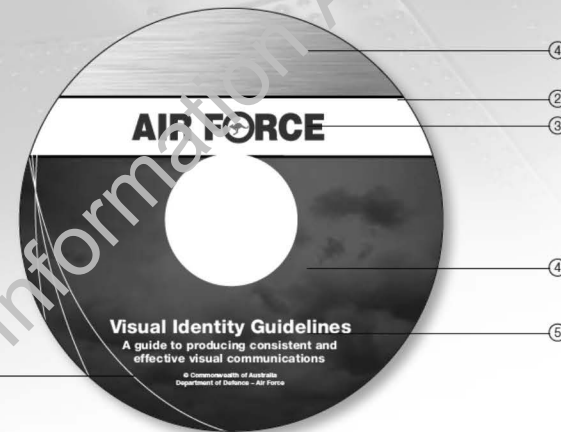


Document size 273mm (w) x 182mm (h)  
 Colour full colour (cmyk)

- ① **Flight paths** sit 6mm from left edge and bleed 3mm top and bottom of page.
- ② **Image** 116mm high.
- ③ **Keyline** 2pt white keyline.
- ④ **Text panel** 28mm high, Air Force steel texture.

- ⑤ **Title text** Helvetica Neue Heavy, can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo panel** White with 2pt black keyline, 14mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (7mm).
- ⑧ **Blue panel** Air Force dark blue cloud texture.

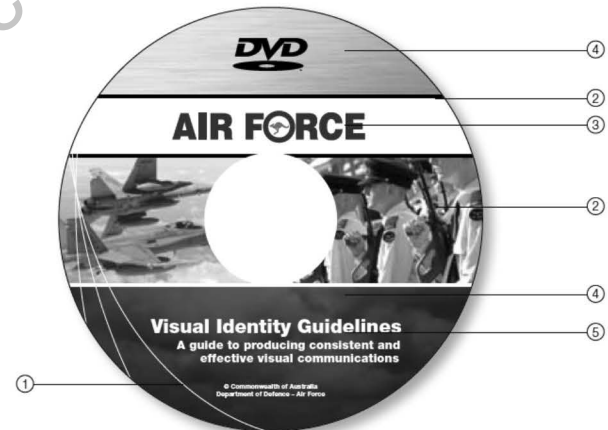
CD Label option 1



Document size 120mm (w) x 120mm (h)  
 Colour full colour (cmyk)

- ① **Flight paths** sit 2mm from left edge.
- ② **Logo panel** White with 2pt black keyline, 18mm high.
- ③ **Air Force Logo** Half the height of the logo panel (9mm).
- ④ **Background colours** Air Force steel texture, dark blue cloud texture.
- ⑤ **Title text** Helvetica Neue Heavy, white.

CD Label option 2



Document size 120mm (w) x 120mm (h)  
 Colour full colour (cmyk)

- ① **Flight paths** sit 2mm from left edge.
- ② **Logo panel** White with 2pt black keyline, 18mm high.
- ③ **Air Force Logo** Half the height of the logo panel (9mm).
- ④ **Background colours** Steel texture, dark blue cloud texture.
- ⑤ **Title text** Helvetica Neue Heavy white.
- ⑥ **Images** Height of CD inner circle, 2pt keyline.



