

## ***Ladies Gaelic Football Association Logo Guidelines***

A review of Ladies Gaelic Football Association brand was undertaken as part of the Strategic Plan Process. The review involved research within the Association, amongst potential members, sponsors, media and the market in general. Extensive consultation with members was undertaken through the workshops, including reflecting on several options for a new brand. The outcome of this work is the new Association Logo:



The consultation process identified that we wish to have an identity that:

- Members and participants can relate to and have pride in
- Reflects the nature of the organisation and the exciting future it has
- Reflects the heritage and position in Irish life
- Reflects an organisation of excellence and international standing
- Captures the momentum and passion of the LGFA

Through the work on the identity the following brand values were identified, these are the words that people, members and the general public associate with the Ladies Gaelic Football Association:

Modern	Inclusive	Athletic
Skilful	Healthy	Feminine
Vibrant	Competitive	Irish
Professional	Community	

### **Where can the LGFA Identity be used?**

- The LGFA Logo may only be used by Clubs, County Boards and Provincial Councils on stationary, publications (posters, programmes, brochures) and websites.

### **Can the Logo be used on Playing Gear or merchandise?**

- In order to facilitate the use of the Logo by Merchandise Companies, a Licensing Process will be put in place. All Companies wishing to use the Logo will be requested to apply for a License through Head Office. Each Company will be required to meet set criteria before a License will be issued.
- Only Companies who are approved with a License by Head Office can use the Logo on playing gear, team gear, etc.

Please note the LGFA Logo is now a Trademark and its' use is protected. Any misuse of the Logo will be dealt with under the Trademark and Licensing Guidelines.

## Key Principles to using and protection our Brand:

1. Do not alter the LGFA Logo in any way.
  - Our LGFA Logo is used at a National level to identify ourselves and build recognition.
  - Colour consistency now plays a central role in building that recognition. Please do not be tempted to alter or change the colour of the Logo
  - Do not rearrange the elements of the Logo in any way as illustrated below



- Do not use the LGFA Logo within any initiative, competition or promotion logos you create for example in Summer Camps as the example shows:



- Do not change the text under the Logo to add County name or to make bilingual as illustrated below:



4. Do not fade or use the Logo as a watermark
5. Do not tilt or rotate the perspective of the Logo in any way
6. Do not redraw the elements of the Logo or attempt to use a different font
7. Please ensure the legibility of the LGFA identity when placed on various backgrounds. The identity should ideally be used on white backgrounds.

### Please Note

A more detailed document on 'Guidelines for use of the Logo' is available by emailing [info@lgfa.ie](mailto:info@lgfa.ie)