

CLG Na Fianna

Brand Guidelines 2025



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1 Introduction

These resources are designed to promote consistency in our messaging, visual identity, and overall brand experience.

While we emphasise adherence to these guidelines for a cohesive representation of our brand, we understand that for certain purposes, contrasting fonts, imagery and creative approaches may be necessary.

If you are unsure, or need guidance, please contact **communications.nafianna.dublin@gaa.ie**.

PLEASE NOTE

The Na Fianna crest is a registered trademark with the Intellectual Property Office of Ireland and cannot be reproduced in any form without the prior written consent of the Na Fianna Club Executive Committee.

For all enquiries in this regard, please email **commercialdirector@clgnafianna.ie**.

Publication of all club communications must be signed off by the head of communications.

For all enquiries in this regard, please email **communications.nafianna.dublin@gaa.ie**.

2 Purpose, Vision & Values

OUR VISION

To be the best voluntary, community & cultural organisation in Ireland.

OUR PURPOSE

To inspire lifelong engagement and participation in Gaelic Games, Culture and Community - for one and all.

OUR VALUES

Respect, Integrity, Excellence.

How we behave on and off the pitch, will be driven by our values - and what we say and do will be our commitment to living these values, on a day-to-day basis.

3 Our Motto

**Glaine in ár gcroí, Neart in ár nGeag,
Beart de réir ár mbriathar.**

Purity in our hearts, Strength in our limbs,
Action according to our words.

3 Our Motto

Presentation suggestions with our motto, cluster examples.



Glaine in ár gcroí
Neart in ár ngeag
Beart de réir ár mbriathar

A



Glaine in ár gcroí,
Neart in ár nGeag,
Beart de réir ár mbriathar.

Purity in our hearts,
Strength in our limbs,
Action according to our words.

B



***Glaine in ár gcroí,
Neart in ár nGeag,
Beart de réir ár mbriathar.***

*Purity in our hearts,
Strength in our limbs,
Action according to our words.*

C

4 Our Logo



Minimum Clear Space

Always ensure the logo has room to breathe.

MINIMUM clear space is equal to the height of the 'core' in the emblem - indicated by the pink square.

[Available to download](#)



4 Our Logo



Master logo
Full Colour

Single Colour
(Na Fianna Blue)

Single Colour
(Black)

Reverse Logo
For use on dark colour background or when detail is
difficult, for example, embroidery on small spaces
OR
on dark colour imagery

[Available to download](#)



4 Our Logo - which one to use?



On a light colour / image background, the full colour logo and either the single colour blue / black may be used.

On a dark image background, either the full colour logo or the reverse logo may be used.

5 Our 70th Anniversary Logo



70 Bliain
Na Fianna Saffron
SVG



70 Bliain
Na Fianna Saffron
PNG



70 Years
Na Fianna Saffron
SVG



70 Years
Na Fianna Saffron
PNG



70 Bliain
Na Fianna Blue
SVG



70 Bliain
Na Fianna Blue
PNG



70 Years
Na Fianna Blue
SVG



70 Years
Na Fianna Blue
PNG



70 Bliain Black
SVG



70 Bliain Black
PNG



70 Years Black
SVG



70 Years Black
PNG



70 Bliain White
SVG



70 Bliain White
PNG



70 Years White
SVG



70 Years White
PNG

[Available to download](#)



6 Colours



CMYK
c0 m20 y100 k0

RGB
R253 G190 B17

Hex
#FFCB05

CMYK
c100 m94 y15 k5

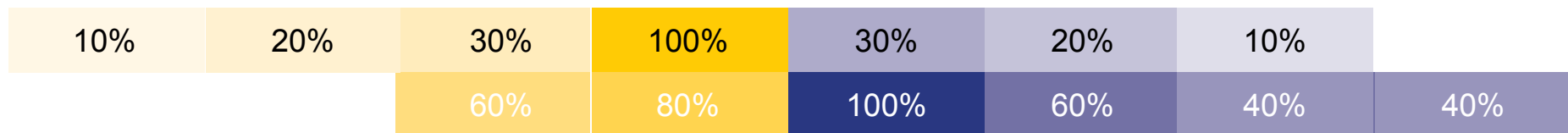
RGB
R41 G55 B128

Hex
#293781

Colours

Always ensure the colours referenced here only are used to reproduce our logo and to support consistency of our communications

For supporting text, of course black and white may be used.



