

# Brand Architecture

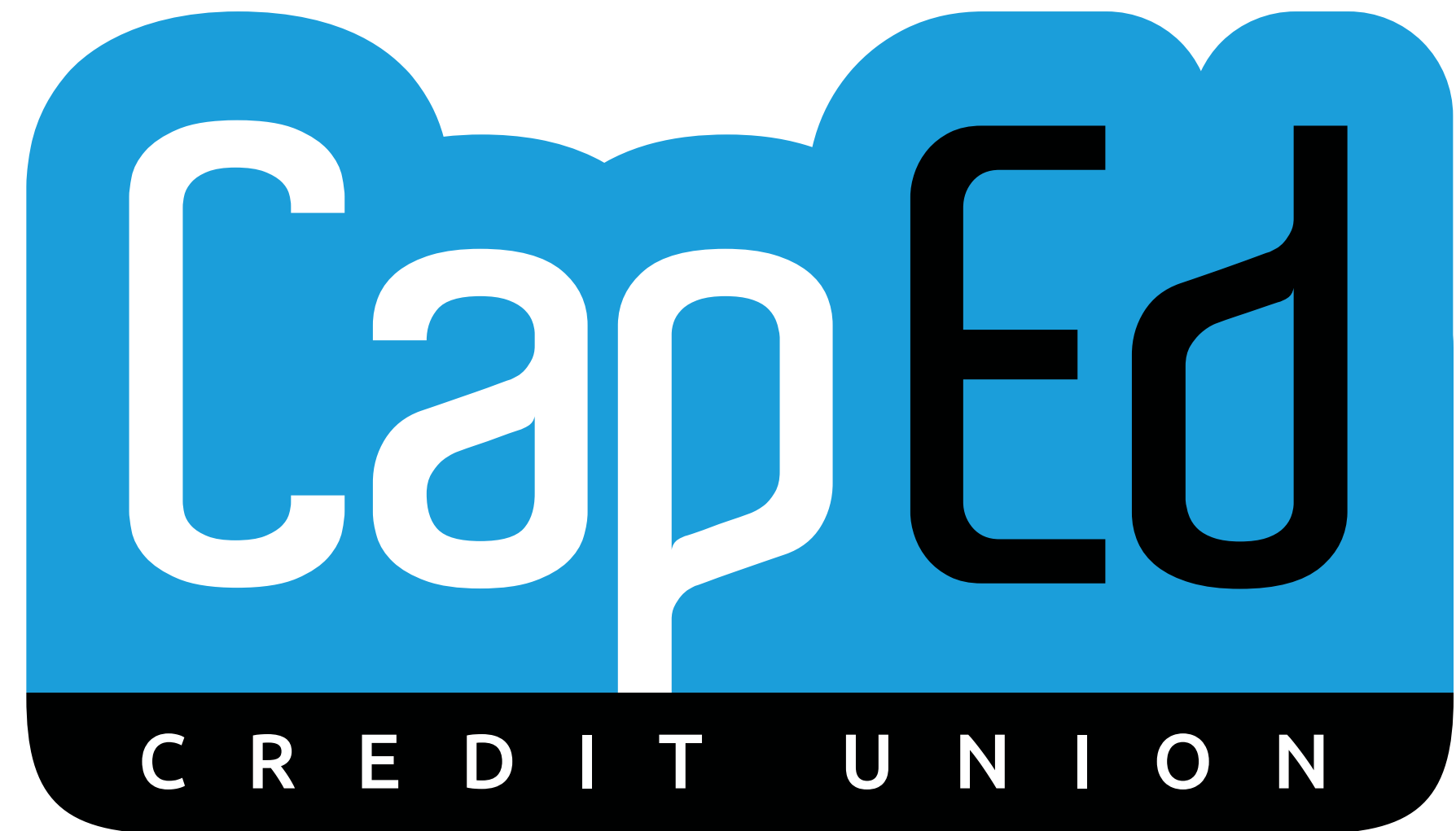
# CapEd's Brand: Introduction & Table of Contents

Welcome CapEd's Brand Style Guide. This living document is meant to provide an overview of how the CapEd Credit Union brand should appear for a variety of visual solutions. The intent of this document is not provide details or specifics for every situation but rather to demonstrate how the CapEd brand should be presented regardless of application.

Any questions about the content of this guide should be directed to [marketing@capedcu.com](mailto:marketing@capedcu.com).

## Index

|   |             |
|---|-------------|
| CapEd's Primary Logo  | Pages 3-4   |
| CapEd Logo with taglines                                      | Pages 5-9   |
| CapEd Logo for Sign Cabinets                                  | Page 10     |
| One-Color and Text-Only Logo                                  | Pages 11-15 |
| CapEd Logo Tone-on-Tone                                       | Page 16     |
| CapEd: More Than Banking                                      | Page 17-18  |
| CapEd WORKS   | Page 19-20  |
| CapEd's Website: <a href="http://capedcu.com">capedcu.com</a> | Page 21-22  |
| CapEd: What We Don't Do                                       | Page 23-24  |
| CapEd's Brand: Final Thoughts                                 | Page 25     |



# CapEd's Brand: Primary Logo & Colors



This is CapEd Credit Union's primary logo. The image above is how CapEd's logo should appear in most situations, with few exceptions. The exceptions that do exist are covered in the remainder of this document.

CapEd's logos are available for download at: [capedcu.com/logo](http://capedcu.com/logo)

To the right are CapEd's brand colors. While there are other colors used in certain circumstances in conjunction with CapEd's branding elements (websites, print layouts, et al), with very few exceptions, all variations of CapEd's logo use these colors.

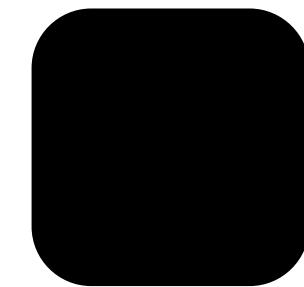
## CapEd's Colors:

"CapEd Blue"  
Pantone 299C



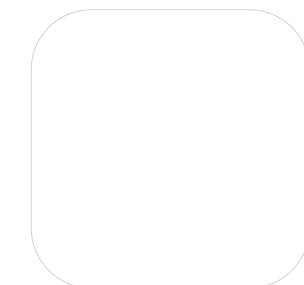
RGB 0, 160, 226    CMYK 87, 18, 0, 0    Web 00A0E2

