



League of Southeastern Credit Unions

Corporate Identity

The best way to keep our movement strong is to combine our resources. The new organization represents 332 credit unions and \$55 billion in assets and will bolster our ability to fulfill our core mission of advancing the credit union cause.

Consolidation bans us together to grow our share and advance all credit unions as the sensible alternative to commercial banks. It allows us to do so from a position of strength where we are in control. Consolidation represents an organization that has a growing base of clout and resources.

We will not change our core focus. We will still advocate the credit union movement on a local level. The consolidation provides us with efficiencies we will apply towards an even stronger, more powerful fight against re-regulation and greater level of innovative services (knowledge, networks, shared collaboration) that help members remain in control and become more competitive in the markets they serve.

Goal

In a challenging economic environment, the new League will re-affiliate more than 70% of our core credit union members for 2010 by representing an organization that has combined the strengths of two healthy Leagues and translated that into a product mix that keeps credit unions competitive and at the forefront of the financial services industry through a new way of doing business, becoming a stronger organization, and expanding our resources.

Objective

Develop a corporate identity that transcends time, trends, and scrutiny. Our identity will be versatile, simple, memorable, 100% uniquely ours, conceptually strong, and well executed. It will convey an image of strength, depth, forward thinking, commitment, trust, and loyalty.

Results

Promote a corporate identity with a legible font that holds presence. An identity that visually portrays forward movement and high performance. An identity that stands strong with the name spelled out, as well as on its own. An Identity that speaks to our member credit unions as their resource for relevant solutions and effective business strategies to keep them competitive.

With an aggressive marketing and communications plan - including a combination of direct mail, email, public relations, promotional campaigning, video, podcasts, website development, numerous face-to-face meetings, and heavy internal marketing - 88% affiliation was achieved.

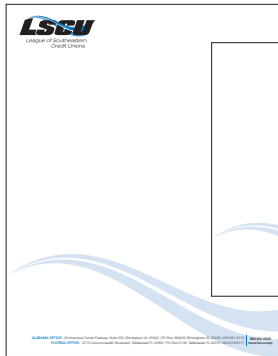
BC Front



BC Back



Letterhead



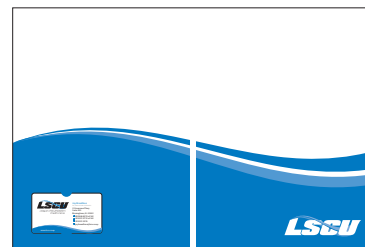
2nd Sheet



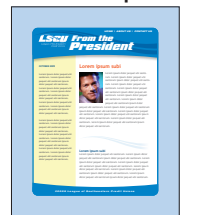
Presentation Folder Front



Presentation Folder Inside



Email Template



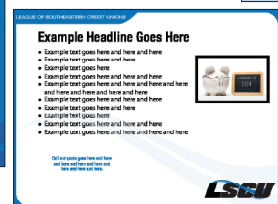
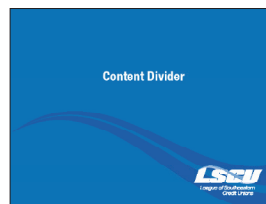
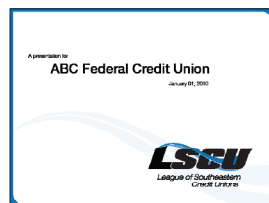
10x13 Envelope



#10 Envelope



PowerPoint



LSCU Creative Brief

Project: Corporate Identity (Logo Design)
Contact: Sylvia Swann
Start Date: August 26, 2009

Background Information/Key Fact

In July 2009, the Alabama Credit Union League and the Florida Credit Union League consolidated resources into one organization, the League of Southeastern Credit Unions (LSCU). While many Leagues around the country have merged into another, most of which were one stronger League helping a struggling League, this is the first time two healthy Leagues have joined forces.

As the number of credit unions continues to decrease through mergers, combining the resources between the Alabama and Florida Leagues is likely going to set the stage for how Leagues will do business in the future. LSCU is considered a pioneer in this endeavor and many industry eyes are watching to witness the forward thinking and to see how we accomplish our goals.

