



Supporting
The British Army

BRAND GUIDELINES

Final version

Brand direction

A modern identity with purpose and humanity

The Army Central Fund (ACF) is a grantmaking charity working to improve the wellbeing of serving members of the British Army as well as their immediate families. Our ambition is to help enable serving personnel to enjoy a rewarding, fulfilling and stable career in the Army, in the knowledge that their partners and families are both supported and supportive. Our visual identity should reflect this balance - grounded in the Army's heritage but defined by openness, trust and modernity.

Our brand expression brings together discipline and empathy: confident and structured, yet approachable and human. Every element - from colour and typography to photography and layout - has been designed to convey the ACF's supportive role and its connection to the Army community.



Design philosophy

The Army Central Fund's visual identity is guided by three key principles:

1. Supportive, not authoritative

The design avoids overly rigid or militaristic tropes. Instead, it uses soft curves, balanced layouts, and a calm palette to express reassurance, collaboration, and integrity.

2. Authentic and human

Photography and design elements focus on people and impact — showing genuine stories of support and positive change within the serving Army community. Every image should feel real, optimistic, and purposeful.

3. Modern and confident

The visual system is clean, contemporary, and digitally accessible. WCAG AA colour contrast compliance ensures that clarity, inclusivity, and professionalism are always maintained across print and web.



Visual tone

The tone of the identity should feel:

Grounded — respectful of Army heritage without being traditional or ceremonial

Open — plenty of white space, light backgrounds, and simple layouts

Trustworthy — high-quality materials and consistent visual standards

Human — real people, real stories, and meaningful impact

Balanced — confident use of structure and symmetry, softened by organic curves



Design expression

The visual identity draws its foundation from the logo's soft, curved form and distinctive red, black, and white palette. This provides continuity with the Army's visual heritage while introducing a fresh, accessible, and professional aesthetic.

Colour, typography, and imagery work together to create a consistent visual language:

Colour introduces a light, modern palette, using red for emphasis and neutral tones to maintain calm and clarity.

Typography combines contemporary forms with precision and warmth.

Imagery connects emotionally — grounded in real experiences and the positive outcomes of the ACF's work.

Graphic devices echo the logo's curves to bring visual rhythm and cohesion across print and digital formats.

A large, solid red curved shape that starts from the left edge, curves upwards and to the right, and then curves back down towards the right edge, creating a wide, shallow arc that spans most of the width of the page at the bottom.

Our brand in practice

When applied consistently, the Army Central Fund's identity should feel cohesive across all touchpoints — from the website to reports and stationery. Each application should project a sense of structure and confidence, but always remain open and empathetic in tone.

The brand system provides flexibility for designers and partners, while ensuring that every communication reinforces who the ACF is: a modern, trusted, and supportive force for good within the British Army community.



Supporting
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Visual Identity

Logo overview

The Army Central Fund logo is a typographic logo based on a traditional battle dress shoulder title.

White on red to reflect the Army's principal colours.

The full logo is accompanied by a supporting line of text: Supporting The British Army.



Logo Versions

The full logo with supporting text in black should be used in most applications wherever possible.

In addition to the full logo there are two further simplified versions available:

First the full logo with white supporting text to be shown on black or dark backgrounds. Plus a version, that removes the supporting text.



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Logo Versions

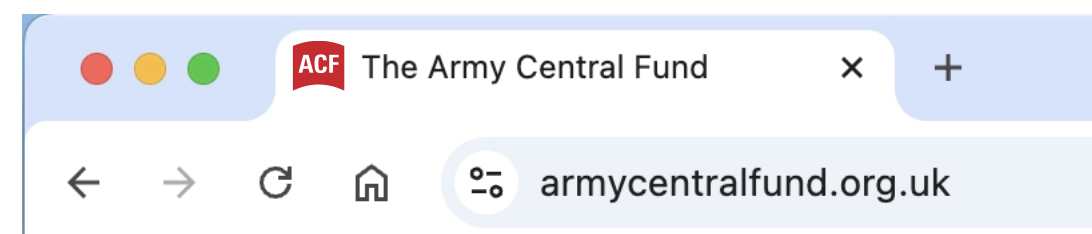
The logo can also be presented in black and white.



