

# Identity Guidelines

v.4 9.23



# Identity

## About the Guidelines

### **What are these guidelines for?**

Service Credit Union has established guidelines for how we communicate with our members related to informing members of changes, marketing of our products, use of external communications, public relations, consumer financial education, advertising and all forms of digital communications.

### **Who are these guidelines for?**

These guidelines are for any internal or external party who requires the use of a logo, or is looking to communicate visually in conjunction with, or on behalf of Service Credit Union.

## About Us

A dynamic, member-owned, financial cooperative, Service Credit Union is dedicated to providing a banking experience that improves our members' lives and the communities in which they live. Established in 1957 to provide affordable credit to the Pease Air Force Base community, and now the largest credit union in New Hampshire, with over \$5 billion in assets and 50 branch locations in the New England Region and Germany, we continue to provide a better future to our members all over the world. To learn more about Service Credit Union, please visit [servicecu.org](http://servicecu.org).

## Questions

For questions relating to our visual identity, please reach out to the Marketing Department.

**[Marketing1@servicecu.org](mailto:Marketing1@servicecu.org)**.



# Mission and Vision

## Mission

### **What does a mission statement do?**

A mission statement is a clear definition of the present state and purpose of an organization. WHAT do we do? WHO do we do it for? And, HOW do we do it? Ask yourself how your personal mission fits in to that of Service Credit Union. If you were a superhero what would you stand for? What superpowers would you have? Who would you seek out to save?

### **Our Mission Statement**

Doing what is right for our members by:

- Improving financial well-being,
- Supporting communities we serve, and
- Creating value and enduring relationships.

## Vision

### **What does a vision statement do?**

A vision statement reflects where an organization would like to be, what it would like to achieve over time. If the organization had three wishes, what would they be and how would they guide us into the future? What would yours be?

### **Our Vision Statement**

Utilizing the cooperative principles, we will be a trusted partner providing services and resources that optimize the financial well-being of our members while contributing to the communities in which they work and live.



# Communication

## Nomenclature

Service Federal Credit Union (dba Service Credit Union) shall be referred to as Service Credit Union or Service CU in member-facing communications and marketing; with the exception of legal forms. The use of SCU or SFCU is not permitted except in marketing disclosures. The name Service Federal Credit Union is to appear in all contracts and legally binding documents, including vendor documents.

## Writing Style

It is important that all of our credit unions' communications efforts reflect Service CU's commitment to our mission and our long-term commitment to help our members achieve their financial goals. Service must convey these commitments through responsible and consistent messages, advertising and communications which promotes helping people achieve their financial goals and dreams.

- All communications must be honest, truthful and not misleading. We're here to create a member centric experience and deliver exceptional service.
- Our communications should highlight positive social behavior and strong values, such as kindness, honesty, empathy, generosity and respect for others, while conveying our financial expertise.
- Communications should not mislead or convey benefits that are not offered by the credit union.
- We fully listen and communicate how we understand the needs of the member. Consider our members when communicating changes that may have an impact on them.
- Written material must be of the highest quality. Writers should exercise great care to proofread copy and check for errors in spelling, grammar and punctuation. Our proofing process should always be followed.
- Writers should speak in one voice, present information clearly and communicate precisely the messages of the credit union.
- Writers should consider how the message might be perceived if taken out of context. In the age of digital communications, writers should take the time to read every sentence carefully and ensure we are consistent in tone and message.
- Most importantly, writers should consider how the communication will reflect on Service CU. If there is a Service CU logo attached, it is Service. You are representing the credit union and must ensure your message is reflective of our voice, personality and mission.



# Communication

## Voice

Voice is what we say and how we say it. That's how people know who we are as individuals and the personality of Service CU. Because everything published online, in print or in social media under the Service name is a reflection of our credit union. Consistency of voice is vital. Write carefully, research thoroughly, select words and phrases exactly, and proofread meticulously.

- **Our voice is confident, direct and thoughtful.** Think about your idea and strive to communicate it as clearly as possible with the member in mind. Write from your heart, then wordsmith.
- **The tone is both intelligent and accessible.** Use concise sentences to convey complex ideas. Make every word count.
- **Be simple and visual.** Choose words with action and impact.
- **Our personality is determined.** We get things done in the right way. We support each other. We value family, community, loyalty and ethics. We are winners. We are innovative, passionate, trusting, resourceful, optimistic, collaborative, driven and visionary. Everything we do is for the member.
- **Demonstrate impact.** Why does the credit union matter? What do we do that tells the whole story; illustrate where an experience leads.
- **Use present tense.** Create the sense of being in the midst of ongoing insights and discoveries. Reference facts and history – create a continuum, carrying the reference through to present and future.
- **Be specific.** Use examples that are uniquely Service CU and evoke a sense of pride, exceptional service and building needs-based member services and relationships.
- **Be clear about why us, why now.** When defining why us, review our mission. Are we supporting the community? Improving financial well being? Creating a unique and valued relationship? Ask these questions when communicating internally or to our members and the public.
  - Why are we doing this? What is the need and context?
  - Why Service CU? Why and how are we uniquely suited for this initiative?
  - What is the impact? How will this make a difference?
- **Be engaging.** Speak directly with the reader and use inclusive language ("you," "us") when the goal of the communication is to prompt action or inform. Recognize the reader as part of Service CU and the community we serve. Understand our compassion for each other and our members.
- **Be creative.** Consider how best to tell a story or share information. Draw an unexpected comparison, consider multiple viewpoints and use different mediums for storytelling.
- **Be authentic.** Above all, our communications must be true to the credit union – in fact, tone and in spirit.