There are six key areas of business for LSCU:

- Advocacy/Political Action/Governmental Affairs
- Compliance
- Small Credit Union Program
- Communications
- Education
- Service Corporation/Products & Services/For-Profit.

All business areas are designed to provide support for member credit unions. LSCU is *the* resource for member credit unions in Alabama and Florida, and we anticipate that additional states may join LSCU in the future.

LSCU will require a corporate identity that represents a new way of doing business. We are a stronger organization with expanded resources in all facets of our business. This identity will need to convey an image of strength, depth, commitment, trust, and loyalty. This identity will need to transcend time, trends/fads, and ultimately scrutiny. It will need to be versatile, simple, and memorable. This identity will be 100% uniquely ours, conceptually strong, and well executed.

Problem the Advertising Must Solve (This is the CU problem, not an LSCU problem.)

"As a member credit union, I want the new organization to serve my needs by helping my credit union perform better, keeping my tax exempt status, providing professional development training for my staff, and leading the industry in products and services that will save my credit union money."

Advertising Objective (CU Attitude or the overall net impression we want to communicate.)

Re-affiliate credit union members for 2010 by representing an organization that has combined the strengths of two health Leagues and translated that into a product mix that keeps credit unions competitive and at the forefront of the financial services industry.

Target Audience

Primary: All Alabama and Florida Credit Unions
Secondary: Media, Legislature, CU Industry

Principal Competition

LSCU's biggest competition is indifference. In order for LSCU to be successful, we need our member credit unions to be passionate about the services we provide and remain loyal to the League through re-affiliation each year. Indifference would represent the end of our organization.

Key Customer Benefit (What does it do for the CU?)

- Expanded resources
- Stronger solutions
- Competitive advantage

Reasons Why (Product attributes that make benefits believable.)

- Supports the strategic goals of the credit union
- Experienced staff
- Breadth of comprehensive, proven solutions

Mandatories

- Legible font
- No more than 2C, one of which must be black (this will keep printing costs down and still utilize black for text print)
- Vector-based design

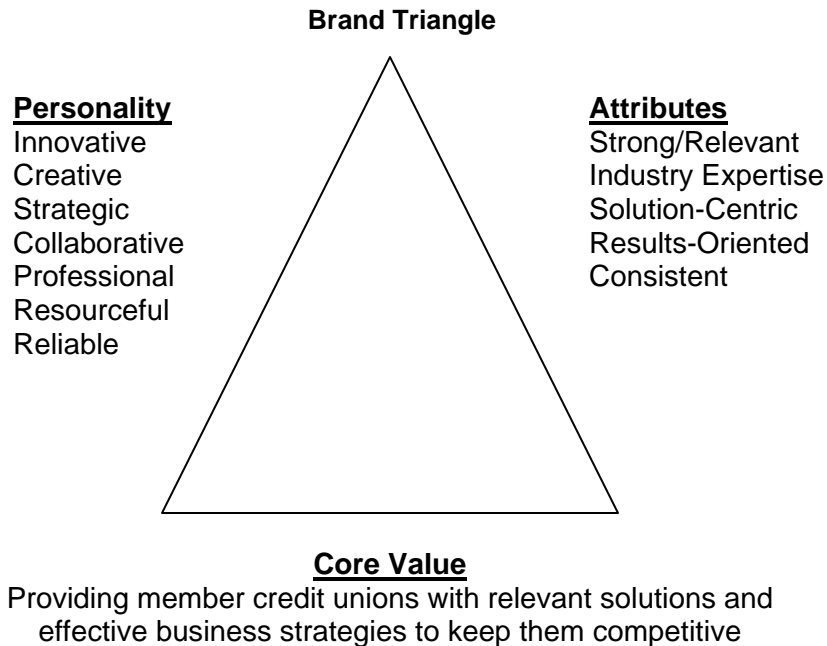
Other Specifications (Quantities, Size, Color, Photography, Illustrations, Talent, Etc.)

