



Graphic Standards

2023 graphic standards guide version 1.2

gfd.

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This Graphic Standards Guide covers the basic guidelines for GFD's graphic identity. It provides a summary of the primary features and applications of the graphic identity. GFD assets must always be approved before use. The approval process is intended to ensure that all uses of the product are consistent and representative of the brand's high-quality standards. For more information on the proper use of GFD marks, approval for visuals, to obtain logo art and for further guidelines on how to apply the identity, please contact:

GFD
2844 Bristol Cir
Oakville, ON L6H 6G4
Tel: +1 800-268-2466 or 416-626-7225
Email: customer.service@gfd.org

Our Story

Our brand story is a culmination of decades of involvement in the bereavement sector and it's evolution. GFD is proud to have lead much of that evolution in support of the health of it's Members and the sector as a whole.

OUR STORY

We are GFD. As an established financial services institution that specializes in offering financial products tailored to the bereavement sector. Our knowledgeable experts are committed to supporting Members growth, reducing administrative burdens, and honouring the unique traditions of their community.



Our Voice

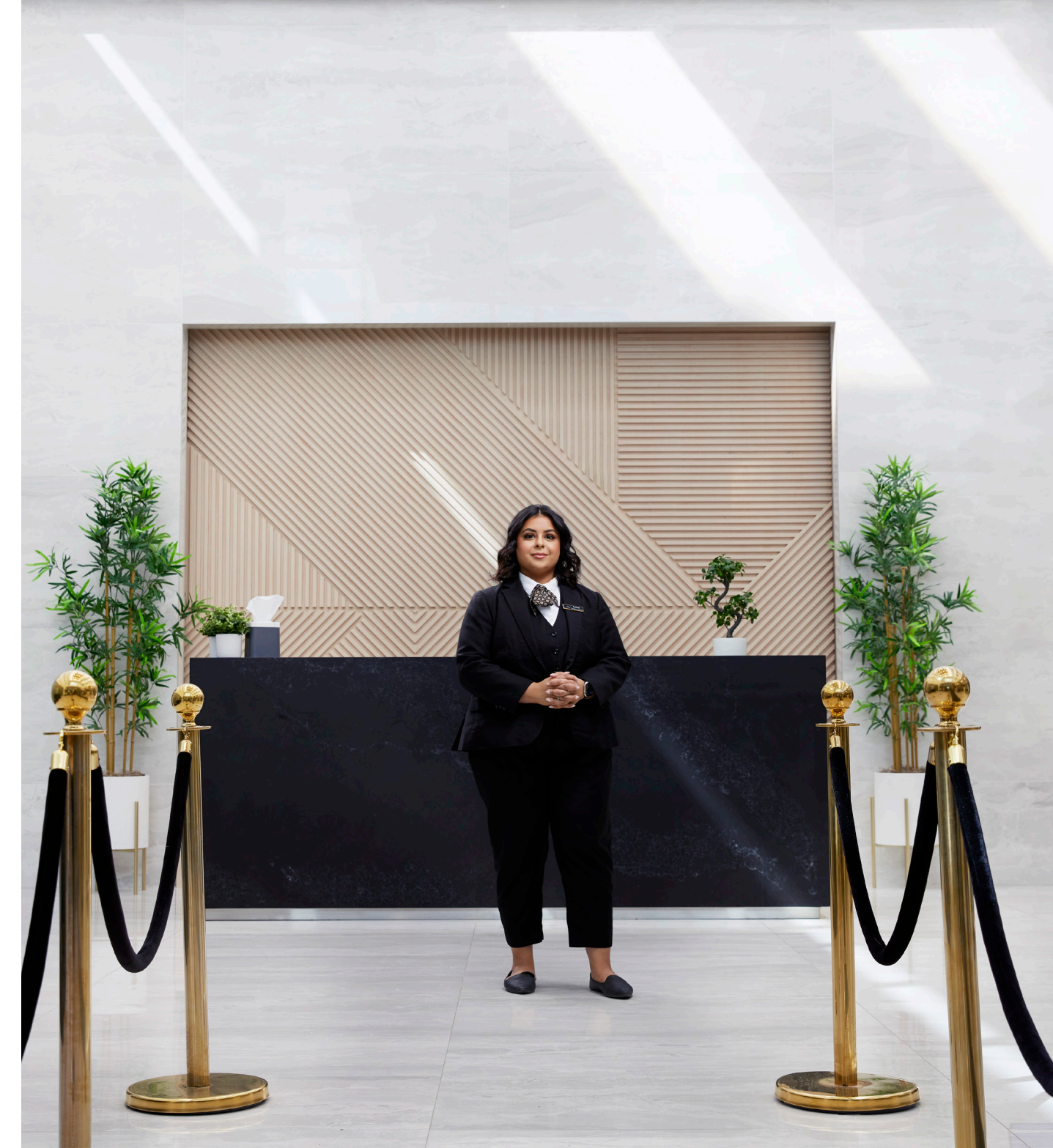
Whether we're describing products, writing brochures and online articles, or just e-mailing, our tone of voice is an important tool to convey our brands true identity.

