



# OUR BRAND

STANDARDS MANUAL

08.31.17



# WELCOME

Recently, Tri-Cities Community Federal Credit Union (TRI•CU) underwent a brand re-development to better reflect who we are and what we do. As a financial services provider, TRI•CU plays an important role in the lives of our members and our communities. This brand standards sets out proper use guidelines for all brand elements. Use of the following guidelines will ensure the TRI•CU brand is presented consistently across all media platforms and in all possible settings.

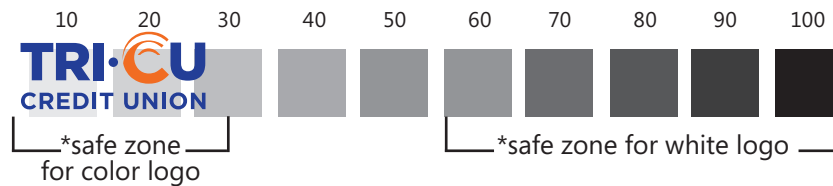
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## TRI•CU Credit Union Logo

The supplied formats are the only acceptable signatures to be used in publications, advertisements and most promotional items. The balance between the graphic icon and the text has already been designed and should not be altered.

Choose the logo that best suits your particular need and enlarge or reduce the complete logo to the desired size. Never enlarge or reduce only one element of the logo, but rather size as a unit.

The color version should be used on white or \*very light colors (see below “safe zone” range) for best results. If printing is restricted to one color in situations such as newspaper advertisements or inexpensive print runs, consider using the black or the reverse logo.



To ensure that the logo is consistent and unaltered, the logo must always be reproduced from master artwork. Master artwork is available in various digital formats and should accompany this guide. The logos are supplied in the following formats: .ai; .eps; illustrator; png; jpeg; .tif;

### COLOR



#### BLACK



#### \*REVERSE ON COLOR



#### \*REVERSE ON BLACK



### Please Note:

1. There are no guidelines set out for incorporating these logos into a design using techniques such as varnish, die cuts, embossing etc. These attempts at reproduction should be left up to design professionals, once they are familiar with the standards set out in this manual.
2. The background area used to illustrate the 'reversed out' logos do not exist on the digital artwork files, this is because the logo will not be visible until placed over a non-white background.
3. \*'reversed out' logos should always be solid white. **Do not** add blue or orange to the 'reversed out' logo.

## Exclusion Zone

The logo is provided as master artwork in digital format and must never be altered. There is a minimum clear space around the logo (indicated by the dotted rules). This area must never be encroached on by other logos, text or illustrations.

The **only** exception to this is the placement of the TRI•CU slogan.

Current slogan: *"That's what friends are for."*

or other official slogan(s) that may be adopted by TRI•CU in the future.



## Please Note:

The rule lines never appear in print.

The exclusion zone is equal to the height of the word TRI in logo.

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## Size Limitations

Careful consideration needs to be maintained regarding minimum sizing of the logo. There will be opportunities when your organization will need to be recognized in advertisements as well as some promotional materials which only offer limited space. In this case we recommend that you utilize the minimum sizing shown.





## Logo and Slogan

When possible, placement of the TRI•CU slogan: *"That's what friends are for"* should appear in black, underneath the TRI•CU logo.

Slogan font: Segoe Italic

Slogan should not exceed the width of the logo (a.) and should not be smaller than the width of the word "CREDIT" (b.) within the logo.



preferred ratio:



b.



## Slogan Exclusion Zone

The exclusion zone between the logo and slogan is equal to the height of the capital letter "N" in logo.

Once the slogan has been applied, standard exclusion zone rules are in effect: The exclusion zone is equal to the height of the word TRI in logo.



## Logo Typeface

Gotham is the typeface used for the TRI•CU Credit Union logo.

# Gotham Black

# Gotham Bold

## Brand Typeface

There are a few typefaces used with the new brand. The typeface used for body text is Segoe Book. Other fonts within the Segoe family can be used such as Segoe Bold, Bold Italic, Semibold, Italic, Regular, Condensed Book.

All the font families shown on the right are used for headers, titles, text you want to stand out. These can also be used together to create a unique look.

### Substitute Fonts

Arial and Times may be used as substitute fonts on internal communications (Word, PowerPoint, etc) and web applications.

Segoe Book

**Segoe Bold**

***Segoe Bold Italic***

**Segoe Semibold**

*Segoe Italic*

Segoe Regular

Segoe Condensed Book

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## Logo Colors

Color consistency is a vital part of an identification program. This logo will appear on a diverse range of materials - paper, wood, metal, plastic, vinyl, glass, etc, and it will be difficult to control the color variances from one product to another. We have therefore, set out these guidelines as an aid in the proper execution of its identity.



**PANTONE 158**

**CMYK**

C 1, M 71, Y 100, K 0

RGB

R 240, G 110, B 34

#f06e22



**PANTONE 661**

**CMYK**

C 100, M 91, Y 1, K 0

RGB

R 35, G 62, B 150

#233e96

## Unacceptable Logo Usage

The following examples indicate what not to do when designing any TRI•CU materials.



