



Defence College  
of Technical Training

# MOD Lyneham Brand Guidelines

October 2017



# Contents

<b>An introduction</b>	<b>00</b>	<b>DSEME Lyneham brand</b>	<b>00</b>	<b>Sample work</b>	<b>00</b>
<b>Site branding</b>	<b>00</b>	Typography	00	A5 Prospectus	00
<b>Photography</b>	<b>00</b>	Swoosh	00	A5 Student handbook	00
<b>Colour palette</b>	<b>00</b>	PT graphics	00	2m x 2m hanger graphics	00
<b>MOD &amp; DCTT brand</b>	<b>00</b>	Page layouts	00	DSEME Vision magazine	00
<b>REME, 8 Trg Bn &amp; SAAE Brand</b>	<b>00</b>	PT graphics	00	Foxhound animation	00
<b>Babcock brand</b>	<b>00</b>	Technical illustrations	00	A4/A5 T2D Start 4 Smart guides	00
<b>Accessibility</b>	<b>00</b>			Gym wall	00
				Armourer pipeline infographic	00
				EMTC infographic	00
				Wooden signs	00
				MOD Powerpoint example	00

# An Introduction

This brand identity is for use at MOD Lyneham and designed to aid Lyneham Media department in producing professional, consistent and student-orientated content on site whilst respecting existing brands and identities.

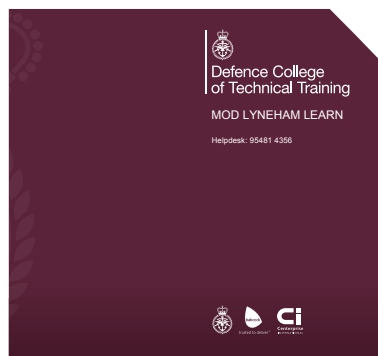
This guide details all four of the MOD Lyneham brands. For more detail about MOD, Army, REME or Babcock brand please look at the appropriate brand identity or contact the local brand manager.

# Site branding



The look and feel of the design ultimately depends on the who the job is for and the intended audience

## MOD | DCTT



## DSEME Lyneham



## REME | 8 Trg Bn | SAAE\*



## Babcock only



**Defence School of Electronic and Mechanic Engineering (DSEME) is part of the Defence College of Technical Training (DCTT).**

DSEME includes 8 Training Battalion (8 Trg Bn), REME and Babcock.

MOD brand identity should be used for DSEME HQ, 'front gate' signage, generic Powerpoint and stationery.

Should feature as a minimum: MOD Purple colour and DCTT logo top left.

**Please refer to The Ministry of Defence Identity (August 2012).**

DSEME Lyneham brand identity should be used for generic graphics (designed to be used on the MOD Lyneham site only) and which are **not** covered by other branding guidelines ie DCTT, REME or Babcock. For example, site literature and training content.

**Should feature as a minimum:** DCTT logo top left, Myriad Pro/Arial typeface, and Lyneham colour palette. REME Swoosh and REME badge should be used but can be removed if needed.

REME brand identity is to be used on signs, displays and publications that are REME specific.

Should feature as a minimum: REME logo, DCTT logo, Myriad Pro/Arial typeface, REME swoosh and REME and Lyneham colours.

Babcock branding should be used for jobs viewed by Babcock employees only.

**Please refer to Babcock Brand Guidelines for more information.**

\* SAAE MOD Lyneham site requests (eg. signage or display boards) can be produced by Media but training material requests should go through RAF Cosford.



# Photography

Photography across all brands should be as high quality as possible. In the case of the Lyneham, it should portray Lyneham as a varied and professional training establishment dedicated to producing highly trained modern soldiers.

## Photography should be:

- Be modern, sharp and relevant
- correctly composed
- well lit and use depth of field when possible.
- feature actual personal and facilities at Lyneham wherever possible.
- an accurate representation of the subject in question

## Photography should NOT be:

- out of focus
- too low resolution for the output.





01



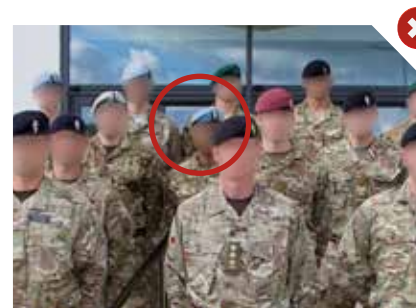
02



03



04



05



06



07



08



09

## Photography do's and don'ts

- 01 Photo is too dark and not people-focussed
- 02 Photo is too dark; no depth of field; subject of the image (engine) is cropped off and too distant.
- 03 Suggested solution: mechanic shown working on the engine; correct PPE worn; subject sharply in focus; and depth of field used to blur background behind.
- 04 Bollards/lampposts visible and should be removed from photo.
- 05 Face obstructed. All faces should be shown in full and are not obstructed by the person in front.
- 06 Suggested solution: bollards removed, and all faces clearly visible.
- 07 Photo is over-exposed.
- 08 Photo is under-exposed.
- 09 Suggested solution: photo is correctly exposed.

# Colour palette

## Babcock Main Colours



Babcock/  
Lyneham Orange  
PAN 7578  
0 67 100 0  
220 107 47  
#DC6B2F



Babcock/  
Lyneham Blue  
PAN 7686  
100 73 0 10  
29 79 145  
#1D4F91

## MOD Colours



MOD  
Purple  
PAN 5115  
75 100 70 20  
79 33 58  
#512A44



MOD  
Silver  
PAN 5455  
8 0 0 22  
202 208 214  
#BFCED6

## REME Colours



REME  
Dark Blue  
PAN 281  
100 85 5 56  
0 32 91  
#00205B



REME  
Yellow  
PAN 7406  
5 20 100 10  
241 196 0  
#F1C400



REME  
Red  
PAN 7627  
5 94 88 22  
167 43 42  
#A72B2A

The colour palette has been designed to unite the different brands to create a corporate unified look.

The colour palette has been based on the Ministry of Defence MOD palette.

## Additional Colours



Lyneham  
Grass Green  
PAN 7731  
89 0 96 30  
0 131 62  
#228848



Lyneham  
Teal  
PAN 5473  
85 39 45 30  
24 97 105  
#115E67



Lyneham  
Grey green  
PAN 5487  
46 14 26 43  
89 120 122  
#5D7975



Lyneham  
Dark Green  
PAN 575  
55 9 95 45  
103 130 58  
#67823A



Lyneham  
Light Green  
PAN 7495  
50 27 100 6  
137 150 57  
#8F993E



Lyneham  
Dark Brown  
PAN 7531  
16 29 38 53  
122 104 85  
#7A6855



Lyneham  
Mid Brown  
PAN 451  
21 15 54 31  
155 148 95  
#9B945F



Lyneham  
Light Brown  
PAN 453  
11 7 35 15  
195 187 152  
#BFB998



Lyneham  
Dark Yellow  
PAN 7753  
0 17 94 27  
193 160 30  
#C1A01E



Lyneham  
Dark Red  
PAN 7629  
23 87 73 61  
98 51 33  
#6D3332



Lyneham  
Purple  
PAN 216  
13 96 26 52  
125 34 72  
#7D2248



Lyneham  
Violet  
PAN 5275  
74 68 7 31  
89 84 120  
#595478



Lyneham  
Fuchsia  
PAN 5205  
30 59 13 41  
134 100 122  
#86647A



Lyneham  
Soft Purple  
PAN 7661  
47 60 12 0  
141 110 151  
#8D6E97



Lyneham  
Puce  
PAN 7646  
33 61 26 0  
165 110 135  
#A56E87



Lyneham  
Brick  
PAN 7591  
17 54 68 0  
192 125 89  
#C07D59



Lyneham  
Background  
Blue Grad  
100 85 5 90  
0 0 42  
#00002A



Lyneham  
Background Blue  
PAN 280  
100 85 5 22  
1 33 105  
#012169



Lyneham  
Sky Blue  
PAN 646  
72 31 3 12  
94 138 180  
#5E8AB4



Lyneham  
Light Blue  
PAN 5425  
45 16 9 24  
122 153 172  
#7A99AC



Lyneham  
Dark Grey  
PAN Cool Grey 11  
62 52 46 40  
85 86 90  
#55565A



Lyneham  
Mid Grey  
PAN Cool Grey 9  
52 42 39 23  
119 119 122  
#77777A



Lyneham  
Light Grey  
PAN Cool Grey 3  
8 5 7 16  
200 201 199  
#C8C9C7



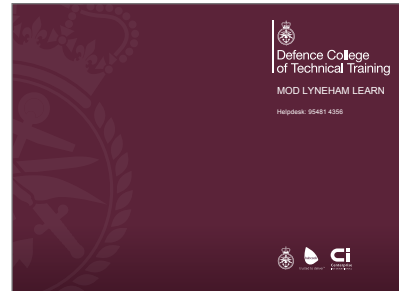
Rich Black  
60 40 40 100  
0 0 5 / #000005  
Black  
0 0 100  
35 31 32 / #231F20

# MOD & DCTT brand



Defence College  
of Technical Training

DCTT logo



Desktop wallpaper



Door sign

MOD brand should be used for official Authority signage, computer wallpaper backgrounds etc.

**Should feature as a minimum:**  
MOD Purple colour, DCTT logo top left.

**Please refer to the official  
MOD guidelines.**

Brunel building sign





# REME, 8 Trg Bn & SAAE Brand

REME branded visual imagery should feature the REME swoosh with the three TRF colours wherever possible.

The colour and order of the TRF strips on the swoosh should not be changed. The main colour block of the swoosh should be either Lyneham Background Blue or Lyneham Mid or Dark Grey.

Where just the REME logo is used, it should be positioned bottom right, inside the swoosh, unless this is not possible. A slight drop-shadow can be used to differentiate the logo from the background if required.

