



## Brand Guidelines

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# The CCUA Brand

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## 1.1 / Introduction

At CCUA we know a thing or two about the value of a co-operative effort. It's at the heart of what we do and who we represent.

We also know that great brands, like great credit unions, don't just happen. We all play a part.

It's up to each of us – CCUA employees, credit unions, provincial and regional Centrals and our partners – to ensure that the CCUA brand is represented accurately, consistently and in a way that reflects what we represent as an organization.

That's how brands develop meaning, earn trust and build value over time.

This document translates the new CCUA brand into simple, practical tools and guidelines that demonstrate how to present the brand visually and in writing for all internal and external communications across all mediums.

Be sure to read the brand positioning statements at the front of the guide. These are our touchstones. They serve to remind us that every action we take, when it is consistent with our brand, will in turn make our brand stronger. Follow these guidelines carefully, and if you're ever not sure what to do, please ask.

Name

Title

## Brand Positioning

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### 2.1 / Brand Promise

CCUA is an assertive voice for credit unions in Canada and an inclusive national forum for collaboration, support and learning. Together, we will build a stronger and growing co-operative banking network and a better future for Canadians.

## Brand Positioning

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### 2.2 / Brand Message

#### CCUA is the voice for credit unions in Canada

We are the National Trade Association representing and unifying Canada's credit unions coast to coast. CCUA provides credit unions with an inclusive forum, unified voice and exceptional support services.

#### CCUA is dedicated to co-operative principles

Like the credit unions we represent, CCUA is guided by co-operative principles. We are progressive, thoughtful, collaborative and democratic. We are directly owned and governed by our member credit unions.

#### CCUA is a leading advocate for credit unions

We are passionate about ensuring that the credit unions in Canada continue to grow as a financial institutions of choice for Canadians and are recognized for their contribution to Canada's economy. We advocate for credit unions to government, regulators media public and other influencers and are a respected voice in public policy debate.

# Brand Positioning

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## 2.3 / Brand Personality

CCUA has a distinct personality and voice that reflect our attitude and intentions as an organization. By communicating these traits each time we reach out to others, we'll be telling them who we are and encouraging them to trust what we say.

	In other words...	Communicating in voice	Looking the part
<b>Co-operative</b>	Collaborative Accommodating Diverse Listening	Writing evokes a sense of belonging and partnership – that we are a community of like-minded people that welcomes the input of others.	Design should show collaboration and link different parts of the organization to show how interrelated the business is and the credit unions are. People should be at the centre of everything we do.
<b>Purposeful</b>	Straightforward Proactive Positive Inventive	Writing conveys energy and enthusiasm. It gets to the point quickly and has a light, quick pace that keeps people engaged.	Design serves to make information easily accessible and compelling to read. It is sometimes surprising, but not unconventional.
<b>Authentic</b>	Genuine Human Approachable Transparent	Writing is crisp, candid and conversational. We address people directly using “we” and “you” and speak with understanding and genuine caring.	While design is clean and simple, it has a warm, human quality that makes us approachable. Choose clear over conceptual.
<b>Trusted</b>	Knowledgeable Established Leading Contemporary	We speak knowledgeably, confidently and with pride. While friendly in tone, writing is professional and respectful.	Design is modern and professional, without being trendy.

## Brand Positioning

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### 2.4 / Brand Story

Through a shared vision of success, credit unions are positioned to create a more vibrant future for Canadians — one that is built on the strengths and diversity of our co-operative system.

The CCUA's role as a national association is to help celebrate and promote credit union successes and the credit union difference. We encourage those Canadians who are not yet members to join their local credit union with a compelling story of the value of member ownership in their financial institution.

We are passionate about our role and the responsibilities associated with it. We advocate for Canada's credit unions to government, regulators, media and other influencers. We serve as a connector – bringing individuals together from within the credit union system through conferences, working committees and education opportunities that help strengthen and grow the credit union system in Canada.

We earn respect by being a genuine and trustworthy source of information and support.

We help to connect Canadians with local credit unions by educating the public on the unique differences and value offered by credit unions, and provide additional support to those Canadians who have already become credit union clients.