## 6.6 Graphic design – PowerPoint Presentations

Refer to Disc 2 – Graphic design – PowerPoint presentations

### Title master option 1

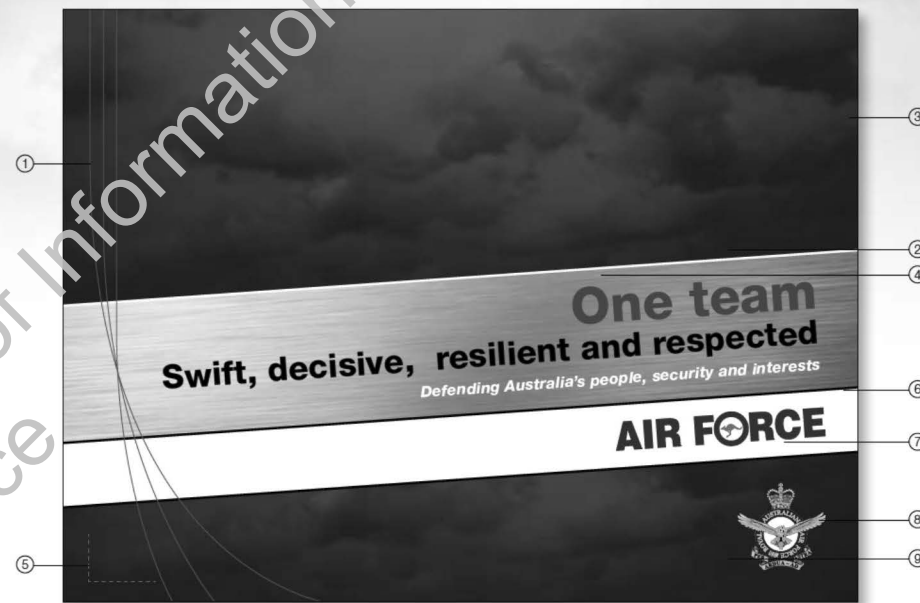


Document size 800 pixels (w) x 600 pixels (h)

Colour RGB

- ① **Flight paths** sit 8.5mm from left edge.
- ② **Dark cloud texture** 254mm (w) x 52mm (h).
- ③ **White keylines** 2pt, to be used on coloured backgrounds or images.
- ④ **Images** Maximum of three images, divided equally in width. Height is equal to that of the grey band (44mm).
- ⑤ **Text panel** 44mm high, Air Force steel texture, text Arial Black, size determined by amount of text.
- ⑥ **Page margins** Top 10mm, bottom 10mm, left 10mm, right 10mm.
- ⑦ **Logo panel** White with 2pt black keyline, 22mm high.
- ⑧ **Air Force Logo** half the height of the logo panel (11mm).
- ⑨ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, 10mm from the bottom.
- ⑩ **Blue panel** Dark cloud texture, 48mm from the bottom.

### Title master option 2



Document size 800 pixels (w) x 600 pixels (h)

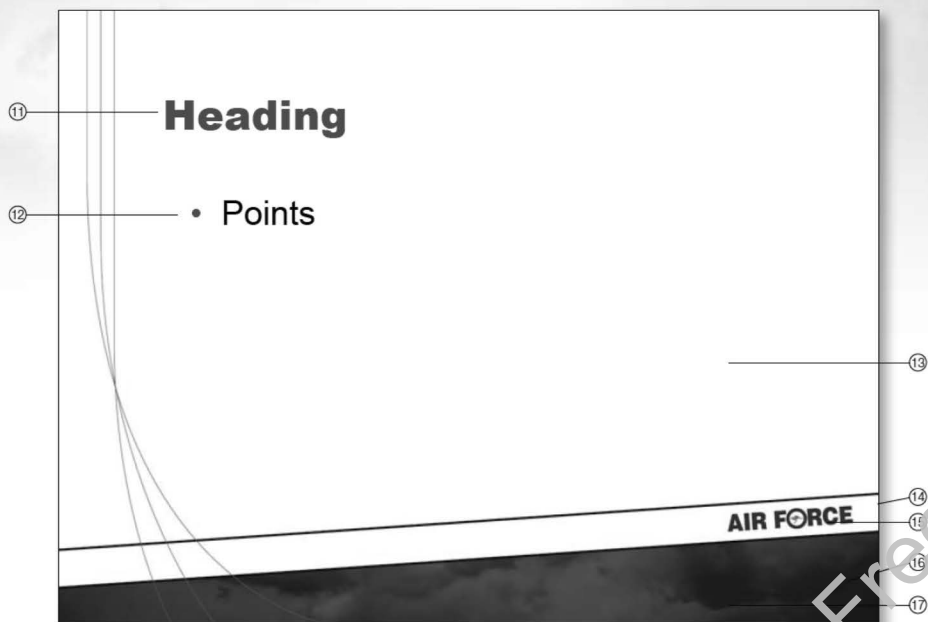
Colour RGB

- ① **Flight paths** sit 8.5mm from left edge.
- ② **White keylines** 2pt, to be used on coloured backgrounds or images.
- ③ **Image** Generic dark cloud texture
- ④ **Text panel** 44mm high, Air Force grey, text Arial Black, size determined by amount of text.
- ⑤ **Page margins** Top 10mm, bottom 10mm, left 10mm, right 10mm.
- ⑥ **Logo panel** White with 2pt black keyline, 22mm high.
- ⑦ **Air Force Logo** half the height of the logo panel (11mm).
- ⑧ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, 10mm from the bottom.
- ⑨ **Blue panel** dark blue cloud texture, 48mm from the bottom.