RHQ REME have their own Corps Instruction (B6) which lays down the 'wider Corps brand'. This includes items such as the cap badge, plaque, cipher, flags, signs and TRF. If you require Core Instruction B6 please contact the RHQ Corporate Communication Manager.



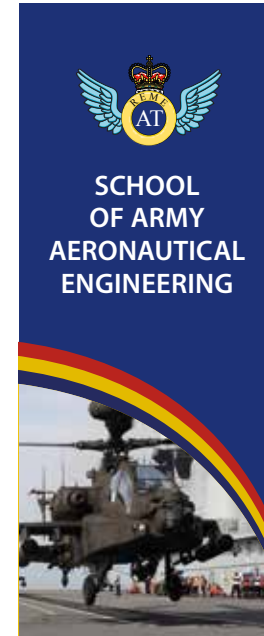
REME logo positioning



Exhibition panels



Door sign



SAAE Banner



Booklet



REME	REME	REME Red
Dark Blue	Yellow	PAN 7627
PAN 281	PAN 7406	5 94 88 22
100 85 5 56	5 20 100 10	167 43 42
0 32 91	241 196 0	#A72B2A
#00205B	#F1C400	

Tactical Recognition Flash (TRF)



Poster design



# Babcock brand



Babcock pull-up panels



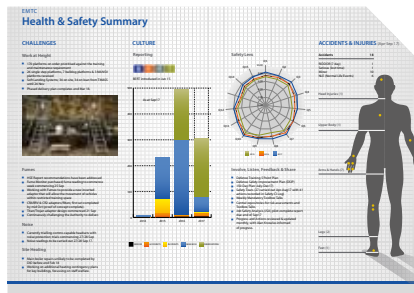
Babcock application design



Example Babcock EMTC TV screen graphics (above) compared with general Lyneham site audience (below).



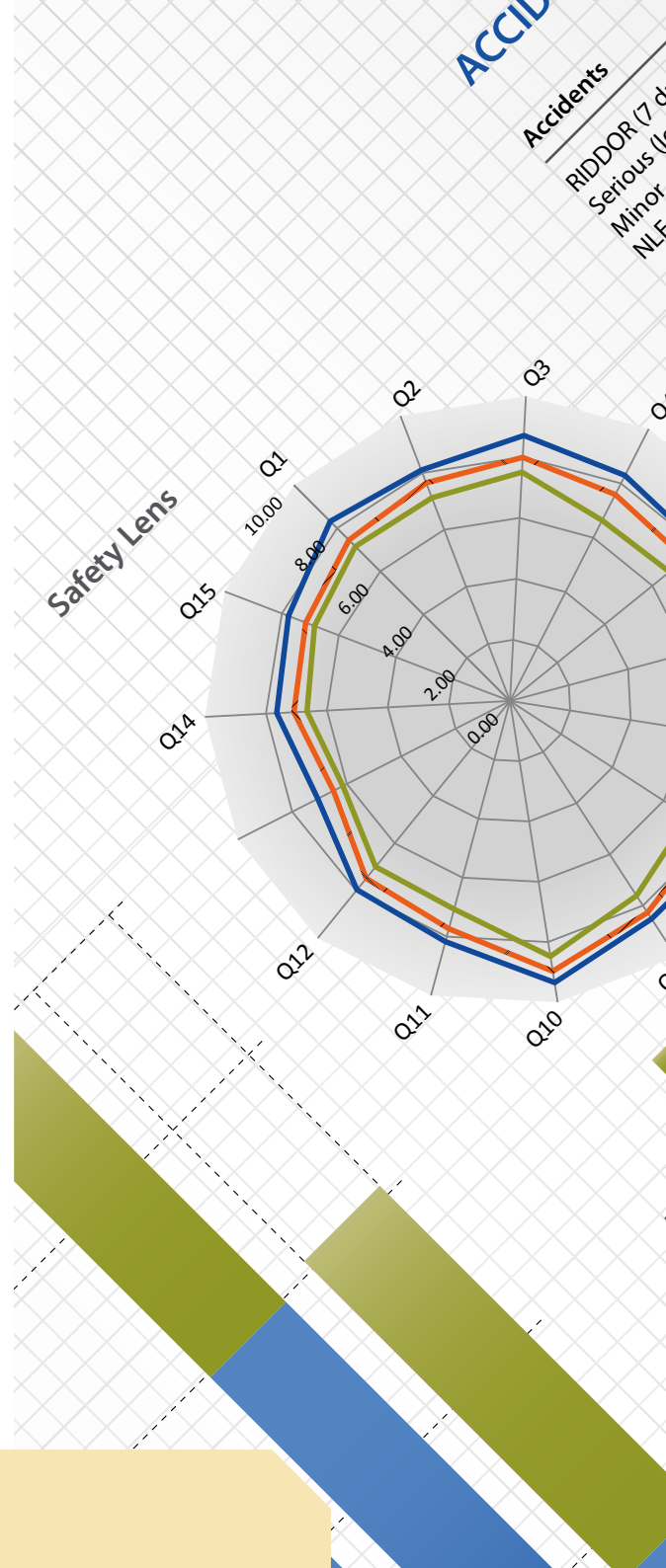
Personality board



Infographic

Babcock branding should be used for jobs that are purely Babcock or just aimed at Babcock employees.

For more details, please see Babcock's official branding guidelines.



# Accessibility

## TYPE COLOUR

Printed material is most readable in black or dark blue on a contrasting background. If reversed out text is used on a dark background, restrict it to titles, headlines or highlighted material where possible.

## POINT SIZE

Bigger is better! Consider your audience when choosing point size. Keep your text larger, preferably between 12 and 18 points depending on the font (point size varies between typefaces).

## CONTRAST

Use high-contrast colours for text and background. Darker text on lighter backgrounds is best. Good examples are black or dark blue on a colour from the SpLD palette if possible. White can be used in conjunction with coloured overlays or browser extensions. **See following page.**

## SpLD approved Media content

Whilst not all of the following recommendations can be adhered to 100% of the time (sometimes for technical reasons), it is important that most teaching material produced at Lyneham caters for those students (currently 20 23%) with SpLD requirements.

Small things, for example, not using too small a typeface or avoiding certain colour combinations can greatly help students who suffer from visual stress.

The following pages outline some key recommendations to bear in mind when designing content.

## LEADING LEADING

Leading is the space between lines of text and should be at least 25 to 30 per cent of the point size. This helps readers move their eyes more easily to the next line of text. Heavier typefaces will require slightly more leading.

## TYPEFACES

Letter shapes also affect readability at different point sizes. Avoid complicated or decorative fonts. Choose standard sans serif fonts with easily recognizable upper and lower case characters. Main typeface should be Myriad Pro or Arial.

## CAPS & TYPE STYLE

Avoid italics or underlined text and avoid using too thin a light typeface weight. Limit the use of all caps to headings only.

## HYPHENATION

Hyphenation can be used between words but hyphenated words split over two lines should be avoided.

## THE QUICK BROWN FOX STUMBLER. THE FOX TURNED & JUMPED OVER LAZY DOG

Avoid starting a sentence at the end of a line if possible.

- Bullet 1.
- Bullet 2.
- Bullet 3.
- Bullet 4.
- Bullet 5.
- Bullet 6.

Bullets, numbering & columns should be used to help the reader organise information. Full stops should be used after each bullet to mark where bits of information begin & end.

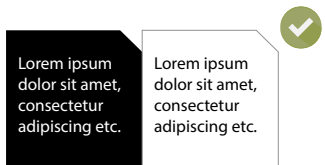
## Use of colour

Correct use of colour can affect readability greatly, especially for SpLD students. It is often not so much about the particular colour used but how it is used.

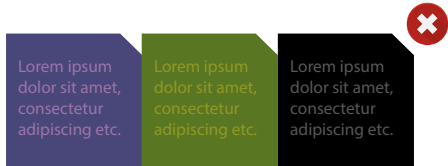
Certain colours work well and enhance readability and others will do the opposite. Contrast is especially important. For text to be readable from the background and other elements there needs to be sufficient contrast.

Web Content Accessibility Guidelines (WCAG) recommend contrast ratio of 7:1 for smaller text and 4.5:1 for larger text. If you are unsure about the contrast ratio of two colours you can check it online [here](#)

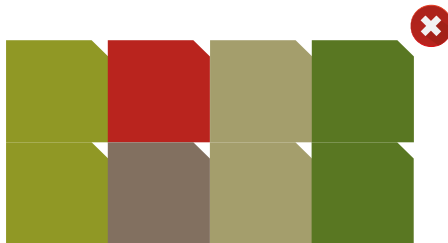
For more information about UK accessibility and design see [gov.uk](#) or [WCAG](#)



White on black has high contrast but try to keep reversed out text to a minimum as it increases visual stress for SpLD students



Avoid colour combinations with little contrast



Some students may find it difficult to tell the difference between certain colours. Avoid combinations of Reds, greens and browns for key information as they can look very similar.



Use of monochromatic colours is recommended. By only using shades of a single hue, any extra meaning that would have been introduced by different colour hues are removed. Variations in contrast and tones can be used to provide meaning or importance to elements, and attract user attention to different areas.

Some SpLD students will use coloured transparent sheets over printed graphics to help them see or recognise information or reduce visual stress.

Most online training on site is moving slowly from Powerpoint to HTML5 form which allows students to change aspects of the training, eg. the background colour to reduce visual stress.

Browser extensions like [nOverlay](#) can also be used to change background colours and make other visual changes to any web page (see following page).

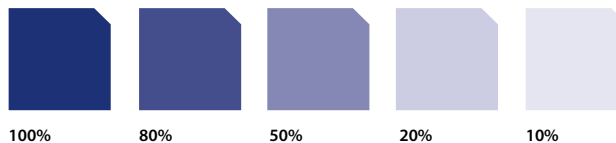
Ideally new training graphics should be produced with a transparent background or white background option so students can use tools like [nOverlay](#) to change the background colour.