- Logo should not rely on color to differentiate it.
- Consider the following when designing (these do not need to be presented in the first round, but will have to be considered when designing):
 - 2C and B&W versions
 - Vertical and horizontal versions
 - Large (8x10) and small (1 inch) versions
 - Logo font as LSCU and spelled out "League of Southeastern Credit Unions"...the logo should utilize the acronym LSCU (we will spell it out in body copy), but if we print on small promotional items, such as a pencil, we want the option of using the logo font to spell out the full name.
 - Room or area for a tagline: this will not define the logo and will be used as desired.
 - LSCU & Associates version with individual League logos identified with it. Refer to www.hiltonhotels.com and look at the bottom of the website. This may or may not work, but we will request a version for this in Round 2 and should be considered while developing the logo.
 - LSCU Service Corporation version. This is the for-profit service offered by the association/LSCU. Refer to www.mcul.com and click on the CUcorp and CUVillage.com link. CUcorp is an extension of the Michigan Credit Union League. Note how they use the tick marks on the left in both logos. Consider a simple transition from LSCU to the LSCU Service Corporation logo.
- Because the actual name cannot be portrayed with an immediately recognizable icon (none of the words have a specifically recognizable image connected with them), it will be critical to portray our message in the visual icon along with LSCU. LSCU represents strength, commitment, trust, loyalty, and forward thinking to the credit union marketplace.
- Present 3-5 concepts
- Budget: \$1,000 concepts (If a concept is chosen, an additional \$1,000 will be budgeted for one round of expanded concepts, and then final design and files.)

Timeline

- 8/28 – Forward Creative Brief to Designers
- 9/15 – Present Round 1 Concepts
- 9/17 – Forward Approved Concept for Round 2
- 9/24 – Present Round 2
- 9/28 – Forward Final Minor Revisions
- 9/30 – Forward Logo Files to LSCU

Additional Information for Consideration



Our Promise

The best way to keep our movement strong is to combine our resources. The new organization represents 332 credit unions and \$55 billion in assets and will bolster our ability to fulfill our core mission of advancing the credit union cause.

Consolidation bans us together to grow our share and advance all credit unions as the sensible alternative to commercial banks. It allows us to do so from a position of strength where we are in control. Consolidation represents an organization that has a growing base of clout and resources.

We will not change our core focus. We will still advocate the credit union movement on a local level. The consolidation provides us with efficiencies we will apply towards an even stronger, more powerful fight against re-regulation and greater level of innovative services (knowledge, networks, shared collaboration) that help members remain in control and become more competitive in the markets they serve.

A presentation on

Brand Guidelines Report

June 2013



*League of Southeastern
Credit Unions & Affiliates*

Brand Guidelines Content

- Logo
 - Logo Usage
 - Request a Logo File
 - Resizing the Logo
- Font
 - Font Usage
 - Substitute Font
- Stationery Package
- Email Templates & Usage
- PowerPoint Presentations & Standards
- Email Signatures & Voicemail
- Logo-ed Attire
- ACUA & FCUA Logo Usage



Logo

The logo for the League of Southeastern Credit Unions & Affiliates (LSCU) features the letters "LSCU" in a bold, italicized, white sans-serif font. A white, curved swoosh element arches over the letters, starting from the left and ending under the "U".

LSCU

*League of Southeastern
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Logo Usage

- The logo is approved for use with the following colors and guidelines:

Color Logo



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Top Wave: PMS 300

CMYK Conversion: 100, 44, 0, 0

RGB Conversion: 0, 121, 193

Hex/Web Conversion: 0079C1

2nd Wave: 60%Screen of PMS 300

CMYK Conversion: 60, 26, 0, 0

RGB Conversion: 99, 160, 214

Hex/Web Conversion: 63A0D6

When Production Is Unable to
Reproduce % Screen, Use PMS 2925
as Third Color

Grayscale Logo



*League of Southeastern
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Use When Printing in
Black & White

Black Logo



*League of Southeastern
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Use When Embossing
or Reversing the Logo



Logo Usage

- The reversed logo is approved for use with the following colors and guidelines:

Reverse Logo on PMS 300



Top Wave: 50%Screen of PMS 300

2nd Wave: 30%Screen of PMS 300

When Production Is Unable to Reproduce % Screen, Use White Reverse Logo (As Seen On Other Colors)

Reverse Logo on Black



Top Wave: PMS 300

2nd Wave: 60%Screen of PMS 300

Reverse Logo on All Other Colors



Logo Usage

- An empty ½-inch parameter should surround the logo:

Our mission is to ensure an operating environment through advocacy, leadership, and services that will enable credit unions to maximize their potential as unique financial institutions.