7 Typefaces



Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extra Bold

Open Sans Extra Bold Italic

Open Sans is a clean and modern sans-serif typeface. It is especially designed for legibility across print, web, and mobile interfaces.

7 Typefaces - alternatives & highlights



Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Default to Arial Font Family, should 'Open Sans' not be available or appropriate.

FLOOD STANDARD

Highlight fonts, like 'Flood Standard' or 'Chantal Medium' can be used for specific creative titles.

CHANTAL MEDIUM

These fonts are chosen for their energy and playfulness.

Try not to introduce too many alternatives.

Do not overuse.

8 Sample Applications

Please use the following pages as a guide to deliver branded and promotional material.

While asking for accurate adherence to these guides, we acknowledge that each application has its own life and preferences - for example, some applications will have space to allow for dual languages, others may not. Similarly, there may be space on some applications for our club motto in both languages and not on others.

We supply the following pages as guides - please ensure you have any new artwork approved for distribution by [communications.nafianna.dublin@gaa.ie](mailto:communications.nafianna@dublin@gaa.ie)

8 Sample Applications - Signage



A - Large Outdoor signage, larger logo presentation



B - Thin strip door signage, single logo presentation, single line club motto.
We endeavour to lead with Irish language presentation, where practical.



C - Standard A3 'poster-type' signage,
includes both header and footer motto strips.

8 Sample Applications - Stationery

CLG Na Fianna
Bóthar Mobhí, Baile Átha Cliath 9
D09 AY09

admin@clgnafianna.ie
www.clgnafianna.com



Glaíne in ár gcroí, Neart in ár nGeag, Beart de réir ár mbriathar.
Purity in our hearts, Strength in our limbs, Action according to our words.

