



**Geelong Cats win
social graphic**

CREATIVE GUIDELINES



Creative Guidelines

CORE CHECKLIST



Must be an original design and can't use AI generated imagery outside of Generative Fill in Photoshop.



Needs to have a clear reference to the Club. i.e. Half Cat, player, image of cat.



Best designs weave in elements of the round i.e. opposition, round theme, mascots or key players etc. View the Geelong Cats fixture [HERE](#) for referencing and alignment.



Doesn't need to include Cats logo, however advantageous to – must abide by logo guidelines.



Must incorporate the GFC brand font and colours.



Must include copy "Cats Win".



Design can be 2D or 3D.



Ensure design is brand safe with no profanity, explicit/X-rated themes or unnecessary characters/people and icons.

Creative Guidelines

TYPOGRAPHY

CATS

HEADLINE.

UNIVERS BLACK EXTENDED ITALIC.

Cats

SUB HEADING.

UNIVERS BLACK

CATS

HEADING.

UNIVERS EXTRA BLACK EXTENDED

Cats

BODY.

UNIVERS REGULAR

COLOURS

CATS NAVY
CMYK: 100 76 10 65
RGB: 0 34 68
HEX: #002244

CATS WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

CATS ELECTRIC BLUE
CMYK: 100 66 0 0
RGB: 32 37 216
HEX: #2025D8

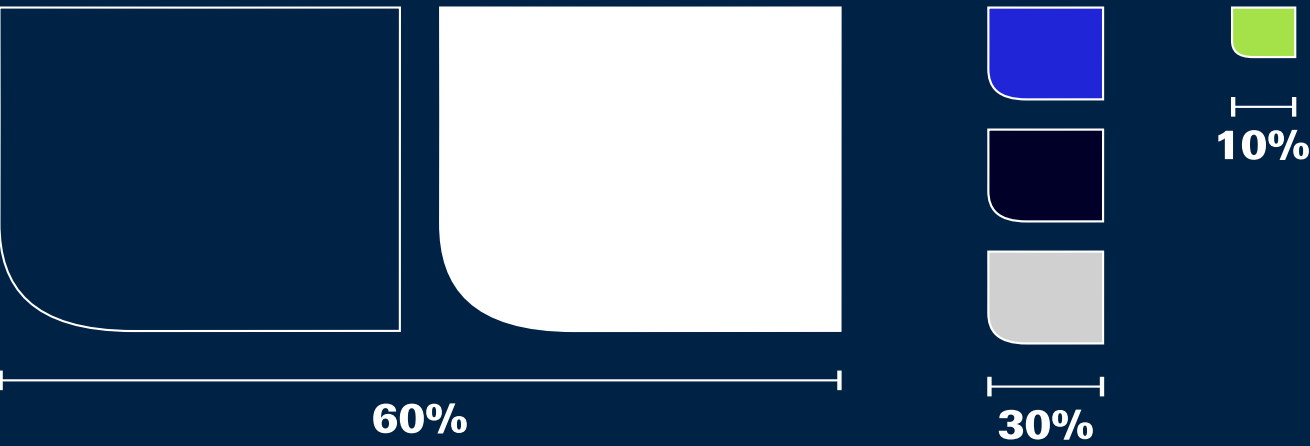
CATS SILVER
CMYK: 0 0 0 25
RGB: 208 208 208
HEX: #d0d0d0

CATS DARK NAVY
(Only to be used in digital)
RGB: 0 0 40
HEX: #000028

CATS ENERGY GREEN
CMYK: ?
RGB: 165 225 72
HEX: #a5e148

Creative Guidelines

COLOUR USE



BRAND TAGS

To be used in small instances secondary to the Cats logo.



GEELCATSNG

CATS

WE ARE GEELONG WE ARE GEELONG

Creative Guidelines

LOGO



Primary Logo



Reversed
Secondary Logo

Please do not
manipulate the
logo in any way

Overall minimum
logo height 10mm

LOGO CLEAR SPACE



Creative Guidelines

GRAPHIC EXAMPLES



RESOURCE FILES

Please Note

All assets, fonts and imagery are owned and licensed by the Geelong Cats.

These are not to be used or reproduced outside of the project outlined.