Do Not Place Text Or Graphics within 0.5" of the Logo



Logo Usage

- Examples of How the Logo Should Not Be Used



Do Not Increase Size of Text Under Logo Icon.

Text Size May Be Increased In Relation to the Icon Only if It Is Not Used as Part of the Logo. Example: LSCU Icon in Lower Right Corner, Company Name in Upper Left Corner

Email Signatures Is the Only Place Where the Company Name May Be Used Underneath the Icon.



Do Not Center Text Under Logo Icon



Logo Usage

- Additional Examples of How the Logo Should Not Be Used



Do Not Place Color Logo on Top of Color Background



Do Not Use Reverse Logo with Other Colors, Only Black or White



Do Not Vertically Distort the Logo



Do Not Horizontally Stretch the Logo



Logo Usage

- The LSCU Icon can be used on its own under the following circumstances:
 - On promotional trinkets, such as a lapel pin, if the text is too small for production.
 - For reference on sub pages of proposals and presentations.



Text Usage

- When using the company name in writing, the following formats are approved for usage:
 - The League of Southeastern Credit Unions & Affiliates
 - The LSCU & Affiliates
- “The” is capitalized at the beginning of a sentence only.
 - The League of Southeastern Credit Unions & Affiliates represents Alabama and Florida credit unions.
 - Representing Alabama and Florida credit unions, the League of Southeastern Credit Unions & Affiliates advocates on both the state and national level.
- Always use an ampersand in the company name.



Request a Logo File

- For optimum quality management, send requests to Marketing. Be sure to include the following information:
 - How the Logo Will Be Used (On a White or Color Background)
 - What the Logo Will Be Used In (Word, PowerPoint, Shirt, Pen, etc)
 - Size (Maximum Height & Width)
 - Preferred Format (JPG, GIF, EPS, etc)
 - If Illustrator or PhotoShop files are requested, request what version of the software does the production company uses



Resizing the Logo

- Three sizes of the logo are readily available on the staff website page in JPG and GIF format for use in Word, Excel, & PowerPoint.
 - Small: 1.5” wide
 - Medium: 4” wide
 - Large: 7.5” wide
- For quality management, do not resize the logo in Word, PowerPoint, or Excel. Request the logo from Marketing at the size you need, as noted on the previous page.
- If you do resize the logo in Word, PowerPoint, or Excel, make sure you use the corner toggles, not the mid-point toggles, to avoid distortion or stretching.
- If the project requires any element of design, forward your request to Marketing for completion.

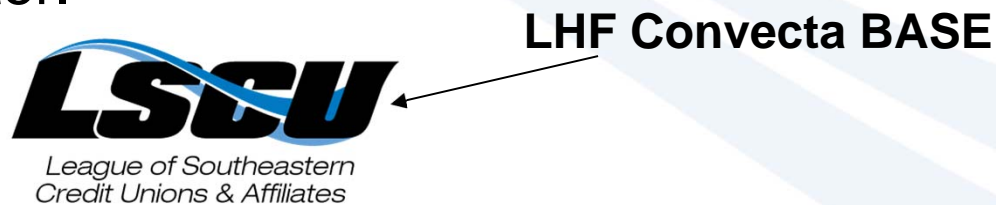


Font



Font Usage

- The official company fonts are HelveticaNeue LT 43 LightEx and LHF Convecta BASE.
- When printing on letterhead, proposals, and other collateral-like materials, the HelveticaNeue font should be used. Convecta can be used for Heading 1. Size parameters are listed under Stationery Package.
- These fonts are on the staff website page and available for loading in the Fonts Folder in the Control Panel on your computer.



HelveticaNeue LT 43 LightEx Oblique (Italicized)



Substitute Font

- Since HelveticaNeue LT 43 LightEx and LHF Convecta BASE are purchased fonts (meaning they don't come with your system fonts) and not universal fonts, Arial and Arial Black are acceptable substitute.
- Arial & Arial Black should be used in PowerPoint presentations, emails, and electronically mailed proposals/letters because of their universal compatibility. This will ensure that text displays the same on your computer as it will when it's received by the recipient.