### Main colour palette



Each colour can be tinted to provide subtle colours if needed.

### Suggested tints



### SpLD background colour palette

SPLD Green 235 247 229 ebf7e5	SpLD Yellow 252 252 225 fcfce1	SpLD Red 252 227 228 fce3e4	SpLD Blue 234 240 249 eaf0f9	SpLD BlueGrey 231 232 245 e7e8f5	SpLD Purple 239 231 244 efe7f4

Use the colours in the Moodle, AT Bar or uOverlay browser extension colours.

For digital and printed material not shown in the browser, the following colours should be used.

### Online & digital content

Online and digital content is more flexible in its ability to be adapted to an individual's needs. For example, screen readers can be used to audibly describe content and browser extensions can be used to customise the look of web content (for example, changing the background colour behind text or images). See page 15. Content should therefore use white, transparent or very subtle backgrounds where possible to facilitate this.

To the right are additional recommendations for online and digital content.

## LABELLING & MARKUP

Provide a text equivalent (ex: ALT text, <LONGDESC>) for all non-text elements, especially those related to navigation. Provide NULL values for unimportant graphics (such as divider bars).

## USE CSS

Use cascading style sheets (CSS) to control presentation and layout rather than presentation elements and attributes, but organize documents so they can be read without style sheets.

## CONTRAST

Provide enough contrast between text and background colour.

## COLOURS

Use RGB brand colour palette where possible and white, light or transparent backgrounds where possible. Reversed out content on dark backgrounds can be used sparingly.

## HYPERLINKS

Avoid hyperlinks longer than 10 words.

## TABLES

Make sure that tables make sense when read left to right, top to bottom, as this is how screen readers work. Identify row and column headers, and use the <CAPTION> and/or summary attribute and headers to describe the contents.

## LINKS

Use descriptive links rather than "click here" to insure that links make sense out of context.

## MOVEMENT

Avoid too much blinking, flickering, or jerky movements in designed content.

## AUDIO

Where possible, provide closed captions for all audio content that contains useful information or provide transcripts for all audio content.

Example A5 booklet with SpLD consideration



Coloured header text can be used but make sure contrast between colour and background is high

Images used to add interest and breakup information. Use carefully so as not affect text readability

Two column grid helps break up the information

Paragraph breaks, bold subheads and negative space help break up the information into digestible chunks

Reversed out text useful to highlight information but use sparingly. Large amounts of reversed out text can increase visual stress for some SpLD students

Background tint is pale enough for body text to still be clear

**Routine**

**Work Hours and Leisure Time**  
Working hours are normally 0745-1700 hrs with a 15 minute morning break and 45 minutes for lunch. A variety of sports are organised for personnel staff on PT is scheduled for soldiers under training Tuesdays at 0800 hrs and Fridays at 1100 hrs PT timings for company arrangements vary according to company arrangements. A curfew of 2330 hrs on Sun to Thu applies to all phase 2 soldiers. Additionally, a curfew of 2359 hrs on Fri and Sat applies to under-18s unless they have a leave pass.

**Training Programme**  
You will undertake an induction programme in your first week, during which you will receive instructions on your training programme for whichever courses you are loaded.

Leave dates for 2016/17 are:

Leave period	After duties	First parade
Christmas 2016	16 Dec 16	3 Jan 17
Easter 2017	7 Apr 17	24 Apr 17
Summer 2017	4 Aug 17	21 Aug 17

Consider these dates to be a guide; consult your platoon staff or line manager prior to booking holidays over these periods.

**Facilities**

**Accommodation**  
Soldiers arriving a course of longer than 4 months in duration are entitled to service family accommodation (SFA) if they qualify. Soldiers attending District Courses will be accommodated in single living accommodation (SLA). Phase 2 soldiers are entitled to 3 types of accommodation. Phase 3 soldiers are entitled to 2 types.

For courses of less than a week in duration, accommodation will not be provided by DSEME, instead accommodation should be sought through CTRC.

**Dining Facilities**

For courses of less than a week in duration, all dining facilities in Lyneham, Meads may be taken in the messes at the unit. Mess dining facilities - specific requirements may be discussed with the mess manager or chef. Several canteens are being established around the camp.

Meal timings in the junior canteen dining facility are:

Monday - Friday	0630-0800
Breakfast	1130-1300
Lunch	1700-1830
Dinner	
Saturday - Sunday	0830-0930
Breakfast	1130-1330
Lunch	1700-1830
Dinner	

\* Friday Dinner hours 1100

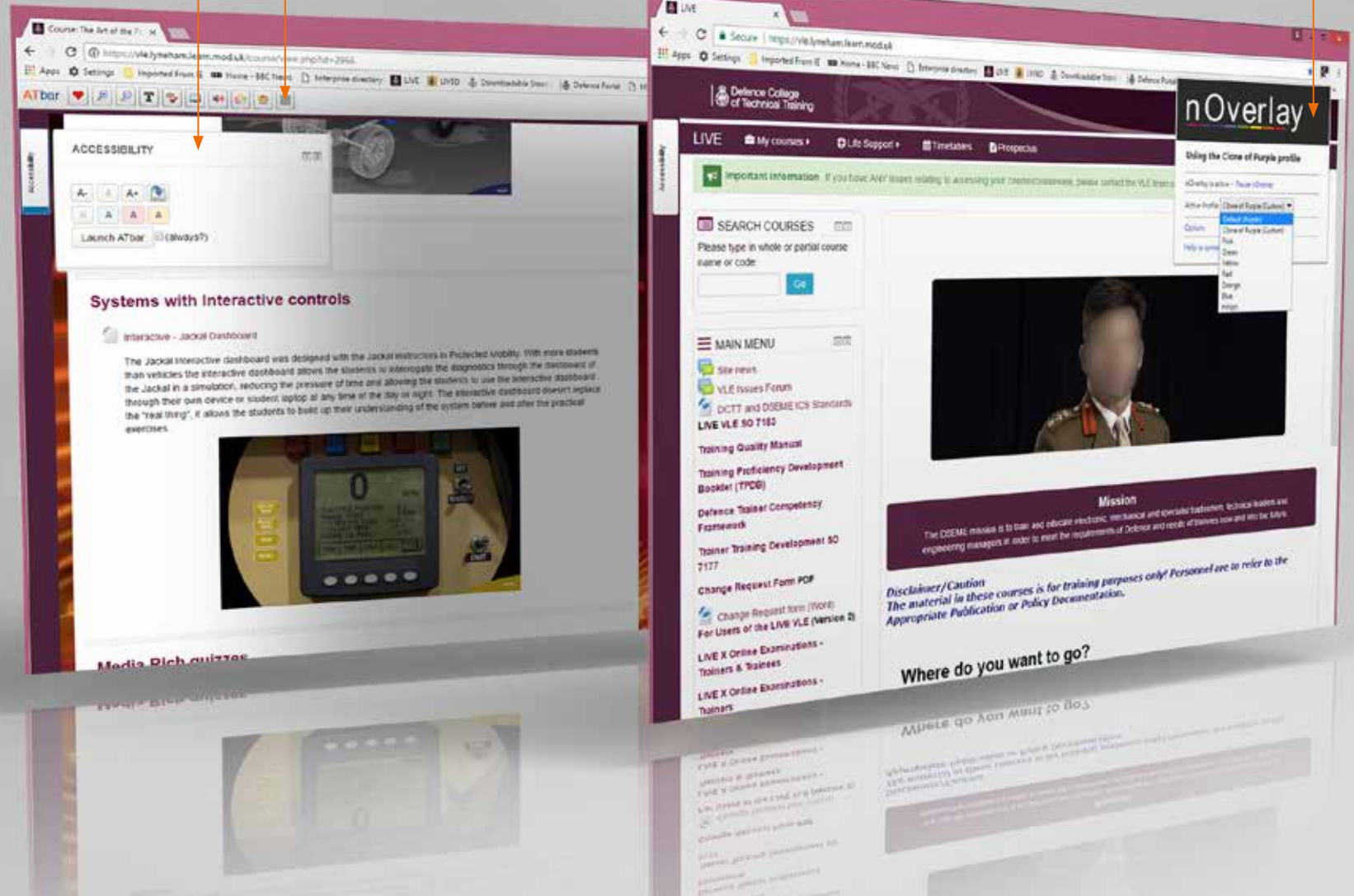


### Example online material with SpLD consideration

Moodle's built in Accessibility panel allows you to quickly change white backgrounds to a colour

Moodle's AT Bar has tools for increasing type size, typeface, page styles, changing colours etc. It also has a text reader built in.

nOverlay extension for Chrome has enhanced accessibility options including ability to tint images as well as backgrounds



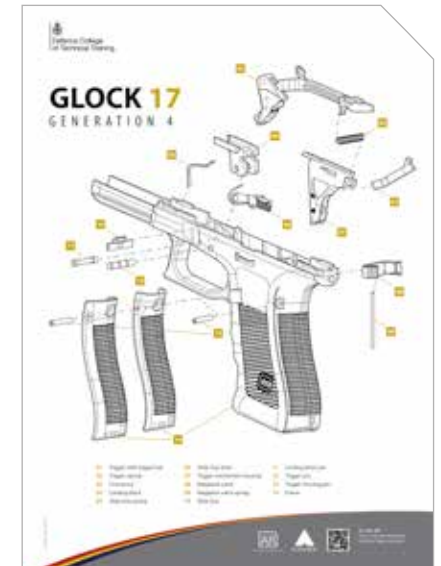
# DSEME Lyneham brand



DSEME Vision magazine



Lyneham site handbook



Technical illustrations for training featuring AR content



Prospectus



Building 49 / Hanger 2 graphics



Start for Smart training booklet



Interactive HTML5 training



3D modelling and animation

DSEME Lyneham brand should be used on documents and graphics designed for use on the Lyneham site and which are not controlled by other branding guidelines.

