

# Community Fund Toolkit

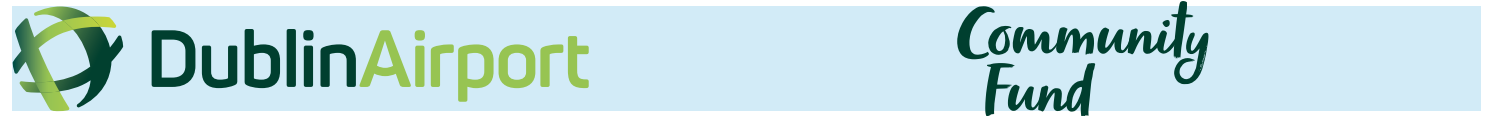
Usage Rules & Applications

Applying the Community  
Fund Identifier

## Community Fund Identifier & DAP Logo

The Community Fund Identifier should never be used in isolation. It must always be accompanied by the DAP Logo. The Identifier and the Logo must always be applied, as per the following examples, and must always use the below scale ratio.

The following scale ratio must always be used



DAP Logo

Community Fund Identifier

Applying the Community  
Fund Identifier

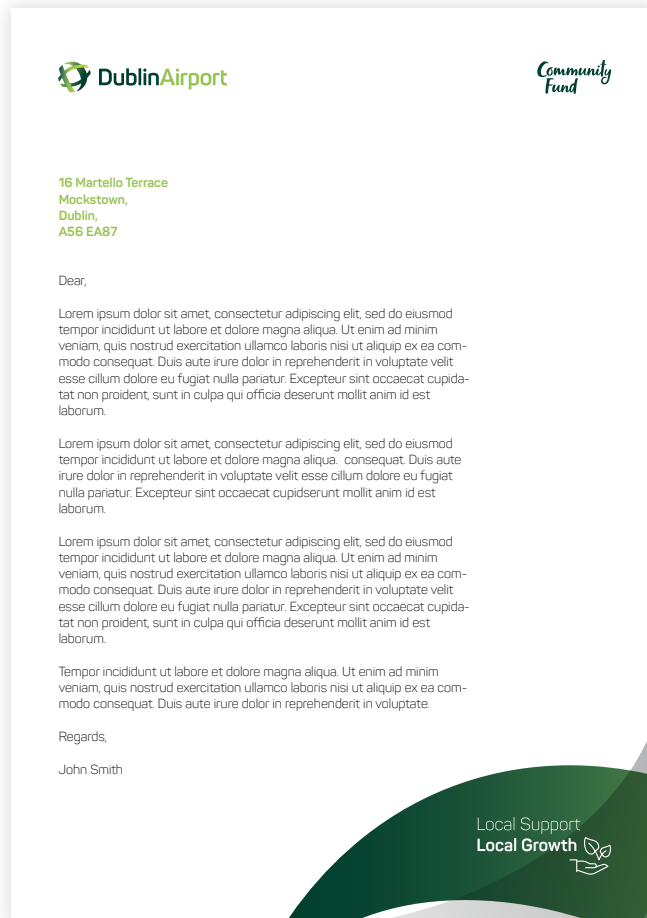
## Community Fund Identifier & DAP Logo

### Horizontal spacing

The minimum space between the Logo and the Identifier is equal to the width of two and a half globes from the DAP Logo.



## Letter head





## Pitch Hoarding



Applying the Community  
Fund Identifier

## Community Fund Identifier, DAP Logo & Co-branding

The following guide should be considered when co-branding is involved.

If the format allows, all co-branding should be positioned away from the DAP Logo and Community Fund Identifier.



## Outdoor Project Sign



# Third Party Sponsorship



## Community Fund Identifier & DAP Logo Lock-up

This is the Community Fund Identifier & DAP Logo Horizontal Lock-up. It should only be used when sponsoring third parties.

### Horizontal Lock-up

The Horizontal Lock-up is made up of the DAP Logo, a grey divider line and the Community Fund Identifier.

The horizontal space between the Logo and the Identifier is equal to the width of the globe in the DAP Logo.



## Community Fund Identifier & DAP Logo Lock-up

This is the Community Fund Identifier & DAP Logo Vertical Lock-up. It should only be used when sponsoring third parties.

### Vertical Lock-up

The Vertical Lock-up is made up of the DAP Logo, a grey divider line and the Community Fund Identifier.

The Vertical Lock-up should always be centred. The vertical space between the Logo and the Identifier is equal to the height of the globe in the DAP Logo.

The Identifier is increased in size and measures 1 and a quarter globes in height.



## Community Fund Identifier & DAP Logo Lock-up

The Lock-up should have a minimum clear space of half a globe all the way around. No graphic elements should infringe on this clear space.

Horizontal clear space



Vertical clear space



Third Party Sponsorship

## GAA Jersey



# Club Website

The screenshot shows the website for St Margarets Gaelic Athletic Club. At the top, a dark navigation bar contains the date 'WEDNESDAY, FEBRUARY 3 2021' and a menu with items: ABOUT, RESOURCES, EVENTS, NEWS, CONTACT, LOCATE, LOTTO, COACHING, VIDEOS, SHOP, MEMBERSHIP, and social media icons for Facebook, Instagram, Twitter, YouTube, and a search icon.

Below the navigation bar, the club's crest and name 'ST MARGARETS Gaelic Athletic Club' are displayed on the left, with the tagline 'Football since 1908'. To the right are the logos for 'DublinAirport' and 'Community Fund', along with links for 'Play | Check Results | Register'.

A secondary navigation bar below features 'FIXTURES & RESULTS', 'ADULT', 'JUVENILE', and 'JOIN US'.

The main content area is divided into two columns. The left column is titled 'LATEST FROM AROUND THE CLUB' and features three article cards. The first card is a 'BREAKING NEWS' item with a 'GAA' logo and the headline 'ST MARGARETS CHOSEN FOR GAELIC4TEENS PROGRAMME 2021'. The second and third cards are 'LOTTO RESULTS' for dates 24/01/2021 and 17/01/2021, both with a 'JACKPOT €10,000'.

The right column is titled 'LOTTO' and features a blue background with a progress bar showing '€3344.0 raised of €5000 goal'. Below this, statistics are listed: '1048 Supporters', '14 Shares', and '112 Followers'. An image of a lottery ticket is also visible.

On the far right edge, a vertical social media sharing bar includes icons for Google+, Facebook, Twitter, Print, and a plus sign for more options, with a '31 SHARES' counter at the bottom.



# Contact

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For any queries relating to the identity usage guide please contact: [communityfund@daa.ie](mailto:communityfund@daa.ie)