Black  
PMS Black



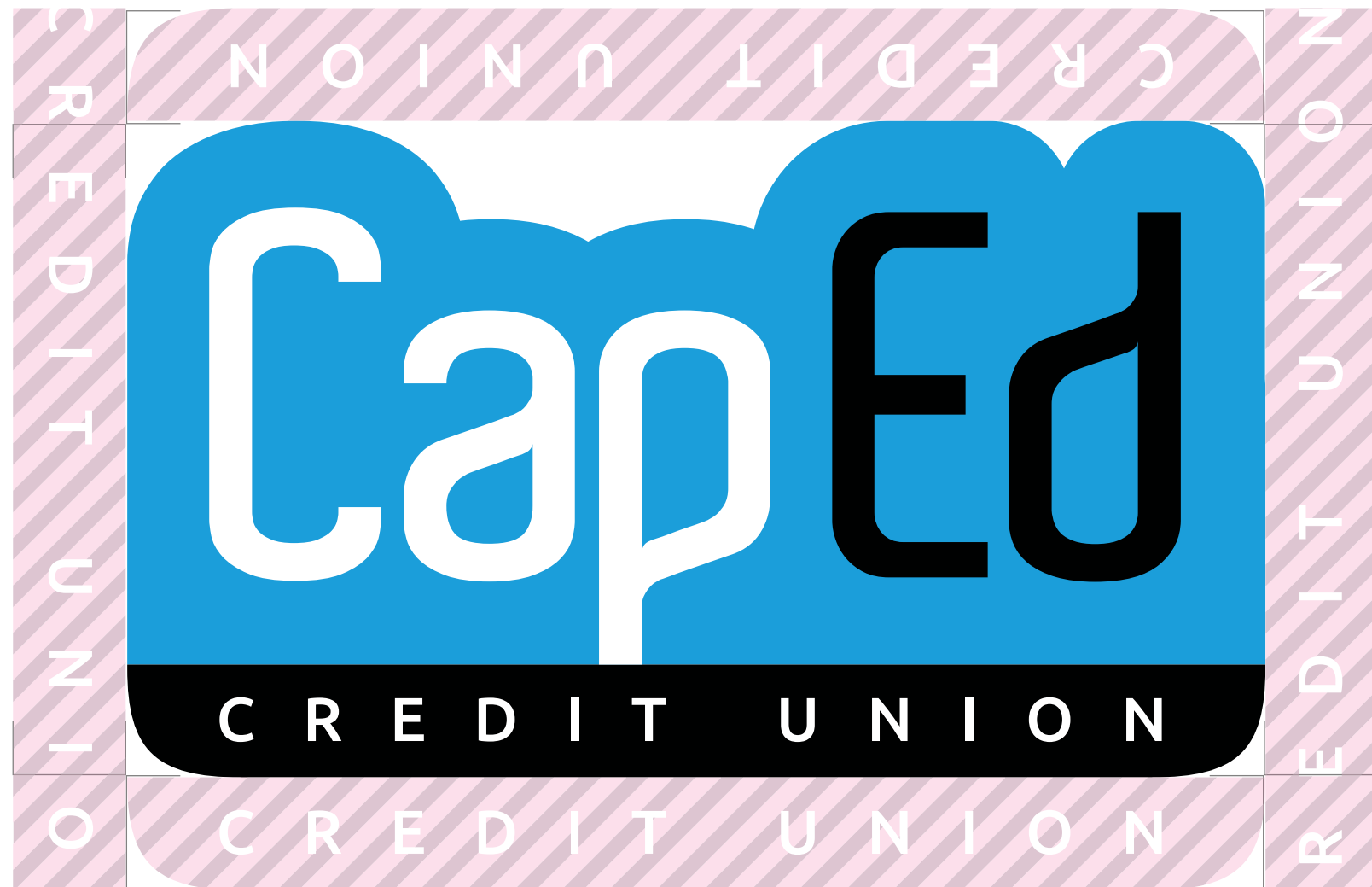
RGB 0, 0, 0    CMYK 0, 0, 0, 100    Web 000000

White  
PMS White



RGB 255, 255, 255    CMYK 0    Web FFFFFFFF

# CapEd's Brand: Primary Logo & Spacing



## CapEd's Logo Clear Space:

In order for the CapEd logo to stand out and be clearly identifiable, it is important to provide a minimal amount of space around the logo. In general, the standard of measurement, regardless of scale, is to keep the height of the logo's black bar that contains "CREDIT UNION" clear of any text, images, other logos, et al.

## CapEd's Logo Clear Space:

Note in these examples to the right, that the distance of the CapEd logo from any object, artwork, text, or page/screen edge is at least the prescribed height of the CapEd logo's black bar that contains "CREDIT UNION".

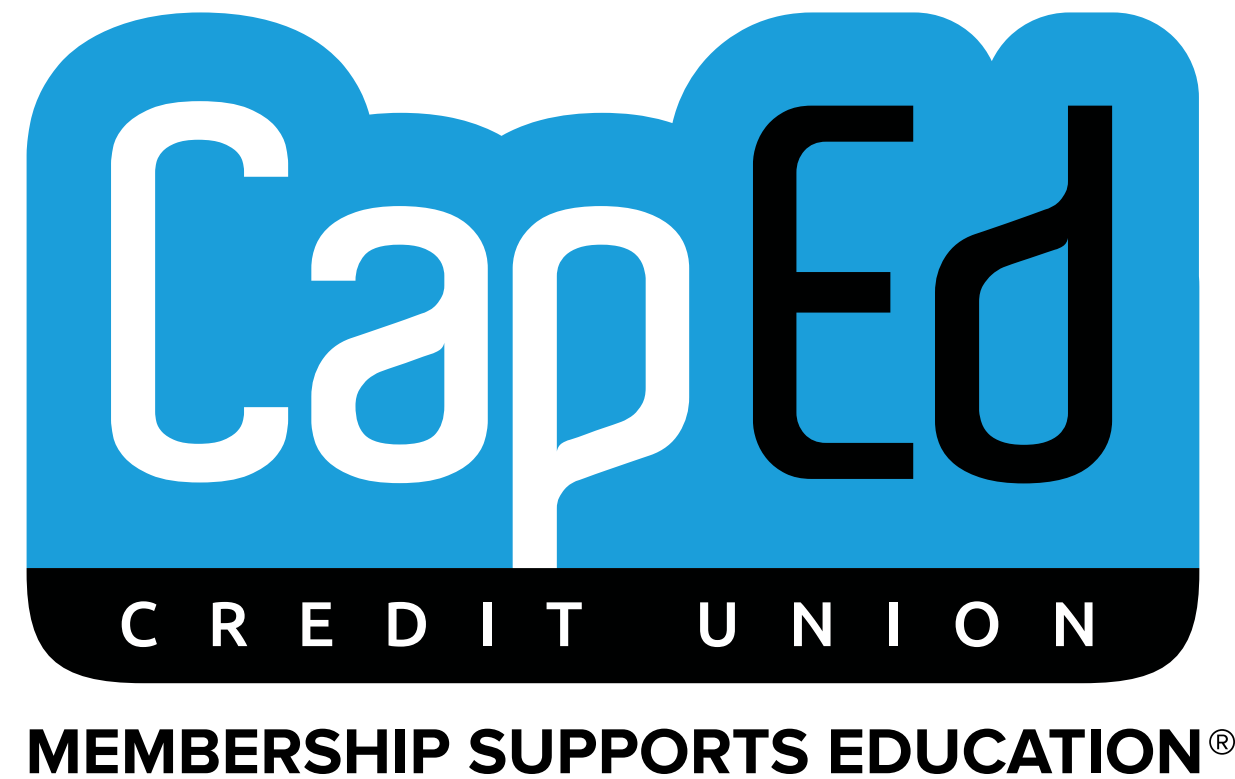
Note: This rule does not apply in instances where the CapEd logo is overlaid atop a photo or video. See page 27 for reference and guidance.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore



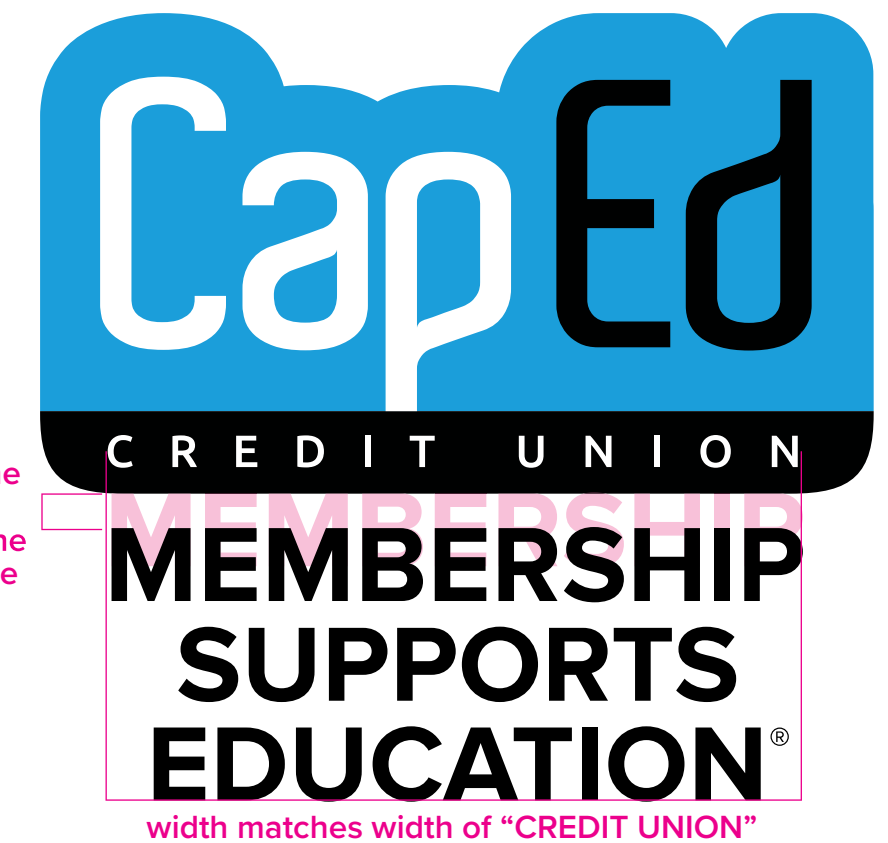
# CapEd's Brand: Logo with Tagline: MEMBERSHIP SUPPORTS EDUCATION



CapEd Credit Union uses the tagline “MEMBERSHIP SUPPORTS EDUCATION” in conjunction with CapEd’s logo. The tagline can be displayed in one of two ways: in a horizontal line beneath the logo or as a vertical stack beneath the logo.

