



BRAND GUIDELINES.

A guide to using the Armed
Forces Covenant brand.

January 2016



**ARMED FORCES
COVENANT**

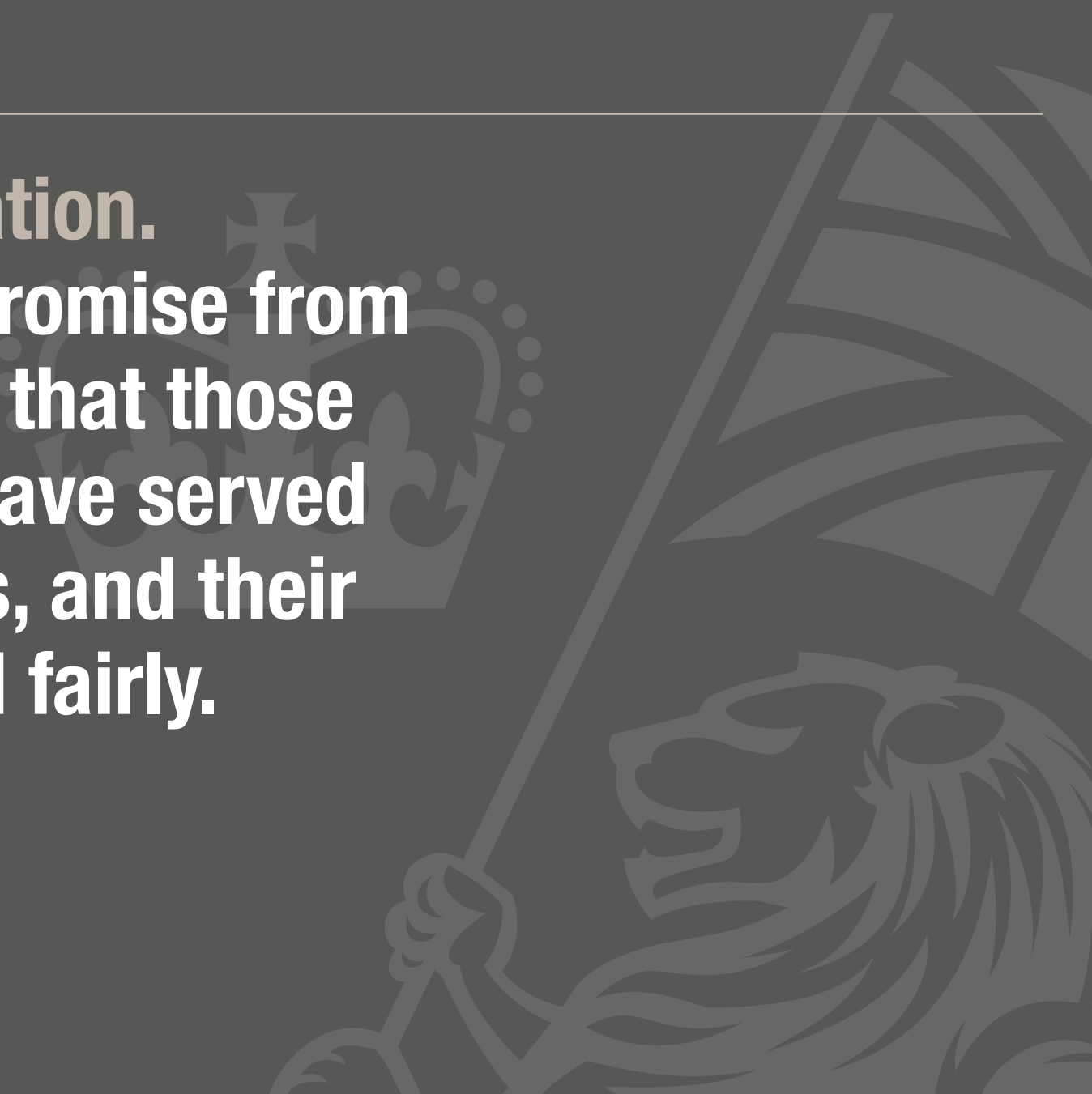
The Armed Forces Covenant is not a charitable organisation. It is a promise from the nation to those who serve or who have served, and their families, which says we will do all we can to ensure they are treated fairly and are not disadvantaged in their day-to-day lives.

The Armed Forces Covenant relies on the people, communities, and businesses of the UK to actively support it in order to make a difference.

These brand guidelines are designed to be used by anyone who needs to communicate about or on behalf of the Armed Forces Covenant. They specify how we brand and portray the Covenant in all our communication activities and provide a platform to encourage businesses, communities, and individuals to actively support the Covenant promise.

Applying these guidelines consistently will help us create messages that resonate effectively and ultimately help increase understanding of the disruption and sacrifices faced by those who serve in our Armed Forces.

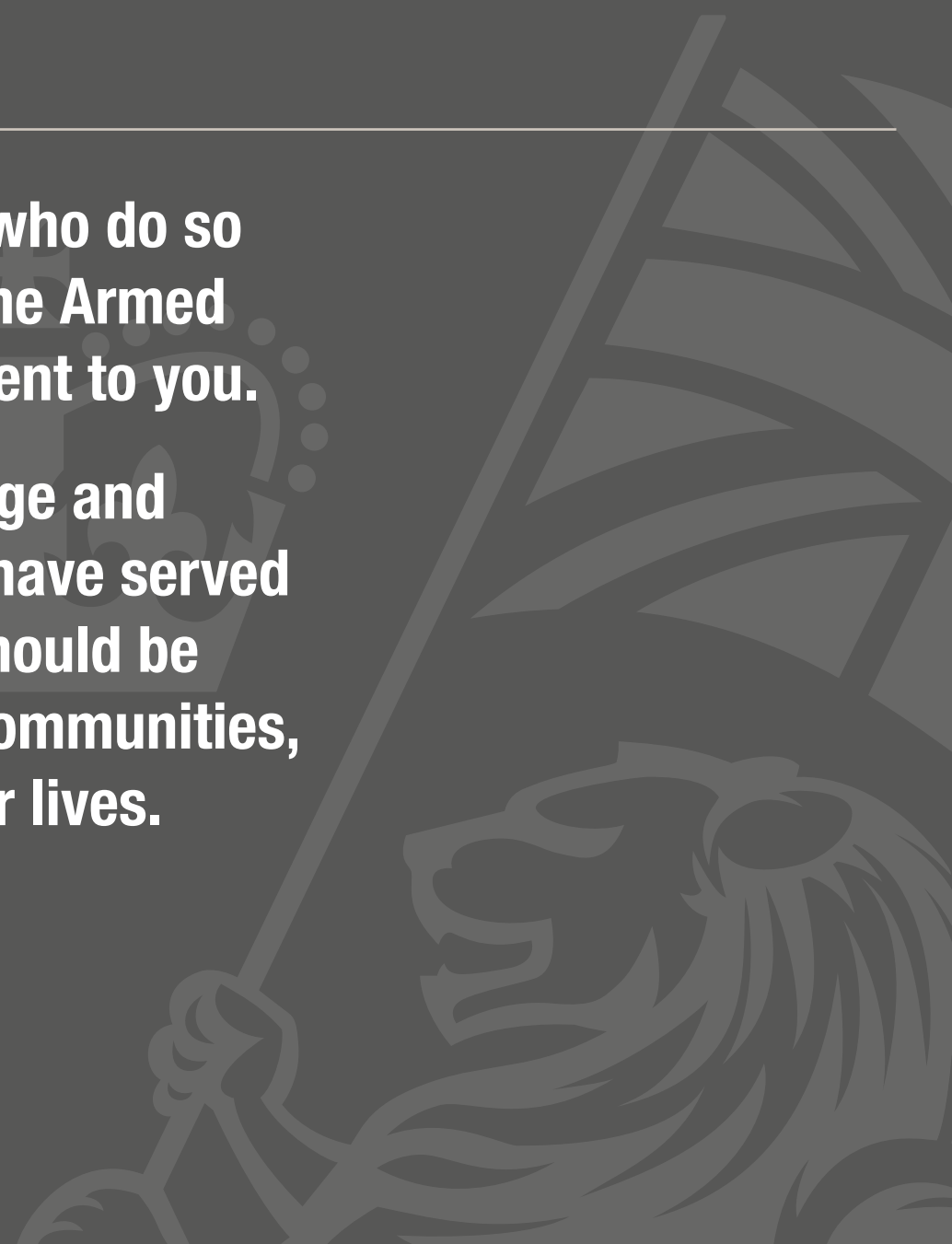
**A promise by the nation.
The Covenant is a promise from
the nation ensuring that those
who serve or who have served
in the Armed Forces, and their
families, are treated fairly.**



To those who proudly protect our nation, who do so with honour, courage, and commitment, the Armed Forces Covenant is the nation's commitment to you.