## 6.7 Graphic design – Folder cover and spine

Refer to Disc 2 – Graphic design – Folder cover and spine

### Slide master (no background)



#### Document size

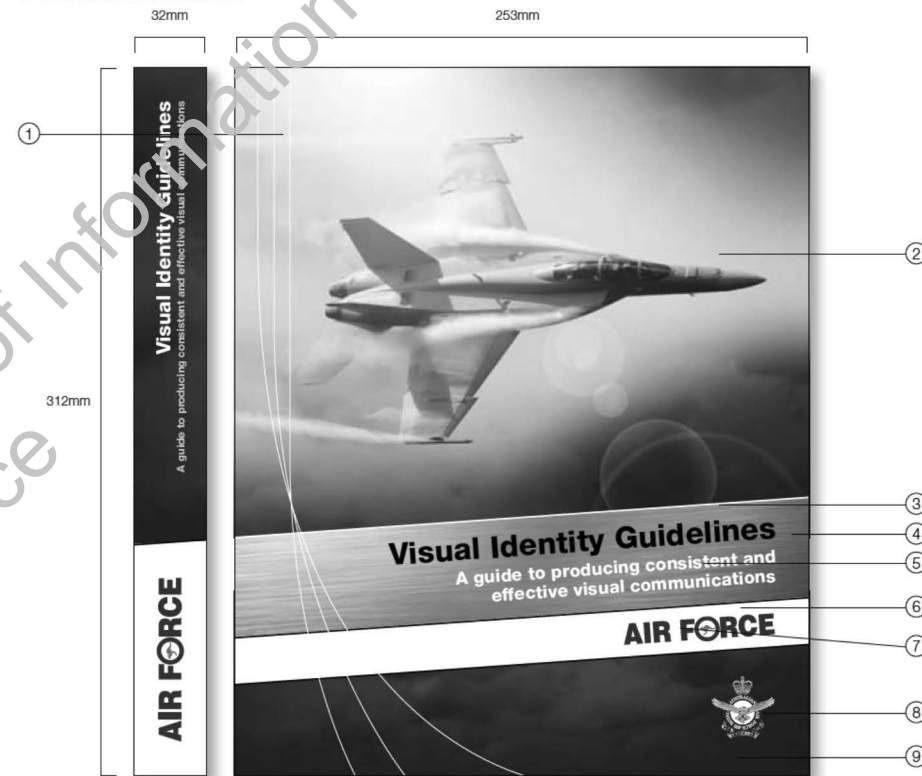
800 pixels (w) x 600 pixels (h)

Colour RGB

- ⑪ **Heading in PowerPoint**  
Arial Black, 36pt, Air Force royal blue.
- ⑫ **Points in PowerPoint**  
Arial Regular, 30pt, black text with Air Force royal blue bullet points.
- ⑬ **Background colour** White.
- ⑭ **Logo panel** White with 2pt black keyline, 14mm high.

- ⑮ **Air Force Logo** half the height of the logo panel (7mm).
- ⑯ **RAAF Badge** 2.5 times the height of the Air Force Logo (17.5mm), right aligned, 10mm from the bottom.
- ⑰ **Blue panel** Dark blue cloud texture, 48mm from the bottom.

