



BRAND GUIDES

V1 MAY 20201

DADS & LADS PRIMARY LOGO

GAA Dads & Lads is a part of the GAA's social games programme and is a fun and healthy way to get involved and participate in Gaelic games whether it's as a player returning to our games (lapsed, retired) or a new player starting out.

For clubs, having a social games programme helps them retain members and attract new ones who can enjoy the many benefits associated with playing non-competitive, informal Gaelic games. Participants emphasise the importance of the social aspect of these games – the fun and camaraderie – as well as the health benefits.

The programme identity has been designed to reflect what the programme and social games are all about, fun, participation, health and banter.

The simple but bold naming is contained in a solid circle device which makes it easy for use across a wide range of print and social assets. The bold mixed weight font reflects the Dads & Lads target audience, basically anyone interested in Gaelic games, any size, any ability.

The ampersand device is a mix of both codes, football and hurling.





Colour Palette

Pantone 309c
Pantone 1375c
Pantone 7527c
Pantone 50% 7527c

Pantone 309c

Rather than create a separate reversed version of the Primary Logo, a white key-line version was created so that the core elements of the identity will work on any background as well as maintain the GAA mark consistently in white.



Pantone 1375c

Pantone 7527c
Pantone 50% 7527c

Pantone 50% 7527c





Logo variations / Single colour white

This version to be used for screen application only. Preferably with a 50% transparency.



TYPOGRAPHY

DISPLAY FONT

The Display font is Bargain Basement

**NOT JUST
A YOUNG
MAN'S GAME?**

BODY COPY FONT

The Body Copy font is Foco

FONT WEIGHTS

Foco - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TONE

The GAA Dads & Lads tone is meant to raise a smile and encourage participation. The target audience is quite broad, ex and non players of any ability. The message is there to ease any fears that anyone might have about taking part. GAA Dads & Lads is all about fun, movement, health and banter with a group of people who have one thing in common - they all enjoy gaelic games.

**OLD BOYS,
NEW VIBE**

**FOOTBALL
HURLING**

**NOT JUST
A YOUNG
MAN'S GAME?**

**TRACKING
BACK
OPTIONAL**



STYLING

The GAA Dads & Lads styling is a mix of the main identity, colour palette, abstract shapes and clipped player images from a recent GAA Dads & Lads blitz. When used together they create a strong visual message of what GAA Dads & Lads is all about.



SAMPLES

Sample assets created using all the brand elements including canva templates that will allow a club to add their own text and crest.

