

**gfd.**

**Logo and Graphic Standards Guide**

v. 2023-08-15

# Our Story

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

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

# 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.

## PRIMARY MARK



## SECONDARY MARK



### Correct size for web:

**Dim:** 250x250 px

**Res:** 72ppi

**Format:** JPG, PNG

### Correct size for print:

**Dim:** 3000x3000 px

**Res:** 300dpi

**Format:** SVG, PNG, JPG,  
TIFF, PDF

## LOGO CLEARANCE

GFD logos must have one letterform clear space on all sides



## CORRECT USAGE

Examples of acceptable usage

**gfd.**

**gfd.**

**gfd.**

**gfd.**

**gfd.**

## INCORRECT USAGE

Examples of unacceptable usage

**gfd.**

**gfd.**

**gfd.**

**g<sup>f</sup>d.**

**gfd.**

**gfd.**

**gfd.**

**gfd.**

**gfd.**

**gfd.**

**g<sup>f</sup>d.**

**gfd.**

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**gfd.**

# 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: C100 M78 Y48 K54

**DIGITAL:**  
RGB: R0 G38 B62  
HEX: 00263e

## Deep Navy Blue

**PRINT:**  
PMS: 2935 C  
CMYK: C100 M68 Y4 K0

**DIGITAL:**  
RGB: R0 G85 B184  
HEX: 0055b8

## Cosmos Blue

**PRINT:**  
PMS: 305 C  
CMYK: C58 M0 Y6 K0

**DIGITAL:**  
RGB: R82 G201 B232  
HEX: 52c9e8

## Fresh Blue

**PRINT:**  
PMS: WARM GREY1 C  
CMYK: C15 M14 Y17 K0

**DIGITAL:**  
RGB: R215 G209 B202  
HEX: d7d1ca

## Earth

**PRINT:**  
WHITE  
CMYK: C0 M0 Y0 K0

**DIGITAL:**  
RGB: R255 G255 B255  
HEX: FFFFFFFF

## Clean White

# Our Font Type

Choice of typeface is a 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 Tilting 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:;,./@#\$\$%^&\*(){}[]<>



# gfd.

For additional graphic and marketing support,  
please contact our Marketing Team at

[marketing@gfd.org](mailto:marketing@gfd.org)

**[gfd.org](http://gfd.org)**