



Logo Style Guide and Identity Specifications

The standards outlined in this document provide guidelines for the use of graphics, color, logos, fonts, and word usage. Graphic standards are an important part of our branding process as we seek to increase the Credit Union’s visibility and establish a consistent, quality image in the community. Individuals responsible for the production of print or visual materials for the Credit Union are expected to follow the guidelines presented herein. It is important that the standards be applied correctly to project a strong and consistent identity. Incorrect use of any of the branding elements sends a confusing message to the community and may compromise the Credit Union’s marketing and communications efforts.

Writing Standards

The name of the Credit Union should always be referred to in the same way to ensure consistency: When using the name in correspondence or ads, the Credit Union shall be referenced as “Louisiana FCU” or “Louisiana Federal Credit Union”:

ACCEPTABLE	NOT ACCEPTABLE
Louisiana FCU	LFCU
Louisiana Federal Credit Union	Lafed
	La Federal CU

Graphic Standards

Louisiana FCU has developed a cohesive set of graphic standards to build maximum recognition and awareness. By adhering to these standards in stationery, advertising, promotional and collateral materials, signage, and more, the Credit Union is able to impart a strong, unified image.

Credit Union Logo

The Louisiana FCU logo is the core of the Credit Union’s identity. This visual element represents what the organization stands for—a reliable and progressive financial not-for-profit. Incorrect use of the logo or its elements will confuse the audience—both member and non-member—and will compromise the Credit Union’s integrity as a solid and stable organization in the community.

The logo may be used as a full-color image, a one-color image (black and white or a palette color), or two-color image (type in black and logo image in a palette color.) Red is the predominant color in the palette.

Standard Formats:



Alternate Vertical Formats:



Alternate Horizontal Formats:



Color Palette



PMS 3125

PMS 381

PMS 1805

PMS 143

PMS 391

PMS 5125

Proper Use of Logo

Any materials produced that contain the Credit Union's logo must be approved by the Marketing Department prior to distribution or use.

The format of the Louisiana FCU brand signature must not be altered from the allowable versions shown on the previous page. The following guidelines are extremely important in maintaining the integrity of the brand signature:

DO NOT reset typography:



DO NOT tilt, rotate, or flip the mark in the logo:



DO NOT stretch or skew the logo:



DO NOT place the logo on top of another image:



DO NOT recolor the logo:



Problems to Avoid:

- The logo must never be crowded by graphic or typographic elements. It must always be placed completely within a document's borders, as opposed to bleeding off the edges.
- The logo should be placed on a solid background — never on top of a photograph or graphic element that will obscure the image or make it less visible.
- The proportions of the logo may not be changed. Depending on the document, the overall size of the logo may vary, but **not** the proportions.
- The logo should not be reduced to the size that it becomes illegible.
- The logo is not to be used in a manner that suggests Credit Union endorsement of any unapproved product, service, opinion, or cause.

Tagline

Helping you get there.

Louisiana FCU's official Credit Union tagline is as shown above. The tagline should always be written in "Sentence case," not in quotes, with a period at the end.

When written, the tagline should be typed in a sans serif font type such as:

Franklin Gothic Book Italic

Gill Sans MT

Lucida Sans

PowerPoint Presentation

The Marketing Department has developed a PowerPoint template that coordinates with the Credit Union branding efforts. We encourage representatives of the Credit Union to use this template when giving a presentation.

Press Releases

The Credit Union issues press releases to the news media in order to publicize services, events, and issues of importance to residents and businesses in the community. Media publicity is an important component of the Credit Union's overall public relations strategy and provides an avenue for disseminating key messages.

It is important that the Director of Marketing & BD approve all press releases before they are distributed. This way the Credit Union can ensure that messaging is current and consistent, and that contents are accurate and approved for release. Well-written and professional-looking press releases will strengthen the Credit Union's image in the community.

*Any questions about this Style Guide should be directed to
Louisiana FCU's Marketing Department.*