

THE ARMY BRAND



ISSUE

1. **The Army has formally defined its brand following detailed research. The brand reflects the Army's identity, core values and the attributes that it stands for and aspires to. These characteristics should be reflected in all Army policy, communication and engagement with both internal and external audiences.**

TARGET AUDIENCE

2. This briefing note is for commanders at all levels, individuals involved in developing policy, and those engaging and communicating on Army matters, including through digital and social media. Commanders must ensure all personnel understand the importance of coherent Army messaging, what comprises the Army brand, and how they should use the brand in their engagement and communication activities.

KEY POINTS

3. **The Army brand.** The Army brand is explained in this short video.



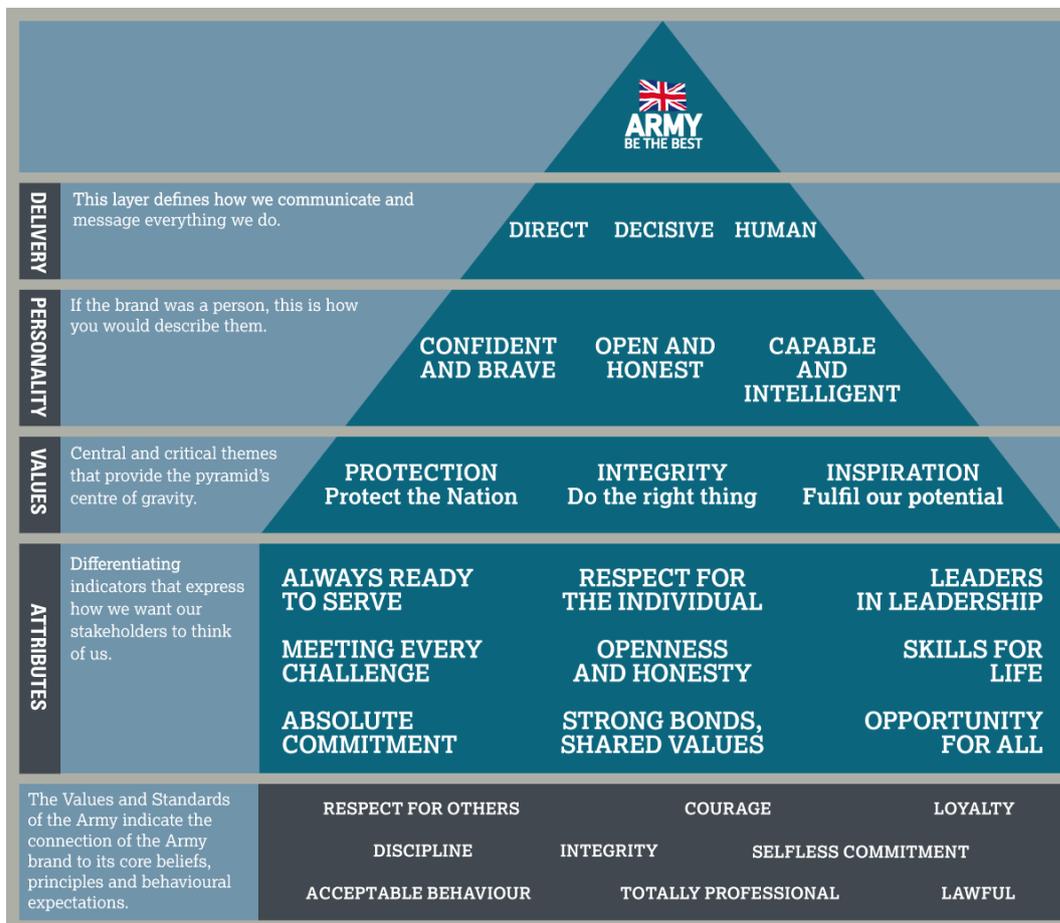
4. The brand, encapsulated in a pyramid, is designed to help develop policy statements, written communications and wider engagement activity by articulating the characteristics that we wish to be identified with. The brand incorporates a promise (what we are and what we aspire to be), delivery (how we message and communicate), personality (how we are and want to be perceived), our values (that underpin our communications and messaging), and our attributes (how we want audiences to connect with us).

