First Cheyenne
FEDERAL CREDIT UNION

# BRAND standards

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## OVERVIEW

Our comprehensive positioning program will continue to assure our success in the marketplace. Identity plays as important a strategic role in meeting our goals as do any of our organizational and business elements. A strong brand identity helps strengthen our image and support our marketing activities. When our identity program is presented consistently, we create a positive and lasting impression of our company.

The value of our brand is immeasurable. Its value increases each time it is presented properly and decreases with every incorrect or improper application. This First Cheyenne FCU Brand Identity Standards handbook is designed for First Cheyenne FCU employees, agencies, vendors, and anyone else who is authorized to use the brand identity elements in any form of communication including, but not limited to, advertisements, presentations, packaged goods, promotional items, signage, websites, etc.

Please read this guide carefully to make sure logo usage complies with First Cheyenne FCU brand standards. Our marketing communications department has the authority and responsibility for the maintenance and control of the identity system and is your resource for guidance and clarification in applying these standards. The standards and guidelines provide a unified and visible means of identifying First Cheyenne FCU to our employees, members, and all others who help shape and share in our performance. Your help and support in applying these guidelines strictly and consistently will add to the strength of our crdit union.

All images*, layout templates, and font files referenced in this handbook can be found on the First Cheyenne FCU Brand CD, or at our private portal located at www.catchlight.com

**Stock photos are not included as they are used here and within templates for placement example only. We recommend www.photos.com for low-cost, high-quality stock images.*

Before addressing the intricacies of the brand graphics system, it is important to understand the proper tone which should come through in all communications devices from customer service to printed materials.

The company tagline...

### "Expanding Our Horizons"

...signifies a dedication progressive growth while keeping our focus close to home. This commitment is also expressed in the new mission statement...

We may not be the biggest, but we'll be the most committed to our member's financial success.

All communications should express a commitment to our history, stability in relation to the community of Laramie County, Wyoming, while displaying progressive action.

#### Imagery

All imagery used in any communication materials should reflect the personal, close to home, nature of the credit union. We accomplish the by utilizing people and/or nature represented in such a manner that our members can easily relate to.

As an example, a slick photo of a computer should never be used. The better choice would be to use an image of a person that our membership can relate to, at home or work, using their computer.

Animal and nature imagery should clearly represent the bold and inviting Wyoming countryside.

Images of, or representing, office personnel should always be professional, yet casual. Whenever possible, the subject should be making eye contact with the reader.

Static images of objects may be used if they are in a comfortable, down-to-earth setting and/or help to create such atmosphere.

#### Additional Assistance

This handbook was compiled to assist in implementing and maintaining an effective brand identity. If you need any further assistance, please do not hesitate to contact Catch Light Productions toll-free at 866-434-8177 or visit us online at www.catchlight.com

## THE CORPORATE LOGO

The primary logo is reproduced in 2-colors, Pantone 465 (tan) and Pantone 540 (blue), as shown in this example. The standard color scheme should never be altered. Variations of color applied to the individual elements should be avoided.

For single color reproduction, the logo should be reproduced in either of the two standard colors, with 540 (blue) being preferable.

When color is not an option, the logo should be reproduced in solid black with no screens applied. This will yield best legibility.

When reversing the logo from a dark background, the standard blue elements should be made white and the tan remain unchanged. Solid white is also acceptable.

With a light color background, or when only one color is available for printing, the logo should be a solid white reversed image.

## TYPESTYLES AND COLORS

The standard corporate typestyle for all communications is Geometric 415.

Use Geometric 415 Light for body text.

Use Geometric 415 Black for headings.

Use the italic variations as needed.

Avoid mixing Black with Light within the same text.

Geometric 415 Light

*Geometric 415 Light Italic*

**Geometric 415 Black**

***Geometric 415 Black Italic***

All printed materials are normally reproduced in 2 ink colors: Pantone 540 (blue) and Pantone 465 (tan). However, when full-color is available the same standard Pantone colors should be maintained for all graphics with full-color used only in photographs or illustrations.

Do not use random colors such as red simply to add emphasis. It is generally distracting and diminishes the brand image.

When printing is limited to a single ink color, always use either the standard blue (540) or plain black. Never substitute other colors.

PMS 540

PMS 465

In standard 2-color printing, photographs and illustrations should normally be reproduced in tan (465). This provides a pleasing contrast to text set in blue (540).

## THE EAGLE

An important visual element which can be incorporated into practically any communications is the eagle image. This can be used to set a tone for a specific piece or simply as a filler image. The eagle images may be reproduced in full color, a single standard Pantone, grayscale, or in certain instances a 2-color composite.

Full strength eagle with subtle mountains for text overlay.

Full strength eagle and mountains.

Eagle alone as a silhouette.



Eagle alone as a silhouette in tinted color should be used when the watermark effect is desired.

