

NATIONAL CREDIT UNION BRAND SIGNATURE

Purpose and Objectives

The national credit union brand signature was designed as a unifying symbol of the American credit union movement. Its primary purpose is to differentiate and promote the credit union brand, which represents a unique, cooperative system of member-owned financial institutions that adhere to a common philosophy and set of principles. The national credit union brand signature is a symbol of the movement's collective strength and a mark of trust for credit union members.

The brand signature is a cornerstone of the National Credit Union Brand Campaign, whose objective is to secure the future of the credit union movement by growing membership and strengthening member relationships. The national credit union brand is founded on a promise to members, which is embodied in the brand proposition of mutual respect and trust.

The national credit union brand signature is designed for broad use by credit union organizations, in a wide variety of applications, to visibly demonstrate the strong links within the movement and raise the credit union profile nationally. On a practical level, the elements making up the brand signature are reproducible in a full range of media, with flexible color and format specifications.

To be a long-term, unique identifier of the credit union movement, the brand signature must maintain its visual integrity and be protected from unauthorized or improper use.

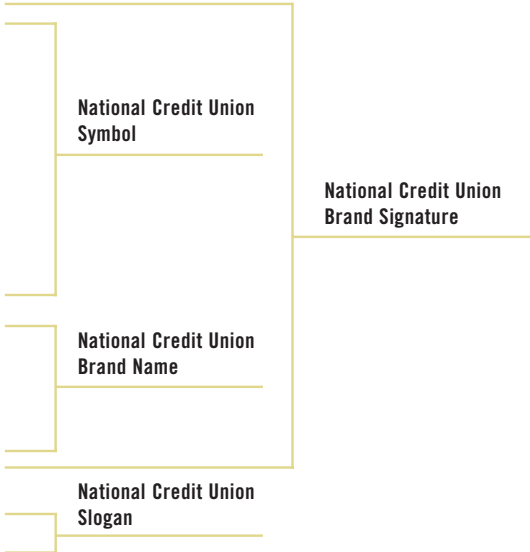
Elements of the National Credit Union Brand Signature

The signature consists of a symbol (the "linked hands") and a name ("America's Credit Unions"). A slogan ("Where people are worth more than money.") has also been developed. These elements are trademarks, protected under law*. Use of these trademarks is permitted only in conformance with the graphic standards in this guide. When reproduced, whether in whole or part, the TM must always appear as shown.

**The national credit union brand signature and slogan are trademarks owned by Credit Union National Association, Inc. for the benefit of the American credit union movement. These trademarks are protected by law.*

NATIONAL CREDIT UNION BRAND SIGNATURE

The purpose of these rules is to protect the integrity of the trademarks, to ensure that their value and equity as symbols of the credit union brand increases over time, and to defend them against trademark infringement. It is in the best interests of all credit union organizations to respect and follow these graphic standards. We are all stewards of our national brand and its symbols. Only if we treat our brand signature as a valuable property will it grow to become a universally recognized symbol of pride for our movement and a mark of trust for our members.



Brand Signature Symbolism

The national credit union brand signature was the choice of credit union members who participated in focus group brand research. It symbolized to them the credit union difference—linked hands that represent people helping people, forming a star that stands for America’s credit unions.

The Hands...

symbolize people helping people, the personal touch, caring, support and respect.

The Star...

is a proud symbol of American values such as human rights, equity and opportunity, as well as striving for high goals and principles.

The Circle...

stands for cooperation, collective strength, unity, stability, security, constant renewal and hope.



AMERICA'S
CREDIT UNIONS™

BRAND SIGNATURE AND SLOGAN FORMATS



Standard Format Signature



Standard Format, Small Space Version



Portrait Format



Landscape Format

Allowable Formats

The national credit union brand signature and slogan may be reproduced in one of three different formats to suit the application and size or shape of space available.

Standard Format

This is the preferred format for the signature, with the name and slogan centered under the symbol in the size and spatial relationship shown. The slogan may be used with the standard format signature.

Standard Format, Small Space Version

For applications where space is limited, the small space version of the standard format signature may be used. In this version, size relationships of the elements have been adjusted to ensure clean reproduction of the “linked hands” symbol and legibility of the type at smaller sizes.

Portrait Format

For applications requiring a more vertical signature shape, the portrait format may be used. The slogan may be used with the portrait format signature.

Landscape Format

For applications requiring a more horizontal signature shape, the landscape format may be used. The slogan may be used with the landscape format signature.

Deciding Which Format to Use

The primary criteria for choice of signature format are legibility, shape of space available, and the relationship of the signature with surrounding visual elements. Use of the slogan with the brand signature is preferred, but not mandatory. In no event should the brand signature or slogan be used where they will be illegible, or interrupted or compromised by surrounding visual elements.

Minimum Size

The “linked hands” symbol should generally not be reproduced smaller than .5 inch in diameter, or in any size that would cause the negative (white) spaces to fill in. Minimum size should be evaluated on the basis of media characteristics and expected quality of reproduction.

BRAND SIGNATURE AND SLOGAN FORMATS

Format Integrity

The format of the national credit union brand signature must not be altered from the allowable versions shown. Do not separate, rearrange or change the relative sizes of the elements. Do not electronically or mechanically alter the elements of the brand signature by condensing, expanding or other distortion. Do not reset typography used in the brand signature. Do not tilt or rotate the brand signature off the horizontal axis. Only the digital or printed brand signatures supplied should be used, exactly as provided.

Format Problems to Avoid:



DO NOT separate or delete elements of the brand signature.