BERNARD BARRY PATRICK BARTLEY JOHNNY BEHAN DICK BELL VINNY BELL DONIE
BOLGER SEAN BOLGER FRANK BOYLAN FREDDY BOYNE PETER BOYNE JOE BRENNAN
(SENIOR) JOE BRENNAN LIAM BRENNAN PADDY BRESNAN DESMOND BROWNE TONY
BURKE JACKO BYRNE MICK CAHILL PATRICK CARNEY TONY CARR MARTIN CASEY
RAYMOND CASEY TOM CASEY NOEL CLERKIN SEAN CLERKIN PAT COAKLEY MARTIN
CONWAY HUGH COONEY SEAN COONEY FERGUS CORCORAN MICHAEL CORCORAN
RORY CORCORAN PAT COYLE PATRICK CROKE BOBBY CULLEN CHRISTY CULLEN
GERRY CULLEN TOM CURRAN BRIAN CURTIN BRENDAN DALY LOUIS DAVIS DERMOT
DEEGAN BRENDAN DEIGNAN ERNIE DEIGNAN GEORGIE DEIGNAN DERMOT DEVINE
PAT DEVINE RONNIE DEVLIN SEAN DOHERTY TADGH DONOGHUE VINNY DORAN ROY
DOWNES LARRY DOYLE PADDY DOYLE SEAN DUFFY JACKIE DUNNE BERNARD FAHY
LIAM FAY CATHAL FEENEY PAT FEENEY BRENDAN FEATHERSTON MOSSY FITZGERALD
SEAMUS FITZPATRICK TOM FITZPATRICK PADRAIG FOLEY TOM FREEMAN PETER
FULTON HARRY GILTRAP JIMMY GOSS JOE GOSS DINNY GRAY FRANK GRAY JIMMY
GRAY DONAL GRIFFIN BRIAN GROGAN GERRY GUIDEN FREDDY HAYES SEAN
HEALY DESSIE HEARNS FRANK HEARNS PAUL HEELAN DONAL HICKEY JACK HICKEY
TERRY HICKS SEAN HIGGINS TOMMY HIGGINS JOSEPH HOGAN GERRY HORKINS
BOBBY KANE PAT KEANE TOM KEANE CANICE KEARNEY PATRICK KEARNEY SEAN
KELLY DENIS KENNEDY JOE KENNEDY JOSEPH KENNEDY SEAN KENNEDY TOM
KEOGH TONY KEOGH LUKE KIERNAN PADDY KING LARRY LEDWIDGE SEAN
LEVINS 'CORKY' LONG JIMMY LOWE EAMONN LYNCH PATRICK LYNCH MICHAEL
MC CAFFREY PADRAIG MC CARVILL BRENDAN MC DOWELL VINNY MC ENTAGGART
COLM MAC GABHANN FRANK MC GARRY GERRY MC GRATH OLLIE MC KENNA
AUSTIN MC LOUGHLIN BRENDAN MC LOUGHLIN PADDY MC LOUGHLIN HARRY MC
NALLY EOGHAN MC NAMARA CONN MC NULTY DERMOT MC NULTY PADRAIG MC
NULTY GARRY MC SHANE CIARAN MC SWEENEY SEAMUS MADDEN LIAM MALONE
MARTIN MANNION KEVIN MARKEY THOMAS MARTIN JACKIE MATTHEWS MICK
MERVYN PADDY MERVYN GERRY MOLONEY KENNETH MOLONEY PAT MOLUMBY
AMBROSE MONTGOMERY CHRISTY MOONEY SEAN MORAN BRENDAN MORRIS
PADRAIG MORRISSEY COLM MULHALL DAVE MULHALL MATT MULHALL DERMOT
MULKERINS EAMONN MURPHY JOHN MURPHY THOMAS MURPHY VINNY MURPHY
DONAL NAUGHTON THOMAS NAUGHTON TOM NOLAN DANNY NORTON TOMMY
NORTON BERTIE O'BOYLE BRENDAN O'BOYLE EAMONN O'BROIN JIM O'BROIN
PADRAIG O'BROIN BRIAN O'CARROLL BRIAN O'CARROLL (JUV.) ANDREW O'CONNELL
DESSIE O'DONOVAN LIAM O'DONOVAN PADDY O'DWYER BR. D.P. O'FEARGHAIL
GEORGIE O'GORMAN BILLY O'HANLON JOSEPH O'KEEFE FRANK O'MAHONY SEAN
O'MAHONY EOGHAN O'NEILL GERRY O'NEILL JOHN O'NEILL PASCAL O'NEILL
SEAN O'NEILL SEAN O'NEILL (SENIOR) NOEL O'ROURKE PADRAIG O'SHEA MICHAEL
O'SULLIVAN CHRISTOPHER PIPER GERRY PRICE PATRICK QUINN TOM RING NOEL
RUTHERFORD CON RYAN SEAN RYAN TONY SHERIDAN BRIAN SHIEL JACKIE
STAKELUM DES. STANLEY BILLY TAYLOR SYL. TUCKER PATRICK WALL FABIAN
WALSH TOM WALSH 'BUNTER' WARD DAN WHELAN PATRICK WOODS BRIAN YOUNG

