

BRAND GUIDELINES

SUPPORTER LOGO USE



Logos

Proudly supporting logo

The supporting logo is to be used by partners and sponsors of The Good Friday Appeal. The logo cannot be distorted in any way thus must always retain its original shape either as a circle or rectangle.

When being applied the shape of the logo must be clearly visible.

Please ensure the white logo is not placed on a light background. In these instances the coloured version can be used and vice versa.



FAQs

Q: Where can I use this logo?

A: This logo can be used on any of your fundraising materials, including print or digital. You may use the logo only if you are supporting the Appeal that year.

Q: Who can use the main GFA logo?

A: Only the GFA, our major partners, others on request.

Q: What if i would like to make t-shirts or other items with this logo?

A: You can use the supporter logo for this. Please contact GFA and we can supply you with different file types if you require (eps, svg, mono versions).

Brand Colours

Primary colours



Good Friday Purple PMS 268 C
CMYK 80/96/5/1
RGB 91/43/130
HEX #5b2b82



Good Friday Green PMS 376 C
CMYK 57/0/100/0
RGB 130/188/0
HEX #82bc00



Good Friday Light Grey PMS Cool Grey 3 C
CMYK 24/18/19/1
RGB 202/200/200
HEX #cac8c8

Secondary colours



Rubine
CMYK 38/88/18/0
RGB 171/59/125
HEX #ab3b7d



Turquoise
CMYK 70/0/61/1
RGB 69/178/130
HEX #45b282



Dark Grey
CMYK 59/49/48/41
RGB 87/87/87
HEX #575757



Blue
CMYK 78/54/15/1
RGB 72/110/163
HEX #486ea3



Burnt Red
CMYK 2/81/59.9
RGB 215/73/78
HEX #d7494e



Dark Purple
CMYK 91/100/23/13
RGB 63/37/104
HEX #3f2568