

## 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 FEDERAL CREDIT UNION TYPE GUIDE

## Logo Typography

Consistent use of typography is an important aspect of our corporate and brand identity program.

Designated type fonts for the GFA Federal Credit Union logo are **Helvetica Oblique** (Federal Credit Union) and **Frutiger Bold Italic** (Better Banking).



### 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