

Gloucestershire Football Association

Oaklands Park, Gloucester Road, Almondsbury, Bristol, BS32 4AG

Tel: 01454 615888

Support@GloucestershireFA.com

www.GloucestershireFA.com



Gloucestershire FA

'Inspiring Everyone to Engage in Football'

Gloucestershire FA Brand Guidelines

This Brand Guideline Document is to be used by The Gloucestershire Football Association when making promotional material or using The Gloucestershire FA logo and/or name for any other purpose. This has been created to ensure that a consistent visual brand and message is conveyed throughout our initiatives and promotions going forward. Other organisations or individuals are also welcome to use the Gloucestershire FA brand provided that they follow these guidelines.

Gloucestershire FA's Mission

We aim to grow participation in all areas of the game whether that is as a Player, Coach, Referee or Volunteer. Football is for all, and it is our mission to make it accessible to everyone.

"Inspiring Everyone to Engage in Football"

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Usage of Gloucestershire FA and Logo

The Gloucestershire FA Logo and name may be included in and used by third-party organisations to promote an initiative or scheme provided they receive written approval from a Gloucestershire FA official. Please email Support@GloucestershireFA.com addressed to the Marketing & Communications Officer.

If you are referring to Gloucestershire FA in a written article, please use 'Gloucestershire FA'.

If using Gloucestershire FA as part of/within digital or print promotional material, please use the Gloucestershire FA Logo with a **transparent** background.

Gloucestershire FA Logo



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If you'd like to use the Gloucestershire FA logo, please follow these rules and guidelines.

Do:

- Only show the logo in its original colours or a monochrome version. This is to ensure it stands out and remains consistent. These can be accessed from the 'brand assets' documents on our website.
- Follow the clear space guidance that follows this section.

Do not:

- Alter, rotate, or modify the logo.
- Obstruct the logo
- Surround the logo with other characters or imagery that in some way obscures the logo
- Use versions of the logo not found in our Brand Guidelines Kit
- Use the Gloucestershire FA logo to refer to any product or service other than the Gloucestershire FA or Gloucestershire FA approved initiatives or services.

Clear Space and Minimum Size Requirements

When using the Gloucestershire FA logo with other graphic elements, please ensure you give it ample space.

The empty space around the logo will effectively make the size of the image 120%.

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Do:

- Display the Gloucestershire FA logo side-by-side with other logos. If you include our logo next to other logos, badges or crests, please display it in the same size as the other(s). See Below.



Do not:

- Display the Gloucestershire FA logo larger or smaller than your own marks or branding.



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Font

The following font should be used when creating Gloucestershire FA written documents and digital/ print promotional material.

Tw Cen MT Condensed Extra Bold (With BOLD function applied)

Used for titles and banners etc. (Minimum Font size 32)

Strapline here,

Tw Cen MT – Standard Font

'Inspiring Everyone to Engage in Football'

Colours

- Obsidian Blue - #18213e
- CFA White - #ffffff
- Pale Orange - #fead52
- Red - #fe0000

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All colour fonts and backgrounds can be used interchangeably. Think about what stands out the best.

Please use the red sparingly, but only in order to signify urgency. Such as a course space opening up.

See GFA [Colour Palette](#) to see the GFA colours.

Any questions regarding our brand guidelines should be directed to the Marketing & Communications Officer via Support@GloucestershireFA.com