Eagle alone as a silhouette and revered from a colored background.

Eagle and mountains as a 2-color composite image.

## SUPPORT GRAPHICS

The primary graphic element used in all communications is the set of stacked horizontal bars. This normally consists of a solid bar on bottom and a bar of equal thickness tinted at 30% color on top. The bars are separated by a thin tan line.

Careful attention should be paid to ensuring proportions are maintained when scaling to different sizes. The correct ratio is that the top and bottom bars are equal in height and the divider line is equal to 1/24 of this.

In single color reproduction the darker bar should be set as 70% color and the middle divider line at 100% color.

A variation on this design would include an additional lighter bar beneath with the same thin separator. A larger solid on top can also be used for reversed text.

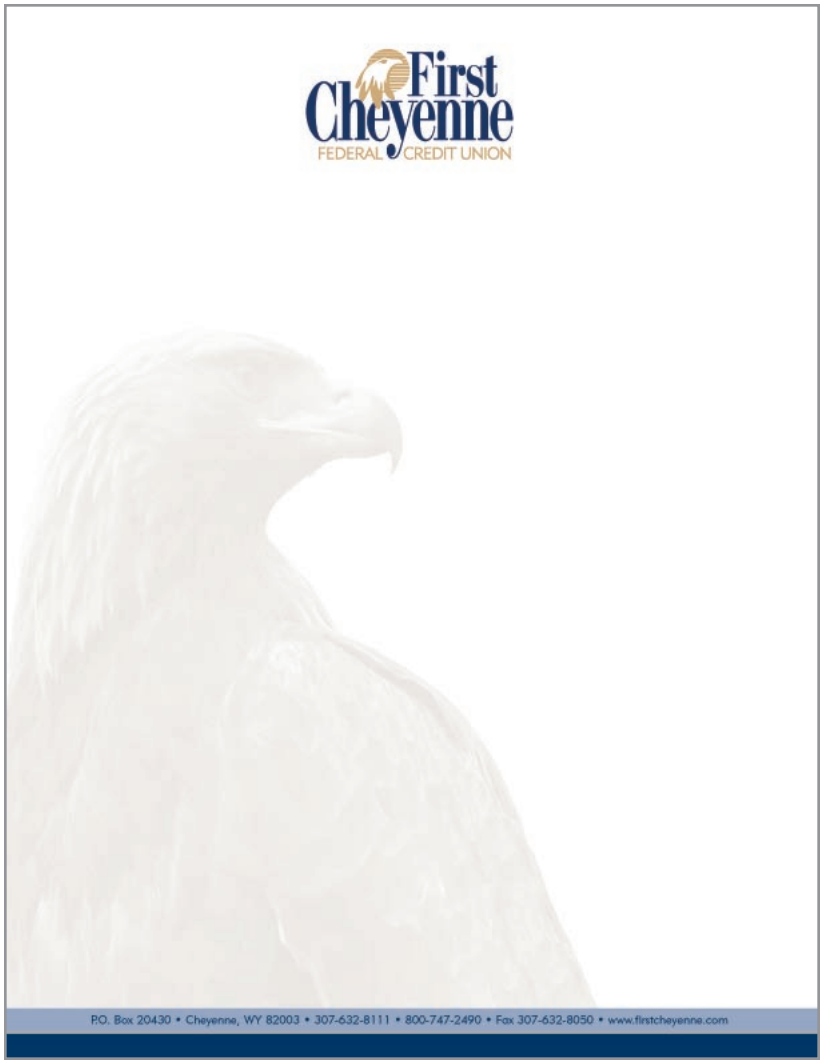
Additionally, a single solid bar of any standard color may be used for simplicity.

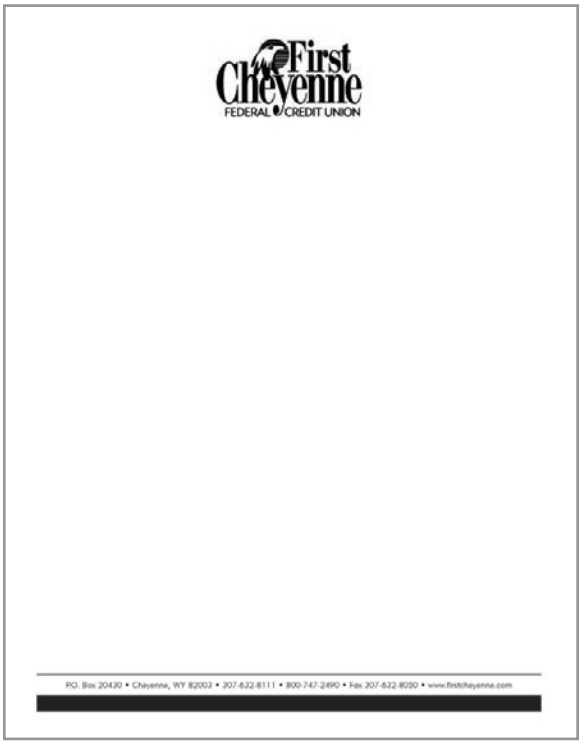
Finally, when page elements do not bleed off the edges of the paper, the page should always be "held together" with a thin border of solid blue (540) or black and even margins at every outside edge.