To the left, the spacing for the horizontal line beneath the logo should be the exact height of the tagline text from the bottom of the logo. The width of the horizontal line tagline should be the exact width of the logo.

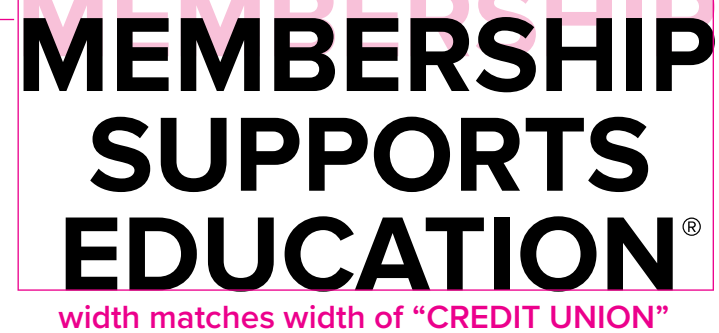
To the right, the spacing for the vertical stack beneath the logo should be no less than half the height of the tagline text from the bottom of the logo. The width of the vertical stack tagline should be the exact width of the “CREDIT UNION” text in the black bar of the CapEd logo.



space is height of tagline



space is half the height of first line of tagline



# CapEd's Brand: Logo & Tagline: **IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE**

CapEd Credit Union uses the tagline "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" in conjunction with CapEd's logo. The tagline can be displayed in multiple ways: in a horizontal stacked line beneath the logo, as a vertical stack beneath the logo, and variations of horizontal stacks to the right of the CapEd logo.



**IT'S MORE THAN BANKING  
IT'S MAKING A DIFFERENCE**

space  
is height  
of first line  
of tagline



**IT'S MORE THAN BANKING  
IT'S MAKING A DIFFERENCE**

width matches width of logo

When the horizontal stacked version of the tagline "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" is used beneath the CapEd logo, the space between the logo and tagline must be the height of the tagline text and not exceed the width of the CapEd logo.

# CapEd's Brand: Logo & Tagline: **IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE**



**IT'S MORE THAN  
BANKING**

**IT'S MAKING A  
DIFFERENCE**



space  
is height  
of first line  
of tagline

leading  
between  
phrases  
is half the  
height of  
typeface

**IT'S MORE THAN  
BANKING**

**IT'S MAKING A  
DIFFERENCE**

width matches width of logo

When the vertical stacked version of the tagline "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" is used beneath the CapEd logo, the space between the logo and tagline must be the height of the tagline text and not exceed the width of the CapEd logo.

Note: with this configuration, the leading between the first and second phrases of the tagline is half the height of the tagline text.

# CapEd's Brand: Logo & Tagline: **IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE**



**IT'S MORE THAN  
BANKING  
IT'S MAKING A  
DIFFERENCE**

When the vertical stacked version of the tagline "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" is used to the right of the CapEd logo, the space between the logo and tagline must be at least the height of the black bar of the CapEd logo but is typically more.



**IT'S MORE THAN BANKING  
IT'S MAKING A DIFFERENCE**

When the horizontal stacked version of the tagline "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" is used to the right of the CapEd logo, the space between the logo and tagline must be at least the height of the black bar of the CapEd logo but is typically more.



# CapEd's Brand: Solo Tagline: IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE

IT'S MORE THAN  
**BANKING**  
IT'S MAKING A  
**DIFFERENCE**

IT'S MORE THAN  
**BANKING**  
IT'S MAKING A  
**DIFFERENCE**

As part of CapEd's visual branding, "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" does appear without the CapEd logo. In these instances, the vertical stack version (above) may use CapEd's primary colors using one of these two variations.

Below is how the solo horizontal should appear. Note that the kerning of text of the top line is adjusted to match the width of the lower, longer line in order to achieve a more balanced and uniform appearance.

top line kerning matches width of lower line

IT'S MORE THAN BANKING  
IT'S MAKING A DIFFERENCE

# CapEd's Brand: Sign Cabinet Logo



This is a special use case of the CapEd logo when it needs to be displayed within the confines of a sign or display cabinet. This application should only appear in the form of physical signage. The spacing within the cabinet should accommodate the CapEd logo as if it were intact. The left and right edges of the cabinet should not encroach inside the standard logo width but may extend outward as much as necessary to fill the cabinet space.



# CapEd's Brand: One-Color Logo



The CapEd logo should follow one-color guidelines provided here when produced in a single color. The color logo should never be converted to a single color or greyscale, see pg 27.

The spacing for the one-color version of the CapEd logo is the same as the primary logo guidelines.



The version of the CapEd logo below is technically a two-color application and should be restricted to using the blue logo with a white backing over a black or dark colored background.



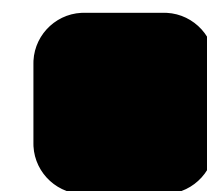
"CapEd Blue"  
Pantone 299C



RGB  
0, 160, 226  
CMYK  
87, 18, 0, 0  
Web  
00A0E2



Black  
PMS Black



RGB  
0, 0, 0  
CMYK  
0, 0, 0, 100  
Web  
000000



White  
PMS White



RGB  
255, 255, 255  
CMYK  
0  
Web  
FFFFFF

# CapEd's Brand: One-Color Logo with Taglines

This is the one-color CapEd logo with the "MEMBERSHIP SUPPORTS EDUCATION" tagline. Note that in addition to following the guidelines already provided for these configurations, the tagline and logo must be in the same color.



This is the one-color CapEd logo with the "IT'S MORE THAN BANKING IT'S MAKING A DIFFERENCE" tagline. Note that in addition to following the guidelines already provided for these configurations, the tagline and logo must be in the same color.



# CapEd's Brand: Text-Only Logo and Spacing

The text-only version of the CapEd logo represents a stage of evolution in the CapEd brand. *The text-only variations prescribed here are for limited, specific use cases and are not to be used as a replacement for CapEd's primary logo.*

Text-only variations may appear with "CREDIT UNION" or without. The "CREDIT UNION" version is typically reserved and used for swag and promotional items, while the version without is typically reserved for apparel or embroidery application.

The spacing for the text-only variations can be determined by imagining that the primary logo surround elements are still visible.



