80
VE | VJ DAY

OBJECTIVE

AIM
Celebrate and commemorate the 80th anniversaries of VE and VJ Day and acknowledge those working in the UK Armed Forces.

THINK
Service in the UK Armed Forces is rewarding and inspiring.

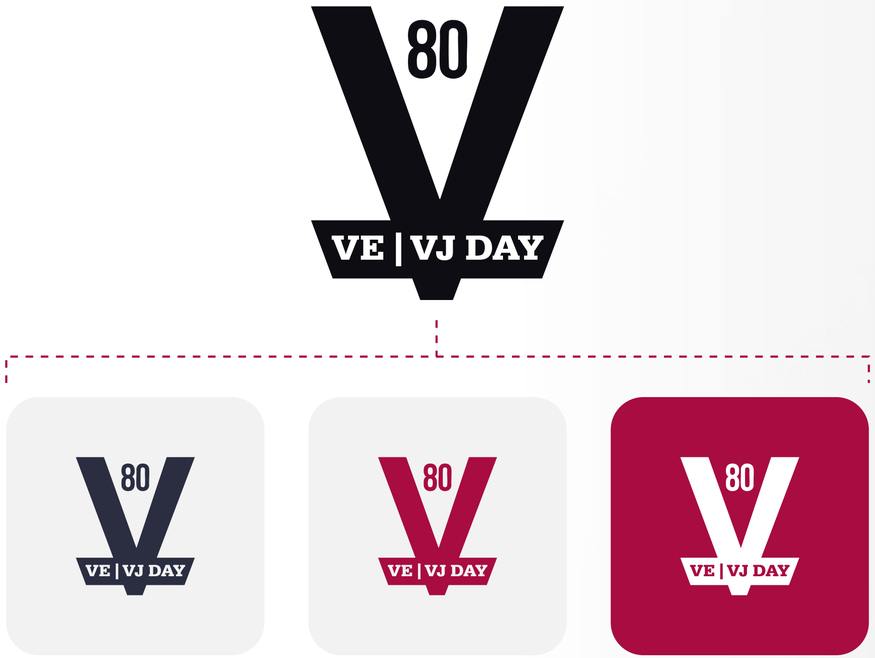
FEEL
Inspired, empowered, achievement, success, challenged and service.

MASTER LOGO

80

VE | VJ DAY

COLOURS



White	
Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0
Ink Type	Process

R=14 G=13 B=19	
Hex	#0E0D13
RGB	14, 13, 19
HSB	250, 32%, 7%
CMYK	76, 70, 63, 82
Ink Type	Process

R=168 G=12 B=64	
Hex	#A80C40
RGB	168, 12, 64
HSB	340, 93%, 66%
CMYK	24, 100, 67, 15
Ink Type	Process

R=43 G=45 B=65	
Hex	#2B2D41
RGB	43, 45, 65
HSB	235, 34%, 25%
CMYK	82, 77, 48, 50
Ink Type	Process

SAFE AREA

Maintain a safe area of 0.6px the times of the width of the logo to give them sufficient space to breathe.

For example:

X = W*0.6

So if W = 85px, 85 * 0.6 = 51px

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Royal Mail
Mount Pleasant
Mail Centre
08-05-2020
01234567

http://

Home Page

VE Day VJ Day Get involved Events Letters to Loved Ones Toolkit

2025 will mark the 80th anniversaries of VE and VJ Day on 8 May and 15 August.

It is an opportunity for the nation to come together to honour and pay tribute to the Second World War generation from across the UK and Commonwealth, through a series of national and local events and activities.

THANKYOU