Should feature as a minimum: Myriad Pro typeface, DCTT logo top left and REME and Lyneham colours. Use of the swoosh and REME logo are optional.

See following pages for more detailed information.

# Typography

The main typeface for the Lyneham site is Myriad Pro. This has been chosen this because it is a clean, modern and easy to read. It is also available in a wide range of styles, including italic.

Myriad Pro should be used in all professionally produced publicity and marketing material. Arial should be used when Myriad Pro is not available.

**Headers:** Myriad Pro Semibold

**Subheads:** Myriad Pro Semibold

**Body:** Myriad Pro Regular

**Italic:** Myriad Pro Italic

**Bullets:** should be square (Webdings font has a square bullet character)

**Numbers:** Myriad Pro Bold (eg. on posters or technical drawings)

Semibold is preferred to Bold except when Bold will be more legible.

Arial typeface should only be used for web/online content or when Myriad Pro is not available.

Book Antiqua Bold should only be used for wooden signs.

## Myriad Pro Bold

abcdefghijklmnopqrstuv  
wxyzABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890

## Myriad Pro Semibold

abcdefghijklmnopqrstuv  
wxyzABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890

## Myriad Pro Regular

abcdefghijklmnopqrstuv  
wxyzABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890

## Arial Bold

abcdefghijklmnopqrstuvwx  
yzABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890

## Arial Regular

abcdefghijklmnopqrstuvwx  
yzABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890

## Book Antiqua Bold (wooden signs only)

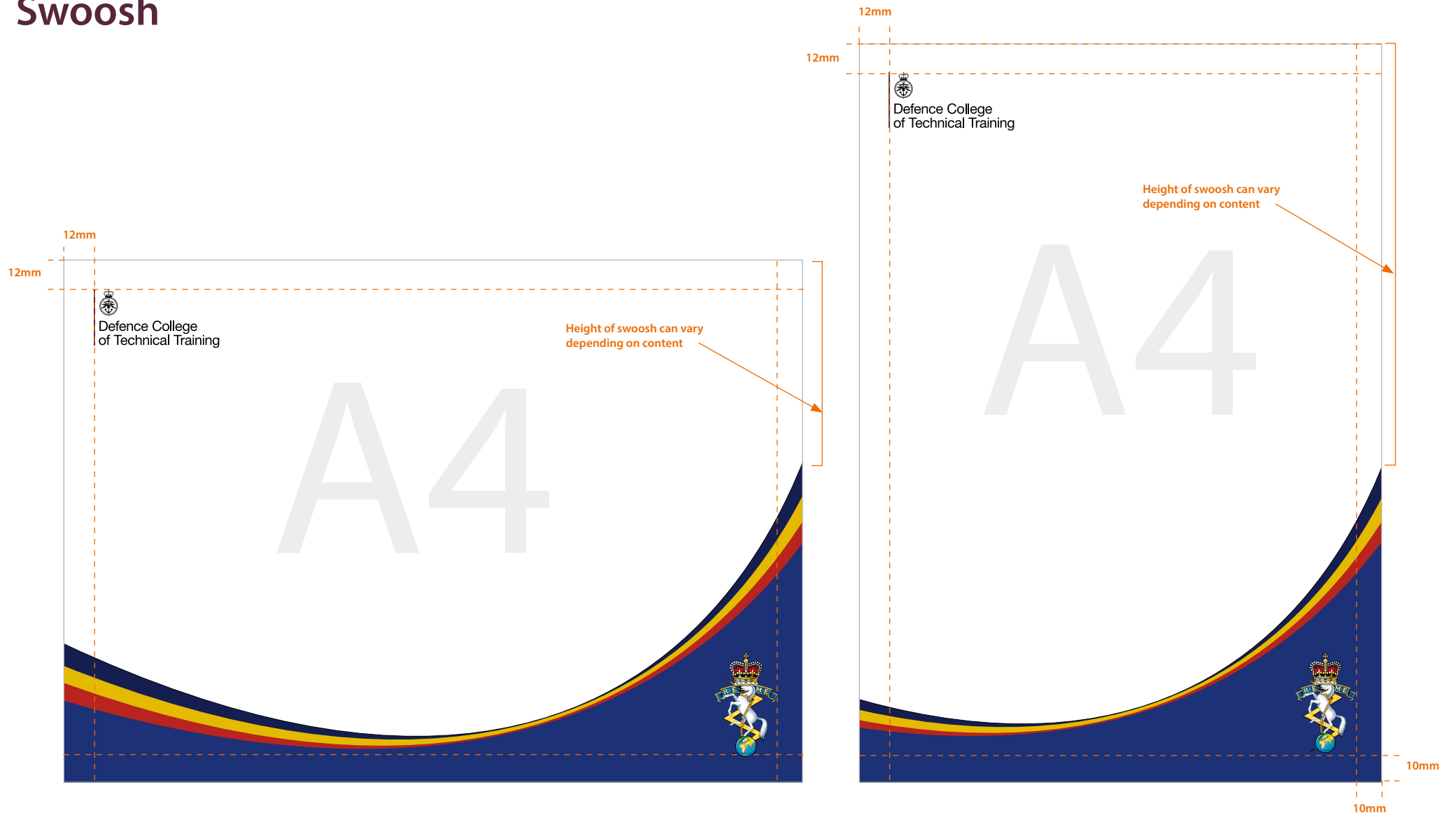
abcdefghijklmnop  
pqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTU  
WXYZ

## Bullets

(Webdings typeface)

- First bullet
- Second bullet
- Third bullet totatem olorem pero dolups in repuda mduci sum quaspe labo.

# Swoosh



# Swoosh

## Do's and don'ts

**Only use TRF colours** ❌

**Use TRF colours in correct order** ❌

**Only use white, grey or Lyneham Background Blue** ❌

**Do not distort too much** ❌

**REME badge should fit comfortably inside wave** ❌

**Swoosh should go from thin to thick or visa versa where possible** ❌

**Correct swoosh** ✅

**Correctly distorted wave where wave depth needs to be less** ✅

**Alternative space-saving corner swoosh** ✅

**Correct use of a simpler thick to thin wave** ✅

**REME badge can be reduced by up to 20% if needed**

**Thick to thin can be slight if needed**



# PT graphics



Swim ticket

DSEME LYNEHAM BRAND

PT infographic poster



For PT jobs on Lyneham site the PT sub-branding should be used.

Design should feature a black background, vertical red stripes and PT cross sword badge.

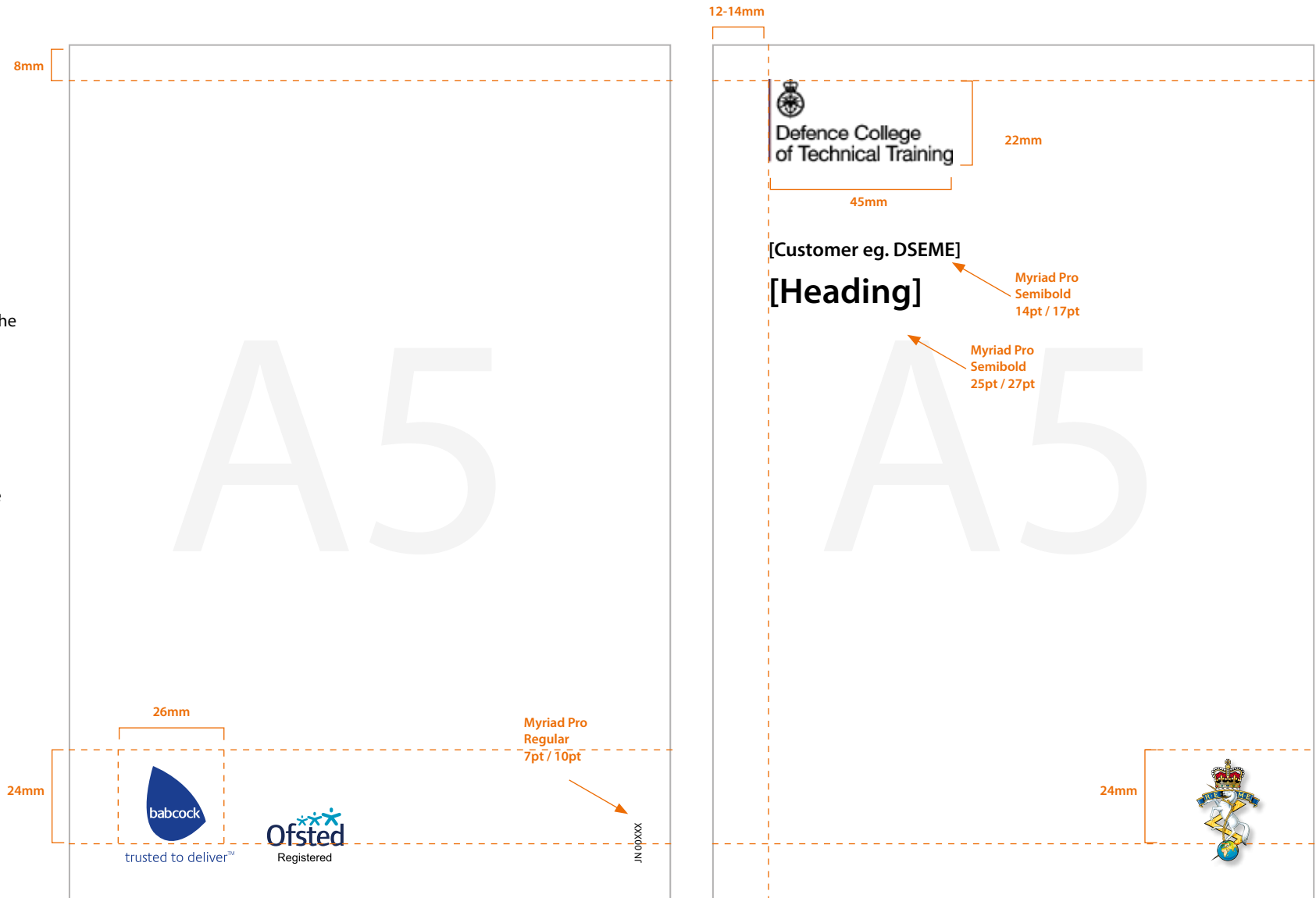
# Page layouts

## A5 cover template

Logos should be scaled as close to the measurements on right as possible.

