



**2019**

BRAND STANDARDS  
& STYLE GUIDE

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## ► OUR STORY



This is a story of three brands, uniting to form one simpler, more accessible brand under a single name that is simple and authentic, and reinforces our mission and core values.

Our goal is to build an aspirational brand – one that will differentiate us and serve us well today, as well as position us for success tomorrow.

**Together** is a simple word rooted in the power of relationships.

Families come together. Communities come together. Finances come together. Plans and dreams come together.

Three credit union brand names come together. Our staff, products and services come together to deliver the many ideals of our core values and mission.

Together we are stronger than any of us alone. Together, with our members, we make a difference.

This will be a brand built on teamwork, and dedicated to working together with our members, to foster relationships that help them achieve their financial goals.



## ► OUR BRAND POSITION

Our position differentiates us from our competition. We are positioned as a premium brand that inspires our members to:

**LIVE  
YOUR  
BEST  
LIFE**

## ► OUR BRAND PROMISE

# WE EMPOWER OUR MEMBERS TO LIVE THEIR BEST LIFE

### WE EMPOWER OUR MEMBERS BY:

- Knowing their name and their lifestyle
- Nurturing relationships over a lifetime
- Being interested in their aspirations and challenges
- Informing and guiding their financial decisions
- Caring about their financial well-being
- Giving them confidence

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**WE EMPOWER OUR MEMBERS THROUGH  
WHAT WE DO, NOT WHAT WE SAY.**

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# ▶ OUR BRAND ESSENCE

## YOUR FINANCIAL ADVOCATE

Living your best life requires smart decision making. There are no secret recipes or shortcuts. Getting there sometimes requires the expertise, care and attention of someone our members trust, someone they respect.

At Together Credit Union, we're in the business of building relationships that last a lifetime. We understand that our role is to provide the security and peace of mind that comes in knowing that our members' financial well-being is cared for. Our energy and commitment to empowering them in achieving their best life, drives everything we do.

As their financial advocates, we do not compromise in our expertise, guidance and tools that help our members make the best decisions. Through our services and products, it is our mission to be there to support the most important moments and milestones that fulfill our members' goals.

Live your best life. Together.



# ► OUR CORE VALUES

We live our core values in order to deliver our brand promise to our members and each other.

**SERVE WITH  
EXCELLENCE**

**VALUE  
DIVERSITY**

**TAKE  
OWNERSHIP**

**ACT WITH  
INTEGRITY**

## ► OUR BRAND PERSONA

### **WE ARE AN ADVOCATE, A COUNSELOR, FRIEND AND TRUSTED MENTOR.**

We know our members. We're with them through thick and thin. We are generous with our time, we listen to them and genuinely care about them. But most importantly, we are there when they need us: flashing a knowing smile, a helping hand, refreshing your spirits and knowing just the right thing to say and do to inspire them to live their best life.





## ► OUR BRAND VOICE

The Together Credit Union brand speaks with the encouraging, reassuring voice of a lifelong friend. Someone our members can count on to have their best interest at heart, always. Whether they need a mentor to help guide them, an advocate to support them or a counselor to turn to in times of challenge, their relationship with Together is a trusted source of empowerment to help them achieve their best life.

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### EXAMPLES:

- IT'S TIME TO TURN YOUR IDEAS INTO ACTION. LET'S DO THIS.
- INVESTED IN YOU. DREAM MORE.
- ACCESS WHEN YOU NEED IT. SECURITY WHEN YOU DON'T.
- HELPING YOUR MONEY WORK HARDER FOR YOU.
- PRODUCTS THAT WORK. FOR YOUR MONEY AND FOR YOU.
- YOU'VE GOT PLANS FOR YOUR MONEY. WE'VE GOT THE TOOLS TO GET IT THERE.
- SHARE YOUR DREAM, WE'LL SHARE YOUR JOURNEY.
- WHAT MATTERS TO YOU MATTERS TO US.
- YOUR MONEY MATTERS. YOUR DREAMS MATTER MORE.
- TRUST YOUR DREAMS TO US.
- WE'RE IN THIS TOGETHER.
- HERE FOR YOU. HERE WITH YOU.
- BECAUSE THIS IS ABOUT MORE THAN MONEY.
- OUR EXPERIENCE YOUR FUTURE.

# ▶ BRAND MOOD BOARD



# ▶ LOGO AND USAGE PRIMARY

Note: To maintain the integrity of the logo, proportions must be maintained when scaling.



PRIMARY FULL COLOR LOGO  
(LIGHT OR WHITE BACKGROUND)



PRIMARY ONE COLOR LOGO  
(WHITE OR LIGHT BACKGROUND)



PRIMARY ONE COLOR LOGO  
(DARK BACKGROUND)

## ▶ LOGO AND USAGE SECONDARY

Note: To maintain the integrity of the logo, proportions must be maintained when scaling.



Together  
▶ CREDIT UNION

SECONDARY FULL COLOR LOGO  
(WHITE OR LIGHT BACKGROUND)



Together  
▶ CREDIT UNION

SECONDARY ONE COLOR LOGO  
(WHITE OR LIGHT BACKGROUND)



Together  
▶ CREDIT UNION

SECONDARY ONE COLOR LOGO  
(DARK BACKGROUND)

# ▶ LOGO AND USAGE CONFLUENCE BRAND MARK

Note: To maintain the integrity of the logo, proportions must be maintained when scaling.