**DO NOT** alter the logo colors.



**DO NOT** add blue or orange to the 'reversed out' logo.



**DO NOT** rotate the logo.



**DO NOT** distort the logo.



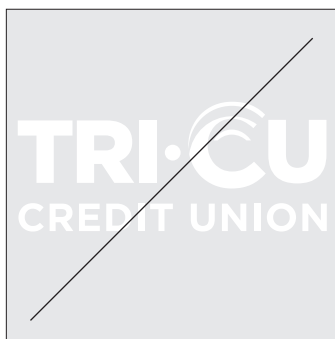
**DO NOT** alter the size relationship between the icon and the font.



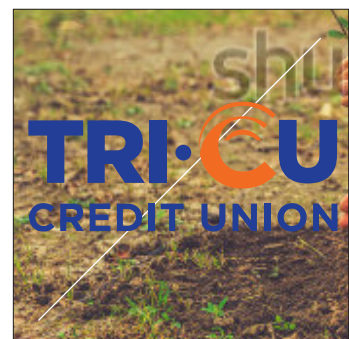
**DO NOT** recreate the logo (icon or font).



**DO NOT** embed the logo between text.



**DO NOT** place the reverse logo on a light background.  
*see page 3 for "safe zone"*



**DO NOT** place color logo on a busy background.

# Stationery Templates

## Letterhead & Envelope

The artwork for the letterhead is shown below on an 8 1/2" x 11" sheet and the envelope template is standard size at 9.5" x 4.125".

## Business Card

The business card template is set up below on an 3.5" x 2" template.

Fonts: Segoe Book and Segoe Bold

The image displays three stationery templates for TRI-CU Credit Union. The top-left template is a letterhead layout on an 8 1/2" x 11" sheet, featuring the TRI-CU logo on the left and contact information on the right. The top-right template is a business card layout on a 3.5" x 2" sheet, showing the TRI-CU logo and contact details for Doug Wadsworth, President. The bottom-center template is a smaller rectangular layout, also featuring the TRI-CU logo and contact information. A thick orange horizontal line is positioned at the bottom of the page.

**TRI-CU**  
CREDIT UNION

2626 W Kennewick Ave, Kennewick, WA 99336  
T: 509.735.8331 F: 509.783.6166  
[www.Tri-CU.com](http://www.Tri-CU.com)

**Doug Wadsworth**  
President

2626 W Kennewick Ave  
Kennewick, WA 99336  
T: 509.735.8331 • 1.800.873.3354  
F: 509.783.6166  
[doug@Tri-CU.com](mailto:doug@Tri-CU.com)  
[www.Tri-CU.com](http://www.Tri-CU.com)

**TRI-CU**  
CREDIT UNION

2626 W Kennewick Ave  
Kennewick, WA 99336

# Signature Photography

## Choosing appropriate imagery

We've developed a photographic style to reflect the TRI•CU brand; photography should have a fresh perspective on subject matter that keeps in line with our style guide; things like unique angles and interesting framing to bring out the fun and intrigue that life here in the Tri-Cities is full of.

When selecting imagery, the most important consideration is the target audience. Choosing images that connect the layout to key themes of the communication will ensure message comprehension. Here are some other key factors in choosing imagery:

- The people used in our photography should represent a range of ages and ethnicities.
- The overall image color should be light in tone and have a modern feel.
- When appropriate, use images that signal our modern world of mobile work and banking (e.g., showing laptops and smartphones). This aspirational approach shows that TRI•CU is connected to the future of banking and financial services.
- Situational photography should be natural looking and not posed.

Photography is usually the most engaging and visually compelling component in any communications piece. It is important to remember that consistency in photo selection will ensure the visual stability of the TRI•CU brand.



## Other Elements

Below are a sample of the elements that can be used to create the new TRI•CU marketing material such as ads, PowerPoint presentations, web site, brochures, posters.

Circles and curves are suggested when creating any of the new marketing material for TRI•CU.  
*see Print Samples on page 10*



## Print Samples

Here are a sample of some printed items, illustrating the use of the brand colors and mixing of fonts in the headers, with proper use of some of the brand elements.

**LOANS & CREDIT**

Put the **PLUS** in your financial future with a variety of consumer loans at competitive rates.

**CREDIT CARDS**  
Two credit cards available for your convenience.

- **Visa Platinum:** No annual fee. Convenience of VISA Logo when making purchases. Low interest rate.
- **Visa Rewards:** No annual fee. Convenience of VISA logo when making purchases. Earn 1 point for every dollar charged on purchases.

**SECURED LOANS**

- Cars, Trucks, Vans, SUVs
- Boats and Personal Watercraft
- Motor Homes, RVs, and Travel Trailers
- Share Secured. Borrow against your savings or certificate of deposit account for a lower rate.