Logo Versions

The logo can also be presented reversed in white on red backgrounds, with red text.





Logo Versions - Favicon

The letters ACF are used for the Favicon.

To appear on browser tabs.

This uses the font

Univers Next Pro - Heavy Condensed

Logo Guidance

Exclusion zone:

Please ensure that you leave comfortable spacing at all sides of the logo using the guides shown.

Minimum size:

The full logo should not be used under the minimum width of 40 mm / 110 px.

Remember:

Always use original logo artwork, completely unaltered. Never create your own logo.



Minimum width of 40 mm / 110 px.



Incorrect Logo Usage

The examples on this pages show modifications and incorrect usage of the brand logo. In order to protect the visual integrity of the brand, please avoid the following.



Supporting
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Colour

Do not use the logo in colours which are not permitted.



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Rearranging

Do not rearrange or alter the stacking or composition of the logo.



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Badgeless

Do not use the logo without the background badge.



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The British Army

Rotating

Do not rotate any element of the logo.



Supporting
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Colours

Brand colour palette

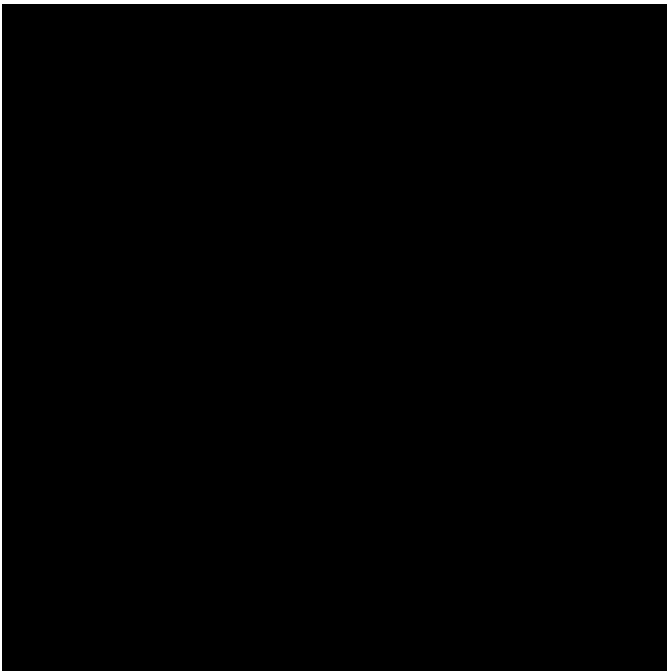
The primary brand colour palette shown here is the default one for all applications. ACF Red is the lead brand colour supported by Black and White. Black is only used for text. The correct colour values for our brand palette are specified below for consistency. Also presented are accessibility combinations for text on a white background.