We will continue to build and grow our reputation within the system so we are seen as the trusted organization our members turn to first when seeking advice and information national from a national perspective.

There has never been a better time to create a bigger, bolder future for the Canadian credit union system future built on the unique difference and values that make credit unions an integral part of our local communities.

# Logo

## 3.1 / Applying the Logo

The CCUA logo represents the face of the association both internally and externally, with our members and stakeholders. The logo is a wordmark with two distinct parts: the “acronym” and the “corporate name”. Never use the “acronym” without the “corporate name”.



### French Logo

When deemed appropriate the French logo can be used alone when the communication is in French only.

### Bilingual Logo

A bilingual logo is available and can be used when deemed appropriate regardless of the applications predominant language.



### Trademark Usage

The trademark (TM/MC) must appear with the logo on all applications other than signage.



# Logo

## 3.2 / Logo Variations

The logo has been created in various versions for varying production needs. However, the full colour version of the logo is preferred and should be used everywhere possible.

The one colour black version should only be used when screen tint values cannot be reproduced, e.g. engraved on a pen or etched on an acrylic award.

Never create any of these version using artwork of another. Contact CCUA for any version you require.

Preferred – Full colour



Preferred – Full colour reversed



Grayscale



Grayscale reversed



One colour



One colour reversed



## SECTION 3

# Logo

### 3.3 / Clear Space

The logo always needs a minimum amount of surrounding clear space to maintain its integrity. This will isolate it from competing elements that may detract from the logo.

Clear space is determined by using half the height of the letters in the acronym as a base measure (X), a minimum of 1X should be maintained around the logo. No other graphic element should appear within this space.

### 3.4 / Minimum Size

Minimum size standards ensure that the logo is legible in all applications. For this purpose, the size of the logo is determined by its total width.

The minimum size of the logo in print applications is 1". The minimum size of the logo on digital applications is 180 pixels at 72 pixels per inch.



Minimum size for print applications



Minimum size for digital applications

# Logo

## 3.5 / Proper Uses

Whenever possible use the full coloured (positive) logo on a white background (Figure 1). When appropriate the full coloured reversed logo can be used as long as the background colour is the corporate blue, Pantone 641, or its 4-colour process equivalent (Figure 2).

When placed on a photograph place the logo on a clean uncluttered area (Figure 3).

Always adhere to the clear space guidelines (see 3.3) when placing text, photography or other graphic imagery or elements near the logo (Figure 4).

The grayscale logo should be used in a similar fashion to the full coloured logo. However, it should never be used on a photograph.

Figure 1



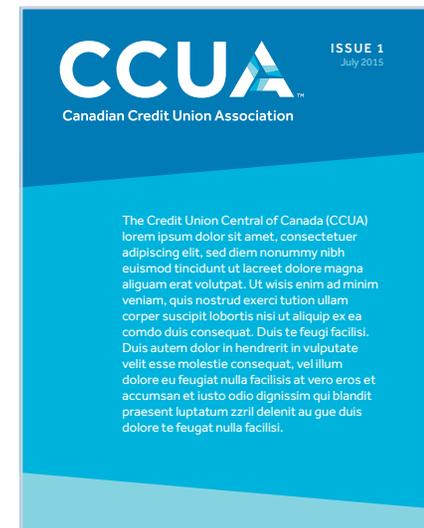
Figure 2



Figure 3



Figure 4



# Logo

## 3.6 / Improper Uses

The CCUA logo must be used correctly to ensure that its visual impact and integrity are not compromised. Always reproduce the logo from approved electronic artwork only.

The examples shown illustrate a wide variety of improper uses but are not intended to form a complete list. These examples also apply to the use of the grayscale and one colour logos as well.

Do not change the proportion of the tagline in relation to the acronym or alter the letter spacing



Do not place the positive or reversed logo on a busy background where it does not stand out visually



Do not distort the shape of the logo



Do not change the colour of the logo



Do not add other words underneath the logo



Do not add drop shadows or other effects to the signature



Never rotate or crop the signature



Do not recreate or change the font of the logo