It is a pledge that together we acknowledge and understand that those who serve or who have served in the Armed Forces, and their families, should be treated with fairness and respect in the communities, economy and society they serve with their lives.

We, the people, recognise this duty to you who so bravely do yours.



The Armed Forces Covenant exists within a complex network of organisations, associations and allegiances that is challenging to understand and explain.

Our core structural diagram therefore illustrates the central, organising role that the Covenant has in bringing together these different components in order to help our servicemen, women and their families; providing an overview of the Armed Forces support network.

The people the Covenant is designed to help are at the core of the diagram to emphasise that they are the most important element. We place the Covenant around them to indicate the support that it provides. The Covenant then acts as the nucleus pulling in support from all the disparate groups that play a role. These groups can be broadly categorised as:

- 1 - The nation**
Commercial organisations, civil society (communities and individuals) and the Crown (the head of the Armed Forces). We have placed the Crown at the top to indicate the Monarch's role as Head of the Nation.
- 2 - The government**
Local authorities, government departments and the Prime Minister and Cabinet.
- 3 - The Armed Forces community**
Single Services and Armed Forces related charities.

The Armed Forces landscape



This section details the core elements and how they are applied to ensure consistency in communicating the Armed Forces Covenant.

- 07 Brand mark
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- 25 Graphic devices
- 28 Charts and graphs

We have one Armed Forces Covenant brand, with one set of creative principles for the identity.

By having one brand identity we are able to engage all of our audiences across multiple channels with confidence and consistency. This is vital, as we need to convey unity of vision and commitment – delivering our promise on behalf of the nation to ensure everyone who serves is represented by one set of standards.

As a result, our primary brand mark always appears in 80% black. This is to ensure our mark remains consistent across all of our communications and provides a neutrality towards the Services; not drawing attention to a single part of the mark through the use of colour.



Here we have outlined acceptable use of our brand mark.

Exclusion zone

For maximum standout and legibility, it is important for the Armed Forces Covenant brand mark to keep a sufficient exclusion zone around it.

The exclusion zone is based on the height of the Crown, indicated opposite. No other elements should encroach on this zone.

Colour variations

Our positive brand mark should be present on all brand communications, always appearing on a white background or logo panel (see page 25 for further details).

Our negative brand mark is only to be used in exceptional circumstances where a reversed out version of the brand mark is required.

Minimum size

For printed communications the minimum size of the brand mark is 20mm.

Exclusion zone



Always use a master artwork file for the mark. These are available at: [Armed Forces Covenant](#) or via the Defence Brand Portal: www.defencebrandportal.mod.uk.

Never adjust or modify the files in any way.

Colour variations



Positive version



Negative version

Minimum size



20mm

The brand mark position varies depending on its application:

Literature

The brand mark always appears in the top right, acting as the lead into the communication.

Advertising/posters

The brand mark always appears in the bottom right, acting as a sign-off for the key message.

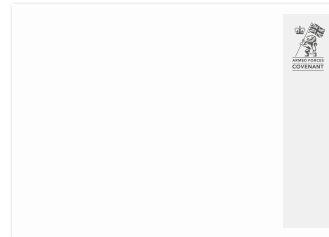
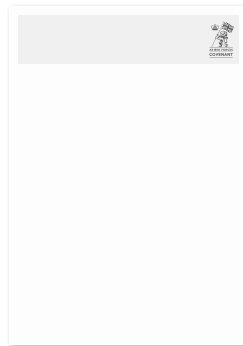
Stationery

The brand mark always appears in the top right, acting as the lead into the communication.

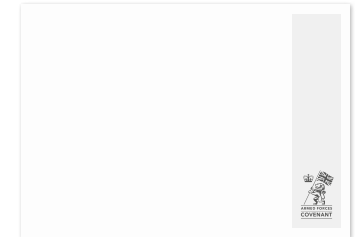
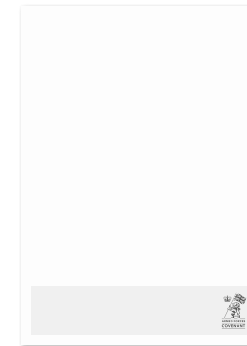
Digital

In digital communications the brand mark appears in the top left corner, as per industry standards.

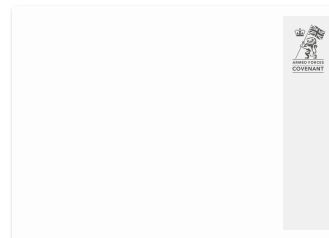
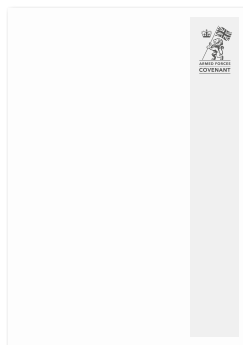
Literature



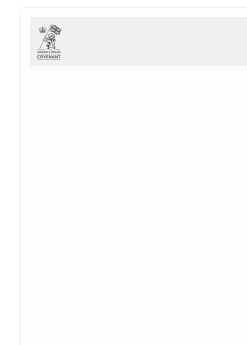
Advertising/posters



Stationery



Digital



Co-branding

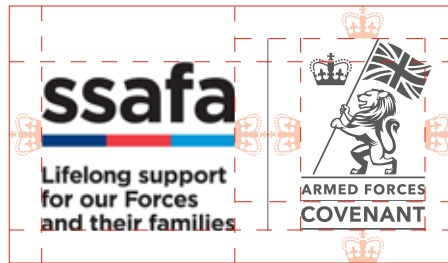
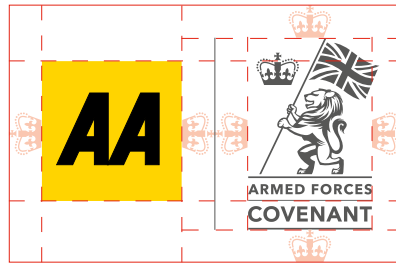
Third-party logos

The Armed Forces Covenant brand mark may be used alongside other third-party logos where a corporate or business is offering support for the Covenant.

The Armed Forces Covenant brand mark should always appear after any third-party logos.

The weight of the line separating the two brand marks should be set to the same weight as the line between 'Armed Forces' and 'Covenant' in our brand mark.

Example logo lock ups



Co-branding

Government departments

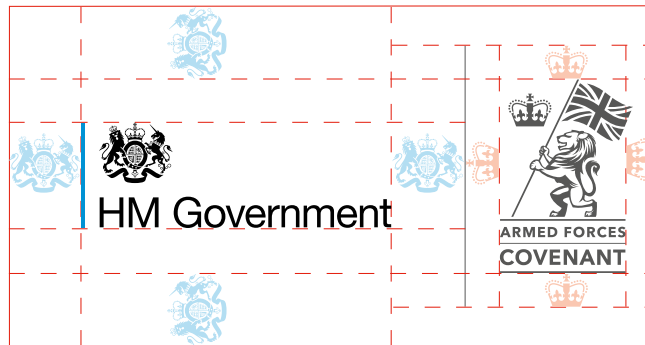
The Armed Forces Covenant is a cross-government initiative and all government departments have an interest in promoting and delivering it. Therefore the Armed Forces Covenant logo may be placed alongside the HM Government logo when used to denote official support of the initiative by a government department.

Note

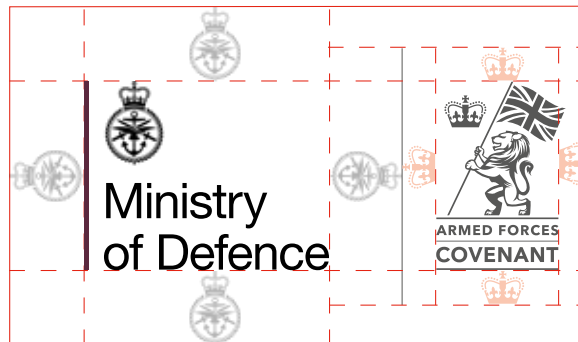
The Armed Forces Covenant brand mark always sits to the right of the HM Government logo.

The weight of the line separating the two brand marks should be set to the same weight as the line between 'Armed Forces' and 'Covenant' in our brand mark.