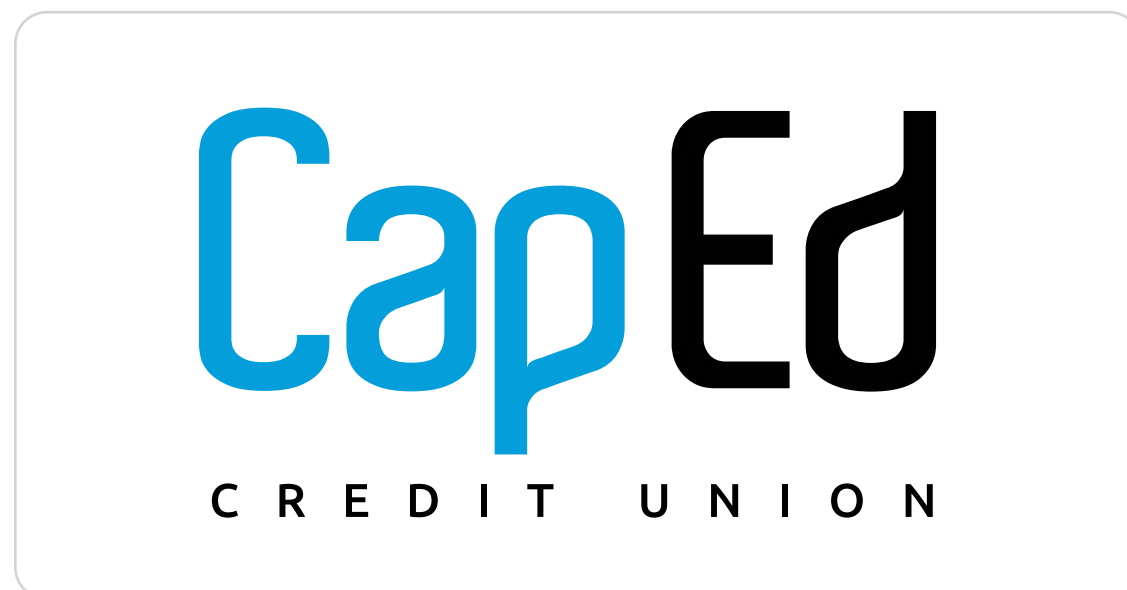
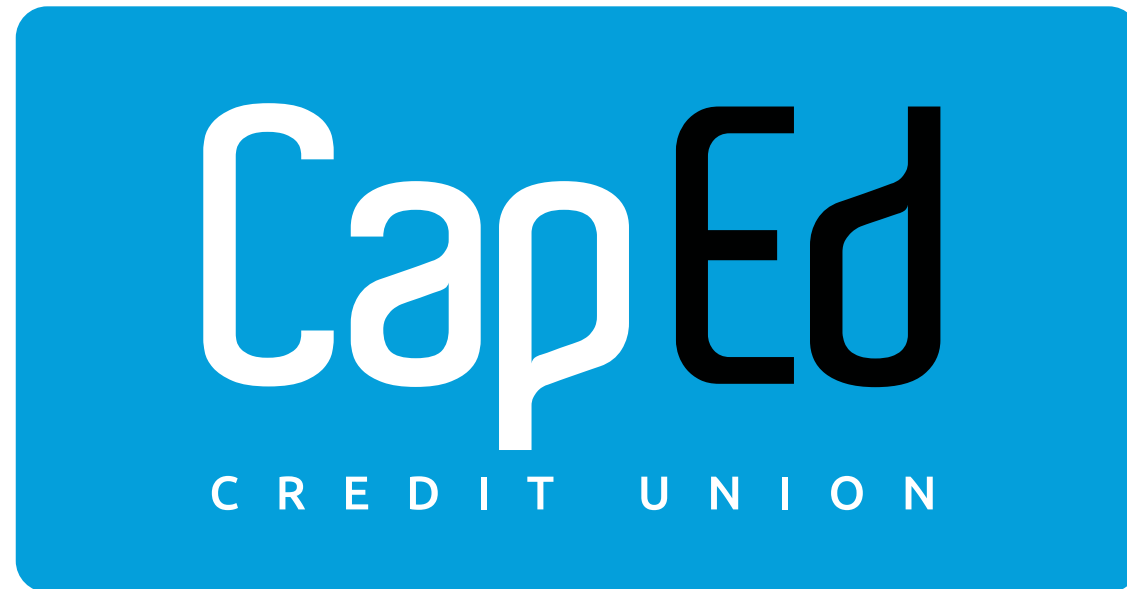
CapEd  
C R E D I T U N I O N

CapEd

CapEd  
C R E D I T U N I O N

CapEd  
C R E D I T U N I O N

# CapEd's Brand: Text-Only Logo Color Options



The text-only color version of the CapEd logo may appear in the three color variations presented here. For blue or colored backgrounds, “Cap” should be white and “Ed” should be black. For black or dark backgrounds, “Cap” should be white and “Ed” should be blue. For white or light backgrounds, “Cap” should be blue and “Ed” should be black.

Note that with the color variations “CREDIT UNION” should appear as either white when over black or color backgrounds and black when over white or very light colored backgrounds.

Text-only variations may appear with “CREDIT UNION” or without. The “CREDIT UNION” version is typically reserved and used for swag and promotional items, while the version without is typically reserved for apparel or embroidery application.

*Important: All text-only variations require the authorization, approval, and review of the CapEd Marketing department.*



# CapEd's Brand: Text-Only One-Color Logo Options



White on blue or color



Black on blue or color



White on blue or color



Black on blue or color



White on black/dark color



Blue on black/dark color



White on black/dark color



Blue on black/dark color



Blue on white/light color



Black on white/light color



Blue on white/light color



Black on white/light color

# CapEd's Brand: Text-Only One-Color Tone-on-Tone



A specific variation of the one-color text-only version of the CapEd logo referred to as “tone-on-tone” is reserved specifically for CapEd apparel and garments. This use is usually for embroidery or screen printing application.

*Use of this variation, like all text-only variations, requires the authorization, approval, and review of the CapEd Marketing department.*

To the right, an example of tone-on-tone application to a CapEd employee garment.





# CapEd's Extended Brand: More Than Banking



With continued growth and marketing opportunities, there is a need to provide CapEd branding that facilitates specific business functions and provides adapted messaging. This is the CapEd text-only logo paired with the “MORE THAN BANKING” title treatment. The latter is a derivative design that represents a truncated, more concise version of the “IT’S MORE THAN BANKING IT’S MAKING A DIFFERENCE” tagline and text treatment. The primary use for this treatment is for broadcasting and social media purposes.



This specific configuration also uses a vertical line break as a design element, which acts as a graphical equivalent to using “:”, signifying an extension or elaboration of the core brand.

◀ Following the same guidelines used by the text-only version of the CapEd logo, this treatment may appear in three different color variations as shown to the left.



The spacing of this treatment requires that a minimum distance of the height of the “MORE THAN BANKING” text be maintained.



# CapEd's Extended Brand: More Than Banking One-Color



Following the same guidelines used by the text-only one-color version of the CapEd logo, this treatment may appear in three different color variations as shown to the left.

The spacing for this treatment is the same as the color version.

*Note: This treatment in all of its variations is restricted to use by the Marketing department and requires the approval of the Marketing department to use.*