8 Sample Applications - Stationery



BERNARD BARRY PATRICK BARTLEY JOHNNY BEHAN DICK BELL VINNY BELL DONIE BOLGER SEAN BOLGER FRANK BOYLAN FREDDY BOYNE PETER BOYNE JOE BRENNAN (SENIOR) JOE BRENNAN LIAM BRENNAN PADDY BRESNAN DESMOND BROWNE TONY BURKE JACKO BYRNE MICK CAHILL PATRICK CARNEY TONY CARR MARTIN CASEY RAYMOND CASEY TOM CASEY NOEL CLERKIN SEAN CLERKIN PAT COAKLEY MARTIN CONWAY HUGH COONEY SEAN COONEY FERGUS CORCORAN MICHAEL CORCORAN RORY CORCORAN PAT COYLE PATRICK CROKE BOBBY CULLEN CHRISTY CULLEN GERRY CULLEN TOM CURRAN BRIAN CURTIN BRENDAN DALY LOUIS DAVIS DERMOT DEEGAN BRENDAN DEIGNAN ERNIE DEIGNAN GEORGIE DEIGNAN DERMOT DEVINE PAT DEVINE RONNIE DEVLIN SEAN DOHERTY TADGH DONOGHUE VINNY DORAN ROY DOWNES LARRY DOYLE PADDY DOYLE SEAN DUFFY JACKIE DUNNE BERNARD FAHY LIAM FAY CATHAL FEENEY PAT FEENEY BRENDAN FEATHERSTON MOSSY FITZGERALD SEAMUS FITZPATRICK TOM FITZPATRICK PADRAIG FOLEY TOM FREEMAN PETER FULTON HARRY GILTRAP JIMMY GOSS JOE GOSS DINNY GRAY FRANK GRAY JIMMY GRAY DONAL GRIFFIN BRIAN GROGAN GERRY GUIDEN FREDDY HAYES SEAN HEALY DESSIE HEARNS FRANK HEARNS PAUL HEALAN DONAL HICKEY JACK HICKEY TERRY HICKS SEAN HIGGINS TOMMY HIGGINS JOSEPH HOGAN GERRY HORKINS BOBBY KANE PAT KEANE TOM KEANE CANICE KEARNEY PATRICK KEARNEY SEAN KELLY DENIS KENNEDY JOE KENNEDY JOSEPH KENNEDY SEAN KENNEDY TOM KEOGH TONY KEOGH LUKE KIERNAN PADDY KING LARRY LEDWIDGE SEAN LEVINS CORKY LONG JIMMY LOWE EAMONN LYNCH PATRICK LYNCH MICHAEL MC CAFFREY PADRAIG MC CARVILL BRENDAN MC DOWELL VINNY MC ENTAGGART COLM MAC GABHANN FRANK MC GARRY GERRY MC GRATH OLLIE MC KENNA AUSTIN MC LOUGHLIN BRENDAN MC LOUGHLIN PADDY MC LOUGHLIN HARRY MC NALLY EOGHAN MC NAMARA CONN MC NULTY DERMOT MC NULTY PADRAIG MC NULTY GARRY MC SHANE CIARAN MC SWEENEY SEAMUS MADDEN LIAM MALONE MARTIN MANNION KEVIN MARKEY THOMAS MARTIN JACKIE MATTHEWS MICK MERVYN PADDY MERVYN GERRY MOLONEY KENNETH MOLONEY PAT MOLUMBY AMBROSE MONTGOMERY CHRISTY MOONEY SEAN MORAN BRENDAN MORRIS PADRAIG MORRISSEY COLM MULHALL DAVE MULHALL MATT MULHALL DERMOT MULKERINS EAMONN MURPHY JOHN MURPHY THOMAS MURPHY VINNY MURPHY DONAL NAUGHTON THOMAS NAUGHTON TOM NOLAN DANNY NORTON TOMMY NORTON BERTIE O'BOYLE BRENDAN O'BOYLE EAMONN O'BROIN JIM O'BROIN PADRAIG O'BROIN BRIAN O'CARROLL BRIAN O'CARROLL (JUV.) ANDREW O'CONNELL DESSIE O'DONOVAN LIAM O'DONOVAN PADDY O'DWYER BR D.P. O'FEARGHAIL GEORGIE O'GORMAN BILLY O'HANLON JOSEPH O'KEEFE FRANK O'MAHONY SEAN O'MAHONY EOGHAN O'NEILL GERRY O'NEILL JOHN O'NEILL PASCAL O'NEILL SEAN O'NEILL SEAN O'NEILL (SENIOR) NOEL O'ROURKE PADRAIG O'SHEA MICHAEL O'SULLIVAN CHRISTOPHER PIPER GERRY PRICE PATRICK QUINN TOM RING NOEL RUTHERFORD CON RYAN SEAN RYAN TONY SHERIDAN BRIAN SHIEL JACKIE STAKELUM DES STANLEY BILLY TAYLOR SYL TUCKER PATRICK WALL FABIAN WALSH TOM WALSH BUNTER WARD DAN WHELAN PATRICK WOODS BRIAN YOUNG



8 Sample Applications - Posters, Flyers

What does the future look like?