HM Government logo lock up



Ministry of Defence logo lock up



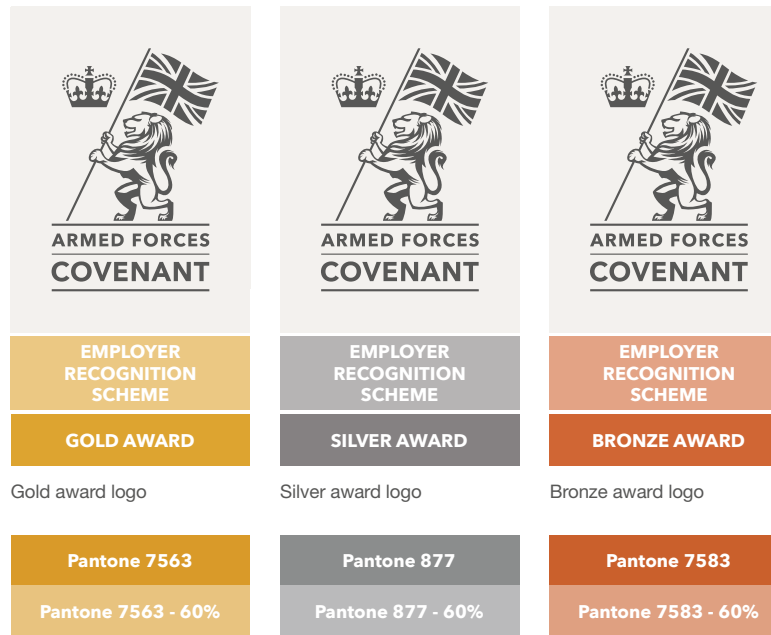
Employer recognition scheme

Award marks

The employer recognition scheme publicly recognises employers' efforts to support defence personnel issues, such as employing reservists and veterans, while encouraging others to do the same.

There are three individual marks for each of the awards, bronze, silver and gold. See page 43 for how these appear in different communications.

Award variations



Exclusion zone



Always use a master artwork file for the gold, silver and bronze logos (as shown on the right). These are available at: [Armed Forces Covenant](https://www.defencebrandportal.mod.uk) or via the Defence Brand Portal: www.defencebrandportal.mod.uk.

Never adjust or modify the files in any way.

Our colours have been selected to create a distinctive and emotional feel when used in communications, with a sense of dependability and security.

Primary colours

Our two primary colours help to provide a consistent set of colours that will reflect the Armed Forces Covenant.

Secondary colours

Our secondary colour palette consists of three colours. These colours are not designated to individual Services when designing communications. Any of the three colours can be used.

Tertiary colours

These should only be used sparingly such as in graphs or tables, in presentations only.

Primary colours

Covenant Grey C0 M0 Y0 K80 Pantone 425 C			R87 G87 B86 #575756		
60%	40%	20%			

Covenant Tan C26 M24 Y30 K5 Pantone 7528 C			R198 G185 B173 #C6B9AD		
60%	40%	20%			

Covenant White C00 M00 Y00 K00 Pantone White C						R255 G255 B255 #FFFFFF					
---	--	--	--	--	--	---------------------------	--	--	--	--	--

Secondary colours

Covenant Blue C100 M58 Y9 K46 Pantone 540 C				R0 G60 B113 #003C71			
--	--	--	--	------------------------	--	--	--

Covenant Red C3 M91 Y86 K12 Pantone 180 C				R204 G46 B37 #CC2E25			
--	--	--	--	-------------------------	--	--	--

Covenant Teal C94 M0 Y48 K0 Pantone 646 C				R0 G159 B152 #009F98			
--	--	--	--	-------------------------	--	--	--

Tertiary colours - for graphs and tables only

C77 M100 Y0 K31 Pantone 2627 C	C85 M24 Y0 K0 Pantone 2925 C	C0 M48 Y100 K0 Pantone 144 C
R77 G25 B101 #4D1965	R0 G146 B212 #0092D4	R243 G150 B0 #f39600

Our typeface has been chosen for its clarity and wide availability, ensuring a consistent application across all our communications.

It should be used simply and the focus should be on ensuring clarity of the message and call to action.

For guidance on applying typography to communications, refer to the 'Best Practice Examples' section on page 29.

Headline

**Helvetica Neue
Bold Condensed**

**Use this for big
statement headlines**

Sub heading and body copy

**Helvetica Neue
Bold**

Use this for sub-headings

Helvetica Neue
Roman

Use this for body copy. Apiciatis minus volut eictur, sime. Modis ute que non est estis vent. Namet expellibus simpedi tioribeaque volo voleseque veliqui reptaspernam hicatur, cor autatur repra num fugit aut raturerum eostem harcus re, quas sume eaque dignatures quas et et offici

Online typefaces

**Open Sans
Bold**

**Use this for big
statement headlines**

Open Sans
Regular

Use this for subheadings

Si doluptatur?Apiciatis minus volut eictur, sime. Modis ute que non est estis vent. Namet expellibus simpedi tioribeaque volo voleseque veliqui reptaspernam hicatur, cor autatur repra num fugit aut raturerum.

Our tone of voice

What it is and what it isn't

Having a clear tone of voice for our communications is essential to ensure we capture the attention of our audiences and clearly get our message across.

It is also essential that our tone of voice clearly positions this initiative and avoids any confusion with other activities.



Our tone of voice should feel...

Human

The Covenant is about doing the right thing for Armed Forces people. So the tone and style of our communications should be human. All our communications should capture the sense of being 'for people by people'.

Straightforward

At heart, despite the complexity of its landscape and unfamiliarity of the word 'Covenant', the idea behind the Armed Forces Covenant is a simple one. We need to keep this in mind and explain things simply, avoiding at all costs the use of institutional terminology.

Action-orientated

The Armed Forces Covenant will only make a difference if it makes people take action. All communications are always written in the active voice, with clear calls to action.



Our tone of voice shouldn't feel...

Like a charity

Although charities are well known and understood, Armed Forces personnel feel it is inappropriate for the Covenant to be seen as charitable. This would disempower them, and position those being supported by the Covenant as charity cases in need of pity.

Political

The Covenant is politically neutral and should be represented as such. Neither should it be presented as solely the responsibility of the government to deliver; the Covenant is a promise by the nation and all parts of society can support it.

Military

Also avoid trying to make the Covenant more tangible by aligning it more closely with the military. While the Covenant does have an inherently military involvement, symbolism that makes this more explicit (e.g. swords) is too 'combative', and may prompt negative associations.



Before

The Armed Forces Covenant sets out the relationship between the nation, the government and the Armed Forces. It aims to prevent those who serve or have served, and their families, from facing disadvantage in their access to services. It ensures that, where appropriate, injured servicemen and women and bereaved families receive special consideration.

Using more direct, positive language and simpler, more concise sentences feels more human, straightforward and action-orientated.



After

The Armed Forces Covenant is a promise from the nation to those who serve. It says we will do all we can to ensure they are treated fairly and not disadvantaged in their day-to-day lives. This includes offering injured servicemen and women and bereaved families extra support where appropriate.



Before

Find out more

To find out more about the Armed Forces Covenant and what it means for you visit: www.gov.uk/government/policies/armed-forces-covenant

If you think you have suffered from a disadvantage because of your service we want to hear about it. Contact either your Service Families Federation or the MOD Covenant team by emailing: covenant-mailbox@mod.uk

To find out whether Forces Help To Buy could help you buy your first home visit: www.gov.uk/forces-help-to-buy

Avoiding repetition and using shorter, more direct sentences and questions feels more human, straightforward and action-orientated.



After

More help and advice

For more about the Covenant and what it means for you, visit www.gov.uk/government/policies/armed-forces-covenant

Have you been disadvantaged because of your service? Contact your Service Families Federation or email the Ministry of Defence Covenant Team at covenant-mailbox@mod.uk

Need help buying your first home? Visit www.gov.uk/forces-help-to-buy



Before

The Employer Recognition Scheme (ERS) recognises employers who actively support Defence and encourage other organisations to adopt the same behaviours in their workplace.



After

The Employer Recognition Scheme (ERS) encourages employers to support defence and inspire other organisations to do the same.

The expression 'adopt the same behaviours' sounds like passive management jargon, so we have rephrased this using language that once again follows our three tone of voice principles.

These messages will occur frequently in our communications. Using them consistently will help us get across what the Armed Forces Covenant is and why people should support it.