ACF Red

CMYK: 2 / 100 / 85 / 6
RGB: 215 / 9 / 38
HEX: #D70926

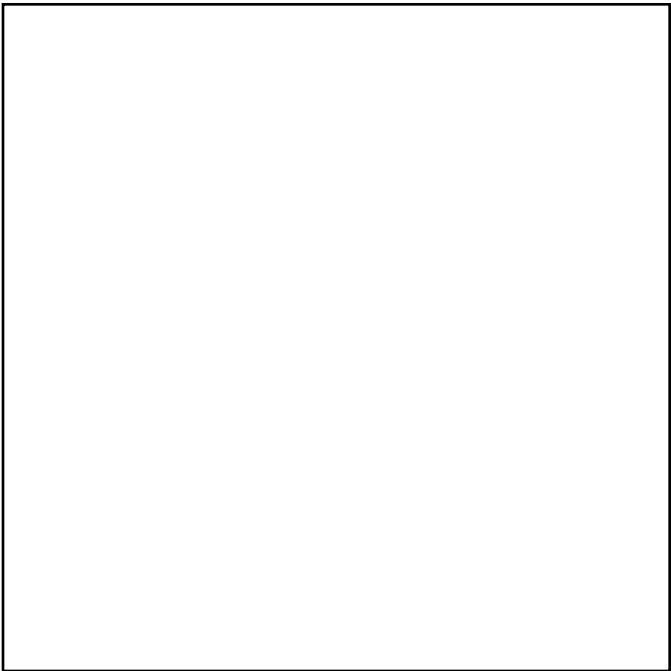
5.3:1 ratio
AA pass small text



Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

21:1 ratio
AAA pass small text



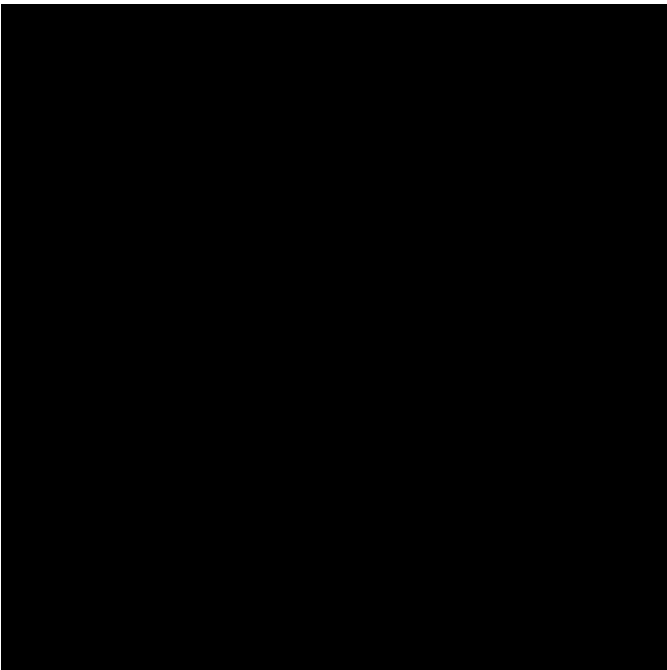
White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

21:1 ratio
AAA pass small text

Brand colour palette - gradient hues

The primary brand colour black could also be used as gradient hues. The additional hues provide options to create depth and range.