### Oversize A4 folders



Document size Cover 253mm (w) x 312mm (h), Spine 32mm (w) x 312mm (h)

Colour full colour (cmyk)

- ① **Visual Identity Guidelines**  
A guide to producing consistent and effective visual communications
- ② **Flight paths** sit 10mm from left edge and bleed 3mm top and bottom of page.
- ③ **Keyline** 2pt white keyline.
- ④ **Text Panel** 44mm high, Air Force steel texture.
- ⑤ **Title text** Helvetica Neue Black, copy can appear in a combination of four colours (white, blue, black or red).
- ⑥ **Logo Panel** White with 2pt black keyline, 22mm high.
- ⑦ **Air Force Logo** Half the height of logo panel (11mm).
- ⑧ **RAAF Badge** 2.5 times the height of the Air Force Logo (27.5mm), right aligned, centred within blue panel.
- ⑨ **Blue panel** Air Force dark blue clouds.

## 6.8 Design guidelines

The logos and badges provided in the Air Force Visual Identity Guidelines should be used as provided. No colour changes or distortion of the logos or badges will be accepted. However there is flexibility with the use of the supporting graphics and the design templates provided on Disc 2. Not all of the template designs and supporting graphics are complimentary to all design situations. The templates provided should be the first consideration and adjusted to fit each communication situation. If it is necessary to produce an alternate design then all or some of the visual elements in these guidelines are to be used as a source of inspiration. The integrity of the brand outlined in the Air Force Visual Identity Guidelines must at all times be the main consideration for the design of any further communication material.

All logos and badges are located on Disc 1 and all graphic design templates are located on Disc 2.

# 7

## Promotional Material

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



## 7

## Promotional Material

## 7.1 Large format – Banners

Refer to Disc 2 – Graphic Design - Large format – Banners

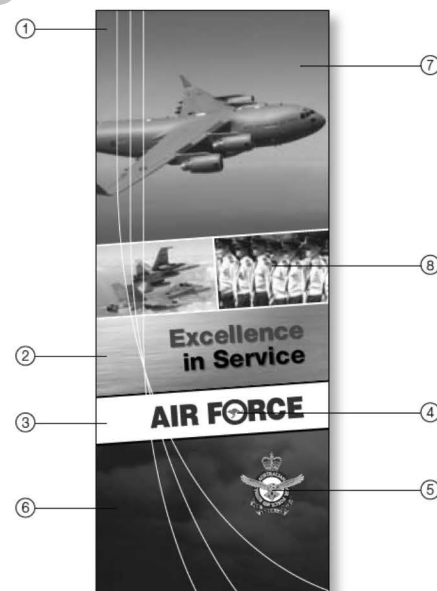
## Introduction

The templates included in this chapter are for use by professional graphic designers only. Included are a selection of pop up banners, lecterns, display boards and tent signage. The templates can be adjusted in size to suit the end users requirements. Text and images can be changed to suit each targeted situation.

## Banners

Pop up banners are used for exhibitions, air shows and areas that require Air Force branding. Their impact is effective if they are utilised correctly. A large amount of text does not work with this medium as large format banners are viewed from a distance. Text should be kept at a minimum. The title and the images should work together to get the message across to the target audience.

Banners come in many different shapes and sizes. There are two standard sizes supplied on Disc 2. If other sizes, images or text are required the templates can be changed to suit the end users requirement by a graphic designer.



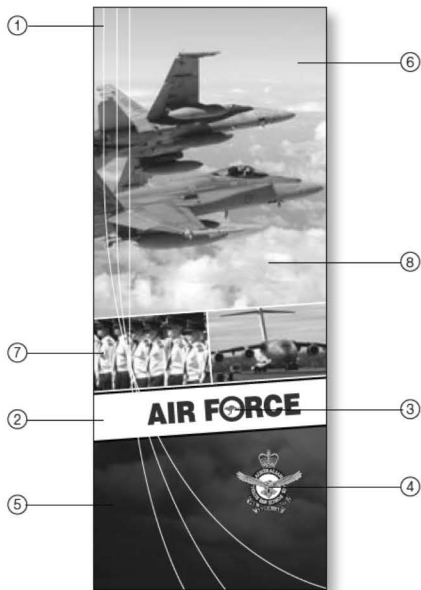
## Banners – text panel and multiple images

Document size 800mm (w) x 2000mm (h)

- ① **Flight paths** sit 30mm from left edge and bleed 40mm top and bottom of artwork.
- ② **Text panel background** Steel texture.
- ③ **Logo panel** White with 20pt black keyline.
- ④ **Air Force Logo** Half the height of the logo panel.
- ⑤ **RAAF Badge** 2.5 times the height of the Air Force Logo, right aligned. Sits high in the dark blue cloud texture panel for visual purposes in a presentation setting.
- ⑥ **Bottom panel background** Dark blue cloud texture.
- ⑦ **Main image** 800 (w) x 1000 (h).
- ⑧ **Images** Maximum of two images, divided equally in width. Height is equal to that of the grey band (262mm) with 20pt white keyline.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.