Covenant intro/header

This line can be used to introduce the Covenant in headlines, for example on advertising or literature, where further explanation of the Covenant or the endline also appears. It should not be used in isolation as it does not explain our mission and purpose.

Covenant endline

Our endline is primarily used as a sign-off. This line can also appear in isolation where space is restricted and/or where it is necessary to focus on one message. For example, on partner plaques, stickers, banners, or badges.

Call to action

The phrase 'what it means for you' is straightforward and human, reminding people that our ultimate purpose is helping individuals.

Covenant intro/header

A promise by the nation.

Covenant endline

Proudly supporting those who serve.

Call to action

For more about the Armed Forces Covenant and what it means for you, visit www.gov.uk/government/policies/armed-forces-covenant

Sample body copy

The Armed Forces Covenant is a promise from the nation to those who serve. It says we will do all we can to ensure they are treated fairly and not disadvantaged in their day-to-day lives.

Armed Forces

Always capital 'A' and 'F'.

When referring to the single Services, the Royal Navy comes first, then the British Army and finally the Royal Air Force.

Note that 'the' does not need to be capitalised.

Armed Forces Covenant

Always capital 'A', 'F' and 'C'.

The abbreviated form 'the Covenant' may be used, but only where the Covenant is referred to on at least two occasions and the first must use the full form in each context. No other abbreviated forms can be used – including the acronym 'AFC'.

Covenant

See 'Armed Forces Covenant' above.

Crown

Always capital 'C'.

Defence

Always lowercase 'd' as it refers to a general category. To refer to the Ministry of Defence or Armed Forces, use those terms instead. Note that the American spelling 'defense' is incorrect in British usage.

Government

Always lowercase 'g' – unless part of a title e.g. 'Her Majesty's Government', 'the British Government'.

Ministry of Defence

Always capital 'M', lowercase 'o' and capital 'D'. Do not use the acronym 'MoD'.

Monarchy

Always capital 'M', as this term is exclusively used to refer to the British Monarchy.

Nation

Always lowercase 'n' unless the context requires a capital (as here).

Service(s)

Capital 'S' when referring to the single Services (the Royal Navy, British Army and Royal Air Force). Lowercase when used in other contexts, for example 'four years' service' or 'services we offer'.

Servicemen and women

Note 'servicemen' is one word and does not take a capital 'S'. When referring generally to people in the Services, always use the phrase 'servicemen and women'.

Our imagery is based on people; our servicemen and women, their families, veterans and businesses supporting the Armed Forces Covenant.

Imagery is important to build emotive engagement with the messages we want to communicate, so choosing the right image to support the message is essential.

To ensure we have a wide variety of imagery we have created three categories:

- Servicemen and women (page 22)
- Families and veterans (page 23)
- Corporate (page 24)

Selected imagery can be sourced through the Defence Imagery website at: www.defenceimagery.mod.uk
UK Government departments have permission to use such imagery for 'official purposes' with the correct attribution (e.g. Crown Copyright). Third parties wishing to use images of recognisable individuals can only do so if consent from those individuals has been granted. For further information on Data Protection and Copyright issues, please contact the MOD imagery desk: admin@photos.mod.uk

Terms and conditions of use for images where people are shown may be constrained. Please check the licence terms set out against each image before use. If in doubt, please contact: admin@photos.mod.uk



Our imagery

Servicemen and women

The Armed Forces Covenant is a promise from the people of Britain to our servicemen and women. We use simple, impactful portraiture to capture a sense of their dutiful pride and purpose.

Our imagery:

- Captures real servicemen and women in simple and straightforward ways, focusing on thought-provoking moments.
- Evokes an emotional response by using close and intimate crops that give focus to individuals' facial expressions.
- Feels natural and warm, using bright but natural colours from real-life environments – never artificial, dark or gloomy.
- Represents a broad range of people serving across the Armed Forces including the Royal Navy, the British Army and the Royal Air Force.
- Needs to be distinctive, natural and engaging, so avoid:
 - Stereotypical Armed Force imagery
 - Overt colour treatment
 - Clichéd and predictable compositions
 - People looking directly to camera.



Note:

These rules also apply for moving imagery.

Terms and conditions of use for images where people are shown may be constrained. Please check the licence terms set out against each image before use. If in doubt, please contact: admin@photos.mod.uk

Our imagery

Families and veterans

The Armed Forces Covenant is a promise from the people of Britain to our servicemen and women. We use simple, impactful portraiture to capture a sense of their dutiful pride and purpose.

Our imagery:

- Captures real families and veterans in simple and straightforward ways, focusing on thought-provoking moments such as moments of remembrance and goodbyes.
- Evokes an emotional response by using close and intimate crops that give focus to individuals' facial expressions.
- Feels natural and warm, using bright but natural colours from real-life environments – never artificial, dark or gloomy.
- Represents a broad range of scenarios from servicemen and women returning home to veterans remembering their time in service and everyday family moments.
- Needs to be distinctive, natural and engaging, so avoid:
 - Overt colour treatment
 - Clichéd and predictable compositions
 - People looking directly to camera.



Note:

These rules also apply for moving imagery.

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Our imagery

Corporate

These shots are suitable for communications involving third parties (e.g. corporate literature).

Our corporate imagery:

- Captures real people in simple and straightforward ways focusing on key moments, such as receiving an award or signing the pledge.
- Evokes an emotional response by using close and intimate crops that give focus to individuals' facial expressions.
- Feels natural and warm, using bright but natural colours from real-life environments – never artificial, dark or gloomy.
- Needs to be distinctive, natural and engaging, so avoid:
 - Overt colour treatment
 - Clichéd and predictable compositions

Note

If the brand mark is to appear within corporate imagery, it should be incorporated into the composition of the shot, for example on the top of the pledge certificates being signed, on podiums at events or pull-up banners in the background.



Reportage Event



Corporate



Note:

The Armed Forces Covenant has not secured the rights to these images as they are for illustrative purposes only, so they cannot be used in any way. This includes making, storing or circulating copies in any medium, internally or externally.

Our graphic layout helps to create a sharp and consistent outward-facing communications framework. It includes a panel for headlines and copy, a panel for our brand mark and an additional panel for photography (where available).

Photography-led comms

The 'Photography-led comms' section displays three variations of a communication panel. Each panel features a photograph of a soldier in full combat gear, including a helmet and goggles. The text 'PROUDLY SUPPORTING THOSE WHO SERVE.' is positioned in the center of the panel. The Armed Forces Covenant logo is located in the bottom right corner. Red brackets on the right side of the panels identify the layout components: the top right corner is the 'Logo panel', the central text area is the 'Headline/copy panel', and the photograph area is the 'Photography panel'.

Typography-led comms

The 'Typography-led comms' section displays three variations of a communication panel. The background features a large, faint watermark of the Royal Coat of Arms, showing a crown above a lion holding a shield. The text 'PROUDLY SUPPORTING THOSE WHO SERVE.' is centered on the panel. The Armed Forces Covenant logo is in the bottom right corner. Red brackets on the right side identify the layout components: the top right corner is the 'Logo panel' and the central text area is the 'Headline/copy panel'.

Our key lines help to provide an authoritative and distinct graphic element, as well as framing our tone of voice.

Our key lines should only be used on primary headlines and should only appear on the front or lead communications (for example, on advertising or the front cover of a brochure).



Our brand mark is a distinctive element of our brand. We can proudly use it across our communications when the use of photography is limited.

The perfect crop

Our perfect crop of the brand mark shows the majority of the lion, half of the Union Flag and the entire Crown.

Always include the entire Crown wherever possible when cropping the brand mark.

Colour variations

The brand mark can be used on any of the secondary colours alongside the two primary colours, always appearing in white and at a 15% tint.