Black - 100%



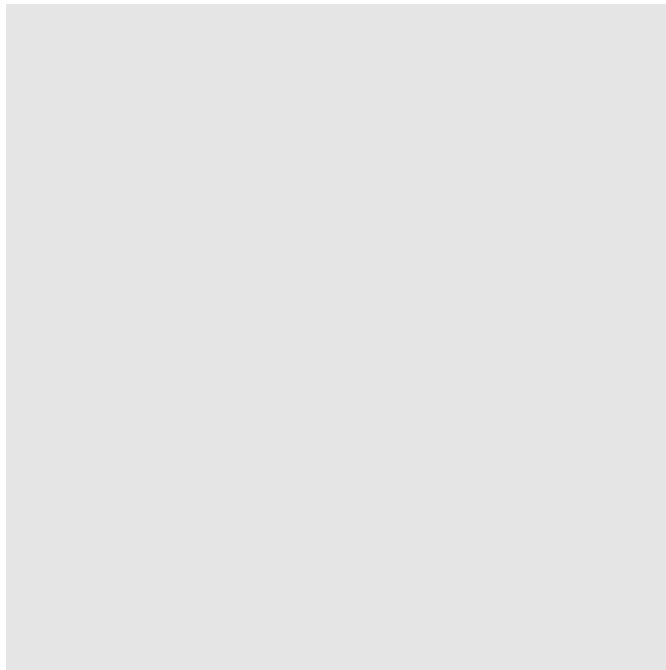
80%



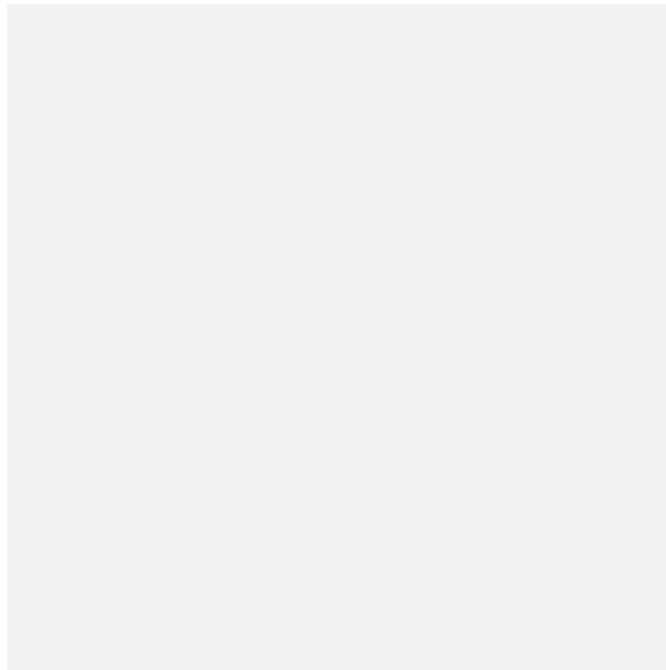
40%



20%



10%



5%

Brand colour palette

The primary brand colour palette shown here is the default one for all applications. ACF Red is the lead brand colour supported by Black and White. Black is only used for text.

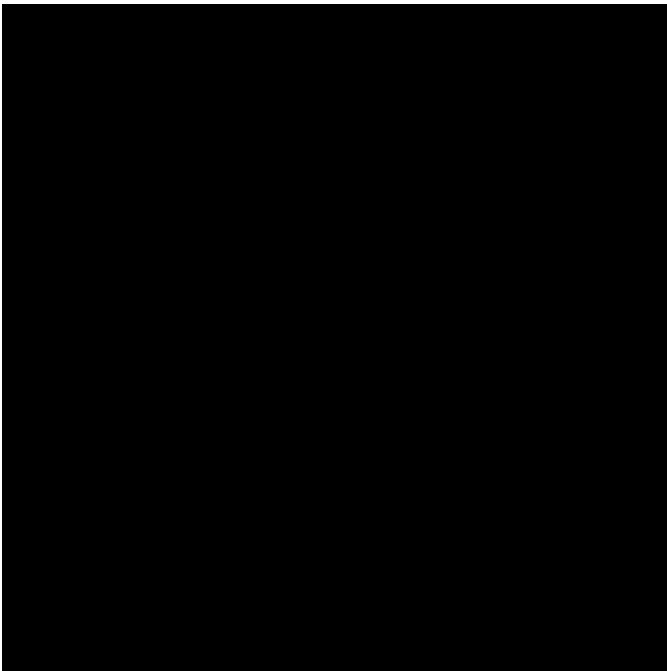
These three primary colours are supported by two versions of light grey to provide subtle complimentary background colouring.