Heading size is only a guide and should be scaled to best fit the space.

Cover and back page should feature a full bleed image if possible.



# Page layouts

**Left hand page / inside front cover option**

14mm

Myriad Pro Semibold 21pt / 22pt

[Contents]

Myriad Pro Semibold 17pt

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [2 line text]  
[2 line text]

00 [2 line text]

00 [text]

Occum volenda ndanihi litisit ibust otatum fuga. Nemporio temqui quiaes es elis etc molupta ecaerest est as maiosame sol rionet expedicienim sam et erum enisin nis ma noneture voluptaspit hit vel int re latem post, qui to int que modia sum illes natqui veli quost quissequo es quibus et voluptatur aut omniatures maxim fuga. Ferusae seuas solores equaspedi assi nimus, to odipsunt maio temolup tasperchilit moloreped eos experunt laut qui rem voluptatum, quibus mint ex etur atem faccupatas archicto id et quunt erit utae cum cusdam aut omnimi, consequo vendit ma nienes que nobisse quunt laci commolu ptaero mos austibus.

*Arte et Marte.*

Myriad Pro Semibold 8.5pt / 11pt

03 [NAME OF DOCUMENT] | [CUSTOMER] or [SECTION] | sub-section

**Right hand page option**

10mm

Defence College of Technical Training

22mm

45mm

Myriad Pro Semibold 25pt

[Contents]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

00 [text]

Myriad Pro Semibold 9pt

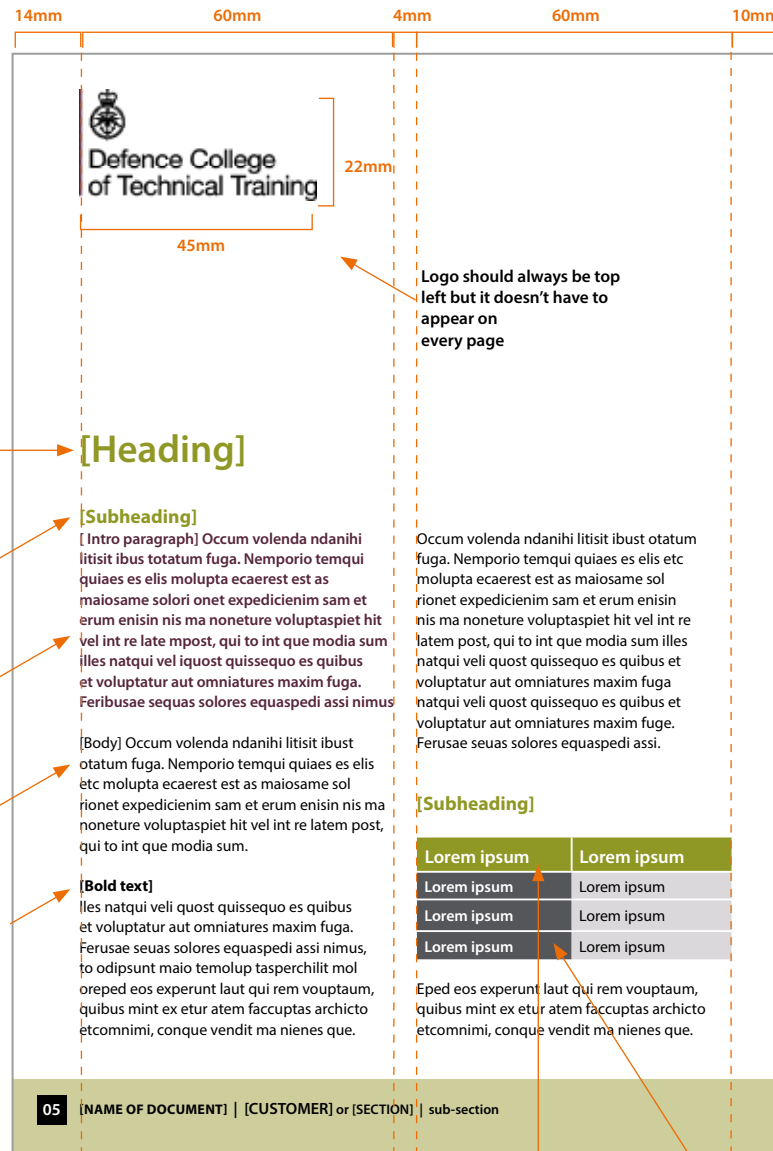
*Arte et Marte.*

[month] [year] edition 04

**A5 contents template**  
Contents page with left-hand and right-hand page options. The size of the page number can increase in size depending on the number of sections.

# Page layouts

A5 layout sample 1  
2 column left and 3 column right  
with full bleed image.



Logo should always be top left but it doesn't have to appear on every page



Left hand column should be Lyneham Dark Grey with reversed out copy. Header row bkg colour can vary within palette

# Page layouts

14mm 60mm 4mm 60mm 10mm 10mm 60mm 60mm 14mm

[image]

[Caption]

**[Heading]**

**[Subheading]**  
[Intro paragraph] Occum volenda ndanihi litisit ibus totatum fuga. Nemporio temqui quiaes es elis molupta ecaerest est as maiosame solori onet expedicienim sam et erum enisin nis ma noneture voluptaspiet hit vel int re late mpost, qui to int que modia sum illes natqui vel iquost quissequo es quibus et voluptatur aut omniatures maxim fuga. Feribusae sequas solores equas edimus

[Body] Occum volenda ndanihi litisit ibust otatum fuga. Nemporio temqui quiaes es elis etc molupta ecaerest est as maiosame sol rionet expedicienim sam et erum enisin nis ma noneture voluptaspiet hit vel int re late post, qui to int que modia sum illes natqui veli quost quissequo es quibus et voluptatur aut omniatures maxim fuga. Ferusae seuas solores equaspedi assi nimus, to odipsunt maio temolup tasperchilit moloreped eos experunt laut qui rem voluptatum.

[image]

[Caption above]  
[Caption right]

**[Subheading]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

[image]

[Caption]

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

**[Bold text]**  
Line 1: Lorem ipsum volenda ndanihi  
Line 2: Lorem ipsum volenda ndanihi  
Line 3: 4.30pm – 6.30pm  
Line 4: Lorem ipsum volenda ndanihi  
M: 00000 000000  
E: xxxxxx@xxxxxxx

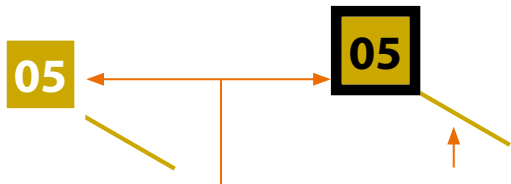
07 [NAME OF DOCUMENT] | [CUSTOMER] or [SECTION] | sub-section

[month] [year] edition 10

A5 layout sample 2  
2 column left and 2 column right.



# Technical illustrations



White or black outside stroke (depending on background) can be used to keep the distance between the edge of the box and line consistent

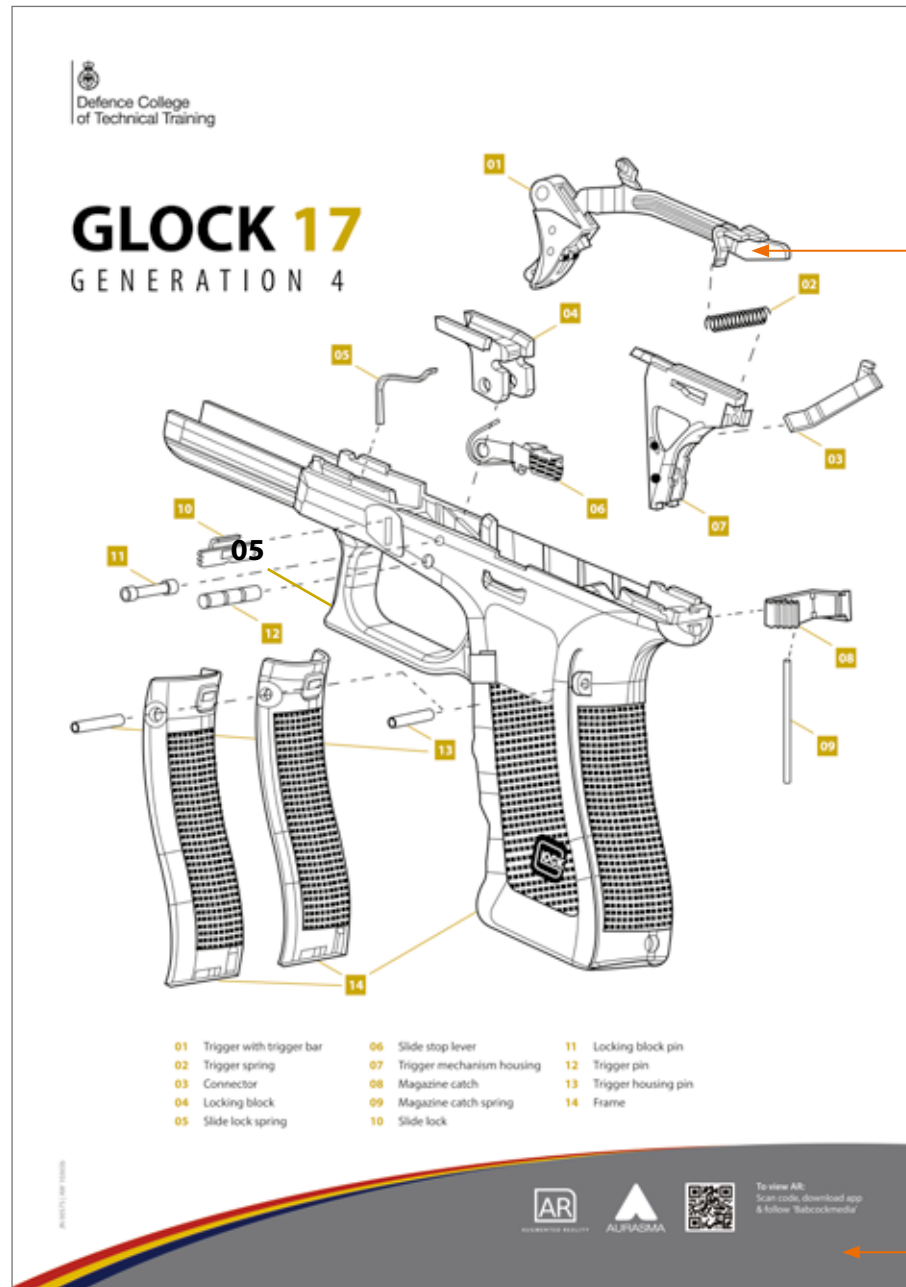
Lines should be +30° or -30° or 90° where possible