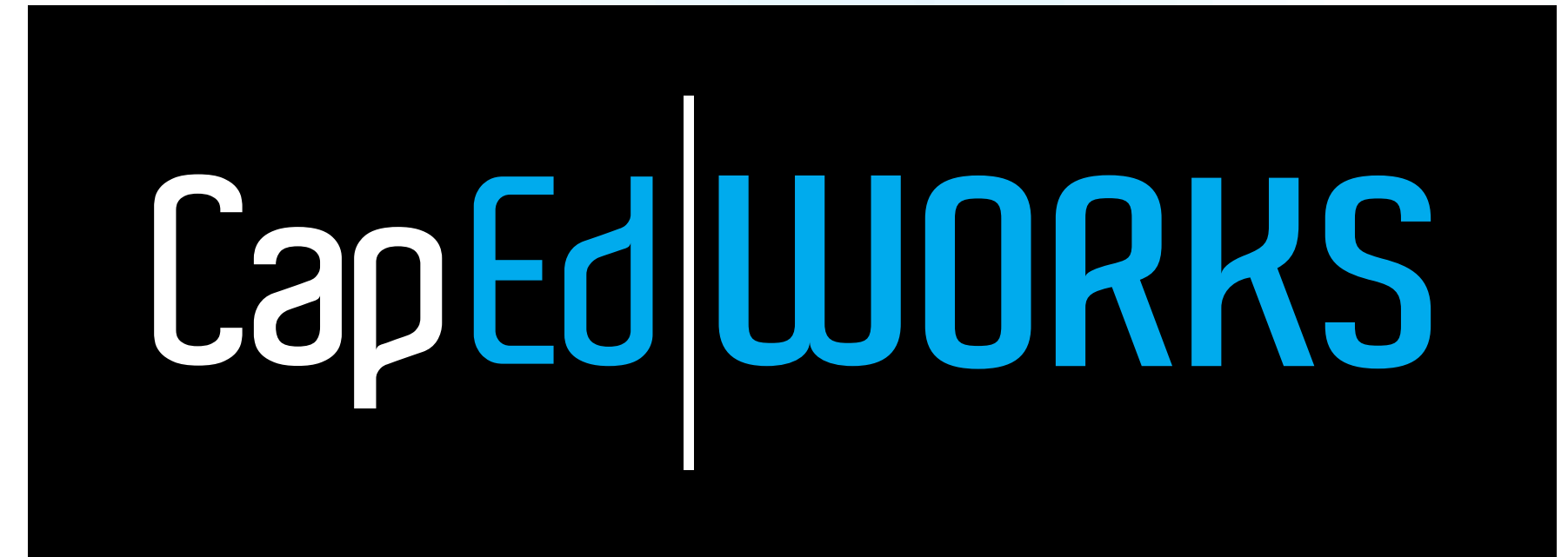
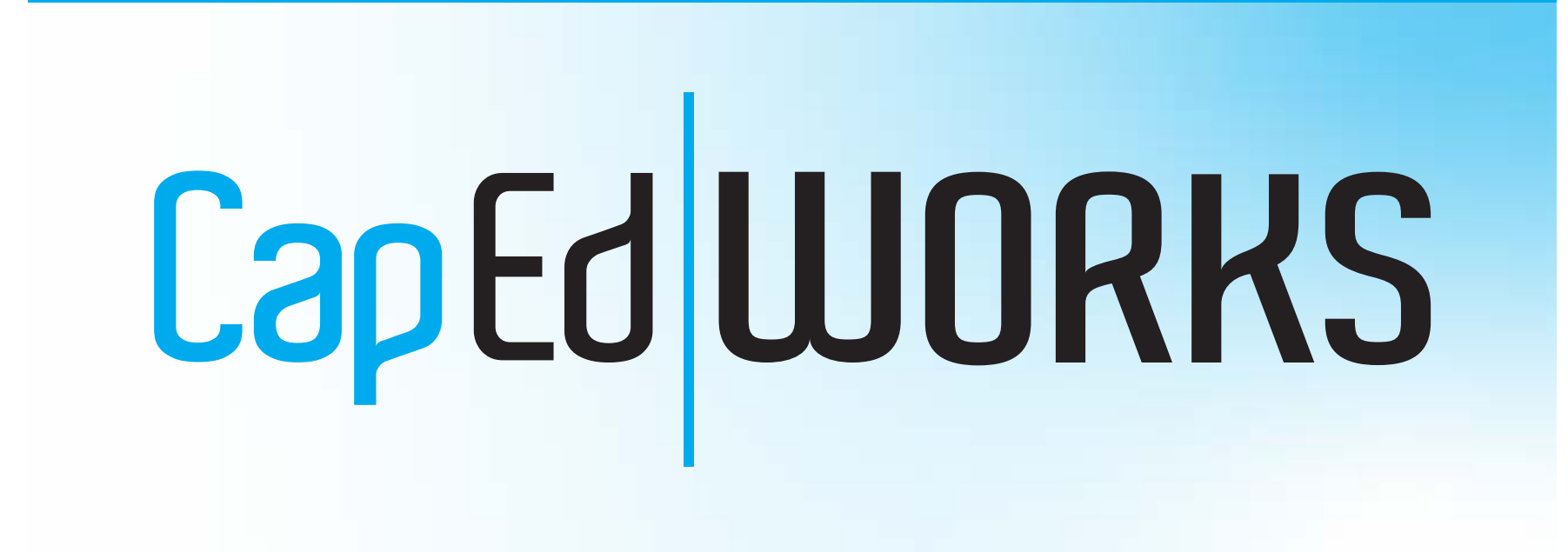
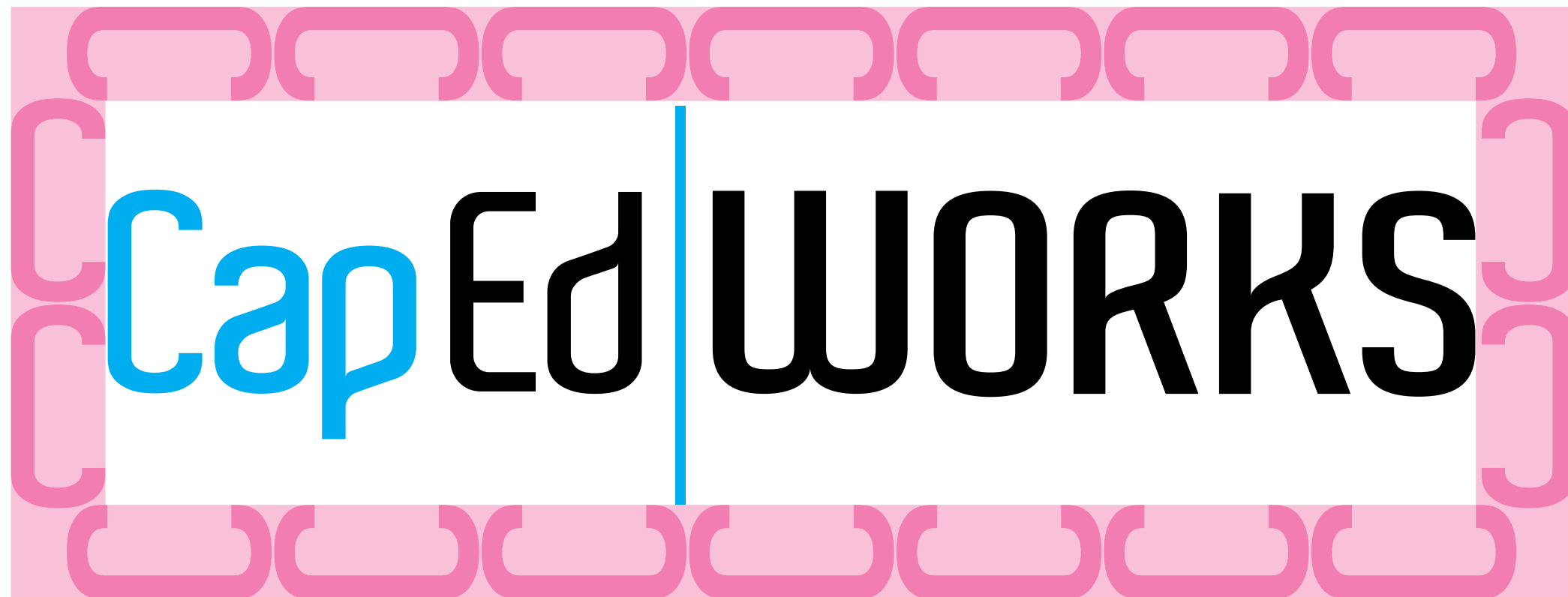


# CapEd's Extended Brand: CapEd Works

CapEd | WORKS

“CapEd: WORKS” is a specific use variation of the text-only CapEd logo designed for the Business Relations Experience team. Use of this treatment requires the approval of the Business Relations Experience or Marketing departments.

The spacing for this treatment is based on the width of the “C” in the CapEd logo.