## STATIONARY

The standard stationary system should be used as a basis for developing all business forms needed by the credit union.

The basic format should always be followed with modifications made only as needed to accommodate specific technical requirements of forms information or the printing process itself.




Color documents should never be used for faxing. Instead, be sure to use a properly formatted black-only version.

When updating business cards, care should be taken to modify text only. The logo size and position should remain unchanged for consistency among all employee business cards.

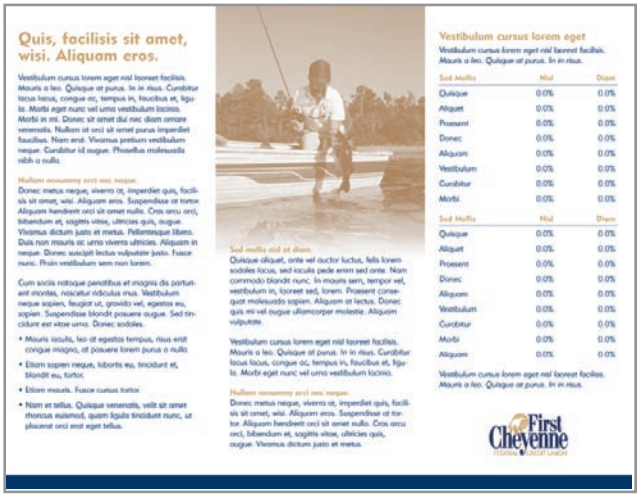
The horizontal bar should normally bleed off the left edge of the envelope. When this is not possible, the bar should be adjusted proportionally on both sides and remain centered under logo.

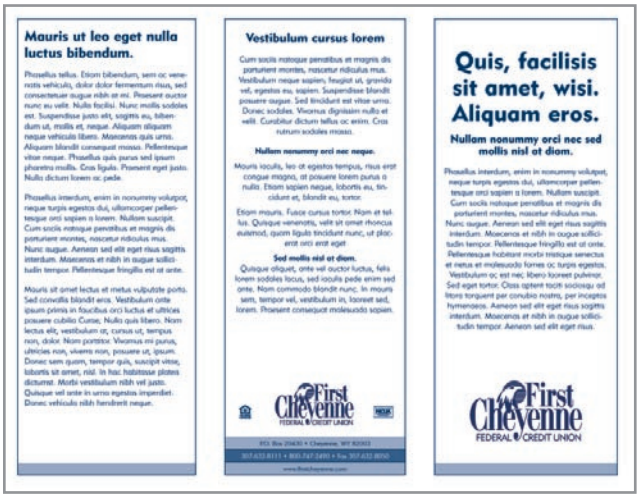
## NEWSLETTER

When completing the member newsletter, it is important to maintain consistency in placement of articles from issue to issue. This will help members scan for their favorite information and will aid in keeping the layout clean and legible. When content runs long, it is always better to eliminate images instead of squeezing them in. Members will appreciate reading a visually pleasing and easy to follow format.

## BROCHURES

Due to the wide variety of uses, brochure are typically the most difficult items to layout and maintain consistency. Any number of layout schemes may be used as long as the essential elements which make up the brand identity are implemented properly. The basic formats shown here represent the general use of brand elements and are interchangeable for each unique application.



## NEWSPAPER ADS

The newspaper ad layouts developed for the credit union all use approximately the same space according to standard industry ad sizes. However, each is designed to accommodate a different format: vertical, horizontal, and nearly square.

Replacing text and images as needed should almost always be the only changes required when placing media. These layouts should be followed as closely as possible when placing other print media advertising. Maintaining these standards will ensure recognition and brand integrity.

## LOBBY POSTERS

The standard 22x28" lobby posters must always follow a standard format as shown here. Image and text replacement should be all that is needed to customize these layouts for various promotional purposes.

As posters are an attention-getting vehicle, text should generally be kept to a minimum. However, when extensive text is necessary, it is better to eliminate the image rather than adjusting the layout.

## STATEMENT INSERTS

As with all other materials, statement inserts should follow a standard format. In most situations, layout adjustments should not be required. Use a double-sided insert and/or eliminate images to accommodate large amounts of text.

On double-sided layouts, it is not necessary to include all contact information on both sides. Including contact information at the end of the back side and at strategic points within the text will act as an appropriate call-to-action.

Vertical layouts may also be used for variation and to demand attention to special promotions. This format also serves well for counter displays designed to hold standard tri-fold brochures.