Banners continued



**Banners – multiple images**

Document size 800mm (w) x 2000mm (h)

- ① **Flight paths** sit 30mm from left edge and bleed 40mm top and bottom of artwork.
- ② **Logo panel** White with 20pt black keyline.
- ③ **Air Force Logo** Half the height of the logo panel.
- ④ **RAAF Badge** 2.5 times the height of the Air Force Logo, right aligned. Sits high in the dark blue cloud texture panel for visual purposes in a presentation setting.
- ⑤ **Bottom panel background** Dark blue cloud texture.
- ⑥ **Main image** 800 (w) x 1000 (h).
- ⑦ **Images** Maximum of two images, divided equally in width. Height is equal to that of the grey band (262mm) with 20pt white keyline.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.



**Banners – text panel single image**

Document size 800mm (w) x 2000mm (h)

- ① **Flight paths** sit 30mm from left edge and bleed 40mm top and bottom of artwork.
- ② **Text panel** Steel texture with 20pt white keyline.
- ③ **Logo panel** White with 20pt black keyline.
- ④ **Air Force Logo** Half the height of the logo panel.
- ⑤ **RAAF Badge** 2.5 times the height of the Air Force Logo, right aligned. Sits high in the dark blue cloud texture panel for visual purposes in a presentation setting.
- ⑥ **Bottom panel background** Dark blue cloud texture.
- ⑦ **Main image** 800 (w) x to fill the rest of the panel.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.

Banners continued



**Banners – Badge**

Document size 800mm (w) x 2000mm (h)

- ① **Background** Dark blue cloud texture.
- ② **RAAF Badge** Sits high in the dark blue cloud texture panel for visual purposes in a presentation setting.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.



**Banners – Badge**

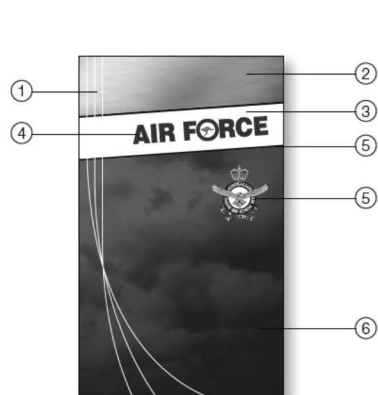
Document size 800mm (w) x 2000mm (h)

- ① **Background** Dark blue cloud texture.
- ② **RAAF Badge** Can be substituted with any FEG, Wing, Squadron or Unit badge.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.

## 7.2 Large format – Lecterns

Refer to Disc 2 – Graphic Design - Large format – Lecterns



Document size 540mm (w) x 900mm (h)

- ① **Flight paths** sit 25mm from left edge and bleed 3mm top and bottom of page.
- ② **Top panel background** Steel texture.
- ③ **Logo panel** White with 10pt black keyline.
- ④ **Air Force Logo** Half the height of the logo panel.
- ⑤ **RAAF Badge** 2.5 times the height of the Air Force Logo, right aligned. Sits high in the blue panel for visual purposes in a presentation setting. RAAF Badge can be replaced with Force Element Group, Squadron, Wing or Unit badge
- ⑥ **Bottom panel background** Dark blue cloud texture.

This is just one sample size, please adjust size accordingly making sure all graphics and elements scale correctly.