ACF Red

CMYK: 2 / 100 / 85 / 6
RGB: 215 / 9 / 38
HEX: #D70926

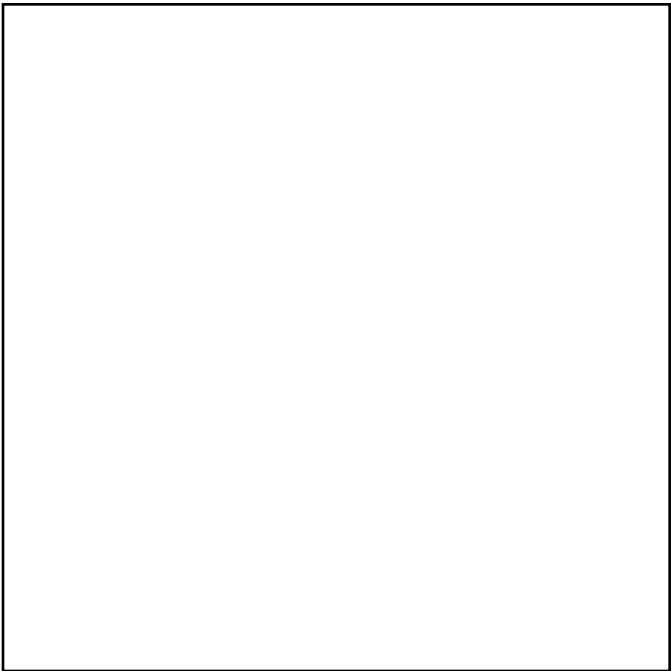
5.3:1 ratio
AA pass small text



Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

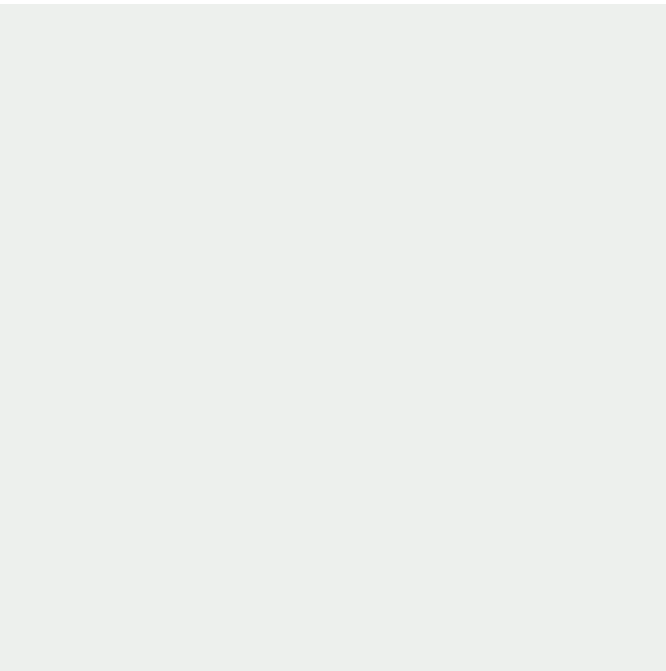
21:1 ratio
AAA pass small text



White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

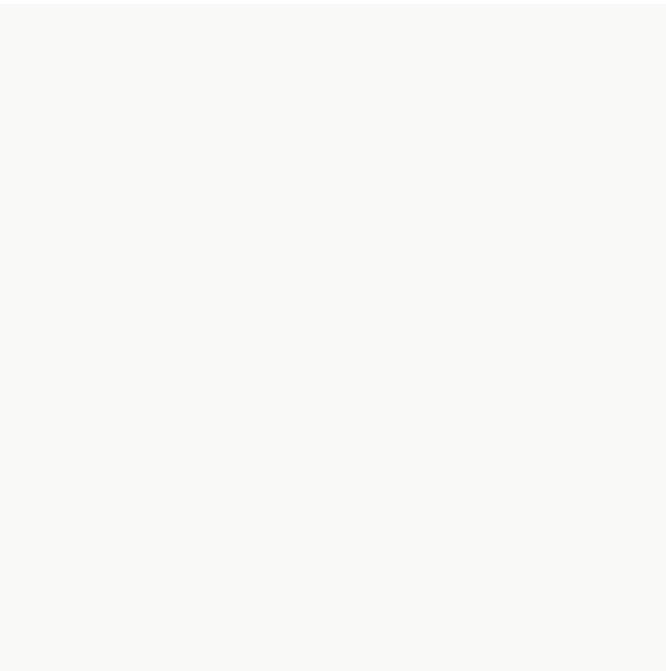
21:1 ratio
AAA pass small text



Warm grey

CMYK: 9 / 4 / 8 / 0
RGB: 237 / 240 / 237
HEX: #EDF0ED

18.3:1 ratio
AAA pass small text



Light warm grey

CMYK: 3 / 2 / 3 / 0
RGB: 249 / 249 / 248
HEX: #F9F9F8

19.9:1 ratio
AAA pass small text



Supporting
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Typography

Print - Unified sans-serif system - Univers Next Pro

A single clean, contemporary sans-serif for all uses — modern and consistent.
Benefits: Simplicity, accessibility, and clarity across digital and print.

