

THE NATIONAL CREDIT UNION BRAND SIGNATURE AND SLOGAN

DRAFT USAGE GUIDELINES

The complete signature comprises the “Linked Hands” logo, the “America’s Credit Unions” brand name, and the “Where people are worth more than money” slogan.

There is a standard, preferred format for the signature, provided here. Alternative formats will be included in the graphic standards launch kit in August 1999.

“CLEAR AREA”

When using the brand signature, do not place any other logos, type or other graphics within the “clear area”—a space which extends from the outermost edges of the signature elements to a distance equal to the height of the letter “C” in the word “Credit”.

MINIMUM SIZE

The smallest size for reproduction of the “Linked Hands” symbol itself (e.g., the diameter of the circle it describes) is one-half inch.

DO NOT: Combine the signature with any other logo or graphics in a way that creates a new “blended” trademark.

DO NOT: Reset any of the typographic elements, or add treatments such as drop shadows.

DO NOT: Distort any portion of the signature on the horizontal or vertical scale (e.g., stretch or compress the words or graphics).

DO NOT: Change, delete, add to, or use special effects on signature elements.

DO NOT: Use an incomplete portion of the signature (e.g., a single “hand” element).

DO NOT: Change the size relationship of the elements.

DO NOT: Separate the symbol from the name (the slogan is optional, and should be dropped in the smallest sizes if legibility is a problem).

DO NOT: Use CMYK mixes other than the one recommended (including printers’ mixes, color book suggestions, or software defaults).

DO NOT: Reverse the signature through a busily patterned background.

DO NOT: Use colors other than those recommended, EXCEPT in instances where the signature appears in an application where neither the recommended colors, nor black, are available. In such applications, the signature may be reproduced in a SINGLE color, preferably the most legible or neutral color available.

DO NOT: Color in the star at the center of the symbol, or add any graphic element inside this white space.

DO: Ensure the legibility and visual integrity of the signature in all applications.

DO: Print in black—or reverse through a dark color field—in applications where the correct colors are not available, where a more neutral presence for the signature is preferred, or where the red and blue color scheme is incompatible with the design of the piece.

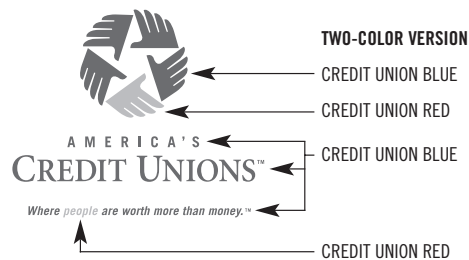
DO: Ensure the trademark symbol (™) is retained to protect the signature from trademark infringement.

DO: Use the recommended CMYK mixes when reproducing in four color.

COLOR SPECIFICATIONS

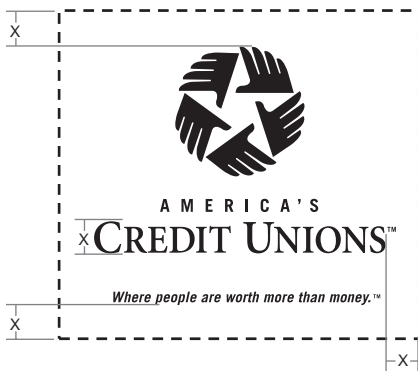
CREDIT UNION BLUE = 100C, 69M, 0Y, 11K (or PANTONE® 294C)

CREDIT UNION RED = 0C, 100M, 65Y, 10K (or PANTONE® 200C)



CLEARANCE DIMENSIONS AND MINIMUM SIZES

Minimum Clear Area for mark = X
(X = Height of “C”)



Minimum size for standard version of mark (without tagline)



Minimum size for standard version of mark (with tagline)