DO NOT rearrange the elements of the brand signature.



DO NOT change the relative sizes of the brand signature elements.



DO NOT distort the brand signature electronically.



DO NOT tilt or rotate any element of the brand signature.



DO NOT condense the brand signature.



DO NOT expand the brand signature.



DO NOT reset the typography for the name or slogan.

BRAND SIGNATURE COLORS



Brand Signature Two-Color Version



Brand Signature One-Color Version (solid)



Brand Signature One-Color Version (with tint)



Brand Signature Reverse Version

Preferred and Allowable Colors

The national credit union brand signature may be reproduced in two colors (either using spot color matches or full color process mixes), in one color, in black and white, or reversed through a dark background.

The preferred background field color for positive versions of the brand signature is plain white (or plain, very light colors). Do not reproduce the two-color version or a dark one-color version of the brand signature on dark, patterned or highly colored fields; choose the reverse version of the brand signature instead.

Two-Color Version

This is the preferred color reproduction for the signature, with the “linked hands” symbol in blue and red, the name in blue, and the slogan in blue and red as shown.

The following color specifications apply:



Credit Union Blue

Spot color: For Credit Union Blue use PANTONE® 294C
Process color: 100C, 69M, 0Y, 11K



Credit Union Red

Spot color: For Credit Union Red use PANTONE® 200C
Process color: 0C, 100M, 65Y, 10K

One-Color Version

The preferred color for one-color reproduction for the signature, is “credit union blue.” Two allowable single color versions are shown: a solid version, and a version with the bottom hand element reproduced in a 60% tint of “credit union blue” and all other elements in solid blue.

Where the official color(s) are not available, black is the next preferred choice for reproductions, treated in the same way as any other single color.

Where neither the official color(s) nor black are available, the brand signature may be reproduced in the darkest and most neutral available ink color. For example, on a business card printed in an organization’s own corporate colors of dark green and gold, the national credit union brand signature could be printed in the dark green.

BRAND SIGNATURE COLORS

Reverse Version

The brand signature may be reproduced as a reverse—white on a dark field. When reversing the brand signature, any background field color is acceptable as long as it provides sufficient contrast with the white to ensure legibility of the brand signature.

Care should be taken when reversing the brand signature out of a patterned background such as a photograph or texture. Background patterning should not diminish the legibility of the brand signature.

Specialized Reproduction Techniques

The brand signature may be used as a “ghosted,” watermark or holographic element in the background on appropriate applications. In such cases, legibility is not a paramount issue, however the brand signature should always be recognizable and its format integrity should be maintained. An example of this type of use would be a real or simulated watermark on business papers, or a security element on applications such as share drafts or member cards.

The brand signature may be reproduced as an embossed or foiled graphic, as long as legibility and format can be maintained.

The brand signature may be reproduced in a variety of materials for such purposes as signage or display. Examples are: etched on glass, engraved or molded materials, cut vinyl, stitched, cast, etc. All techniques should maintain legibility and format integrity.

Color Problems to Avoid:



DO NOT substitute multiple colors.



DO NOT change location of colors.



DO NOT print on or reverse through highly patterned fields.



DO NOT print positive versions on dark fields.



DO NOT change shades of red and blue.

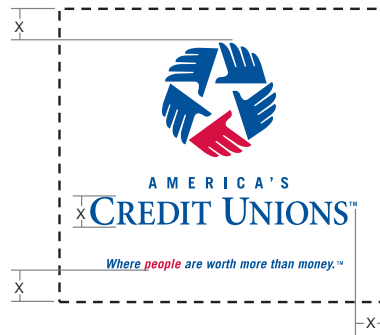
BRAND SIGNATURE INTEGRITY

The national credit union brand signature should always be reproduced as a unique trademark, and must not be incorporated into or blended with other logos, brand names, slogans or graphics. Alteration or adaptation of the brand signature damages its value as a trademark and is prohibited.

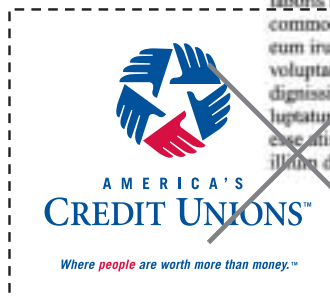
Clear Area

To maintain brand signature integrity, the surrounding area must be kept free of other graphic elements such as type, logos or distracting background features. This applies to brand signatures reproduced in either positive or reverse versions, regardless of color treatment. The smallest allowable “clear area” is shown below.

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



DO NOT place type or other graphics inside the clear area.



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BRAND SIGNATURE INTEGRITY

Use in Conjunction With Other Symbols

Where the national credit union brand signature is used as a supplementary brand signature to augment a credit union organization's own brand, the two signatures and names should be kept apart and distinct from each other and the credit union organization's own brand should be visually predominant. No organization may adopt the national credit union brand signature as its own corporate logo or substitute its own corporate name for the brand name "America's Credit Unions." Users are encouraged, however, to use the brand signature in addition to their own logo or wordmark, as long as the distinction between the two brand entities is clear.

For examples of correct uses, please refer to the suggested applications of the national credit union brand identity given in the brochure, "A Brand New Idea," included in your brand tool kit.

Brand Signature Problems to Avoid:



DO NOT substitute other corporate names for the brand name "America's Credit Unions."



DO NOT adapt elements of the national credit union brand signature for use in other corporate visual identities.



DO NOT blend or combine other visual identities with the national credit union brand signature.