The Promise:

The British Army is in front. To protect the nation, we step forward and meet every challenge with intelligence and integrity. We inspire ordinary people to exceptional achievements through world-leading training. We are forward-looking and technologically advanced, ready for the challenges of the future, both at home and overseas.

5. The brand will underpin all Army engagement, communications and marketing. By consistently adopting the language of the brand, it will ensure coherent messaging, deepen understanding within our target audiences, address the risk of our institutional credibility being lost or eroded, reinforce the pride and belonging of our people, and enhance the way we are perceived across an extremely diverse audience. This is *Integrated Action* in practice - shaping the understanding and behaviour of our audiences to deliver the right outcomes.

The Brand Pyramid



6. **Using the brand.** When engaging and developing communication products, individuals are to use the brand language either explicitly or implicitly, emphasising elements of the promise, delivery, personality, values and attributes. This will ensure coherence of messaging across all Army engagement and communication. Army Media and Communications (AMC) staff and Army press officers will provide advice on exploiting the brand. An online [toolbox](#) has been provided to support the development of policy, messaging and visual products. This short 70-second video, which encapsulates the Army brand, is also provided separately for download and use in engagement and communication activity.



BRAND VISUALS

7. **Army logo.** Visual image is an important part of any brand. The Army currently benefits from a strong visual identity. Alongside the implementation of the brand, the logo (consisting of the Union Flag with Army underneath) has been refreshed. This is designed to stand alone but will normally be used with a strapline or activity inserted below.



8. **Business stationery, iconography and presentations.** To maximise brand visual awareness and provide consistency, the refreshed logo and Army strapline (Be the Best) is to be used on business cards, compliment slips, PowerPoint presentations and digital profile icons e.g. Facebook, Twitter, LinkedIn etc.



9. **Use of additional straplines and titles.** In addition to the Be the Best strapline, other titles and straplines may be authorised and inserted under the logo, as shown below. Applications to use a title or strapline with the Army logo should be submitted to [Army ACGS-Plans-SO2](#). Once authorised, AMC Design studio will produce the visual graphics.



Army logo + sport. There are 47 recognised Army Sports controlled by the Army Sport Control Board, who will ensure all comply with the Army brand instructions. Army Sports with an approved formal badge remain able to use it as well as the Army logo.



Army logo + activity or event. Activities or events may warrant the creation of a bespoke visual identity.

10. **The Army Badge.** The 'crossed swords' remains the Army's formal badge and will continue to be used on letterheads, uniforms of Army Headquarters staff and on the Army Flag.



11. **Templates.** Links to the key brand compliant products are set out below:

[Army PowerPoint Master Template](#)

(This is aligned with Recruiting Group products, is optimised for those with special educational requirements or visual impairment and is cost efficient when printed, especially in monochrome. The template acknowledges that the Army is a 'house of brands' by allowing for one element of sub-branding, e.g. a unit or formation badge alongside the Army logo. Requests for sub-branded templates should be sent to [Army ACGS-AMC-CMD-BrandMgr](#))

[Army Business Card Template](#)

[Army Compliment Slip](#)

[Army Signature Block](#) (General Staff and all CME staff are invited to adopt the Army logo and Be the Best strapline in their email signature blocks)

12. **Brand implementation.** Brand implementation commenced in Oct 17 and will be completed by Apr 18. Those designated responsible for communication, media and engagement have been briefed in a series of presentations and a successful pilot was conducted in LONDIST. A roadshow to 2* Command Groups will complete the implementation phase. From Apr 18, brand awareness training will be incorporated into existing education courses (e.g. CO (Des) Course, ICSC(L), RMAS CC, CLM) and specific training will be delivered on the Defence Communications Course to all Unit Press Officers.

Points of contact.

Any questions relating to the Army brand to [Army ACGS-Plans-SO2](#)

For specific questions on brand visuals and access to the Defence Brand Portal to [Army ACGS-AMC-CMD-BrandMgr](#).