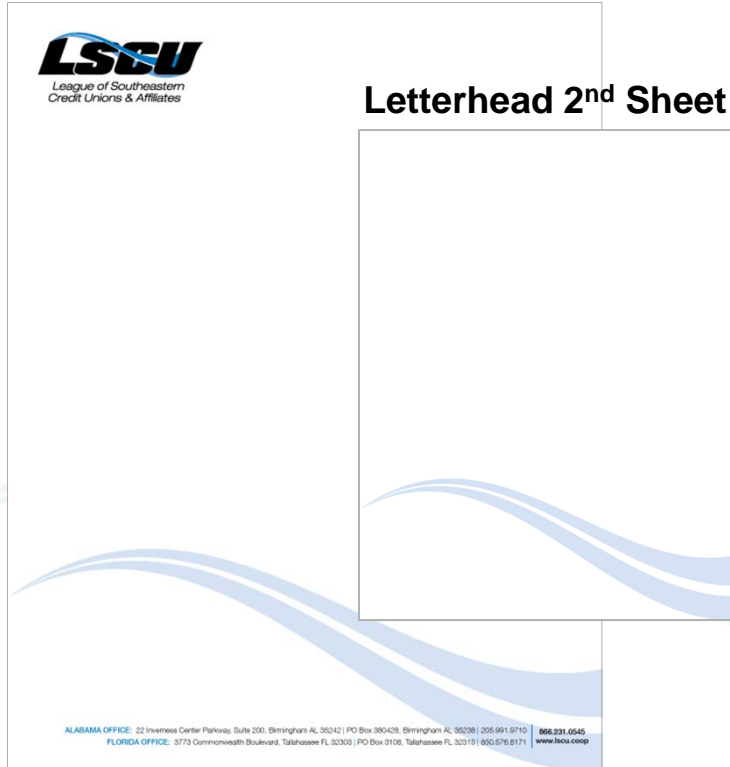
Stationery Package



*League of Southeastern
Credit Unions & Affiliates*

Stationery Package

Letterhead



10x13 Envelope



Business Card Front



*Stationery & Business Cards will be updated with LSCU & Affiliates logo as needed.



Stationery Package

Presentation Folder Cover



Presentation Folder Inside

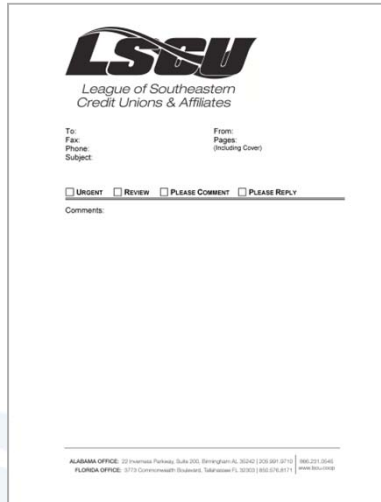


Stationery Package

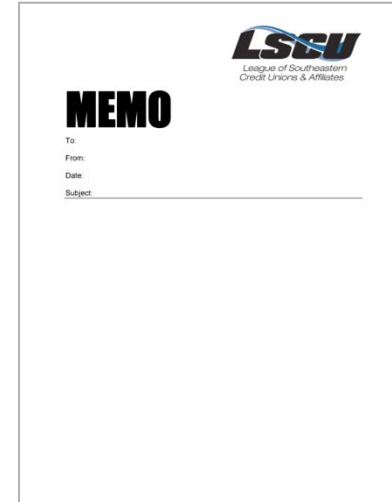
Electronic Letterhead



Fax Cover Sheet



LSCU Memo



Mailing Label 4" x 3-1/3"



Stationery Package

- Margins should be set as follows:
 - Top, 1.63”
 - Bottom, 1.25”
 - Left, 0.75”
 - Right, 1”
- Text use on letterhead, proposals, emails, PowerPoint, and all non-designed, collateral-like materials:
 - Not to exceed 12pt or be smaller than 10pt for body text
- Text use for Heading 1:
 - Not to exceed 22pt or be smaller than 14pt



