



Using the Rising Sun badge and other Army emblems

September 2015

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Australian Army emblems are protected by Section 83 of the *Defence Act 1903* (Cwlth). In addition, the Rising Sun badge and all corps emblems are registered under the *Trade Marks Act 1995* (Cwlth). In accordance with Section 83 of the *Defence Act 1903* (Cwlth), an emblem is a badge, regimental or other similar distinctive mark, an armlet or an accoutrement.

The approving authority is the Minister for Defence. The Minister has delegated the authority to the Chief of Army, Deputy Chief of Army, Chief of Staff – Army Headquarters, Deputy Chief of Staff – Army Headquarters and the Army Brand Manager.

Permission must be sought via the Army Brand Manager for the use of all Australian Army emblems. Approval will be considered on a case-by-case basis and no blanket approvals will be granted. All applications to use an Australian Army emblem should be accompanied by a visual representation of the proposed use.

The Rising Sun badge has been used as the example throughout this guide; however the processes and principles for use apply to all patterns of the Rising Sun badge, as well as Army corps, command, brigade and unit emblems. If you are unsure if your product requires approval please contact the Army Brand Manager at your earliest convenience to avoid unintentional misuse.

In addition to the Rising Sun badge, you may wish to consider applying for permission to use the Navy and Air Force emblems or the ADF emblem. The Service emblems may appear together to recognise the contribution of Navy, Army and Air Force, for example Anzac Day ceremonial or commemorative products and events. When this occurs, the Service emblems must be similar in size and quality. The display of the Service emblems is in seniority order from left to right, or highest to lowest. This sequence is: Royal Australian Navy, Australian Army and Royal Australian Air Force.

The Australian Defence Force emblem was created in 1968. It is used on corporate products and to represent the combined effort of the Services in a contemporary way. For information about the use of the Australian Defence Force emblem, please contact the Australian Defence Force Brand Manager (refer to Contacts).

When the Department of Defence is to be represented as a whole, including Defence groups, it is appropriate to use the Defence corporate logo, also known as the departmental logo. For information about the use of the departmental logo, contact the Corporate Identity Coordinator (refer to Contacts).

The Rising Sun badge cannot be co-branded with the departmental logo or the Australian Defence Force emblem as the Australian Army is represented in these emblems.

The word 'Anzac' or 'ANZAC' is protected by the *Protection of Word 'Anzac' Act 1920* (Cwlth). For more information and to apply for permission for use, please contact the Department of Veterans' Affairs at usewordanzac@dva.gov.au.

Rising Sun badge

The current pattern of the Rising Sun badge was introduced into service in 1991 and is the seventh iteration.

Use of the Rising Sun badge is reserved for ceremonial, commemorative or promotional purposes. In some circumstances, a historical Rising Sun badge may be used instead of the current pattern.

Contact the Army Brand Manager for permission to use the Rising Sun badge.



Rising Sun badge

Patterns of the Rising Sun badge



1902 First pattern

Known as the General Service badge and featuring the Imperial State Crown.



1902 Second pattern

A scroll was added, with the inscription "Commonwealth Horse". The inscription around the crown was changed from "Australia" to "Australian".



1904 Third pattern

The inscription on the scroll was changed to "Australian Commonwealth Military Forces".



1949 Fourth pattern

The inscription on the scroll was changed to "Australian Military Forces".



1966 Fifth pattern

The Imperial State Crown was replaced with the St Edward's Crown.



1972 Sixth pattern

The Federation Star was added above a heraldic wreath. The inscription on the scroll changed to "Australia". This design was not fully issued.



1991 Seventh pattern

The Federation Star and heraldic wreath were removed. The inscription on the scroll was changed to "The Australian Army".

The badge is officially labelled the Australian Army badge, although it will always be known as the Rising Sun badge.

Using a historical Rising Sun badge

Historical patterns of the Rising Sun badge are available in place of the current pattern for ceremonial and commemorative products, including memorials and plaques.

When commemorating significant conflicts it is appropriate to use the Rising Sun badge worn at that time:

First pattern	South African (Second Boer) War
Third pattern	World War I, World War II, Centenary of Anzac
Fourth pattern	Korean War, Malayan Emergency, Indonesian Confrontation
Fifth pattern	Vietnam War
Seventh pattern	Afghanistan, East Timor, Iraq, memorials for multiple periods of conflict (for example, World War II and Vietnam)

Historical patterns of the Rising Sun badge can appear alongside the historical Navy and Air Force emblems, as long as they are from the same period.

Contact the Army Brand Manager for permission to use a historical Rising Sun badge.

Headstones

A soldier is entitled to display the Rising Sun badge that was worn during the period in which the soldier served. If the soldier served within one period, refer to *Using a historical Rising Sun badge*. If the soldier served over multiple periods the use of the current Rising Sun badge is appropriate.