Numbers: Myriad Pro Bold

Technical illustrations can be any size but need to need to incorporate similar elements.

Illustrations can either be on a white or black background. Black is preferred for weapon posters.

Illustrations can be a mix of photographic and vector and be 2D or 3D. A grid background is optional.



DSEME LYNEHAM BRAND

Lighter lines should be between 0.75pt and 1pt and darker lines 1.5 to 2pt where possible

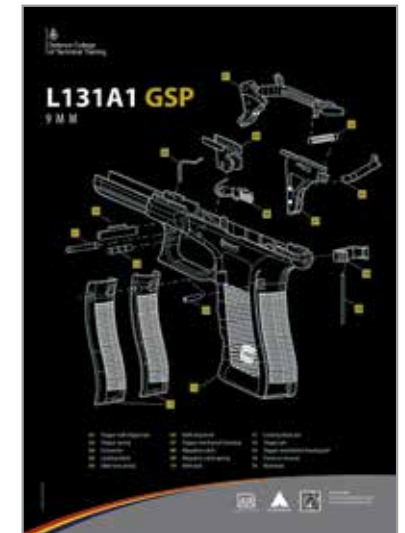
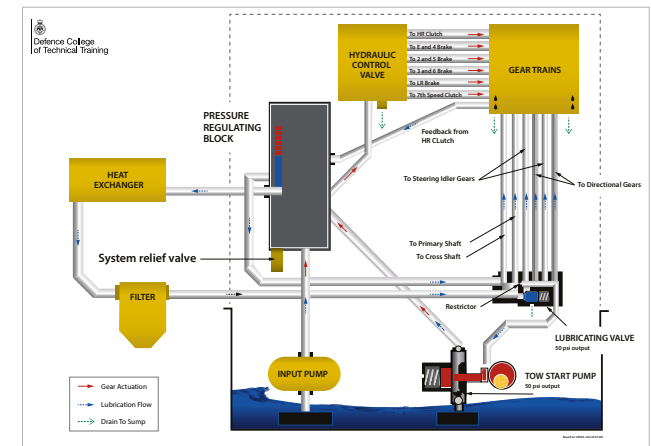
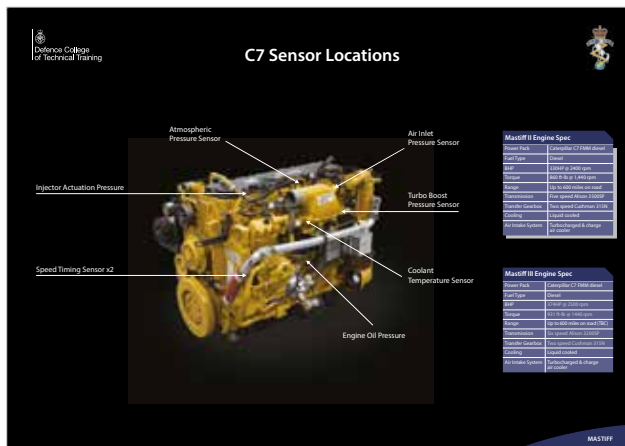
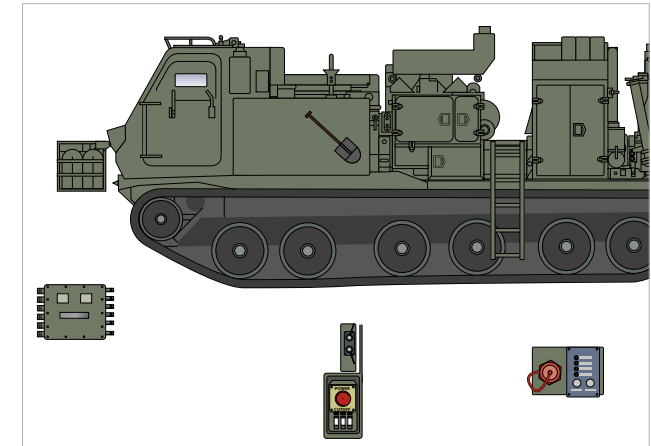
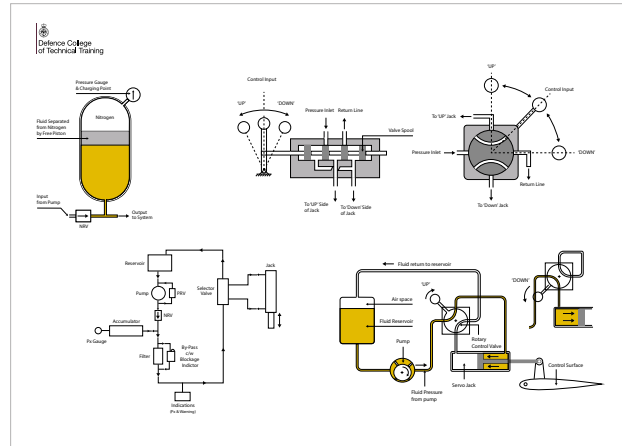
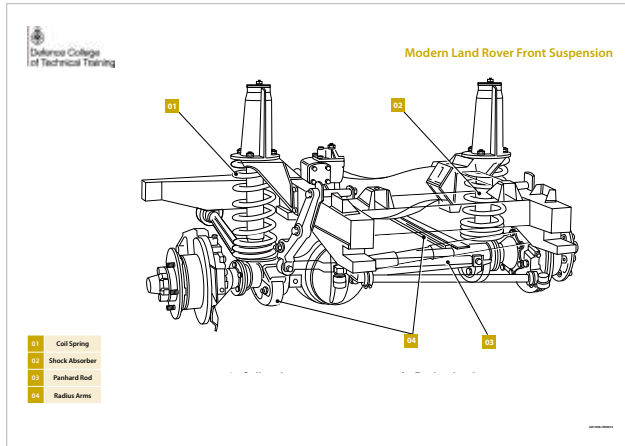


Illustration can be inverted for use on black backgrounds. However, please consider SpLD students who may find reading white text and information on black more difficult to read. See Accessibility chapter.

If Augmented Reality is added to the design, a small swoosh should be used to separate the logos and QR code from the illustration.

# Technical illustrations

The main colours featured should be from the DSEME Lyneham palette wherever possible

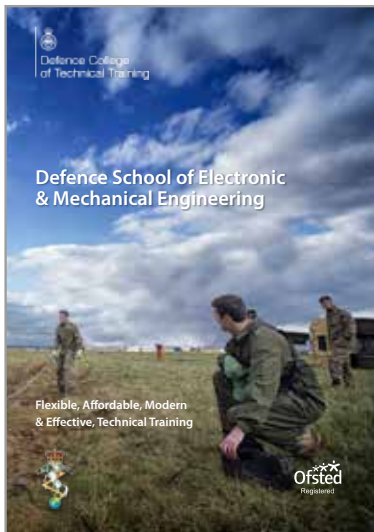


Incorporating photography

# Sample work

## DSEME Lyneham Brand A5 prospectus

### Cover



### Inside spread



## Trade Descriptions

### Armourer (Army)

Armourers are responsible for carrying out maintenance on the Army's vast range of weapon systems, including everything from pistols to self-propelled artillery guns. This maintenance includes the inspection, fault diagnosis, repair and modification of all mechanical systems used in the weapons. Upon completion of any weapon system maintenance, Armourers must certify their work and ensure the equipment is safe and fit to be used. The ability to uphold engineering integrity in high pressure environments is essential for Armourers to preserve the availability of reliable weapon systems at the heart of operations.

With such an array of equipment to be maintained, Armourers will have the opportunity to serve in units where they may be part of a team responsible for potentially thousands of light weapons or they may be in a Fitter Section attached to a Main Battle Tank Squadron or Artillery Battery looking after some of the biggest guns used by the Army.

As an Armourer, you will have the opportunity to have your leadership, management and engineering skills assessed with a view to attending an Artificer training course. This course educates Armourers to a higher level of engineering and develops other skills and also provides the potential for promotion to Warrant Officer Class 1 (ASM).

### Metalsmiths (Army)

Metalsmiths are responsible for carrying out any repairs which require specialist skills in welding, blacksmithing, sheet metalwork or benchfitting. They are often also required to manufacture components to be used either as temporary measures or on a more permanent basis should it be a bespoke item.