The perfect crop



White
15% tint

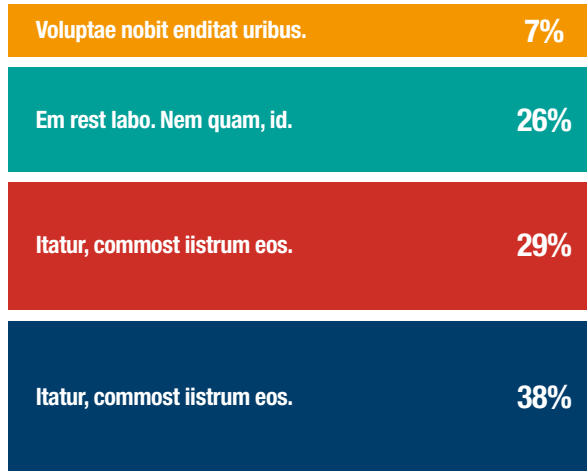
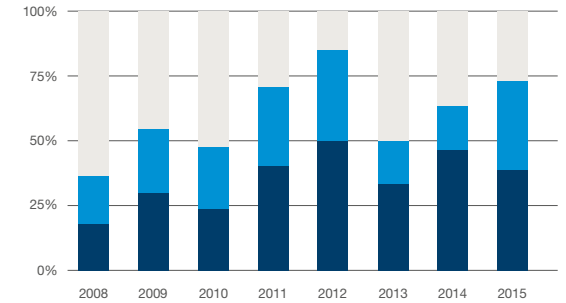
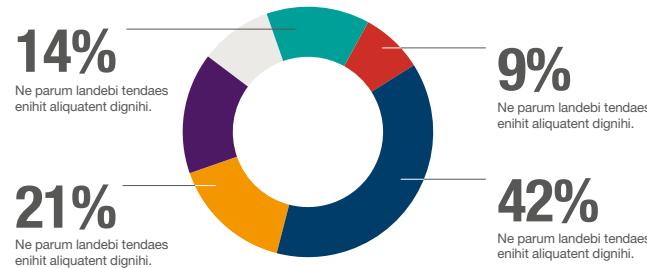
Colour variations



Our charts and graphs help make data and information clear, digestible and engaging.

Our charts and graphs:

- Use our primary and secondary colour palettes with the additional use of our tertiary colours when required. Please note our tertiary colours should be used sparingly and only when all the primary and secondary colours have been used first.
- Should feel bold and punchy through use of colour and typefaces; Helvetica Neue Bold Condensed to pull out key stats and numbers and Helvetica Neue Regular for any keys or labelling.
- Avoid using gradients, drop shadows, 3D shapes or any other 'special effects'.



£5bn

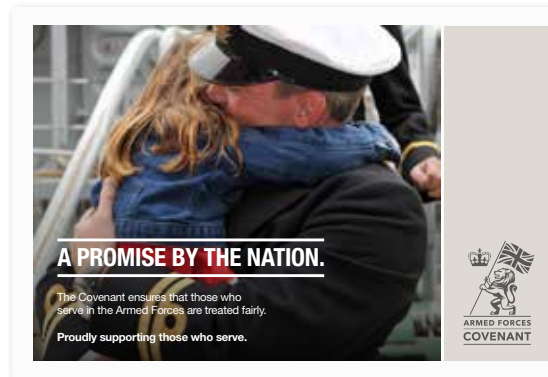
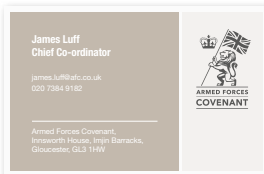
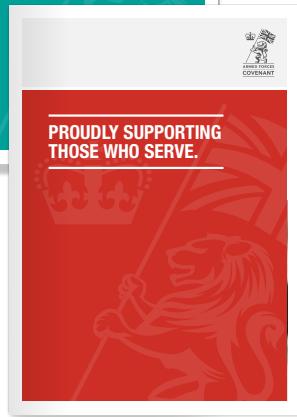
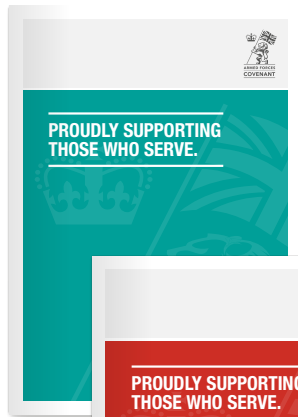
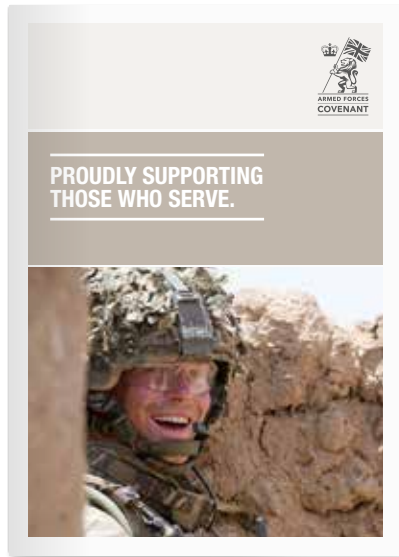
Ne parum landebit tendaeas enihit aliquatent dignihi tempos a nest es ea volenia poraecesto quos.

+10%

Ne parum landebit tendaeas enihit aliquatent dignihi tempos a nest es ea volenia poraecesto quos.

This section provides an overview of best practice examples across our centrally produced communications.

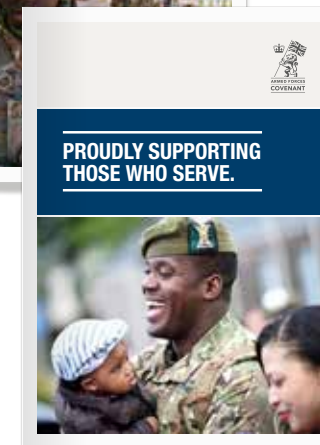
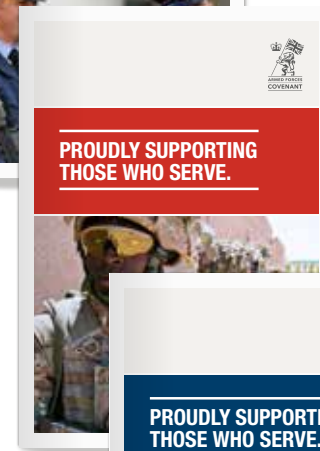
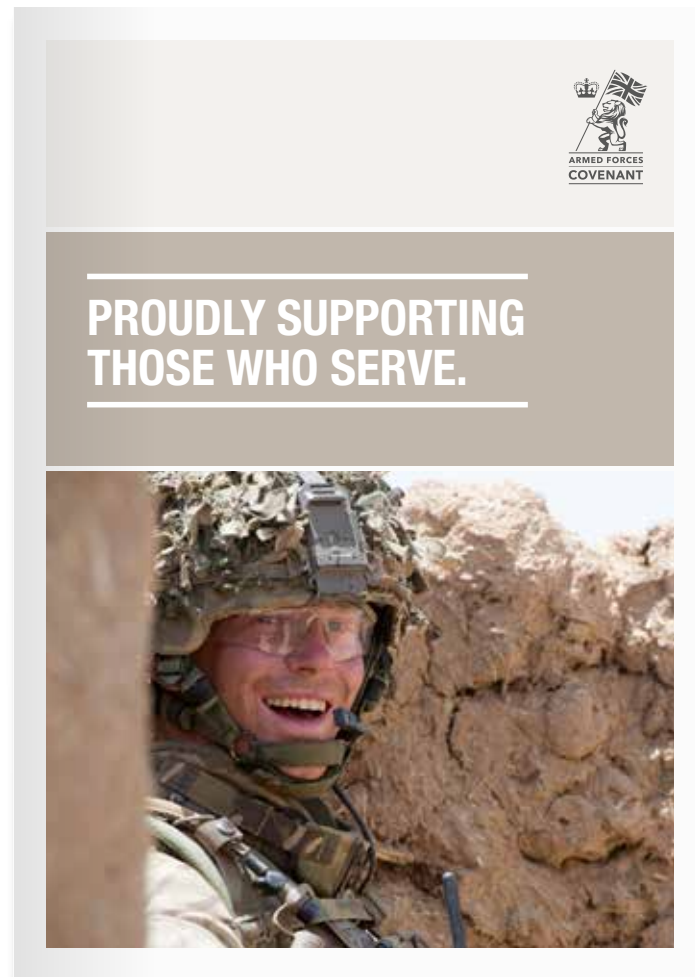
- 30 Creative overview
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- 42 Employer recognition scheme