OUR PERSONALITY

Generous, compassionate, striving, selfless, optimistic, human

GFD TONE

GFD speaks with a confidence and clarity that only decades of sector experience can bring. Our specialized knowledge is conveyed with a high level of compassion and integrity that builds trust and forges strong, lasting relationships with our Members. We care and our service shows it.



Our Logo

Our logo is our most identifiable brand asset. It is a symbol of GFD's historical credentials and progressive mindset towards the future. It is confident, timeless and directly reflects GFD's values.

OUR PRIMARY MARK

As our most seen graphic element, the GFD logo must always be given a place of importance in any layout. Use the logo in full colour whenever possible, and keep it away from other visual elements, including text. Ensure it never looks small, crowded or boxed in.

The logo should always be placed on white or solid coloured backgrounds to give the prominence and legibility it deserves. For darker backgrounds, be sure to use the GFD negative logo. It improves clarity by reversing the type color, and ensures the logo stands out.

PRIMARY MARK



SECONDARY MARK



Our Logo

Our logo is our most identifiable brand asset. It is a symbol of GFD's historical credentials and progressive mindset towards the future. It is confident, timeless and directly reflects GFD's values.

LOGO CLEARANCE

GFD logos must have one letterform clear space on all sides



CORRECT USAGE

Examples of acceptable usage

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gfd.

INCORRECT USAGE

Examples of unacceptable usage

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Our Colours

Our colour palette is designed to provide differentiation, approachability and corporate credibility. Our palette is strong yet welcoming, with Deep Navy Blue as the most prominent part of our visual identity. It is important that we respect the function of secondary colours such as Cosmos Blue and Fresh Blue and use them in much lesser proportions than the other colours. Earth and Clean White are used to establish neutrality, cleanliness and whitespace in our design system.

PRINT PMS: 2965 C CMYK: C 100 M 78 Y 48 K 54	DIGITAL RGB: R 0 G 38 B 62 HEX: 00263e	Deep Navy Blue
PRINT PMS: 2935 C CMYK: C 100 M 68 Y 4 K 0	DIGITAL RGB: R 0 G 85 B 184 HEX: 0055b8	Cosmos Blue
PRINT PMS: 305 C CMYK: C 58 M 0 Y 6 K 0	DIGITAL RGB: R 82 G 201 B 232 HEX: 52c9e8	Fresh Blue
PRINT PMS: WARM GREY 1 C CMYK: C 15 M 14 Y 17 K 0	DIGITAL RGB: R 215 G 209 B 202 HEX: d7d1ca	Earth
PRINT WHITE CMYK: C 0 M 0 Y 0 K 0	DIGITAL RGB: R 255 G 255 B 255 HEX: FFFFFFFF	Clean White

Our Type

Choice of typeface is paramount for a brand's identity. They increase readability, build personality and create a visible message hierarchy in all branded visual communication. Our typefaces, Abril Tilting and Ebony balance the brands corporate sensibility with the friendliness GFD is celebrated for. Both fonts are timeless and will remain relevant for decades to come, helping to build brand equity.

aA

PRIMARY DISPLAY

Abril Titling Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;,.,?/@#\$\$%^&*(){}[]<>

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SUBHEADS

Ebony Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;,.,?/@#\$\$%^&*(){}[]<>

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BODY COPY

Ebony Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;,.,?/@#\$\$%^&*(){}[]<>

Our Icons

We use iconography to strengthen our identity and to enhance branded communication. If new icons are required, they must be reviewed and formally approved by GFD Brand to ensure continuity in style established to date.



Our Images

Our cohesive photographic assets strongly reflect the integrity of the GFD brand. Our purpose built imagery is dedicated to engaging our core audience with relevance and accuracy as a leader in the sector.

OUR PHOTOGRAPHY

GFD photography is a unique and powerful tool in our brand to communicate our strategic advantage: our company being built by the bereavement sector, for the sector. Our photo set is proprietary and one of our most distinguished assets. It represents a cross section of key sector roles with true integrity and pride.

FUNERAL DIRECTOR

GROUNDSKEEPER

RECEPTION

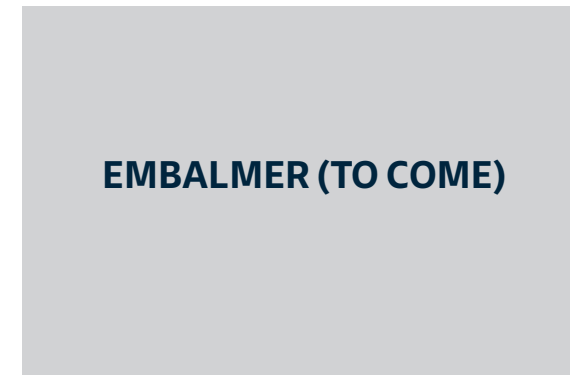
BURIAL

CREMATORY OPERATOR

HEARSE DRIVER

EMBALMER

PLANNER



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