CLG Na Fianna are embarking on a strategic review of the club and community, and we need your input to help us shape the future for all of us.

...If we could be exceptional at 3-5 things by 2028, what would they be? ...Is it more important to win or encourage all players to develop? ...If fun goes out of our games for players and coaches, what impact might this have? ...growing as we are, where are all the facilities and volunteers to come from?

Please Complete the questionnaire...
forms.office.com/e/t55KSJWHH8
or scan the QR code
by December 28th.



MÍLE BUÍOCHAS // THANK YOU

Camogie Community

Féile na Bealtaine
FAMILY FUN DAY

MAY DAY // MONDAY 6th MAY 2024
AT NA FIANNA // 11.00am - 5.00pm

Dublin V Antrim
INTERCOUNTY CHALLENGE GAME

- Classic Camogie Tournament!
- Exciting Carnival Games!
- The dreaded Dunk Tank!

AND SO MUCH MORE!!
DON'T MISS IT!

MAIN SPONSOR
san sab



8 Sample Applications - Posters, Flyers



Invitation
BUSINESS BREAKFAST
SCALING YOUR BUSINESS
IN TODAY'S CONTEMPORARY WORLD

Friday March 7th 2025

7.15am to 9.00am sharp

Please RSVP within 72 hours
& advise of any allergies

PLEASE NOTE THIS EVENT WILL BE
FULL TO CAPACITY & ACCESS IS
BY GUEST LIST ONLY.

FIRESIDE CHAT
Chaired by seasoned MC and Editor of
the Business Post, **Daniel McConnell**

WITH SPECIAL GUESTS
Minister for Finance,
Paschal Donohoe T.D.,
and **Sharon McCabe**
Chairperson McCabes Pharmacy
PHX Ireland

Chatham House Rules
CLG Na Fianna,
Mobhi Road,
Dublin 9, D09 AY09
Dress code Business /
Smart Casual
Parking
available onsite



INVITATION

You are invited to join us for the launch of
Le Chéile

a strategic review report of the club, it's role in the community and
the revealing of **Radharc 2029** - a vision and a roadmap that will
guide us for the months and years ahead.

- Thursday, May 22nd 2025, 7.30pm start
- The Mobhi Suite, Áras Na Fianna

Céad Mile Fáilte!

JOIN US AFTER THE LAUNCH - FOR OUR WEEKLY SEISIÚN - SOME CEIL AGUS SOME CRAIC!

9 Social Media

We are a voluntary, community based sports club & organisation and we write in a clear, positive and human fashion. We are optimistic, hopeful, honest and appreciative.

CLG Na Fianna maintains a consistent tone of voice across all of its online platforms with a primary focus on the promotion of our national games and our treasured role within the heart of our communities.

Our focus is on informative, positive content under a variety of headings:

- General awareness of activities
- Stories, updates and reports from key games and milestones
- Call to action – Volunteer, sign up, donate, register etc.
- Latest news
- Key publications
- Media coverage
- Commercial Partners & Offerings
- Awareness and gratitude



9 Social Media

BUSINESS BREAKFAST
SCALING YOUR BUSINESS IN
TODAY'S CONTEMPORARY WORLD

**PARTNERSHIP
ANNOUNCEMENT**

We are delighted to announce Gourmet Food Parlour as our official catering partner for this exclusive event. Now with 10 speciality locations across Ireland, and Irelands most trusted catering team, Gourmet Food Parlour are thrilled to support CLG Na Fianna with their business breakfast.