### Display system example (banners, lectern and PowerPoint)



## 7.3 Large format – Tent signage

Refer to Disc 2 – Graphic Design - Large format – Tent signage

### Tent signage



Document size 2000mm (w) x 600mm (h)

- ① **Background** Dark blue cloud texture or steel texture.
- ② **Logo panel** White with 20pt black keyline.
- ③ **Air Force Logo** 198mm high.
- ④ **Text** Helvetica Neue Heavy, copy can appear in a combination of three colours (white, blue and black)



Document size 2000mm (w) x 600mm (h)

- ① **Background** Solid Air Force blue.
- ② **Logo panel** White with 20pt black keyline.
- ③ **Air Force Logo** 198mm high.
- ④ **Text** Helvetica Neue Heavy, copy can appear in a combination of three colours (white, blue and black)



# 7.4 Large format – Display boards

Refer to Disc 2 – Graphic Design - Large format – Display boards

## Display Boards



# 7.5 Promotional stationery

Refer to Disc 2 – Graphic Design – Promotional folder

## Presentation Folders

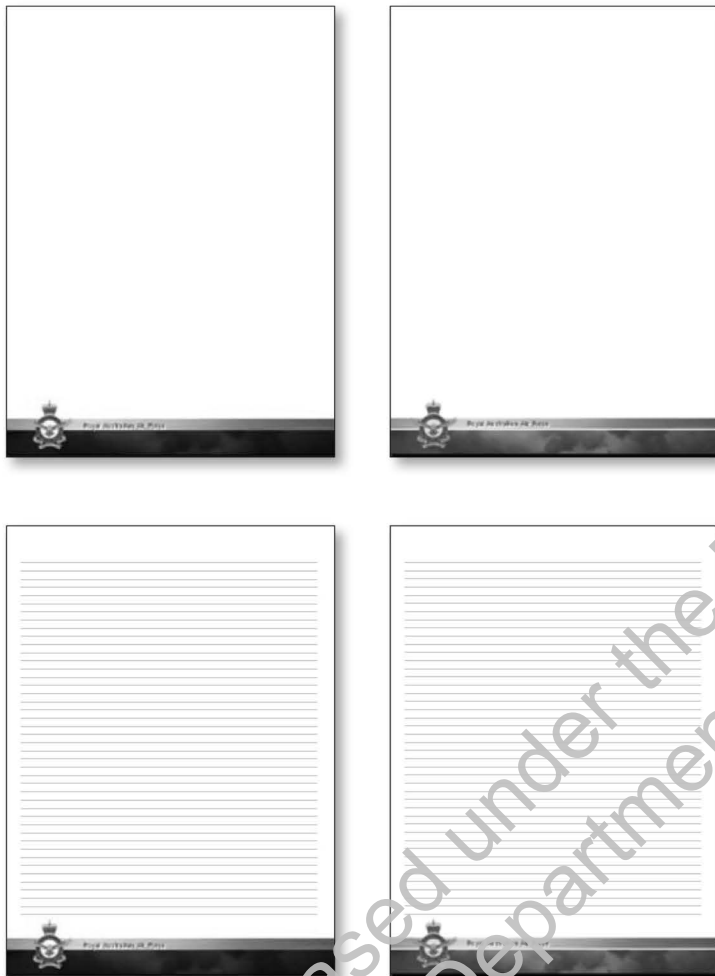
The Air Force presentation folder can only be professionally printed. This design is not to be altered in any way.



### Stationery

Refer to Disc 2 – Graphic Design – Promotional stationery

The Royal Australian Air Force stationery can be printed professionally or internally. There is also a word version that is located on Disc 1 – Word stationery.



## 7.6 A3 poster

Refer to Disc 2 – Graphic Design – A3 poster

### Landscape

The Air Force A3 poster is used at Air Shows as one of the primary promotional items. Provided on Disc 2 are professional In-design files together with a photoshop file. Only the image and the title are to be changed on the poster. The RAAF Badge is not to be changed as the posters are to represent the Air Force as an entire organisation.



### Portrait





# 7.9 Air Force Assets

Refer to the RAAF Brandmanager email: [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au)

The Air Force Balloon, Air Force Roulettes, Air Force Band and the RAAF Museum are all part of a special collection called the Air Force Assets. These assets are involved with community engagement activities on a regular basis. The branding associated with these assets has another level added to appeal to the target audience that they interact with. If you require any designs or templates for any of these assets please email the [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au) with your request.