# Photography

## General Use

We aim to incorporate photos that catch someone in a moment and relate to concept and feeling as opposed to product. That unexpected snapshot in time of improving our community, the moment where a relationship with a member shines or those times where members are proud of their financial well-being. Imagery chosen for the website should follow our basic photo guidelines which include:

- No looking at the camera
- No posed photos – must be in the moment
- Photos should feel fluid/comfortable – a snapshot, not a portrait session
- Images should be current in both setting and attire

**Quality/composition** – Composition and quality of image can have a substantial effect on the overall experience, through digital, print or other channels. Poorly composed images can make the viewer feel off balance and do not portray comfort, but rather unease. Higher quality images provide a crisp visual without grain or blur.

## Examples – Right



## Examples – Wrong



# Iconography

We utilize a clean even-lined approach to our icons. These help visually represent our products and services outside of traditional photography.

EXAMPLES:



# Logo

## Logo Versions

The primary logo is composed of only blue, however the white logo may be used on images or dark backgrounds.



The black logo is to be used when greyscale is required, such as form templates for Admin Services, or imprints for third parties.



## Logo Versions INCORRECT



The logo should not be stretched either horizontally or vertically.



The logo should be centered on the middle star, and allow for half a star width minimum between it and any other elements. or edges.



Previous versions of our logo that incorporate red in any way, should be removed and replaced.





# Logo

## Spacing and Alignment



★ One half star width will be the clear space given to the logo

® should be disregarded in aligning the logo, center should sit at the center of the middle star.

The Service Credit Union signature defines our position in the marketplace. It serves as a graphic identity for the credit union, tying together Service Credit Union's communication internally and externally, creating a sense of precision and strength among our members, partners, and employees.

It is important to maintain the integrity of our corporate identity and protect our marks and intellectual property.



# Brand Mark

## Member Star

- Our member star is a modernized representation of our heritage and celebration of our on-going evolution.
- The outer arrows represent the unity and coming together of our members and underscores our commitment to creating more on-going value and meaning for our members.



-25° with 10/25% opacity for bkg

## Product Lock-Ups

### US Lock-Up

 **Checking | Auto | Mortgage | Credit Card**

  
**Checking**  
**Auto**  
**Mortgage**  
**Credit Card**

**REQUIRED:** Insured by NCUA | NMLS#491588



### Overseas Lock-Up

 **Checking | Auto | Credit Card | Foreign Exchange**

  
**Checking**  
**Auto**  
**Foreign Exchange**  
**Credit Card**

**REQUIRED:** Insured by NCUA

# Colors



#1E417C  
R 30  
G 65  
B 124  
7687C/280U

#47c0ba  
r 71  
g 192  
b 186  
3255C /325U

#00AEEF  
R 0  
G 175  
B 239  
306 U 306 C

#828589  
R 130  
G 133  
B 137  
Cool Grey 10U/8C

Website color for ADA  
compliance.

#0074BA  
R 0  
G 116  
B 186



# Typography

## Gilroy

Our main identity typeface to be used for headlines, signage, campaign and promotional graphics.

### Gilroy ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()

### Gilroy SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()

### Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()

## Bookman

Used in extensive copy pieces such as the annual report, mailers and longer ad copy.

### Bookman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()

## Other

These fonts and their families are used by the company as a whole, for forms and presentation graphics.

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()

### Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()



# Assets

**Location. Location. Location.**

48 Portland St.      83 South Main St.      116 Farmington Rd.  
inside Walmart

**NEW!** Drive-Thru, full-service branch at 48 Portland St.  
with two lanes of in-person service, and two ATM lanes.

**Special Offer:** Get \$200\* when you refinance your auto loan with Service Credit Union. Rates as low as 1.99% APR.

Proud Sponsor of Footloose the Musical

## Set Your Financial Stage

From mortgages and auto loans, to savings and financial wellness, we are here to help you be the star of your financial picture.

★ Checking | Auto | Mortgage | Credit Card

**SERVICE CREDIT UNION** ★★★★★

INSURED BY NCUA | NCUA OFFICE



## Let's Get You Going

Auto loan options to suit your needs.

**SERVICE CREDIT UNION** ★★★★★

Insured by NCUA

**Drive Happy**

Auto Loans AS LOW AS **1.99%** APR

**SERVICE CREDIT UNION** ★★★★★

Insured by NCUA

**SERVICE CREDIT UNION** ★★★★★

★ Checking | Auto | Mortgage | Credit Card

[servicecu.org](http://servicecu.org)

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## Welcome to Germany

**We make banking easy.**

International Bill Pay - Pay rent, utilities and more in local currency at a nearby branch or through online banking.

Take us along with our **mobile app** and more than 85,000 **surcharge-free ATM's** worldwide through the CO-OP and Allpoint networks.

**Learn about more great benefits at [servicecu.org](http://servicecu.org).**

**SERVICE CREDIT UNION** ★★★★★

★ Checking | Auto | Credit Card | Foreign Exchange

servicecu.org | 800.822.2200

Less than **37.8%** of people 35 and younger own a home.

**SERVICE CREDIT UNION** ★★★★★

**HELOC**

**2.50% APR**

**SERVICE CREDIT UNION** ★★★★★

**THINGS ARE LOOKING UP.**

**SERVICE CREDIT UNION** ★★★★★

INSURED BY NCUA

## Shred Day

Service CU Annapolis Branch  
80 1st St - Annapolis, MD 21403  
July 29, 9 am - 1 pm

**SERVICE CREDIT UNION** ★★★★★

## Get Financially Fit

We provide the resources you need to enhance your financial wellness.

**SERVICE CREDIT UNION** ★★★★★





# Assets



# Signage

