

# AZURA

credit union



*Life is Good.*



ABOVE AND **BEYOND** BANKING

*Are you ready?*





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*Welcome* to Azura. We are the neighborhood credit union you have known for years. We have expanded to grow our products, services and the possibilities for our members. Together, we are all working towards a new approach of enhancing the lives of our members and the community. These are exciting times for all of us at Azura. We are approaching a pivotal moment in our history. We have the opportunity to define and embrace what an outstanding financial institution looks and feels like. As we offer a new, unique vision in the credit union industry, we must be mindful of our proud heritage. Even though we are facing many changes, the essence of our credit union will remain the same, thanks to the strong foundation of our members and volunteers.

# Our **NAME**

So, what is our name and how did we get there?

First, our name and our brand both needed to accommodate how we wanted to be known in the community:

- *Friendly* financial institution
- Tech-*savvy*, up-to-date
- Financially stable, secure, safe
- Excellence in *service*
- Reliable
- Professional
- Efficient, effective
- Witty, *fun*, creative

Next we examined our heritage, our competition, the needs of our community, the global marketplace and existing entities. We knew we needed a name that would be inclusive, not exclusive. We wanted to step outside the box, but still be relatable. With our team working together, a name was decided.



# *Our* **STORY**

Behind every name, there is a story.

Our story begins by remembering and honoring our history. The name Azura was born from the heritage of our Kansas roots. Between our two credit unions, we have 140 years of service in this great state.

What do you think of when you think of Kansas? Endless possibilities, opportunity, community? What about our big blue skies that meet our rolling open fields? Kansas is known for our breathtaking views and awe inspiring landscapes.

Azure means clear blue skies and Terra means land.

So with the merger of

**Azure + Terra = AZURA**

Azura is the place on earth where possibilities found in a clear blue sky can become a reality. The name recognizes our history and clearly points to the future.



# Our LOGO



Our logo will be taking a prominent position in our new CU identity. Our name and logo are symbolic of where we want to go. Up, Upward, Skyward, ABOVE AND **BEYOND**. We are building on the success of both credit unions' strengths, making a commitment to service and going the extra mile to make our members day-to-day easier and brighter.



Our logo features a unique mark. This mark was developed from the mathematical symbol,  $\wedge$ , called a caret. In mathematical terms, it is used to signify exponential growth, just as we hope to help our members achieve the same success and growth. The arrow points upward at all times, signifying the direction we are going and pointing our members in the right direction.

# *Our* **PROMISE**

## ABOVE AND **BEYOND** BANKING

Our tag line, ABOVE AND **BEYOND**, will be used with our new logo as our promise.

ABOVE AND **BEYOND** captures the spirit of who we will strive to be as a credit union. It is the headline for our brand building efforts, our service efforts and our products. We're making a powerful statement for our members and to our community to expect MORE.

ABOVE AND **BEYOND** promises a bold new identity, a brand our members will recognize and appreciate. ABOVE AND **BEYOND** is the statement that we provide more solutions and more options. We promise to do what is best for our members and community, from this day forward. We are MORE than what you would expect from your typical bank. We can only deliver these promises if we embrace, breathe and live in our day to day operations the ABOVE AND **BEYOND** promise.

As we move forward, you'll learn more about our new brand. We invite you to embrace it fully. How can you go ABOVE AND **BEYOND**?



# *Our* **MISSION**

**Azura is enhancing lives by delivering innovative financial service, education and value through personal and community engagement.**





# *Our* **VISION**

**Azura will define financial service.**

**Azura will create loyal enthusiasts.**

**Azura will improve more lives.**

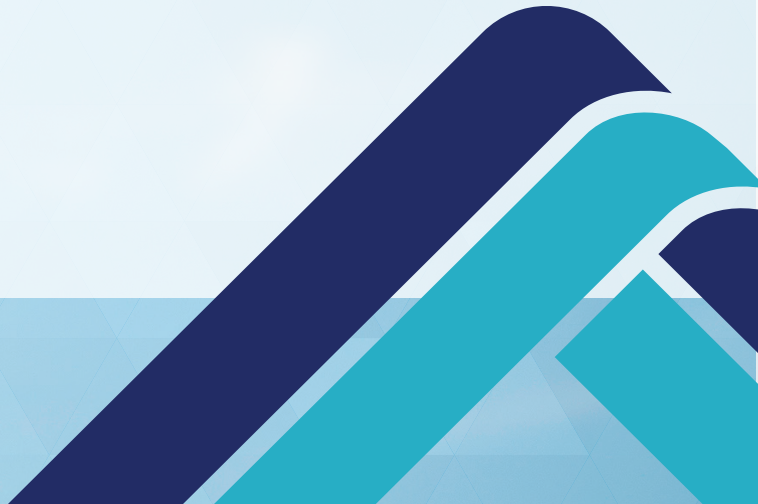
# *Your* **PROMISE**

**I will define financial service.**

**I will create loyal enthusiasts.**

**I will improve more lives.**

**I will live Azura.**



# *Our* **VALUES**

**Integrity** We are honest and ethical in all of our actions and we have strong moral values. Our members trust us; they turn to us for guidance. We will always do what is right; our actions reflect our values.