## Samples



# 7.10 Merchandise

Refer to the Air Force Brand website: [www.airforce.gov.au](http://www.airforce.gov.au)

All promotional products branded with Air Force logos or badges must be of the highest possible standard. The integrity of the Air Force brand should always be the first consideration when applying it to any type of merchandise.

Agents must be committed to producing a high quality product, combined with competitive pricing and an excellent level of service and delivery. Companies must be approved by the Communication and Reputation Management (CRM) area.

If you wish to use another supplier then the supplier is required to have a technical design and quality assurance assessment, and written approval by CRM, prior to being permitted to use any Air Force identities for any production of branded or printed items. A proof of the product/s must then be inspected by the Standards and Compliance Manager prior to production to gain approval.

## Samples





Publishing



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



## 8

## Publishing

## 8.1 Paper stock / binding

To ensure consistency for all publications, listed below are some recommended guidelines for printing and binding.

**Brochures / Flyers / Newsletters**

To be printed on 150gsm satin coated stock. Self cover. Machine satin varnish to seal.

**Booklets / Reports**

Cover to be printed on 300gsm satin coated stock. The cover should also have a celloglaze coating. Text pages to be printed on 150gsm satin coated stock.

**CD Covers**

To be printed on 150gsm satin coated stock.

**DL Invitations / Folders**

To be printed on 300gsm satin coated stock. Matt celloglaze coating both sides.

**Posters**

To be printed on 200gsm satin coated stock with varnish 1 side.

**Binding**

Publications consisting of less than 48pp will be saddle stitched. There is no spine for text.

Publications consisting of more than 48pp will be perfect bound, with text on the spine.

**Standard Paper sizes**

A0 841 x 1189	A1 594 x 841	A2 420 x 594	A3 297 x 420
A4 210 x 297	A5 148 x 210	A6 105 x 148	A7 74 x 105
A8 52 x 74	A9 37 x 52	A10 26 x 37	DL 99 x 210

These stock selections are not compulsory and are only guidelines. If unsure please consult your design or print professional for the appropriate stock solution for your requirements.



## 8.2 Professional printing requirements

Defence Publishing Services (DPS) provides a range of publishing and printing services to the Australian Defence Organisation (ADO) and has its major offices in Canberra and Laverton as well as 25 regional sites around Australia. These services are briefly described below, for more detailed information on a specific service visit the DPS Website at: [547E\(d\)](#)

Reprographics • Graphic Services • Document Publishing Services • Forms and Services • Document Storage and Distribution Services • Audiovisual Services • Photographic Services • Scanning and Conversion Services • Multimedia Development Services and CD-ROM and Floppy Disk Replication Services

### What you need to provide

When the need for any printing of the communication material in this Visual Identity Guide arises you will need to provide the following items to a printing company or Defence Publishing Services. This will enable the graphic designer to populate the item with imagery and text to suit your requirement.

1. Choose which item you require from the Visual Identity Guidelines.
2. Gather your text for content and place in a word document. With instructions to show where you require the text. This should include headings, subheadings, tables etc.
3. Gather any images that you require and place them onto a disc. It is best if the images are supplied in the largest size you have available for good reproduction. Banners should have images that are at least 1mb in size.
4. If using Defence Publishing Services send your text and images to DPS and they will log a job and contact you with details in relation to your request and the date it will be finalised. DPS will have the templates disc. You will only need to stipulate which template you require them to use.
5. If using an outside company all the steps above are to be used but additionally you will need to provide the Visual Identity Guidelines disc, (Disc 2 – External Communications and Promotional Material) as this disc has the templates on it that they will require.
6. If you are in a position to supply final artwork it is best to check with the printing company. Depending on the type of print job that is required, file format requirements can consist of packaged Indesign files, PDF, JPG and EPS files.