We encourage you to transfer existing loans from other financial institutions and take advantage of our competitive rates.

To apply visit [Tri-CU.com](http://Tri-CU.com), or call our 24 hour Lending Center at 800.873-3354.

**UNSECURED LOANS**

- **Signature Loans:** Use this loan for anything that is needed. Purchase a vehicle, fund college, improve your home, or anything else you can dream.
- **Timeline:** Use this loan as a personal line of credit. This loan will help when you need some extra cash.

**CREDIT UNION DIRECT LENDING (CUDL)**  
Special financing is available at participating automobile dealerships. Visit our website at [Tri-CU.com](http://Tri-CU.com) for a list of participating dealerships.

**PAYDAY ALTERNATIVE LENDING**  
Your Credit Union alternative to high cost payday lenders. This loan provides a sensible alternative to bounced checks, late fees, costly loans, and cash advances. To apply, please visit any branch.

**LOAN PROTECTION PLANS**

- **Mechanical Breakdown Coverage:** Competitive warranty protection for your vehicles in case of a mechanical breakdown
- **Guaranteed Auto Protection (GAP):** Protects you if your vehicle is totaled or stolen. It can pay the difference between what you owe on the vehicle and what the vehicle is worth
- **Consumer Safe:** Coverage for death, disability and involuntary unemployment available. Helps protect your credit by cancelling payments when a covered event occurs.

[Tri-CU.com](http://Tri-CU.com)



## Ad & PowerPoint Samples

# Be the coolest kid on the block ...again.



**TRI-CU**  
CREDIT UNION

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

# Loans that change lives



Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

**TRI-CU**  
CREDIT UNION

# Never look back...



Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

**TRI-CU**  
CREDIT UNION

# Header Sample

**TRI-CU**  
CREDIT UNION

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

•  *Lorem ipsum dolor*





# Promotional Applications

From booth graphics to t-shirts, the new TRI•CU can find expression on a wide range of promotional items



# Signage Application Samples



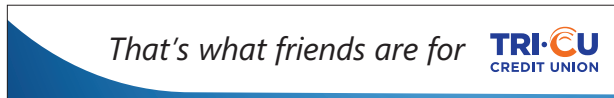


**Embossed and Foil Applications**



## Digital Banner Ads and Email Signature

320x50



300x250



300x600



**Doug Wadsworth**  
President

T: 509.735.8331 • 1.800.873.3354

[www.Tri-CU.com](http://www.Tri-CU.com)

**TRI·CU**  
CREDIT UNION

# Web Site and Facebook

The screenshot shows the homepage of TRI-CU Credit Union. At the top left is the logo with the tagline "CREDIT UNION". To the right is the phone number "(509) 735-8331" and a navigation menu with links for Home, About, Savings & Checking, Loan Services, and Contact. The main banner features a family of three (a woman, a man, and a child) playing in a park, with the text "Together, we can get you where you need to be." Below this are two smaller images: one showing a hand holding a smartphone with "Now Mobile" text, and another showing a family in a car. There are three main content blocks: "JOIN TODAY" with a description of membership and a "Learn more" link; "NEWSLETTERS" with a description and a "View Newsletters Here" link; and "Auto Warranty Services Question:" with a question and answer about warranties and a "Learn more" link. At the bottom, there is a "USEFUL LINKS" section and logos for "Verified by VISA", "NCUA", and "Member Since 1958". A contact section on the right includes a map of the branch location at 2626 W Kennewick Ave and contact information: Phone: 1.800.873.3354, Email: Info@Tri-CitiesCU.com, 2626 W. Kennewick Ave., Kennewick, WA 99336, Weekdays 9:00 am - 6:00 pm, Saturday Drive-Thru open from 9:00 am - noon. The footer contains copyright and policy links.

The screenshot shows the Facebook page for TRI-CU Credit Union. The header includes the Facebook logo, the page name "Tri-Cities Credit Union", and user avatars for Matt and Home. The main cover image features a family swimming underwater with the text "TRI-CU CREDIT UNION" and the slogan "That's what friends are for." Below the cover are interaction buttons for Like, Follow, Recommend, Call Now, and Message. The "Featured For You" section shows a post from Nichole Kreip with a 92% response rate and a 5-star rating. The "Community" section shows an invitation to like the page, with 300 likes and 299 followers. The "About" section includes a map of the branch location at 2626 W Kennewick Ave, Kennewick, Washington, WA 99336, and contact information: Phone: (509) 735-8331, Website: www.Tri-CitiesCU.com, and Loan Service - Bank.

### **Brand Approval & Key Contact**

For questions or more detailed advice on the use  
of the guidelines for specific applications please contact:

TRI•CU CREDIT UNION  
Doug Wadsworth, President  
T: 509.735.8331 • 1.800.873.3354  
[doug@tri-citiescu.com](mailto:doug@tri-citiescu.com)

2626 W Kennewick Ave  
Kennewick, WA 99336

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