Literature

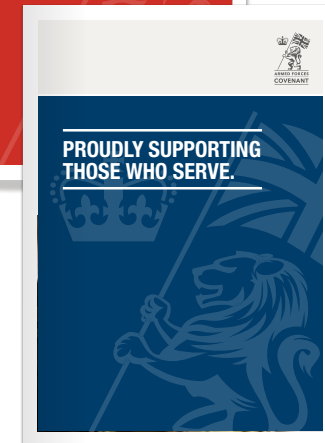
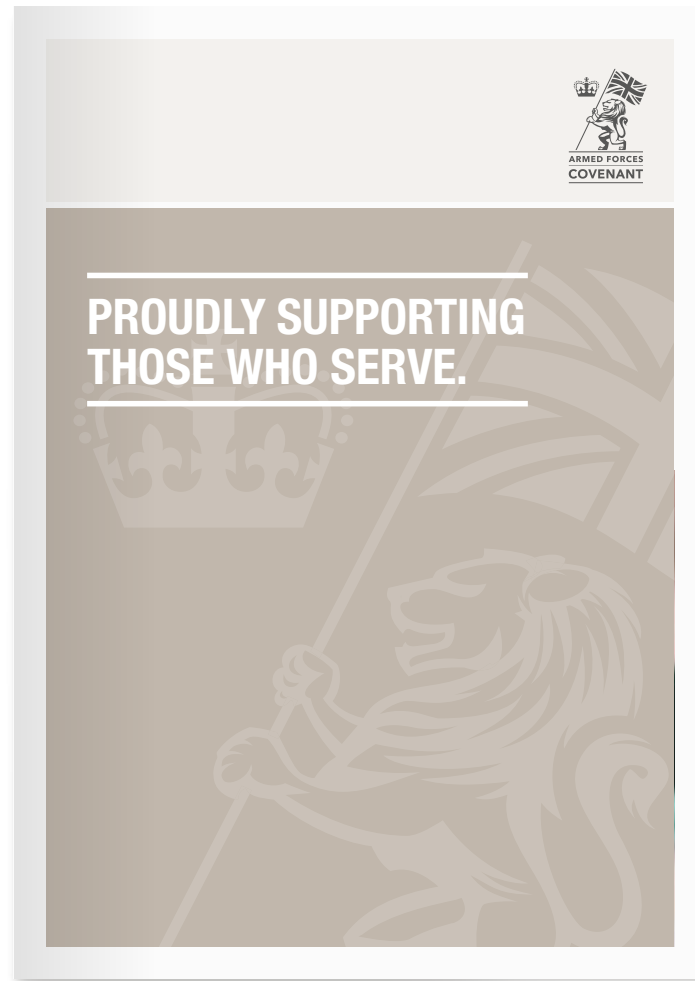
Photography-led covers

Examples of how our graphic layout can flex on photography-led literature covers:

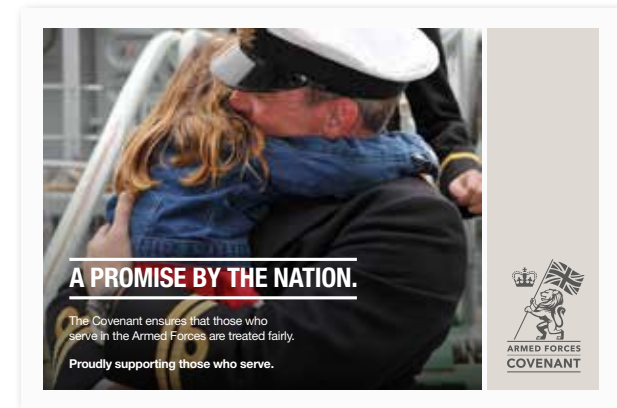
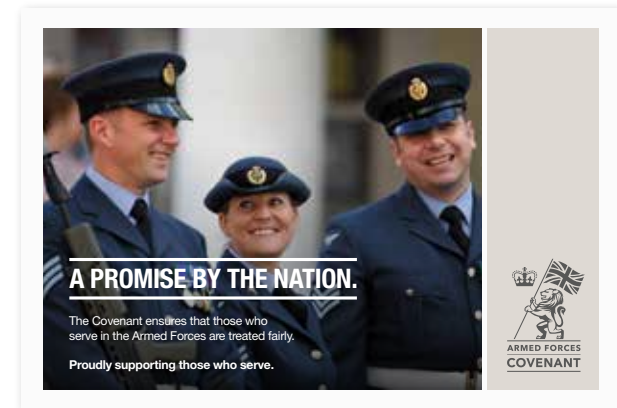
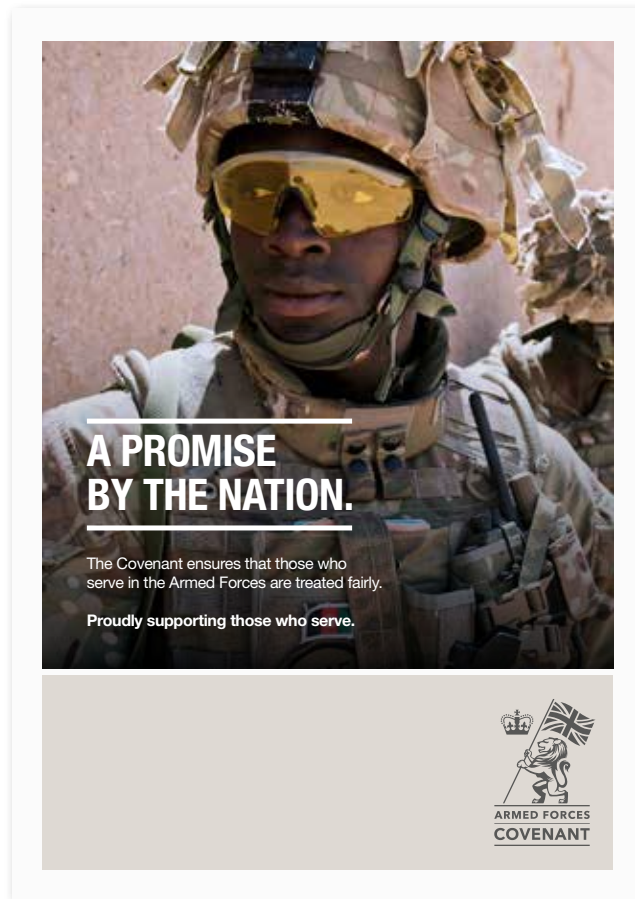


Typography-led covers

Examples of how our graphic layout can flex on typography-led literature covers:

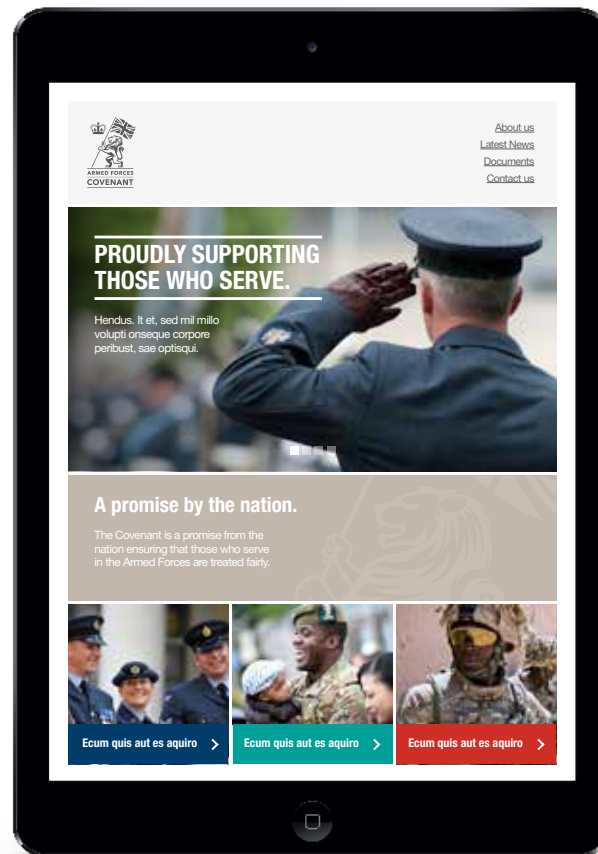


Examples of how we can use our core elements in advertising such as outdoor, press and display.