Versions of the Rising Sun badge

The full-colour version of the Rising Sun badge is preferred. If it is not possible or cost-effective to use the full-colour version, for example on promotional items, plaques or text-heavy publications, the line and reverse-line versions are available as an alternative. The line version should be used on a light background and the reverse-line version should be used on a dark background. No other versions are to be used.



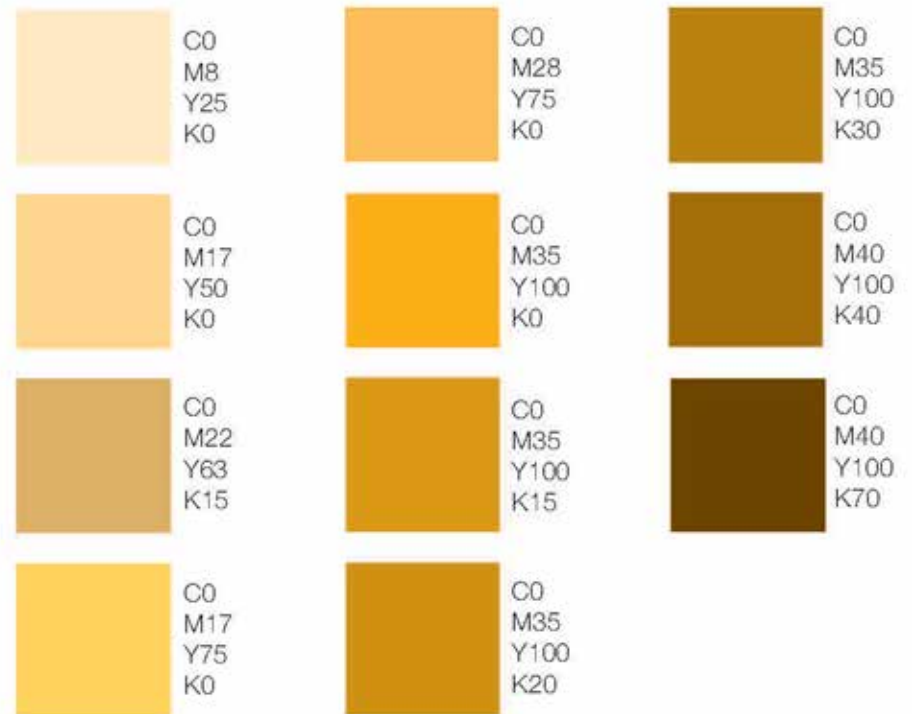
Full-colour, line and reverse-line versions of the Rising Sun badge

The colour palette of the Rising Sun badge

The Rising Sun badge comprises shades of gold and is not easily reproduced. When using the Rising Sun badge, it is vital that you use the graphic file provided by the Army Brand Manager. This will ensure consistency between Army products and an accurate and professional representation of the Rising Sun badge.

Using the Rising Sun badge on coloured backgrounds

There may be occasions when the Rising Sun badge is used on a product that features a coloured background. Care should be taken to ensure that the background colour does not overpower the Rising Sun badge.



Colour palette of the Rising Sun badge

Rising Sun badge minimum size

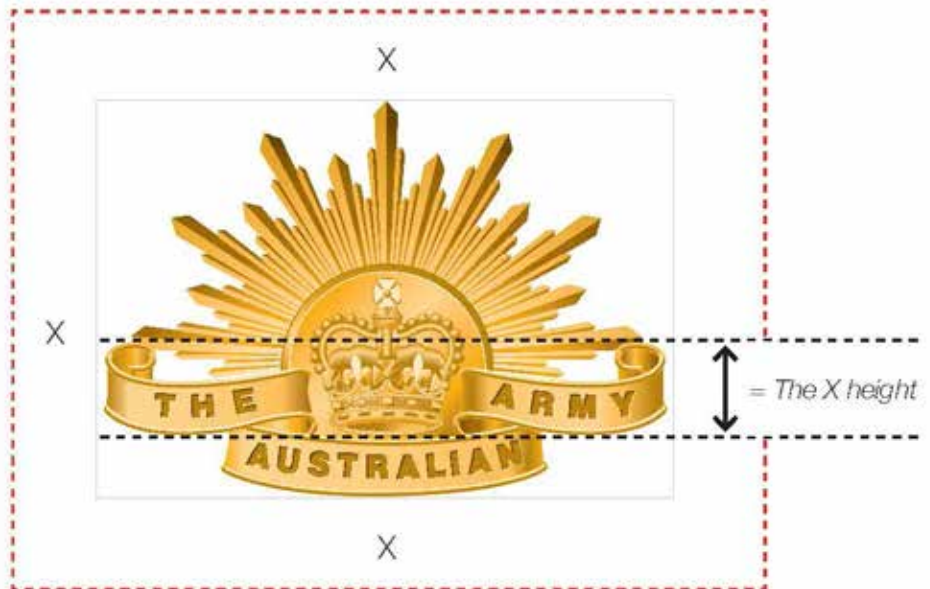
The minimum size of the Rising Sun badge is 15mm in height. Where practicable, reproduce the Rising Sun badge at a size larger than the minimum, ensuring that all aspects of the badge are depicted clearly. This is an important consideration when using production methods such as embroidery and casting.