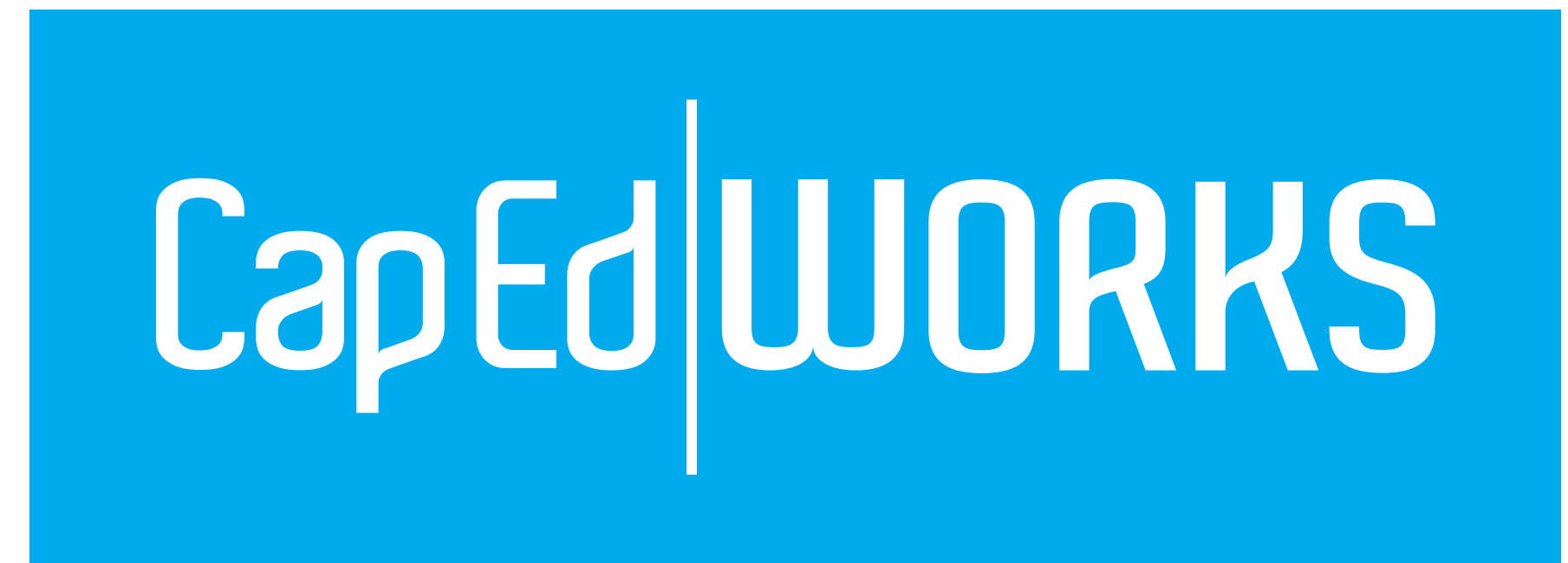
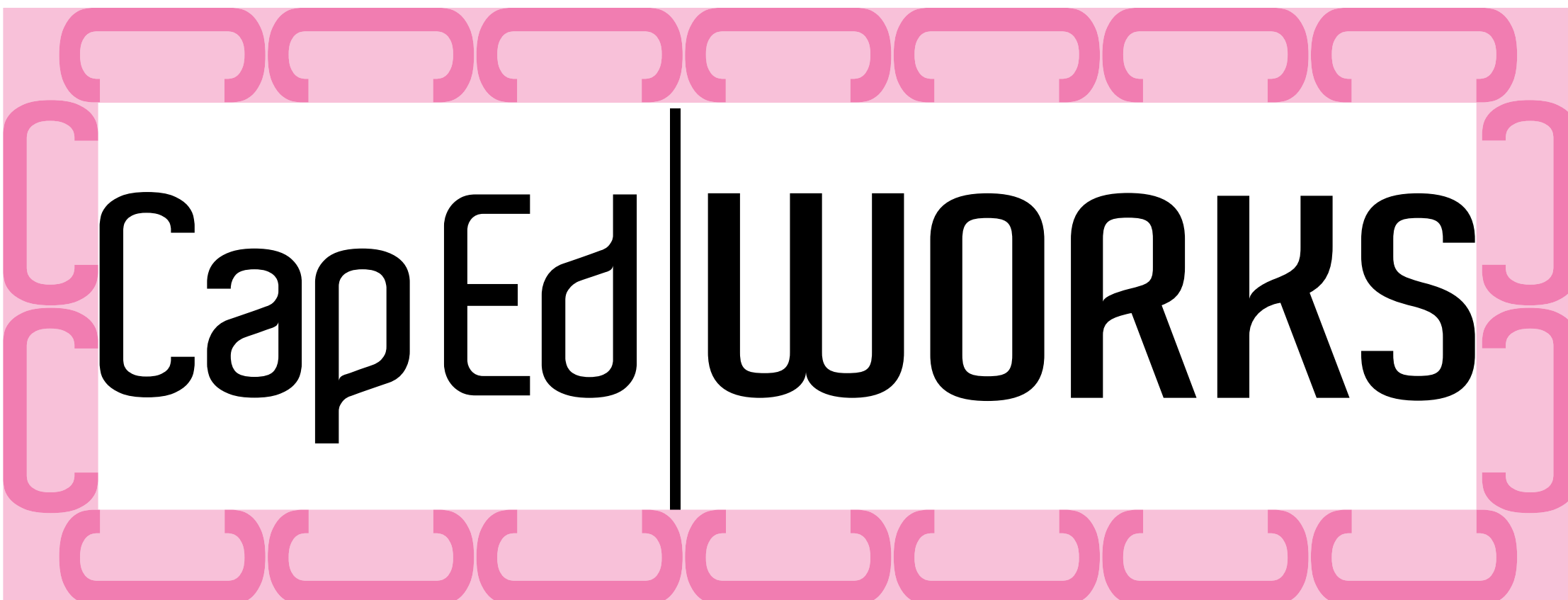
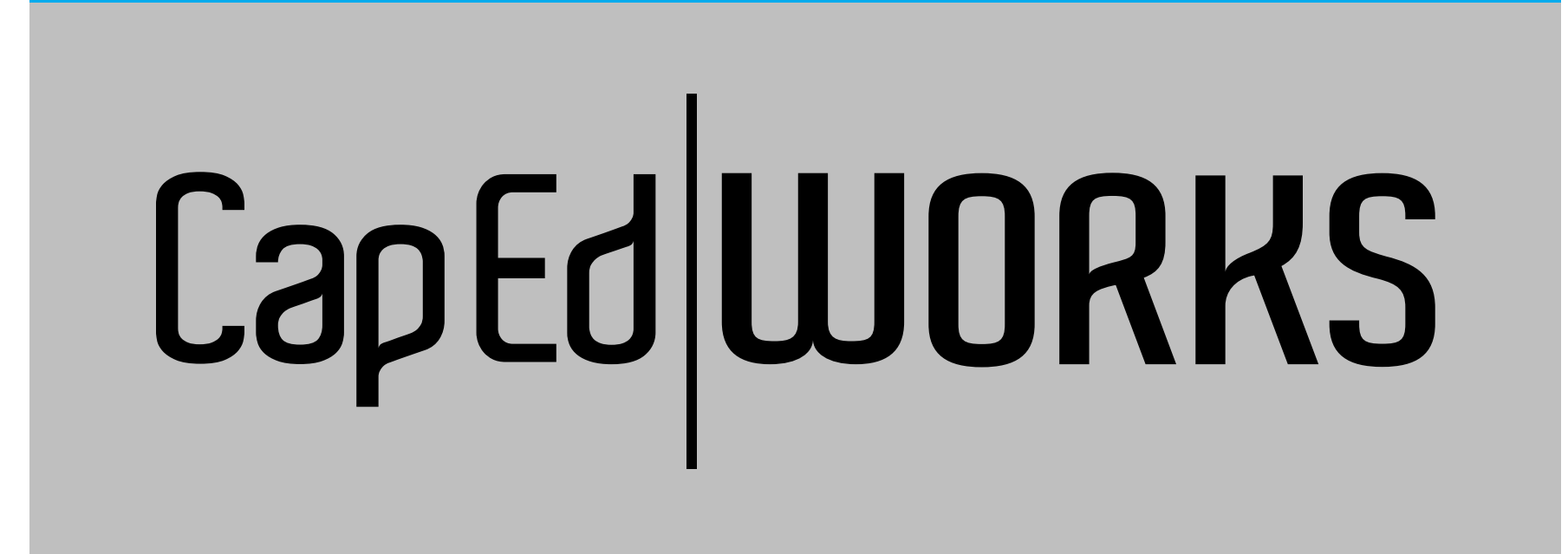


# CapEd's Extended Brand: CapEd Works One-Color



These are the one-color versions of the “CapEd: WORKS” treatment. Use of this treatment requires the approval of the Business Relations Experience or Marketing departments.

