

Corporate Signature

Although in rare instances the logo may be used without the logotype, whenever the credit union's name is used with the logo it must appear in the correct logotype. No substitute typefaces may be used.

Electronic and camera-ready artwork for all signatures are available. Always use the appropriate EPS logo file provided by the GFA Federal Credit Union Marketing Department.

All requests for logo artwork should be channeled through the Marketing Department for consideration of appropriate use.



Corporate Signature

Color

A red has been selected from the Pantone Matching System (PMS) for reproducing the GFA Federal Credit Union name on all stationery, publications, multimedia applications, signage, and merchandising.

PMS 208 (red) and black are the only colors used for standard applications of the corporate signature. Any deviation from this standard must be approved by the GFA Marketing Department.

When the signature is reproduced in black, all elements print in 100% black.

The entire signature may reverse to white against solid colors.

On the Web

All of the same rules apply for color and clear space when using the corporate signature on the web. Be sure to use the HEX color values.

GFA Red

Pantone Matching System (PMS) 208
CMYK : 33C, 98M, 60Y, 28K
RGB : 136R, 29G, 64B
HEX : 881d40



Special Corporate Signature Used in 2013



Service Icons

A group of colors has been selected from the Pantone Matching System (PMS) for reproducing the GFA service icons on all stationery, publications, multimedia applications, signage, and merchandising.

Any deviation from this standard must be approved by the GFA Marketing Department.

When the icons are reproduced in black, the icon graphics print in 100% black and the text prints in 80% black.

The entire icon may reverse to white against solid colors.

On the Web

All of the same rules apply for color and clear space when using the service icons on the web. Be sure to use the HEX color values.



GFA / Business Icon - Red
PMS 208
CMYK : 33C, 98M, 60Y, 28K
RGB : 136R, 29G, 64B
HEX : 881d40



Personal Icon - Orange
PMS 179
CMYK : 0C, 79M, 100Y, 0K
RGB : 241R, 93G, 34B
HEX : f15d22



Investments Icon - Yellow
PMS 137
CMYK : 0C, 35M, 90Y, 0K
RGB : 251R, 176G, 52B
HEX : fbb034



Insurance Icon - Teal
PMS 3285
CMYK : 100C, 0M, 50Y, 7K
RGB : 0R, 159G, 147B
HEX : 009f93



Lime Green (accent color)
PMS 367
CMYK : 32C, 0M, 59Y, 0K
RGB : 180R, 216G, 139B
HEX : b4d88b



Personal



Business



Investments



Insurance

Horizontal Format Icons



Personal



Business



Investments



Insurance

Vertical Format Icons



Personal



Business



Investments



Insurance

Black & White Icons