When called upon to provide their services, Metalsmiths must be able to assess the requirement and make appropriate decisions on how best to achieve it. This could mean deciding upon which type of weld to use and how deep it should penetrate or it could mean deciding upon which is the best type of material to manufacture an item from. In any case, Metalsmiths must ensure that their work can stand up to the rigours that it is expected to endure; whether that is stress due to loading, environmental factors or compatibility issues. Due to the nature of their work, Metalsmiths will most likely be employed within larger workshops with much of the work being brought to them.

However, there will be many opportunities to deploy temporarily to locations with units which have identified a number of tasks requiring a Metalsmith so can employ one or more for a period of time. As a Metalsmith, you will have the opportunity to be promoted up to the rank of Staff Sergeant while working at trade and further still, to Warrant Officer Class 2 and Warrant Officer Class 1 within management roles.

### Recovery Mechanic (Army)

Recovery Mechanics are responsible for the recovery of immobilised Army vehicles to a place of safety. The immobilisation may be due to hostile action, failure of components or the vehicle's inability to manoeuvre itself due to the ground. Recovery Mechanics must take care to ensure no further damage is caused during the recovery of the vehicles so that they can be returned to the user fit for use in the minimum time possible.

Recovery Mechanics must devise a thorough plan of how to carry out the task in hand, with due consideration to the environment, the risk of further vehicle damage and the capabilities of the recovery equipment. Then must execute their plan with the safety of all personnel involved their highest priority. As the subject matter expert on scene, you will be required to display high levels of leadership and an ability to delegate tasks.

You may find yourself as the sole Recovery Mechanic within a small unit or as part of a far larger team within a big workshop providing recovery expertise to a number of units.

As a Recovery Mechanics you will have the opportunity to be promoted all the way to Warrant Officer Class 1.

### Technical Support Specialist (Army)

Technical Support Specialists are responsible for the accounting of all REME equipments within their unit and for the provision of all items required for other REME trades to do their jobs effectively. Later on in their career, Technical Support Specialists may become military training instructors.

As a Technical Support Specialist you are responsible for providing support to tradesmen. Whether it is spare parts for vehicles or water and rations for soldiers the job is constantly challenging and requires individuals to think on their feet.

As a Technical Support Specialist, you could find yourself serving almost anywhere around the world, attached to any one of a vast array of Army units. If you decide to become a military instructor later in your career, you could then find yourself at an Army's training establishment, playing a key role in looking after the future of REME.

As a Technical Support Specialist, you will be encouraged to develop yourself professionally and could gain qualifications in warehouse management, logistics support or coaching. No matter which route you follow though, both the logistics support and military training career paths provide the potential for promotion all the way to Warrant Officer Class 1 as either WO1(SSM) or WO1(RSM).

# DSEME Lyneham Brand A5 Lyneham Handbook

Inside spread



Above: Colonel M A Pendlington

## Welcome by the Commandant

'May I take this opportunity to offer you a warm welcome to DSEME at The Prince Philip Barracks, Lyneham. I hope that you enjoy your stay here, whether it is a result of an assignment order, a course or because you are a family accompanying your spouse.'

'This guide is intended to make you aware of the resources, facilities and services that exist in and around Lyneham in order to give you the information you need when you arrive and to make your stay more pleasurable. I would encourage you all to take the time to explore the surrounding areas.'

'There is a welfare centre for soldiers inside the camp and a community centre outside the camp for soldiers, military families and the wider community. Each of the centres has staff from the military welfare team and a Hive office. The community centre also has an Army Welfare Services community development worker and a youth club. Both facilities opened in 2016 and will continue to evolve over the coming months. The REME Museum will open in February 2017; this will be an excellent place to learn about the history of REME.'

'The village of Lyneham has a small selection of amenities and a primary school. Nearby are the market towns of Royal Wootton Bassett and Calne. They have a selection of supermarkets, shops, public houses and restaurants. Further afield is the large town of Swindon which has a much wider range of facilities, including a mainline train station that links you to London in a little over an hour. Also accessible from Lyneham are the cities of Bath, Bristol and Reading, all of which are home to a variety of top class sports teams and cultural events.'



Above: The Prince Philip Barracks plaque  
Right: Vehicle mechanic training

'This is a period of significant change for the Defence School of Electronic and Mechanical Engineering and the School of Army Aeronautical Engineering. Having arrived recently, we now have the task of establishing ourselves in a new home. Training will be different than before; we have new and refurbished facilities, while we have also left some good facilities

behind. It is therefore our responsibility to further develop and improve our new garrison and to make it a home of which we can be proud. I encourage you all to play a part in that process.'

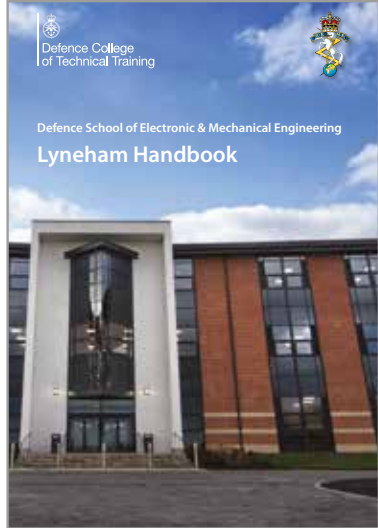
'I hope that you will find this guide useful during your time here. My staff would appreciate any ideas or suggestions you may have to improve it.'

'Finally, I wish you a happy and enjoyable stay at Lyneham and hope that you can find time to make good use of the wide range of activities, amenities and facilities available.'

Colonel M A Pendlington  
Commandant DSEME



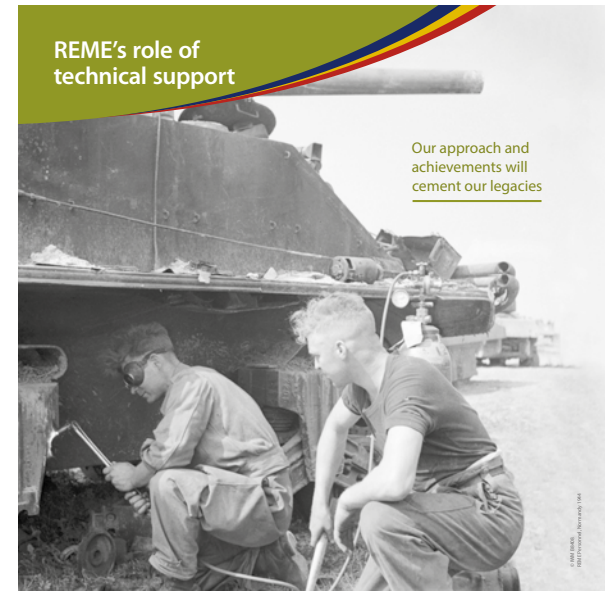
Cover





**DSEME Lyneham Brand**  
**2m x 2m hanger wall graphics**

Panel artwork



Installed panels





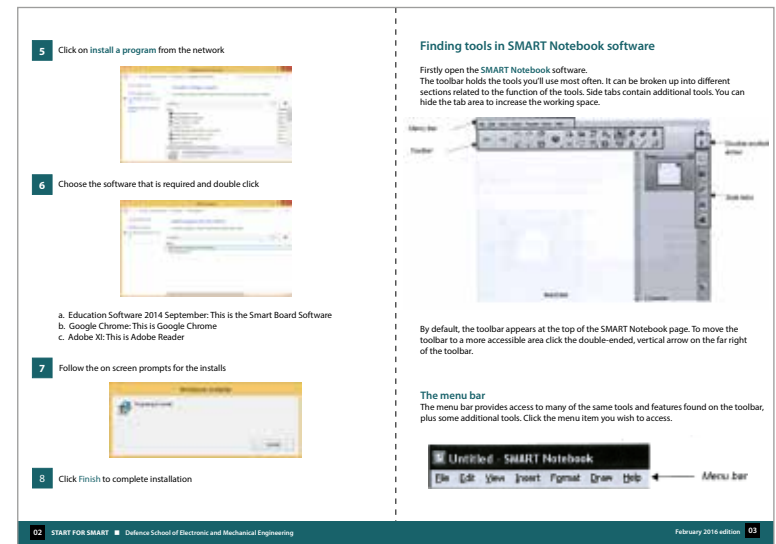
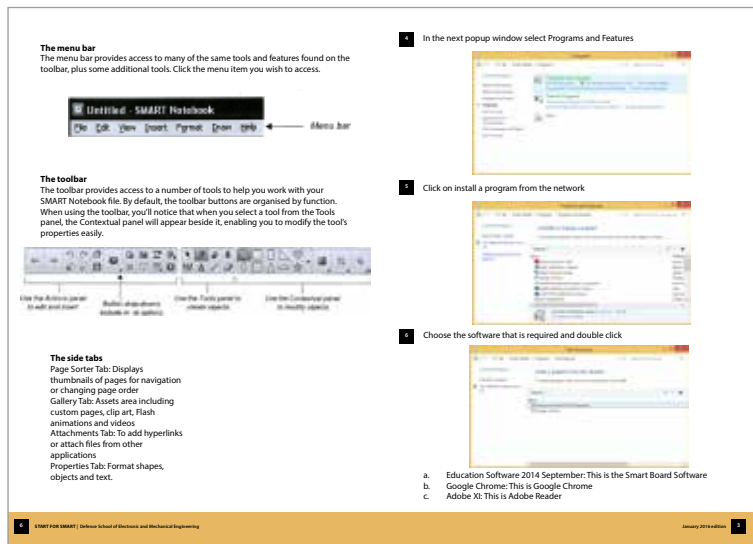
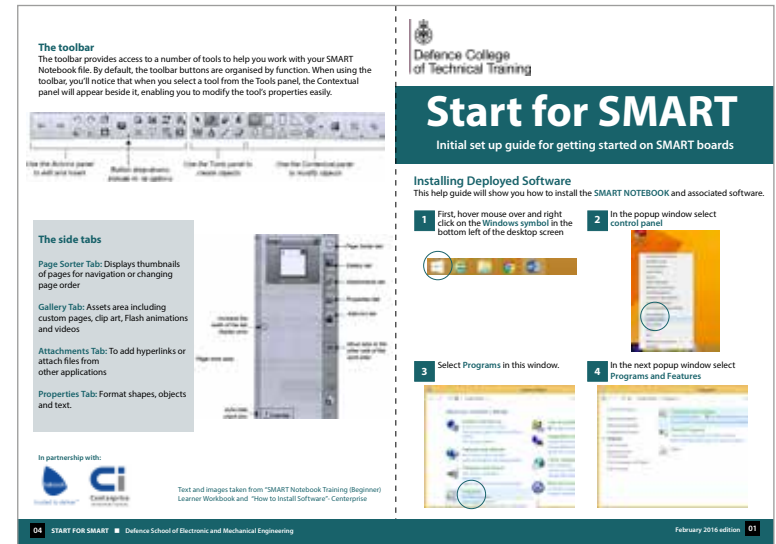
DSEME Lyneham Brand  
DSEME Vision magazine