Univers Next pro - clarity, neutrality, versatility, and objectivity. Professional and reliable, modern, timeless elegance, objective and neutral, structured and systematic, legible and functional.

Univers Next Pro - Heavy Condensed

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Used for big display text such as feature quotes.

Univers Next Pro is the closest font match to the logo font type. It is available in CAPS and lowercase.

A small fee is payable to licence.

Univers Next Pro - Regular

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Used for headlines, sub headlines, body text, captions and small print. Note font can be used at different weights including regular, medium and bold.

A small fee is payable to licence.



SUPPORTING SERVING BRITISH ARMY PERSONNEL AND THEIR IMMEDIATE FAMILIES THROUGH THE AWARD OF FINANCIAL GRANTS

The Army Central Fund is a grantmaking charity which awards funding to projects and activities that contribute to the well-being of serving soldiers and their immediate families. We work closely with the Army and with our partner charities to optimise impact.

Why funding is needed?

Military life places unique pressures on serving personnel and their families. Our funding helps address these challenges by improving quality of life for those who serve, and the families who support them.

Print - Unified sans-serif system - Univers Next Pro

A single clean, contemporary sans-serif for all uses — modern and consistent.
Benefits: Simplicity, accessibility, and clarity across digital and print.

Univers Next pro - clarity, neutrality, versatility, and objectivity. Professional and reliable, modern, timeless elegance, objective and neutral, structured and systematic, legible and functional.



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Website - Unified sans-serif system - Inter

A single clean, contemporary sans-serif for all uses — modern and consistent.
Benefits: Simplicity, accessibility, and clarity across digital and print

Inter - is a popular, open-source neo-grotesque sans-serif typeface specifically designed for improving readability on computer screens, particularly at small sizes. Optimised for UI, Versatile and Neutral, Extensive Features.

Inter - Black

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
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1234567890!\$%&*()?/

Inter - Regular

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Free font



SUPPORTING SERVING BRITISH ARMY PERSONNEL AND THEIR IMMEDIATE FAMILIES THROUGH THE AWARD OF FINANCIAL GRANTS

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Photography and graphic design

Photography

Photography is an important part of our visual identity – it must be respectful, feel authentic, and be representative of the context/subject that it depicts. Images should feel honest, uplifting and empowering.

All photography must be of a high quality, and we must have the necessary rights to use imagery from external sources. When selecting photography, follow the guidance and examples shown on this slide.

Example set 1 - Soldier activities



Photography

Photography is an important part of our visual identity – it must be respectful, feel authentic, and be representative of the context/subject that it depicts. Images should feel honest, uplifting and empowering.

All photography must be of a high quality, and we must have the necessary rights to use imagery from external sources. When selecting photography, follow the guidance and examples shown on this slide.

Example set 2 - Sporting activities



Photography

Photography is an important part of our visual identity – it must be respectful, feel authentic, and be representative of the context/subject that it depicts. Images should feel honest, uplifting and empowering.

All photography must be of a high quality, and we must have the necessary rights to use imagery from external sources. When selecting photography, follow the guidance and examples shown on this slide.

Example set 3 - Family support and other activities



Graphic design

Images should not just be presented rectangular. One should consider presenting images using the arcs of the badge element of the logo.

Either singularly or stacked.

Applying curves to both sides or one.



Graphic design investigation

A further example of applying the arc to one side of an image.



Graphic design investigation

Image treatment could potentially go one step further locking multiple images together with curves on the outside.