## 8.3 Glossary

<b>ADFP 102</b>	The Australian Defence Force Publication 102 – Writing Standards. It provides uniform conventions and standards of writing. It is the first point of reference when preparing communication material, or when creating electronic and paper-based documents for promulgation and distribution within Defence.
<b>Align</b>	To line up type or other graphics, using a horizontal or vertical reference.
<b>Artwork</b>	Any original design – including type, photos, illustrations and layouts – intended for printing.
<b>Bleed</b>	The part of the image that extends beyond the edges of the trimmed pages so that no margin or white space occurs around the image or graphics when printing.
<b>Body Copy</b>	The main flowing part of written text as opposed to headings, subheadings and captions.
<b>Clearspace</b>	Space around logos void of any text or other image.
<b>CMYK</b>	Also known as 'four colour process' printing using four standard ink colours of cyan, magenta, yellow and black, which produce full colour print material.
<b>Copyright</b>	Legal protection and ownership of a distinctive name, mark or logo.
<b>Design Concept</b>	The initial design developed in response to a job brief.
<b>Design Development</b>	The next stage after feedback from the design concept.
<b>Design Refinement</b>	The stage(s) of design undertaken to reach the final concept.
<b>Digital Artwork</b>	Artwork provided on disc, CD or electronically in either Macintosh or PC format.
<b>Digital Printing</b>	Artwork is transmitted directly to the printing press without films or plates.
<b>DPI</b>	'Dots per inch'. The standard measure of resolution for printing. Images for web need only be 72dpi, while they must be 300dpi for printing.
<b>Duotones</b>	Photographs reproduced in two colours – usually black and one other colour.
<b>EPS</b>	'Encapsulated Postscript file'. A high resolution computer file format, either Macintosh or PC compatible.

<b>Final / Finished Artwork</b>	This is the last stage prior to going to print. If changes are required after this it is extremely expensive.
<b>Footer</b>	Information, such as a page number or chapter title, that appears at the bottom of every page.
<b>Format</b>	A general term for size or layout, depending on the context. For example, 'A4 format' or 'two-column format'.
<b>Grid</b>	An imaginary pattern of lines guiding the layout of a print job, especially over multiple pages, displayed on a computer screen but not printed.
<b>GSM</b>	The standard measure of weight of paper in grams.
<b>Identity</b>	Verbal or visual symbols used by an organisation to enable target audiences to associate messages and products with that particular organisation.
<b>International Page Sizes</b>	The International Standards Organisation (ISO) system of paper sizes, based Page Sizes on the A, B, and C series of sizes. Series A is used for general printing.  A1 – 594 x 840mm, A2 – 420 x 594mm, A3 – 297 x 420mm, A4 – 210 x 297mm, A5 – 148.5 x 210mm, DL – 99 x 210mm
<b>Halftones</b>	Photographs reproduced in tones of black.
<b>Leading</b>	Technical term for the spacing between lines of text.
<b>Logo</b>	An artistic assembly of type and/or art into a distinctive symbol unique to an organisation, business or product. Also interchangeable with 'brand'.
<b>PDF</b>	'Portable Document Format'. Preserves the look and content of the original file, includes fonts and images and can be sent by email. This format primarily is for viewing only and is not suitable for print.
<b>Production Phase</b>	This is when the 'final artwork' is given to the designated printer or other production facility responsible for the creation of the final product.
<b>PMS</b>	'Pantone Matching System'. An international system for identifying colour for printing. Pantone and PMS are registered trademarks of Pantone Inc.
<b>Resolution</b>	A measurement of image fineness and detail, usually stated in dots per inch (dpi) or lines per inch (lpi). Images for web need only be 72dpi, while they must be 300dpi for printing.
<b>Reversed</b>	A logo, word or graphic appearing white on a dark or coloured background.

<b>San Serif</b>	A font without small lines projecting from the main strokes or characters, eg Helvetica.
<b>Serif</b>	A font with small lines projecting from the main strokes or characters, typically at the base of the letters, eg Times.
<b>Stock</b>	Another term used for paper.
<b>Swatch</b>	A sample of colour for the manufacturer to match.
<b>Target Audience</b>	A specific group or individual that is the ultimate receiver of the Air Force communication – internal or external.
<b>Template</b>	Form or electronic document with fixed and non fixed elements used to maintain layout consistency.
<b>TIFF</b>	A computer file format, Macintosh or PC compatible.
<b>Tint</b>	A percentage shade of a single colour or combined colours.
<b>Weight</b>	Refers to the particular cut of a typeface – eg Helvetica Bold, Helvetica Light.