**Passion** We are passionate about the work that we do. We care about our members, our communities and our fellow staff. We take pride in our actions.

**Commitment** We are committed to help our members succeed, to keep our promises and to make a difference in our communities, our credit union, our member's lives and our own lives.

**Innovation** Through innovation, we will adapt and initiate change in our products and services to improve our member's lives and always look towards the future.

**Accountability** We are accountable to our members, the credit union and our fellow staff. We will accept the responsibility for our actions and be accountable for the results. It is not only what **WE** do, but what **WE** do **not** do, for which we are accountable.

**Knowledge** We will continue to seek opportunities for learning and growth to enable us to provide the best products and services to our members. Knowledge is potential, applied knowledge is power.



# Our **FUTURE**

This branding guide was a strategic collaboration between both credit unions. This guide will be the foundation for how we define, communicate and embrace our brand. This guide will serve as the framework for all that *we do and say, every day.*

Both organizations have worked to create strong cultures at our credit unions. Together, we will be forming our own unique and new culture. The foundation for our new culture is formed from our shared values and our common purpose. These values are traits we believe all our staff have and are expected to demonstrate on a daily basis. These values are the aspects that will be visible in Azura both inside and out, and it will provide us with a key competitive advantage at all our locations. With the creation of our new mission, vision, and values, we can build our unique personality, as Azura. We have the power to make **ABOVE AND BEYOND BANKING** a reality. By understanding and demonstrating Azura, we will continue to exceed members expectations. By understanding and embracing our name, logo, mission, vision, and values, you will have the tools to *live* Azura.



# Our MEMBERS

The philosophy of ABOVE AND **BEYOND** BANKING is the heart of our brand promise to the members we serve. We will go ABOVE AND **BEYOND** BANKING by defining financial service on a daily basis.

When we do our job well, we *empower* our members to feel:

- **In control of their finances**
- **Proud**
- **Knowledgeable**
- **Secure**
- **Confident**
- **Optimistic**

Azura will be defined beyond *what we say & do*, but by the way our members feel about selecting us as their financial institution. Azura will be the sum of all interactions and transactions with our members.

If we can empower our members to feel in control of their finances, proud, knowledgeable, secure, confident and hopeful for the future, then we will be Azura.





# *Our* COMMUNITY

We will be a resource to our community through:

- Our products & services
- Our education and outreach
- Our volunteerism
- Our charitable giving

We will strive to help our community through our charitable giving, volunteer leave programs and by championing community programs. Our charitable giving will focus on efforts made in:

- Education
- Quality of Life & Fundamental Needs
- Health & Wellness
- Community Revitalization

When people think of Azura, they will think of an honest, caring and helpful organization that improves more lives.





# Be **YOU**

While the brand will build our reputation and relevance in the communities we serve, let's face it, the most essential component of Azura's success is you. You are the one who will go ABOVE AND **BEYOND** the expectations of our members.

**YOU** go beyond being just their banker.

*You're* GOOD PEOPLE.

**YOU** don't give members the run around or the company line.

*You're* HONEST.

**YOU** can be counted on.

*You're* DEPENDABLE.

**YOU** can find the best solution.

*You're* RESOURCEFUL.

**YOU** look on the bright side.

*You're* OPTIMISTIC.

**YOU** lift people up and always have a smile to share.

*You're* FRIENDLY.

**YOU** ask yourself, "How can I go ABOVE AND **BEYOND** for *our* members?"

The answers will be as varied as the jobs we do. **YOU** will set new standards and **YOU** will exceed the expectations of our members.






# Be **AZURA**

From every message we send, to every action we take, we build the Azura brand. Everything we do defines the role we play in our members' lives. We have already set ourselves apart. Through the work we do each day, we have built strong relationships with our members and the communities we serve. As we move **ABOVE AND BEYOND**, our goal is to share the amazing culture that is Azura.

## **WHO ARE AZURANS?**

- Azurans are the friends our members cherish.
- Azurans are honest, approachable and knowledgeable.
- Azurans find the silver lining in situations.
- Azurans are confident, friendly and flexible.
- Azurans strive to put a smile on members' faces each day.
- Azurans are member focused.
- Azurans have fun!

It is important our members understand what we do, how we can help and why it is important to them. You make Azura mean something special. You will enable us to consistently go **ABOVE AND BEYOND** for our members and our community.





**AZURA**

**credit union**

ABOVE AND **BEYOND** BANKING