FIRESIDE CHAT - CHATHAM HOUSE RULES
Chaired by seasoned MC and Editor of the Business Post, **Daniel McConnell**

WITH SPECIAL GUESTS

Minister for Finance, Paschal Donohoe T.D.

Sharon McCabe
Chairperson McCabe's Pharmacy
PHK Ireland

CLG Na Fianna, Mobhi Road, Dublin 9, D09 AY09 - Dress code Business/Smart Casual - Parking available

PLEASE NOTE THIS EVENT WILL BE FULL TO CAPACITY & ACCESS IS BY GUEST LIST ONLY.

BE A PART OF CLUB HISTORY

**YOUR CHANCE TO BE A
70TH BIRTHDAY
OFFICIAL PATRON**

We are the 'Big 70' in 2025 - and here is your chance to support the club, become an official patron of our 70th year, and be in with a chance of winning big for a charity of your choice.

EACH OWNER RECEIVES

- **FREE** placement in new community services directory on the new club website for 2 years!
- **Official Patron Status** of the club's 70th year
- **Recognition on new club website** & on 75" digital screen within the clubhouse for 1 year
- **A place in the draw** for your charity of choice to win 10% of all funds raised - up to €10,000!

OFFICIAL PATRON COST €1,000
100 MAX SOLD. DRAW WILL BE MADE AT THE CLUB'S OFFICIAL 70TH YEAR PARTY ON 25/04/2025

BUY NOW!



Adult Mens Hurling Fixtures

Senior 1 Championship // Sat 19th July // Parnell Park // 17:30

Na Fianna vs St Jude

Senior 2 Championship // Sat 19th July // Lawless Park // 18:30

Fingallians vs Na Fianna

Junior B Championship // Sun 20th July // Mobhi Road // 11:00

Na Fianna vs Castleknock

Junior E Championship // Fri 18th July // Mobhi Road // 19:30

Na Fianna vs St Annes

Junior G Championship // Fri 18th July // Pairc Uí Ruairic // 19:30

Beann Eadair vs Na Fianna

U15 Camogie Fixtures

Division 1 Feile Final // Sun 6th April // Abbotstown // 11:00

Na Fianna vs Naomh Jude

LOTTO RESULTS

3 5 7 24

JACKPOT WINNER!

JACKPOT

Jane Daly

Jackpot now stands at **€2,500**

Proudly Supported by

LANIGAN
FUNERAL DIRECTORS

10 Photography and filming

Photography is central to our identity and is widely encouraged to engage our members, our network and our communities. It helps communicate our values, our culture, our challenges, our successes – our purpose.

Where an individual or organisation brand is communicating, where possible images should be of social, cultural or sporting activities taking place. Well considered, quality stock photography can be used where necessary. Images must depict the real world, be respectful and not in any way compromise the subject of the photography. In all cases, photo/video credit should be included for the individual/organisation who captured the original content and if unsure, please contact **communications.nafianna.dublin@gaa.ie**

We are committed to protecting the safety, dignity, and privacy of all our members, and particularly those who are under 18. All photographing or filming of individuals under 18 must adhere to child protection guidelines and if you have any queries or require clarity in relation to same, please contact **childrensofficer.nafianna.dublin@gaa.ie**

11 Apparel

McKyr is delighted to be the exclusive official apparel partner of CLG Na Fianna.

For all enquiries on team/group orders and direct club pricing, please contact alan.shortall@clgnafianna.ie.

It is important to note that the Na Fianna crest is a registered trademark with the Intellectual Property Office of Ireland and cannot be reproduced in any form without the prior written consent of the Club Executive Committee. If looking to use for any reason, e.g. sliotars, water bottles, footballs etc., please ensure you contact Alan Shortall in advance for guidance.

You can browse merchandise here...

www.mckeeversports.ie/collections/na-fianna-dublin

Thank you.



Questions?

communications.nafianna.dublin@gaa.ie



CLG Na Fianna
Mobhi Road
Glasnevin
Dublin 9
D09 AY09