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.

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
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