The spacing for this treatment is based on the width of the “C” in the CapEd logo.

# CapEd's Website: [capedcu.com](https://capedcu.com)

This is how [capedcu.com](https://capedcu.com) should appear in a sentence or statement.

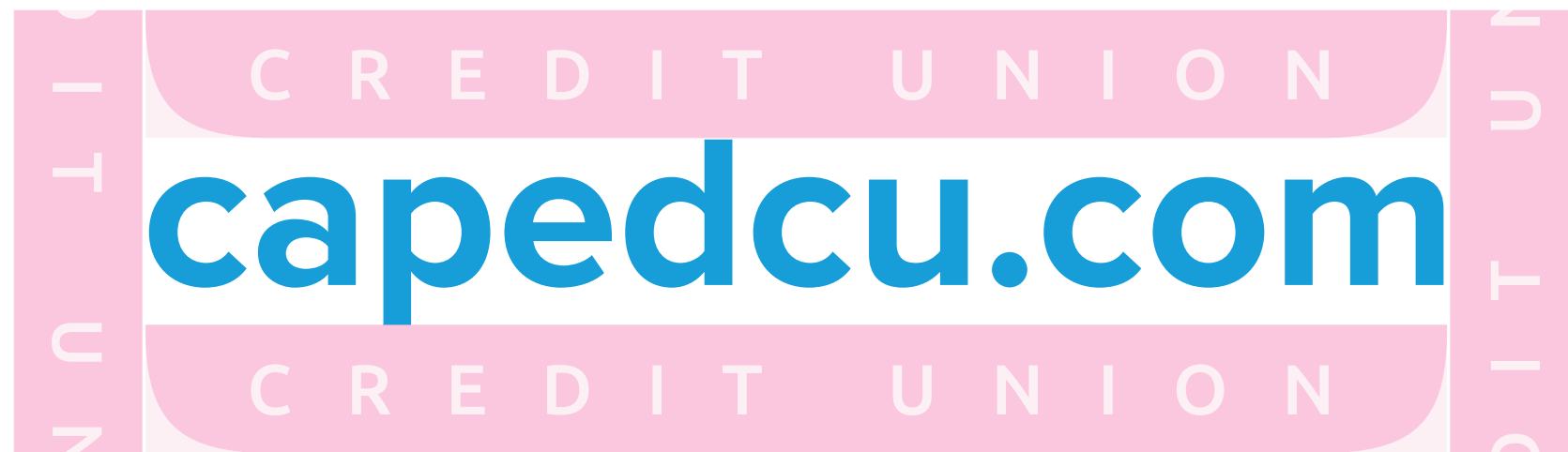
**capedcu.com**

Following the professional trend to display web URLs in lower-case, CapEd's websites should be written out without capitalization as shown to the left.

**capedcu.com**

CapEd's website URL may also appear as a title treatment and used in a fashion similar to CapEd's logos. When CapEd's website is displayed this way, the same guidelines provided for CapEd's one-color logos should be employed.

**capedcu.com**



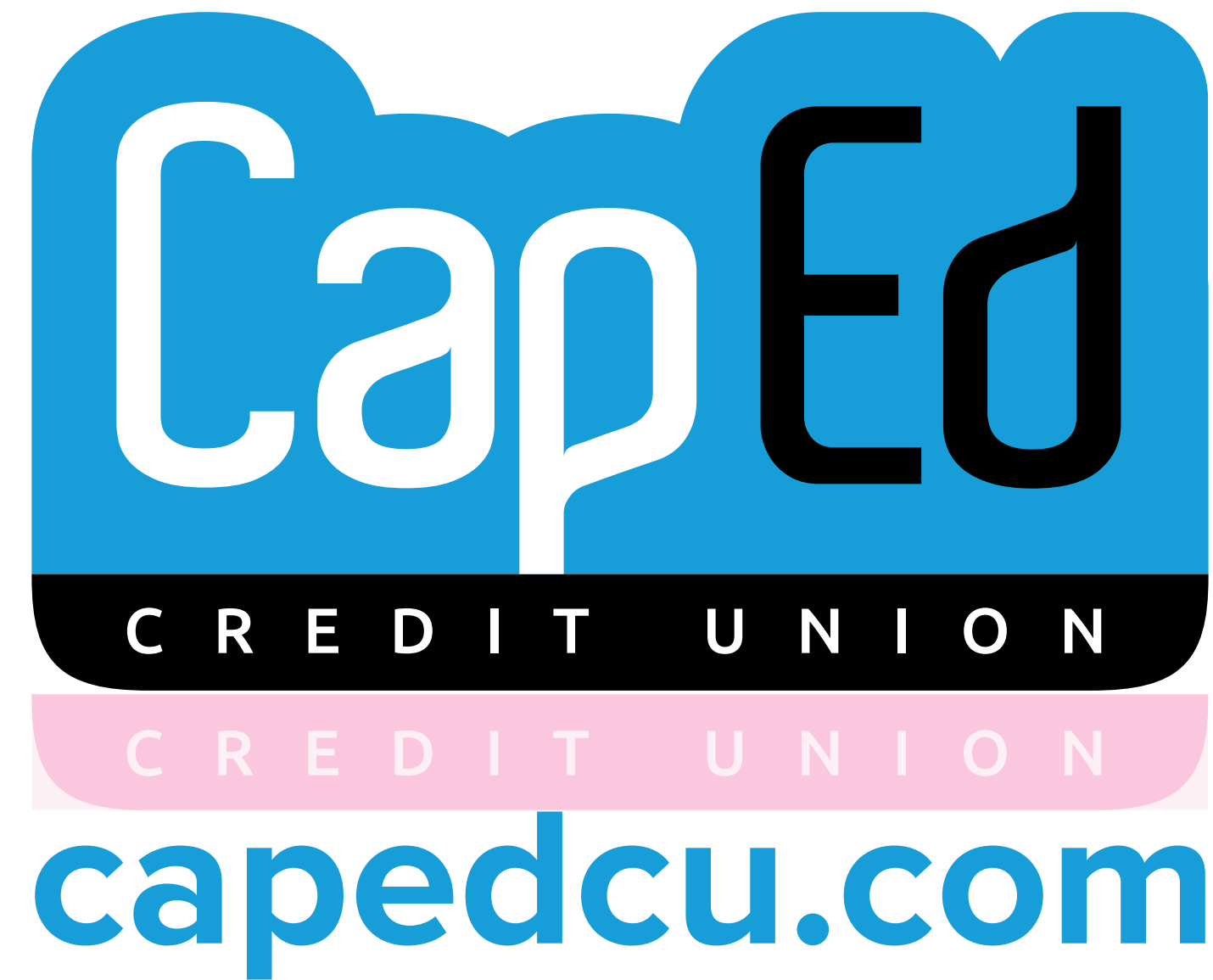
The spacing parameters for CapEd's URL treatment are based on using the black bar that contains "CREDIT UNION" in CapEd's primary logo.

# CapEd's Website: [capedcu.com](https://capedcu.com) with CapEd logo

This is how [capedcu.com](https://capedcu.com) should appear in a sentence or statement.