CONFLUENCE BRAND MARK  
(WHITE OR LIGHT BACKGROUND)



ONE COLOR CONFLUENCE BRAND MARK  
(WHITE OR LIGHT BACKGROUND)



ONE COLOR CONFLUENCE BRAND MARK  
(DARK BACKGROUND)

# ▶ LOGO AND USAGE INAPPROPRIATE USAGE

Below are examples of **INCORRECT USAGE** of the Together Credit Union logo. To maintain brand integrity and consistency, these rules should **ALWAYS** be followed.



DO NOT stretch, distort or alter proportions.



DO NOT add drop shadows, gradients or other effects.



DO NOT add outlines or other graphic elements.



DO NOT change logo color.



DO NOT rotate logo.



DO NOT change placement or resize elements within the logo.

# ▶ COLORS APPROVED PALETTE

Using the correct color palette is important for building a consistent brand image.

**Note: Do not use the swatches printed on this page as a guide for color matching. For accurate color reproduction, always use Pantone swatch books and color mixes.**

## PRIMARY COLOR

### MEDIUM BLUE

PMS 3015 C  
CMYK: 89-51-18-2  
RGB: 0-96-156  
#00609c

## SECONDARY COLORS

### DARK BLUE

PMS 654 C  
CMYK: 94-78-42-34  
RGB: 28-60-109  
#1c3c6d

### LIGHT BLUE

PMS 319 C  
CMYK: 74-4-25-0  
RGB: 56-193-205  
#38c1cd

## TERTIARY COLORS

### LIGHT GREEN

PMS 374 C  
CMYK: 94-78-42-34  
RGB: 194-231-107  
#c2e76b

### TEAL

PMS 3275 C  
CMYK: 74-4-25-0  
RGB: 0-175-154  
#00af9a

### CORAL

PMS 170 C  
CMYK: 94-78-42-34  
RGB: 255-134-114  
#ff8672

### LIGHT GRAY

PMS Cool Gray 1 C  
CMYK: 74-4-25-0  
RGB: 217-216-214  
#d9d8d6

# ▶ **TYPOGRAPHY** APPROVED FONTS

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Please use only the approved fonts for Together Credit Union.

## **BENTON SANS COMPRESSED - BOLD**

PRIMARY HEADLINE FONT / All caps, +5 kerning, no horizontal or vertical scaling

## Benton Sans - Regular

SECONDARY SUBHEAD FONT / Initial caps, +10 kerning, no horizontal or vertical scaling, should be proportionally 40% of headline copy font size.

## Benton Sans - Regular

BODY COPY FONT / Sentence case, +25 kerning, no horizontal or vertical scaling, minimum size 8pt

**PLAN IS TO EXPAND BRAND FONTS FURTHER**



# ► TYPOGRAPHY FONT USAGE

Please use only the approved fonts for Together Credit Union.

WILL UPDATE AS WE DEVELOP LAYOUTS

HEADLINE:  
Benton Sans Bold Condensed  
Tracking: 5  
Case: ALL CAPS

# SHARE YOUR DREAMS

SUBHEAD:  
Benton Sans Bold  
Tracking: 0  
Case: ALL CAPS

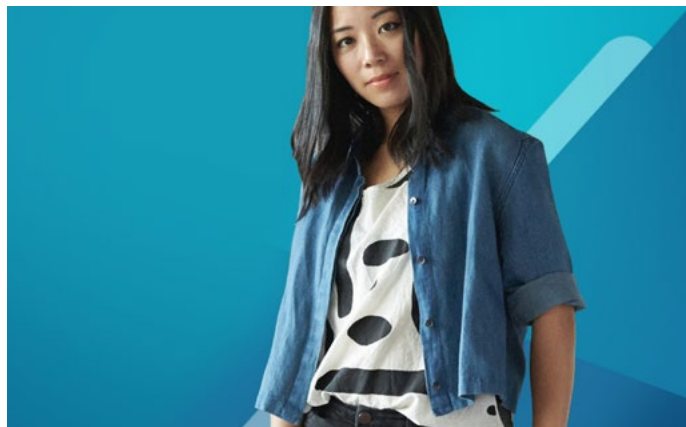
We'll share  
the journey.

BODY COPY:  
Benton Sans Book  
Min. Size: 6pt  
Tracking: 0  
Case: Sentence

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harchil imos et etur molupta quid untem  
culparumquam volupta eos acerem.

# ► PHOTOGRAPHY DIRECTION

Together Credit Union has a natural editorial, approach to its photography. Photography lighting should be as natural as possible. It is acceptable to use both lifestyle and studio photography. Studio photography should be on a light gray background, which can be used as is or can be clipped to add a color background behind person. Overall the models should look candid as well as genuine and approachable. Photography should remain consistent in all areas to maintain the brand personality and look.

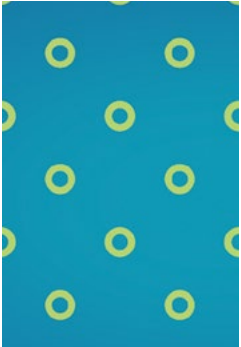


# ▶ GRAPHIC ELEMENTS

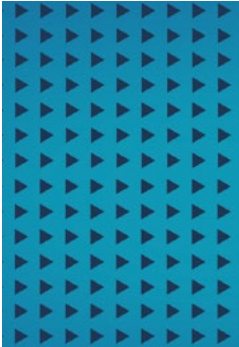
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Color gradient



Pattern Example



Pattern Example



Linework Example



Icon Example



Overlapped color blocking