

## RAF Air Cadets 80 logo exclusion zone

You must always keep a clear space - called the 'exclusion zone' - around the RAF Air Cadets 80 logo to make sure that it stands out.

The clear space should be the height of the letters 'ROYAL AIR FORCE' on each side of the logo, as shown here.



# RAF Air Cadets 80 logo colour formats and treatments

The RAF Air Cadets 80 logo must always stand out clearly on communications. Alternative versions of the logo have been created which work more effectively on specific backgrounds - for example, against dark colours.

## Rule

You must always use official RAF Air Cadets 80 logo artwork for your designs.

Note: the reversed-out versions of the RAF Air Cadets 80 logo are shown here against typical dark backgrounds; they are never contained by a box.



Use the primary version of the logo wherever possible.



Use the colour reversed-out logo against dark coloured backgrounds.



Use the black version when four-colour or special colour printing is not available.



In black and white print media, such as newspaper advertising, use the black version or the reversed-out version on a black background.

# Incorrect use of the logo

Our logo must always be used consistently. Incorrect use will damage our brand integrity.

## Rule

Always use the official RAF Air Cadets 80 logo and **never** alter it in any way.