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Applications

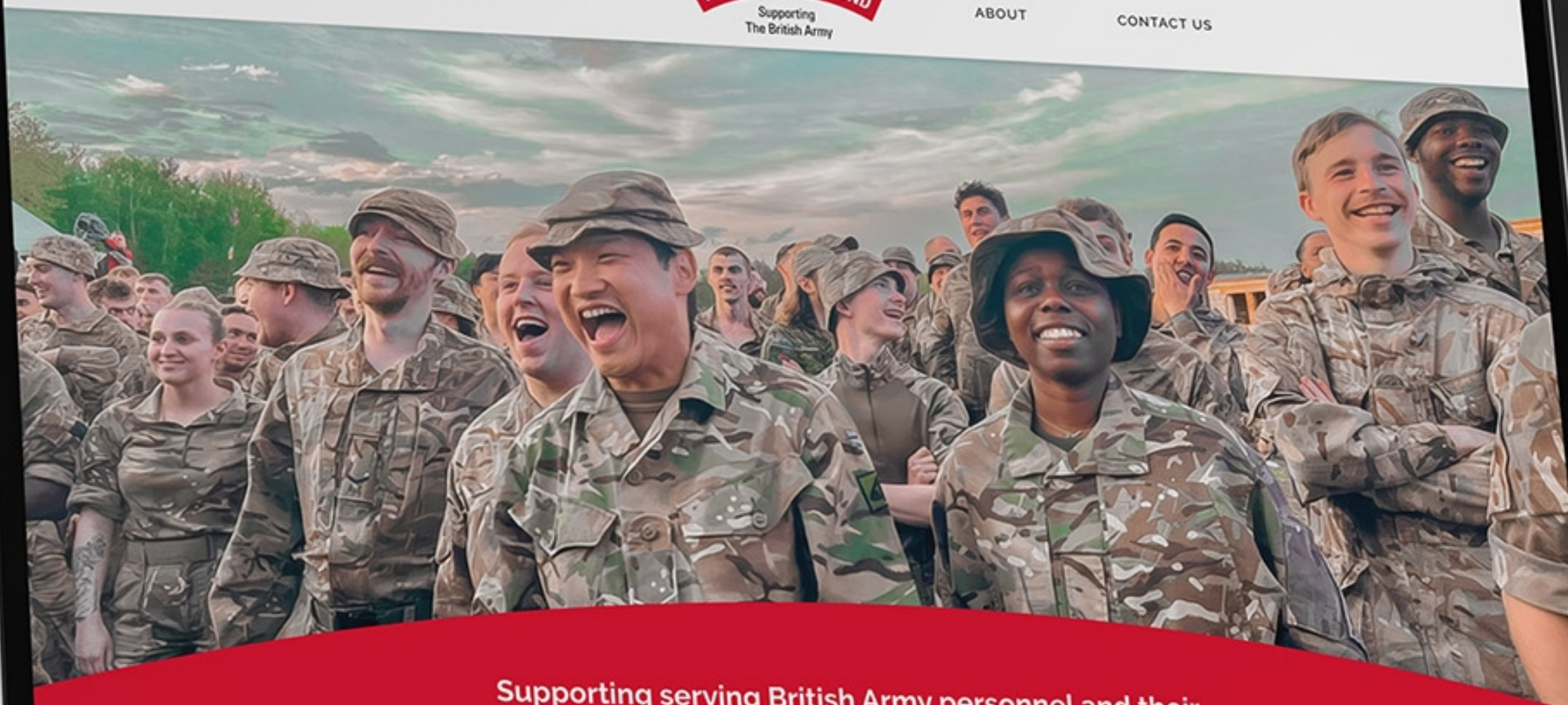
FUNDING

GRANTS AWARDED



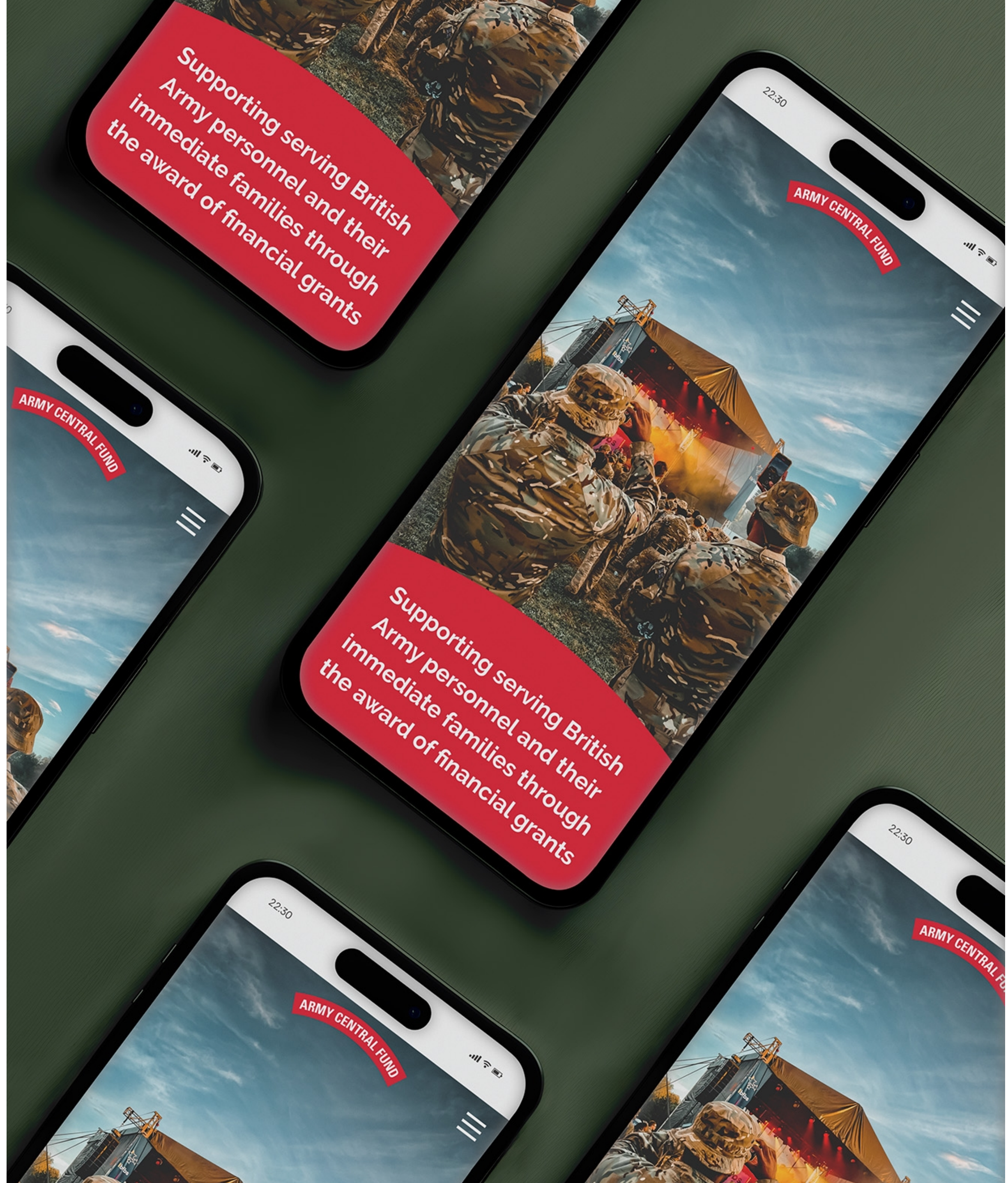
ABOUT

CONTACT US



Supporting serving British Army personnel and their
immediate families through the award of financial grants







Supporting
The British Army



Annual report 2026

ANNUAL REPORT OF THE TRUSTEE &
FINANCIAL STATEMENTS

FOR YEAR ENDED 30 JUNE 2026

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CAPTAIN DAVID SMITH, ARMY SPORT