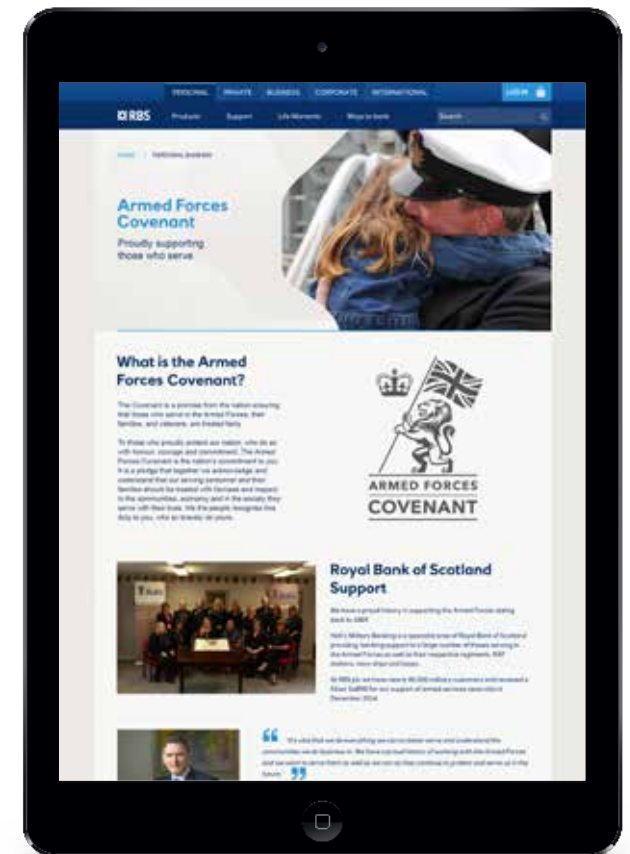


An example of how our core elements come together in digital communications:

Microsite

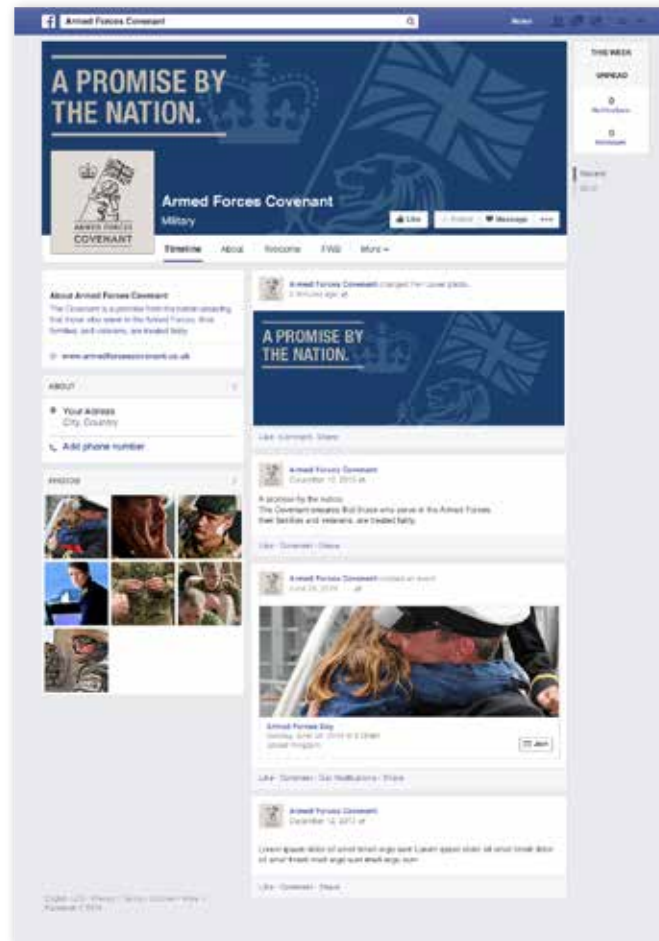


Corporate websites

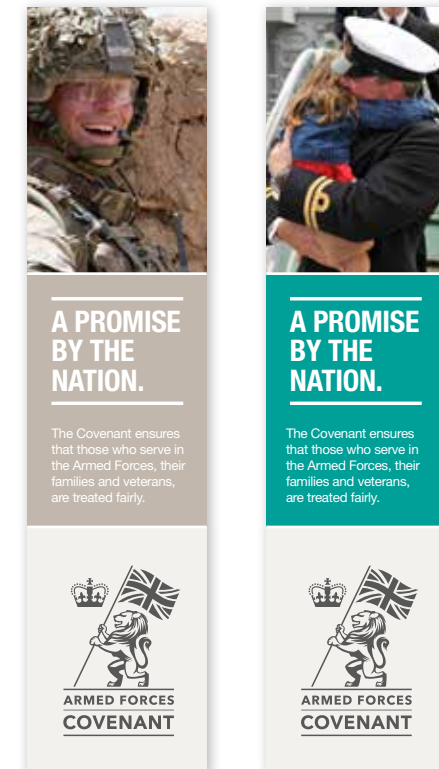


An example of how our core elements come together in digital communications:

Social media



Digital banners



We have created a suite of stationery using our core elements with a simple and elegant layout, to ensure our correspondence is in a highly legible format.

Proudly supporting those who serve.

Name
Address Line 1
Address Line 2
Address Line 3
Postcode

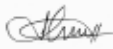
Dear John Smith,

Ehens ipsam ex et, que pilt utem. Epudandit quis id qui nullatur, nest, con et renunt fugia anis accae. At faciur aliae ommoluptat fuga. Aquam quo con eaquat quiatut, quis de dolupta tinvene ium eaquam fugit, solores distiat Iberion reptatesit utaquossundi berorepudi doluptatur, cus eos volorecabor sus venhitam qui tem quia cus maxmax impossi musant, vid eclusae aus am, quam reptatem que eossamet, vendit vid que situr alit fuga. Nam ailt, bea dollatitit rest, voluptatit re pa volupta tanditit ad magnih laborectat.


Dolupis dolorerum et maxim re iunt ipsa nestini mporio tecum, sundandes quiducium non necabo. Ut quia vollaut quasperatio recus. Nis aut arum es mod que si derum doleni omnim ut omnhillitit. Aliqua ellibus isi volut fugitibus debit et vidus molomum qui quis aut omnime commimp onibus de es doloruntit aute volo blaboria nonserum que plabo is dolendere omnimus serum quaeabo. Gendigenia nonem volorenit qui vernate quis et vent amus.

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Kind regards,



James Luff,
Chief co-ordinator




Contact us:
Innsworth House
Imjin Barracks
Gloucester
GL3 1HW
paribranch@mod.uk
020 5647 9373

James Luff
Chief Co-ordinator

james.luff@afc.co.uk
020 7384 9182

Armed Forces Covenant,
Innsworth House, Imjin Barracks,
Gloucester, GL3 1HW



Event materials

Pull-up banners

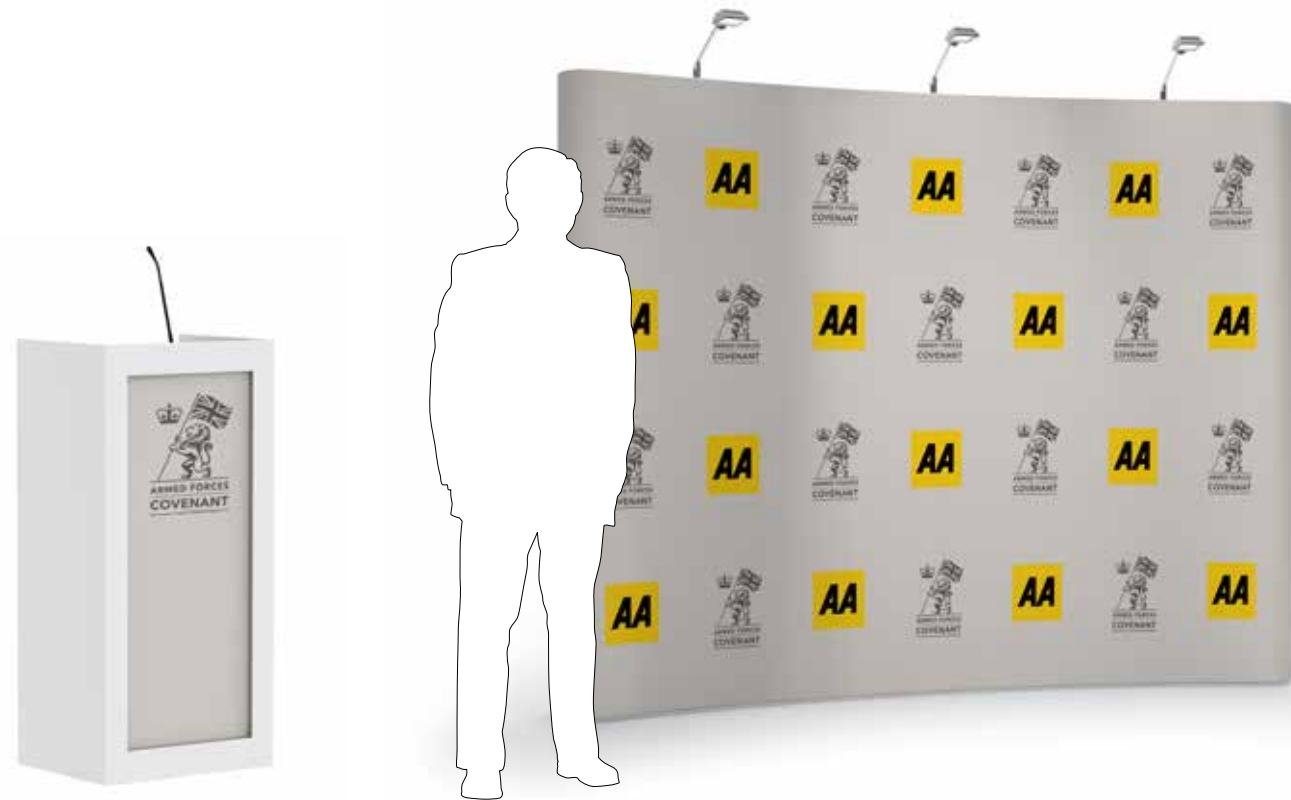
Examples of how our core elements can be applied to event materials:



Event materials

Podiums/backdrops

Examples of how our core elements can be applied to events material:



Branded promotional items


Examples of how our core elements can be applied to branded promotional items:



Note:

Please check with Defence Intellectual Property Rights for guidance and rules on the use and creation of branded promotional items: DIPR-Merch@mod.uk


Businesses and other organisations can show their support by signing an Armed Forces Covenant pledge certificate.



Atkins

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value serving personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.


Signed on behalf of:
Atkins

Signed: 

Name: Mr Nick Roberts

Position: CEO UK & Europe

Date: 9th December 2015



Atkins

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value serving personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of:
Ministry of Defence

Signed on behalf of:
Atkins

Signed: 

Signed: 

Name: Mr Julian Brazier TD MP

Name: Mr Nick Roberts

Position: Parliamentary Under Secretary of State and Minister for Reserves

Position: CEO UK & Europe

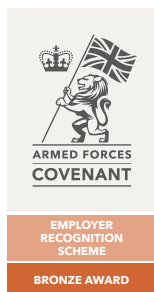
Date: 9th December 2015

Date: 9th December 2015



The Employer Recognition Scheme

Award holders

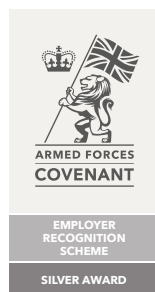


Bronze Award Holders

Pledge to support the Armed Forces, including existing or prospective employees who are members of the community.

Promote being Armed Forces-friendly and are open to employing Reservists, Armed Forces Veterans (including the wounded, injured and sick), Cadet Instructors and military spouses/partners.

Receive an electronic certificate and logos to display on their website, stationery and other collateral.



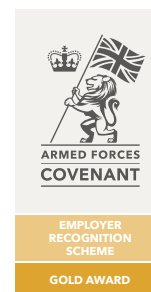
Silver Award Holders

Demonstrate support for service personnel issues and employ at least one member of the Armed Forces community.

Actively communicate and uphold a positive stance to their employees via established HR policies and procedures.

Show flexibility towards annual training and mobilisation commitments of Reservist employees and support the employment of Cadet Instructors, Armed Forces Veterans (including the wounded, injured and sick) and military spouses/partners.

Collect their certificate at a regional silver awards ceremony, receive silver logos to display and are themselves displayed on the Employer Recognition Scheme website.



Gold Award Holders

Proactively advocate and support defence, communicating their commitment both to employees and the wider community through established policies and examples of support.

Are positive to all service personnel during recruitment.

Enable Reservists to fulfil their annual training and mobilisation commitments and demonstrate significant support for Cadet Instructors, Armed Forces Veterans (including the wounded, injured and sick) and military spouses/partners.

Collect their award at a prestigious national event, receive gold logos to display and are themselves displayed on the Employer Recognition Scheme website.

The Employer Recognition Scheme Examples

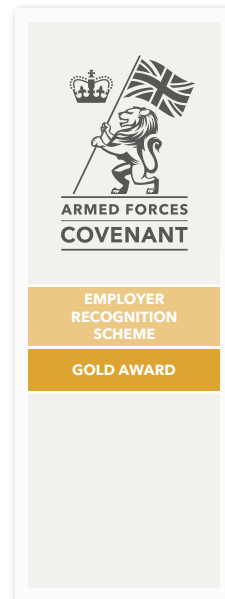
Organisations that are awarded an Employer Recognition Award will receive an electronic certificate and a logo to display on their website.

Please see page 12 for the suite of award logos.

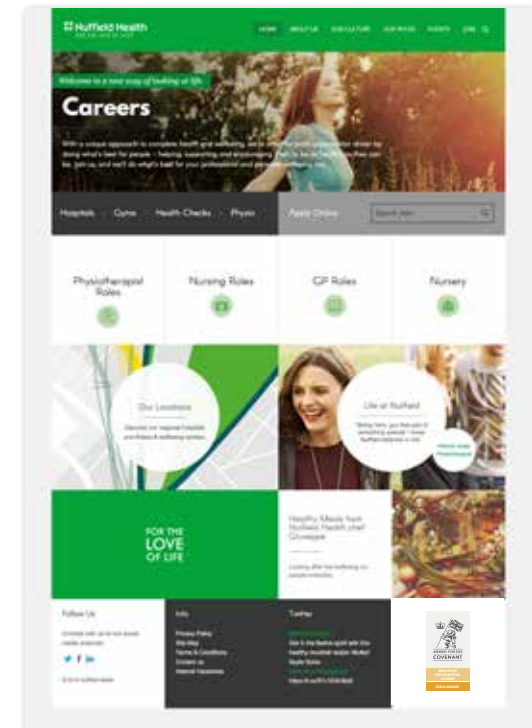
Certificate



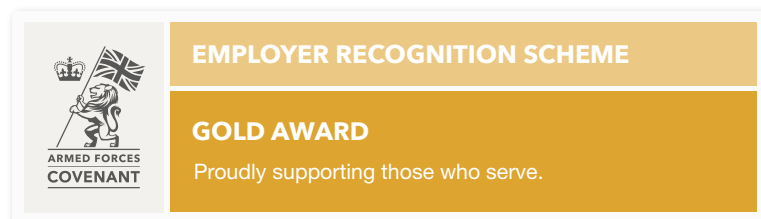
Pull-up banner



Award-holder's website



Email banner



This section shows how our communities, businesses and individuals can help support and deliver a strong brand presence for the Armed Forces Covenant.

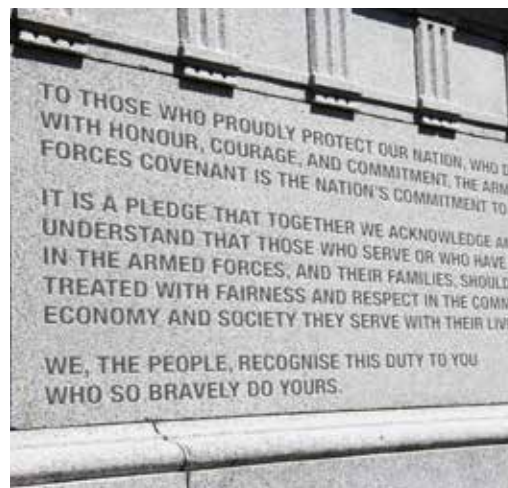
45 Communities

46 Businesses

47 Individuals

It's our intention to ensure we maximise the exposure of our brand wherever possible. This helps support our ambition in delivering the pledge for the Armed Forces Covenant.

For communities this could mean building banners showing support for the Armed Forces Covenant, town or street signs allowing individual towns or streets to show their support for the Covenant, additionally having the Covenant pledge engraved into stone serves as a permanent reminder to this initiative.



It's our intention to ensure we maximise the exposure of our brand wherever possible. This helps support our ambition in delivering the pledge for the Armed Forces Covenant.

For businesses this could mean vehicle livery proudly showing support for the Armed Forces Covenant, building plaques displayed outside corporate offices or posters to display around offices.



It's our intention to ensure we maximise the exposure of our brand wherever possible. This helps support our ambition in delivering the pledge for the Armed Forces Covenant.

For individuals this could mean window vinyls for both car and home, pin badges or metal signs with the written pledge to display.



**For corporate enquiries relating to the Armed Forces Covenant please email Defence Relationship Management at: corporatecovenant@rfca.mod.uk
Or you can call on: 0207 426 8381**

All other enquires on the Covenant should be directed to Covenant-Mailbox@mod.uk in the first instance.

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