



GFPFA

Global Federation of Public Finance
Associations



Corporate Identity

The GFPFA Media Kit remains the sole property of GFPFA. Guidelines stipulated in this document may not be altered and guidelines should strictly be adhered to. The guidelines will assist corporates, employees and publishing houses in maintaining uniformity when using the Brand.

Use of Logo



The GFPFA logo may only be used in two instances. The first, on solid White and the Reverse on selected dark backgrounds. No use of dropshadows or bevels/embossing on logo. Should the logo be used on a dark background, ensure the text is in solid White. Always allow enough space around the logo to ensure visibility at all times. Logos may not be placed over imagery.





The Global Federation of Public Finance Associations has adopted a new logo icon to visually represent its mission and core values. At the heart of the logo is a teal globe with three streaks running through it, symbolizing global connection, momentum, and progress. The globe shape reflects our international reach, emphasizing unity and collaboration across borders in the field of public finance.

The teal colour was carefully chosen to represent a fresh, modern approach to public finance. Teal blends the calming trust of blue with the renewal and growth associated with green. This colour choice highlights our commitment to innovation, transparency, and the continuous improvement of public sector financial management. It reflects the energy we bring to professional development and knowledge-sharing across the world.

The three streaks that pass through the globe illustrate the flow of ideas, people, and practices. They stand for collaboration, knowledge-sharing, and professional empowerment — the three pillars that drive our work. These lines show movement and direction, indicating our mission to push the boundaries of traditional public finance through the support of skilled professionals and responsible institutions.

Our mission is to connect Professional Organisations, Public Agencies, Institutions, and Businesses that are involved in empowering staff working in public finance and related fields, such as audit, risk, and performance management. By bringing these groups together, we help ensure the adoption of best practices that lead to effective, efficient, and economical use of public resources. This in turn supports affordable, high-quality services for communities around the world.

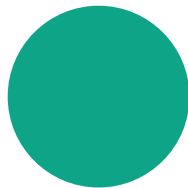
The logo serves as a constant reminder of our goal: to pool global knowledge and elevate professionalism across the public finance landscape. Through this unity and shared purpose, the Global Federation of Public Finance Associations strives to improve public service outcomes by investing in the people and systems that manage public money. The circle of the globe symbolizes wholeness and inclusivity, reflecting our belief that better finance leads to better lives for all.

What the GFPFA logo represents





Colour Palette

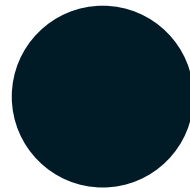


PANTONE
3268 C

R: 15
G: 17
B: 145

C: 79
M: 9
Y: 59
K: 1

HEX: #00AB8E

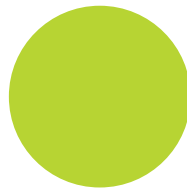


PANTONE
296 C

R: 0
G: 27
B: 36

C: 88
M: 69
Y: 60
K: 72

HEX: #041C2C

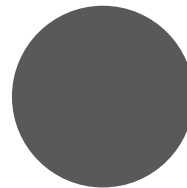


PANTONE
2297 C

R: 183
G: 212
B: 50

C: 33
M: 0
Y: 100
K: 0

HEX: #C0DF16



PANTONE
Black 80%

R: 89
G: 89
B: 89

C: 63
M: 56
Y: 53
K: 27

HEX: #59595b

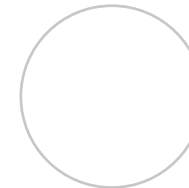


PANTONE
Black 10%

R: 238
G: 238
B: 238

C: 5
M: 5
Y: 5
K: 0

HEX: #e0e0e0



COLOUR:
WHITE

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

HEX: #ffffff

Opacity may be changed using the above colours for background purposes.

The GFPFA colour palette is provided to maintain consistency throughout all marketing. The RGB and Hex codes are to be used for online and digital purposes and the Pantone codes and CMYK codes are to be used for printing purposes.

Font Family

MAIN FONT

AILERON FAMILY

Aileron Light

Aileron Regular

AileronRound Semi-Bold

AileronRound Semi-Bold

SYSTEM FONT

LATO FAMILY

Lato Light

Lato Regular

Lato Medium

Lato Semi-Bold

Lato Bold

Lato Heavy

The fonts provided are to be used throughout all media. The main font to be used is AILERON, when a system does not allow AILERON, it is to be replaced with the LATO font. No other fonts may be used.





GFPFA
Global Federation of Public Finance
Associations

The GFPFA Media Kit remains the sole property of GFPFA. Guidelines stipulated in this document may not be altered and guidelines should strictly be adhered to. The guidelines will assist corporates, employees and publishing houses in maintaining uniformity when using the Brand.