

Corporate Logo

Although in rare instances the logo may be used without the Better Banking text, whenever the credit union's name is used with the logo it must appear in the correct typeface – ***Frutiger Bold Italic***.

Electronic and camera-ready artwork for all logos are available. Always use the appropriate logo file provided by the GFA Marketing Department.

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



Logo Color

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

PMS 208 (maroon) 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.



Brand Colors

Five brand colors have been selected, with two (Maroon and Teal) serving as the main colors in designs and three (Orange, Yellow, Lime Green) serving as accent colors.



Maroon – Primary Color
PMS 208
CMYK: 33C, 98M, 60Y, 28K
RGB: 136R, 29G, 64B
HEX: 881d40



Teal – Primary Color
PMS 3285
CMYK: 100C, 0M, 50Y, 7K
RGB: 0R, 159G, 147B
HEX: 009f93



Orange – Accent Color
PMS 179
CMYK: 0C, 79M, 100Y, 0K
RGB: 241R, 39G, 34B
HEX: f15d22



Yellow – Accent Color
PMS 137
CMYK: 0C, 35M, 90Y, 0K
RGB: 251R, 176G, 52B
HEX: fbb034



Lime Green – Accent Color
PMS 367
CMYK: 32C, 0M, 59Y, 0K
RGB: 180R, 216G, 139B
HEX: b4d88b