Email & PowerPoint Templates

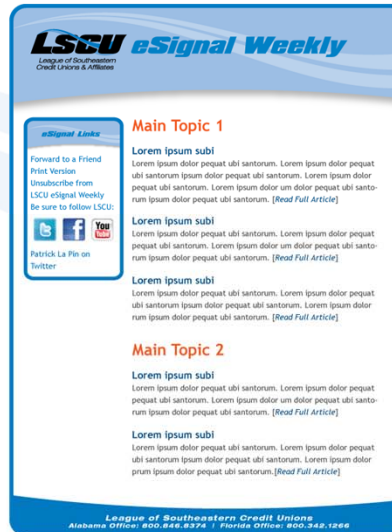


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Mass Email Templates

Communications sends out mass emails for all Association Services. Marketing sends out mass emails for *LEVERAGE*.

If a mass email is needed, contact each department, respectively.




PowerPoint Template

Title Slide

A presentation on

Brand Guidelines Summary

December 2012



LSCU
League of Southeastern
Credit Unions & Affiliates

Content Slide

League of Southeastern Credit Unions & Affiliates

Example Headline Goes Here


- Example text goes here and here and here
- Example text goes here and here
- Example text goes here
- Example text goes here and here and here
- Example text goes here and here and here and here and here and here and here and here
- Example text goes here and here and here
- Example text goes here and here
- Example text goes here
- Example text goes here and here and here
- Example text goes here and here and here and here



Call out quote goes here and here and here and here and here and here and here and here.



Content Divider



LSCU
League of Southeastern
Credit Unions & Affiliates

PowerPoint template should be used when presenting Association Services. The same font and logo guidelines apply to all presentations conducted by League staff.