DSEME Lyneham Brand  
Foxhound animation



DSEME Lyneham Brand  
T2D Start for Smart Guides



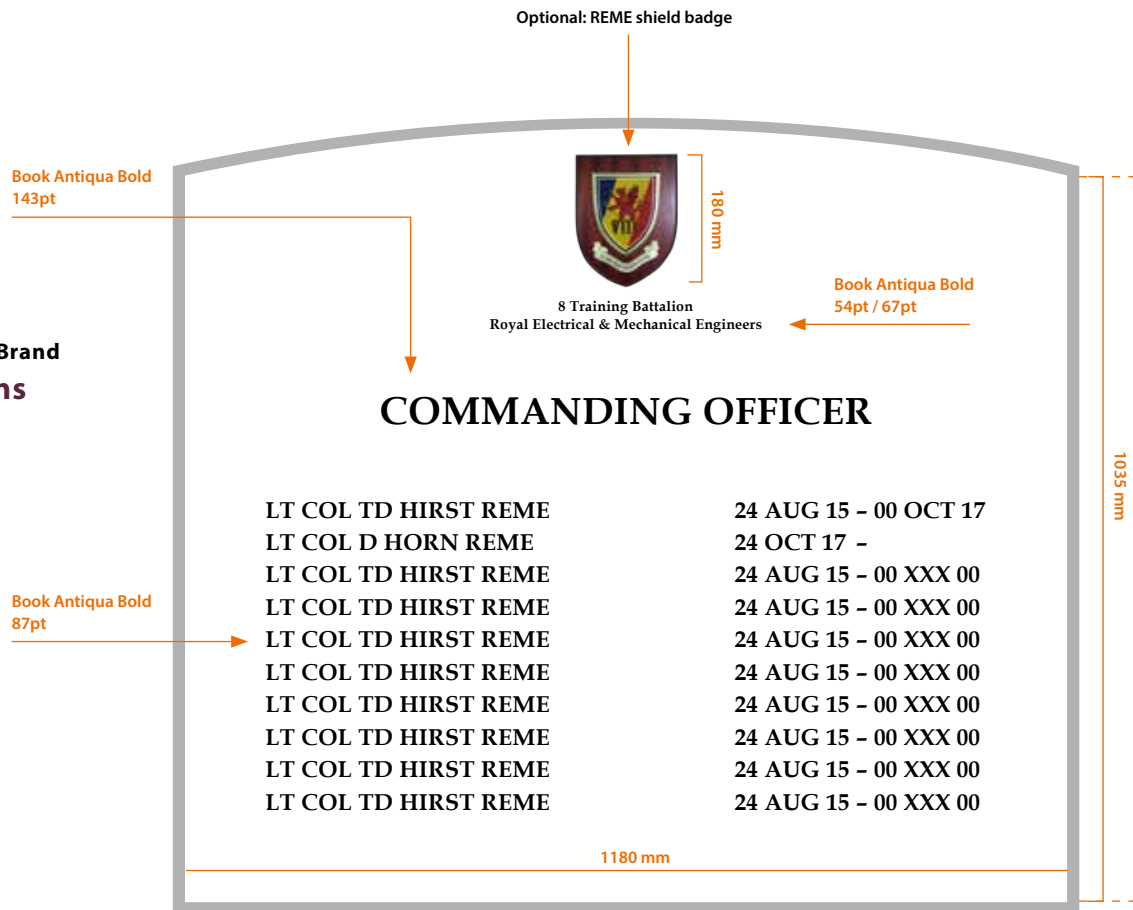
# DSEME Lyneham Brand Gym wall



Gym wall graphics showing a redrawn swoosh which has been extended to both best fit the space and be more dynamic.



**DSEME Lyneham Brand  
Wooden Signs**



**Example wooden sign \***

1180 x 1025 mm

\* Book Antiqua typeface should only be used for wooden signs

**To create signage:**

- 01 Create artwork in Illustrator to size
- 02 Draw vertical and horizontal lines on wooden board based on Illustrator file

- 03 Using Illustrator file sizes etc type text in Brady Workstation software and put rectangle around each word of series of words and hit print.
- 04 Peel back scored rectangle so just letters are visible on vinyl.

- 05 Place transfer tape over letters and peel back tape slowly so letters transfer to tape
- 06 Carefully place tape on wooden board using pencil lines for reference
- 07 Peel back tape to leave vinyl letters on the wood and rub out pencil marks



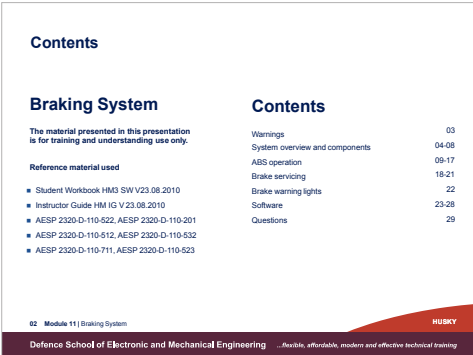


MOD & DCTT brand  
Powerpoint example

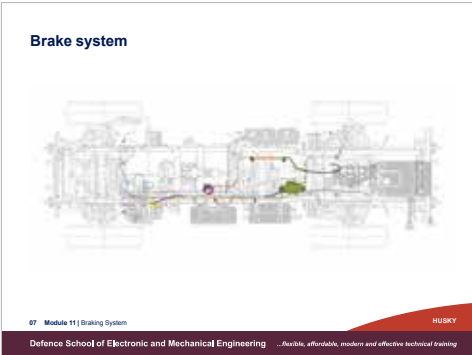
Slides should use a white or grey gradient background where possible to aid SpLD students. See Accessibility chapter.



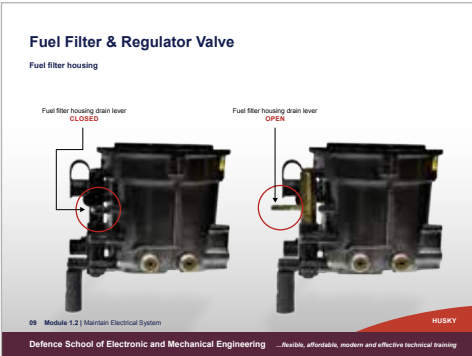
Cover



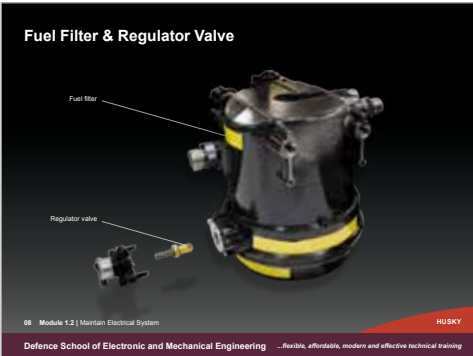
Contents page



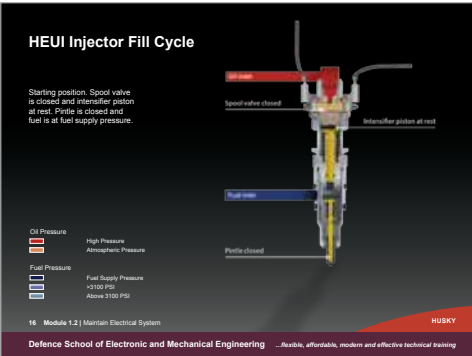
Sample technical diagram on a white background



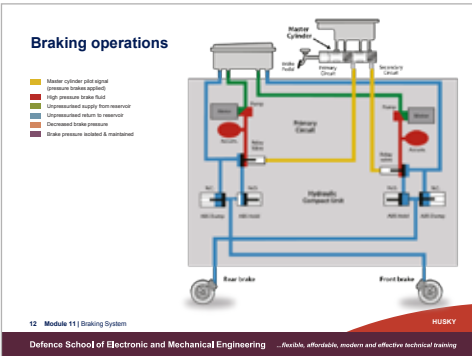
Photographic images on optional grey background



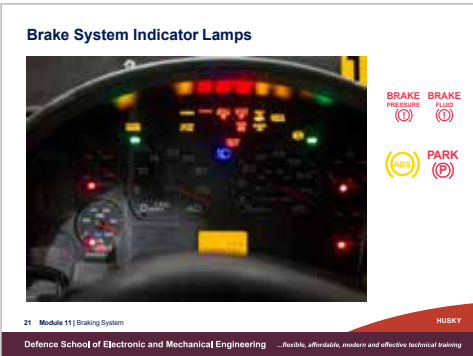
Photographic sample on optional dark background



Sample technical diagram on an optional black background



Sample technical diagram on a white background plus text



Larger photographic image which has not been cut out



Standard 'Any Questions' slide



Defence College  
of Technical Training