Rising Sun badge clear space

Clear space is the specified minimum area around the Rising Sun badge that must remain clear of any graphic elements or type. The formula for calculating the minimum clear space is the 'X height'. To the right is the formula for calculating the minimum clear space for the Rising Sun badge at any size. The X height is the distance between the bottom and top height of the top scroll.



Rising Sun badge minimum size



Rising Sun badge clear space

Use of the Rising Sun badge on promotional items

When using the Rising Sun badge on promotional items the full-colour version is preferred, if it is not possible or cost-effective to use the full-colour version, the line and reverse-line versions are available.

The line version of the Rising Sun badge may be reproduced in gold PMS 117C or thread colour C214 for promotional items.



PMS 117C

Gold for promotional items

Guidelines to using the Rising Sun badge

Always

- Use the Rising Sun badge on ceremonial, commemorative or promotional products.
- Maintain the correct aspect ratio.
- Use the high-resolution file provided by the Army Brand Manager.
- Ensure the height of the Rising Sun badge is at least 15mm.
- Use the Rising Sun badge in its entirety.
- Report any misuse of the Rising Sun badge to the Army Brand Manager.

You can

- Use the Rising Sun badge on an image, texture or colour background, as long as it is clearly legible.
- Use a drop shadow effect to lift the Rising Sun badge from an image, texture or colour background. The drop shadow must not compete with or overpower the Rising Sun badge.
- Use the full colour, line or reverse-line version of the Rising Sun badge however, the full colour version is preferred.



Rising Sun badge with a drop shadow

Never, under any circumstances

- Redraw, modify, crop, manipulate or alter the Rising Sun badge in any way.
- Use the Rising Sun badge on an angle.
- Re-colour the Rising Sun badge.
- Use a version of the Rising Sun badge other than the graphic file provided by the Army Brand Manager.
- Use the Rising Sun badge on background colours that make it illegible.
- Use on files of poor resolution.
- Use more than one Rising Sun badge on a page or spread.
- Change the words used on the Rising Sun badge.
- Use the Rising Sun badge as a texture or watermark, for example reducing the opacity or using as a background image.
- Reproduce the Rising Sun Badge so that it is smaller than 15mm in height.

- Use the Rising Sun badge as a graphic element, for example as a folio element in a publication.
- Use photographs of the Rising Sun badge instead of the graphic provided by the Army Brand Manager.

Using the Rising Sun badge as described above devalues its importance.

Unacceptable use of the Rising Sun badge



Redraw, modify, crop, manipulate, change the words used or alter the Rising Sun badge in any way.



Use the Rising Sun badge on an angle.



Re-colour the Rising Sun badge.



Use a version of the Rising Sun badge other than the graphic file provided by the Army Brand Manager.



Use files of poor resolution.



Use the Rising Sun badge as a texture or watermark, for example reducing the opacity or using as a background image.



Reproduce the Rising Sun badge so that it is smaller than 15mm in height.



Use photographs of the Rising Sun badge instead of the graphic provided by the Army Brand Manager.

Contacts

Brand managers

Australian Army emblems, ensigns, words and letters

Army Brand Manager

Directorate of Army Communication
Army Headquarters
R1-04-B066B
PO Box 7902
Canberra BC ACT 2610

Email: army.brandmanager@defence.gov.au

Royal Australian Navy emblems, ensigns, words and letters

Manager Navy Brand Marketing and Alliances

Directorate Navy Reputation Management
Navy Strategic Command
R1-3-C057
PO Box 7901
Canberra BC ACT 2610

Email: navy.brand@defence.gov.au

Royal Australian Air Force emblems, ensigns, words and letters

Standards and Compliance Manager Air Force

Directorate of Coordination – Air Force
Air Force Headquarters
F4-02-002
PO Box 7933
Canberra BC ACT 2610

Email: raaf.brandmanager@defence.gov.au

Australian Defence Force emblems, ensigns, words and letters applicable to more than one Service

Australian Defence Force Brand Manager

Vice Chief of the Defence Force Group
Corporate Management Branch
R1-5-D006
PO Box 7902
Canberra BC ACT 2610

Email: adf.emblems@defence.gov.au

Departmental logo

Corporate Identity Coordinator

Corporate Communication Branch
Ministerial and Executive Coordination and Communication
Estate and Infrastructure Group
R1-05-A029
PO Box 7902
Canberra BC ACT 2610

Email: corporate.identity@defence.gov.au