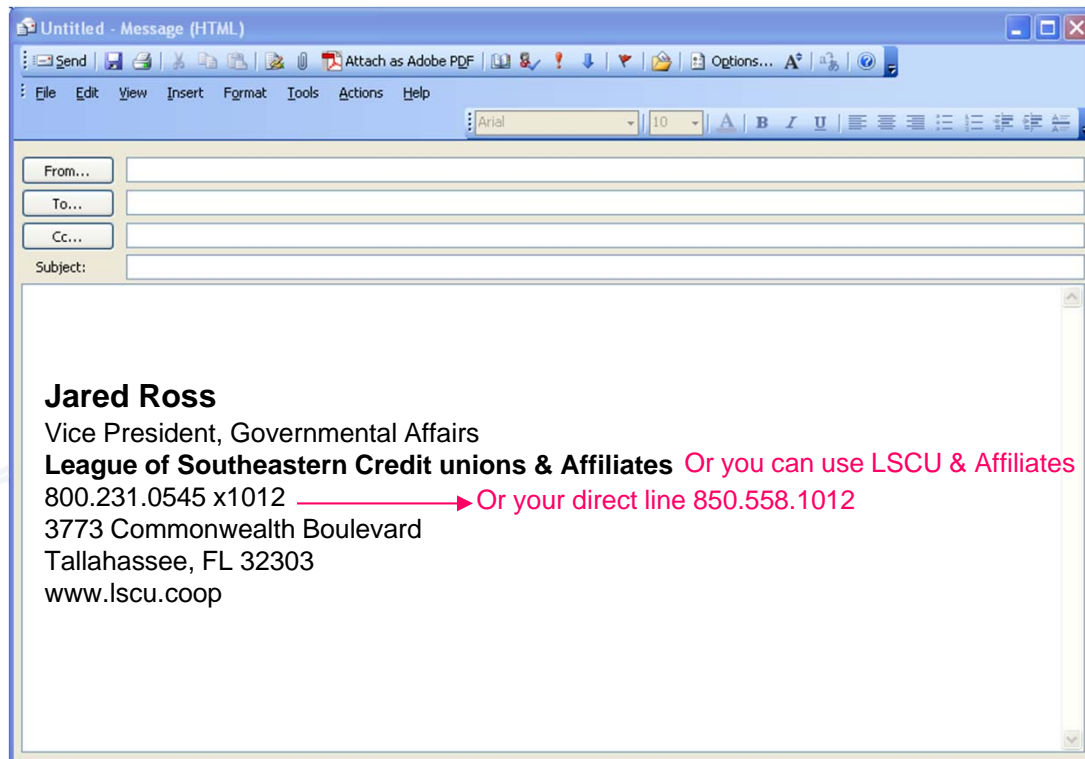
Outlook Email Signatures & Voicemail



*League of Southeastern
Credit Unions & Affiliates*

Outlook Email Signature

Email Signature



- Your name should be 12pt and bold
- All other text is 11pt regular (no bold), except League of Southeastern Credit Unions is in bold
- All text should be in black
- There should be no promotional messages, quotes, or other messaging included.
- Do not include pictures, backgrounds, or other imagery except the LSCU logo which should be placed between your title and the company name.



Voicemail

- Your voicemail greeting is very important as it can be the first contact people have with you or LSCU & Affiliates. Your greeting should let the caller know who and what company they have reached, what your status is (out of the office, in the office but in meetings, etc), when the caller can expect to receive a call back, and instructions on what to do if the call is urgent.
- If you are going to be out of town on business or vacation, record an *Alternate Greeting* informing callers that you will be unable to return their call until you return from the business meeting/vacation.



Voice Mail Greeting Examples

"This is <YOUR NAME> in the <YOUR DEPARTMENT> of the League of Southeastern Credit Unions & Affiliates. I'm currently unable to take your call. Please leave your name, phone number, and a brief message, and I will contact you as soon as possible. If this is urgent and you need to speak with someone immediately, please press 0 to connect to the operator or (if applicable) call <YOUR CELL PHONE NUMBER> to reach me on my cell phone. Thank you."

"Hi, this is <YOUR NAME> with the LSCU & Affiliates. I'm sorry I cannot take your call right now. Please leave a detailed message at the tone along with your name and telephone number. I'll return your call as soon as I am able. If this is urgent and you need to speak with someone immediately, please press 0 to connect to the operator or (if applicable) call (<YOUR CELL PHONE NUMBER> to reach me on my cell phone. Thank you."

"This is <YOUR NAME> with the League of Southeastern Credit Unions & Affiliates. I'm currently unable to take your call. Please leave your name, phone number, and your message, and I will contact you as soon as possible. If this is urgent and you need to speak with someone immediately, please press 0 to connect to the operator or (if applicable) call <YOUR CELL PHONE NUMBER> to reach my cell phone. Thank you."



Extended Absence Voicemail Examples

"Thanks for calling, this is <YOUR NAME> with the League of Southeastern Credit Unions & Affiliates. Today is Friday and I am working from <LOCATION>. Should you need to reach me immediately, please call <PHONE NUMBER>. Otherwise, please leave me a message and I'll return your call as soon as possible."

"Hello, this is <YOUR NAME> with the LSCU & Affiliates. I'm unable to answer your telephone call. I am out of the office from <DAY> to <DAY> and will not be checking my voice mail. If you require assistance in my absence please contact <NAME 2> at extension <EXT #>. Thank you."

"This is <YOUR NAME> with the League of Southeastern Credit Unions & Affiliates. I have left the office for the day. Please leave me a message and I will return your call as soon as possible."



Answering the Phone

- When you answer the phone, please use a greeting and your name. A couple of suggestions are:
 - Thank you for calling LSCU & Affiliates, <YOUR NAME> speaking.
 - Good morning (or afternoon), this is Adena.



Logo-ed Attire



*League of Southeastern
Credit Unions & Affiliates*

Placing Logo on Wearable Items

- Fabric Color Options:

- Light/Pastel Blue



- Light/Pastel Gray



- White



- Black



- These Options Use: LSCU in Black Thread, Top Wave in PMS 300, & 2nd Wave in PMS 2925



Placing Logo on Wearable Items

- All Other Colors: The fabric options on the previous slide are the preferred corporate options. However, you may produce the LSCU Icon on any color shirt. Examples include:



These Options Use:
LSCU in Black or White
Thread, Top Wave in
PMS 300, & 2nd Wave
in PMS 2925



These Options Use: LSCU in
White Thread, Top Wave in
PMS 2925, & 2nd Wave in
PMS 291

