GAA Branding Guidelines

CLUB MAITH TOOLKIT

INTRODUCTION

The GAA has become one of the most visible brands nationwide, enabling the Association to grow from strength to strength in recent times with high profile campaigns, such as the recent 'Where We All Belong initiative.

A quick reference guide to the GAA brand guidelines has been created so that everyone can be clear on how to use the GAA brand correctly. The Marketing team are happy to collaborate and guide clubs on the design process- for any queries, contact marketing@gaa.ie

THE GAA MARK

Our key asset, our name, has been specifically rendered to capture the spirit of youth and games. It draws from our unique heritage to create an identity for the Association that clearly communicates who we are.

We use the GAA Mark in all instances where visibility and recognition of the GAA name is important, for example: advertising, match programmes, jerseys and websites. The GAA Mark is a graphical treatment of our acronym and should never be altered, disproportionately scaled, distorted or redrawn.

GAA Mark

The GAA Mark should only every be reproduced in GAA Blue (PMS 308) or solid white. The use of the GAA Mark in black has been applied in very limited circumstances, but permission must be sought from the marketing team in advance for each individual case.

The GAA Mark must never be used more than once on a page, and cannot be used as a watermark or a background pattern. The GAA Mark is the national brand used to signify national activity. Local activity, be that club, county or province should adopt the GAA Tab (see section below).

The GAA mark can be locked up with our brand strapline 'Where We All Belong'. This version is our hero logo and should be reserved for purely brand-led communications i.e. where the brand message is the only message being communicated.

GAA Where We All Belong Hero Centred 308 PMS

GAA Where We All Belong Hero Staggered 308 PMS

GAA Where We All Belong Hero Irish 308 PMS

White GAA Where We All Belong with GAA Blue 308 PMS Background Centred

White GAA Where We All Belong Hero Staggered with GAA Blue 308 PMS Background

White GAA Where We All Belong Hero Irish with GAA Blue 308 PMS Background

All logos featuring 'Where We All Belong' are available in Irish also.

In the vast majority of cases, the assets you'll be creating will use the tab device to house the GAA logo. This is used on assets where the primary message is to communicate a GAA initiative or competition and the tab acts as a GAA sign-off or official stamp of approval.

The tab is not customisable and should never be recoloured from GAA Blue or white. But there's a variety of tab combinations available depending on the space and background the tab is being placed on. The tab should be placed on the bottom left-hand corner of assets. A right-hand version exists, but should only be used when space on the left does not allow.

You should always use the 'Where We All Belong' version of the tab, unless space restricts you from doing so. In that case, the GAA tab on its own can be used.

GAA Tab Right Aligned – white on GAA Blue (308C)

GAA Tab Right Aligned – GAA Blue (308C) on white

GAA WWAB Tab Left Aligned – Double Line Staggered

Our Association crest is our most precious visual asset and it is critical it is used with great respect and consideration. It is reserved for use in limited circumstances - special print material, signage and ceremonial purposes.

The crest is not a design device and it cannot be altered in any way e.g. used as a watermark. It is not interchangeable with the GAA Mark. It should never be used on any material containing sponsor logos.

When using the crest, it can be applied to GAA Blue or white background only. Never on an image or another colour.

Do use the Association Crest on GAA Blue (PMS 308)

Do use the Association Crest on white

Do not use the Association Crest on photography

Do not use the Association Crest on a coloured background

List of Approved Applications

- Official Ard Stiúrthóir and Presidential communications
- Annual reports
- Official addresses/messages (Presidential, Provincial
- Secretary, County Board Chairman etc)
- Official Stationery
- Internal governance publications and communications
- Membership cards
- Club, County, Provincial and Stadia signage -(entrance and plaques)
- Congress/Provincial & County conventions
- Officially approved ceremonial and celebration usage
- Certificates
- Official exceptions approved by GAA Marketing Department

No other applications are approved for use with the Association Crest.

If you are still unsure whether using the Association Crest on a publication is appropriate seek advice from the GAA Marketing Department.

Belonging is the very essence of our GAA - we all belong equally and our GAA belongs to us all.

'Where We All Belong' is an expression of that.

It is the GAA's strapline and the creative platform from which we tell our stories.

All GAA initiatives fall under the GAA brand and its guidelines. No other brand straplines should be created across the Association.

GAA Manifesto

The GAA Manifesto is an expression of our mission, vision and values and we encourage widespread use of the manifesto.

The GAA Manifesto is available in Irish and English. It must only be displayed using GAA blue and white - the colour, layout and wording should never be altered.

Artwork can be requested from the GAA Marketing team at marketing@gaa.ie

GAA BRAND SITE

All logos mentioned, plus the full suite of Brand Guidelines, can be downloaded from the GAA

Brand site at www.brand.gaa.ie.

Register to access the site using your personal details and when prompted to select 'Access

Level Required', choose the option 'National'.

The site also contains our competition logos and specific guidelines to accompany each of those.