[capedcu.com](https://capedcu.com)

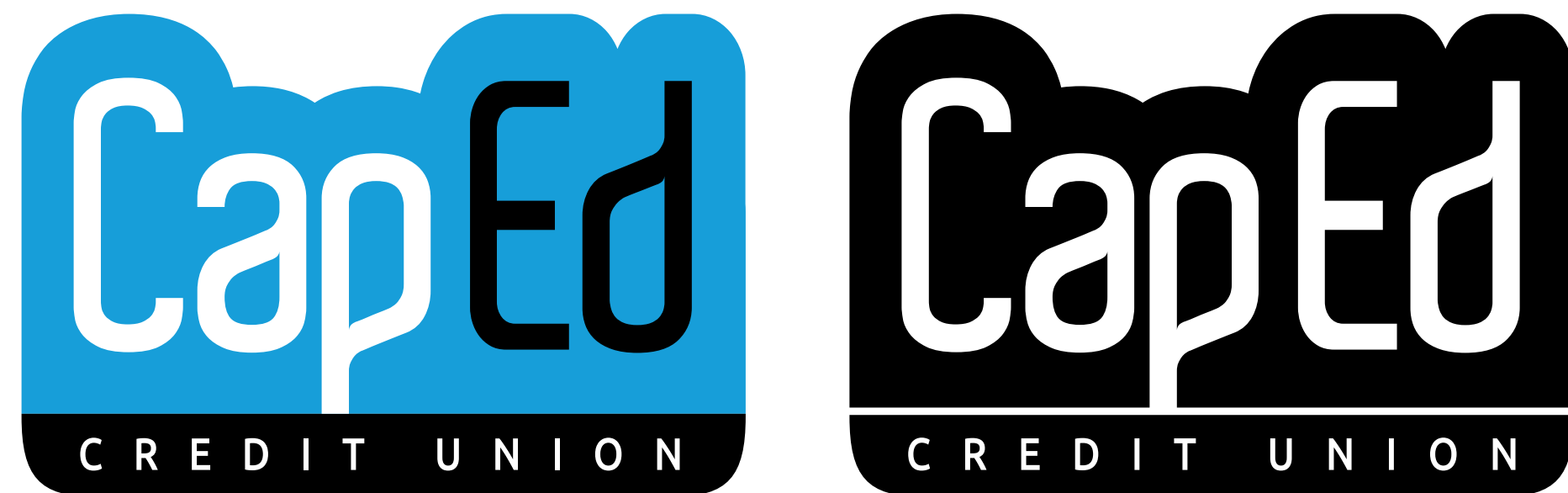


This is how CapEd's website URL may appear when used with CapEd's logo. The width of the "capedcu.com" treatment should match the width of the CapEd logo. Note: this may be applied to one-color versions of the CapEd logo as well.

The spacing parameters for CapEd's URL treatment are based on using the black bar that contains "CREDIT UNION" in CapEd's primary logo.

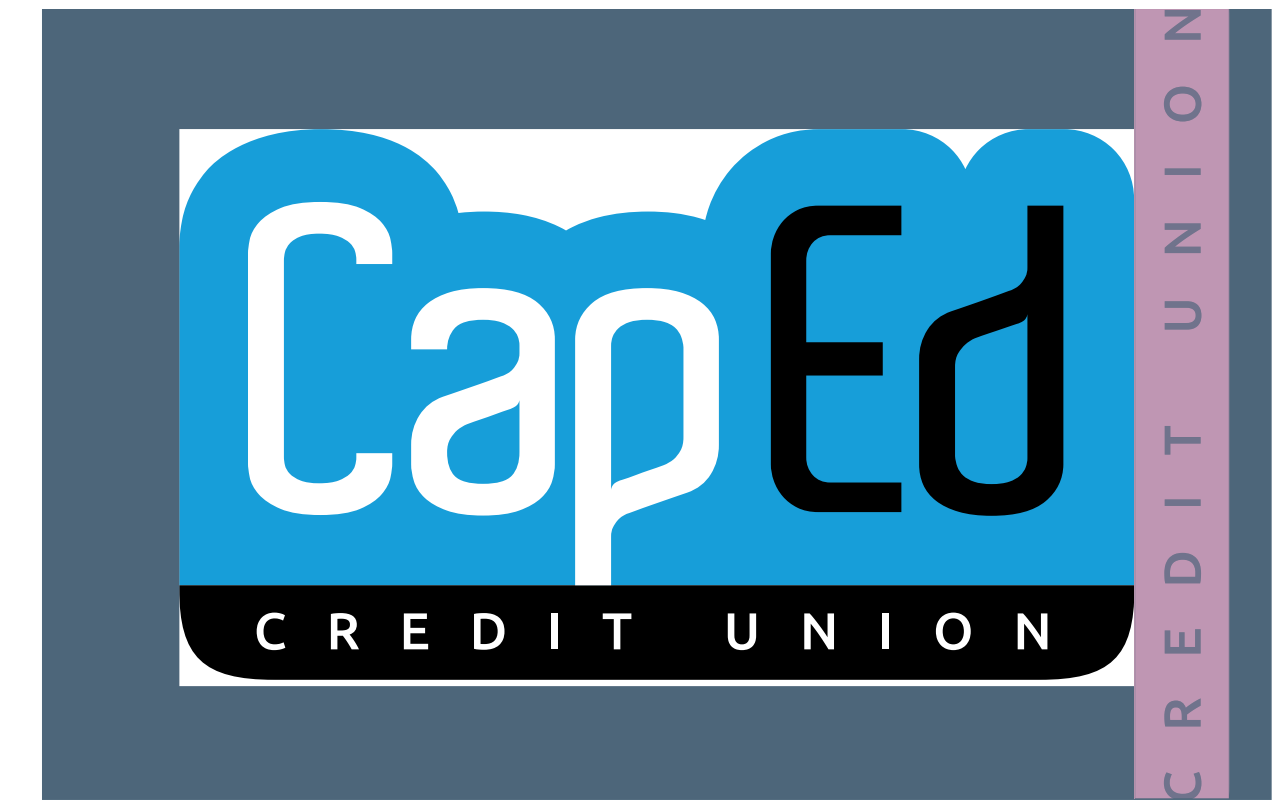
# CapEd's Brand: Things We Don't Do

It's very simple: don't modify CapEd's logo in any of its official variations. Here are some examples of what not to do.

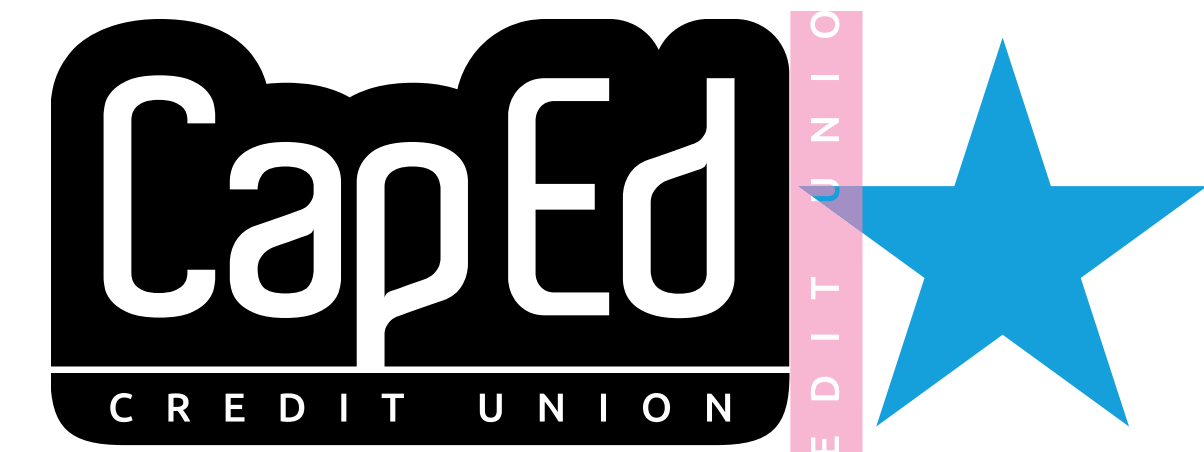


Do not stretch or distort CapEd's logo.

*Important note: this rule applies to how any vendor uses any CapEd logo. If you have a relationship with a client that violates this rule, it is your responsibility to correct it.*



Do not violate the spacing guidelines detailed in this guide.



# CapEd's Brand: Things We Don't Do



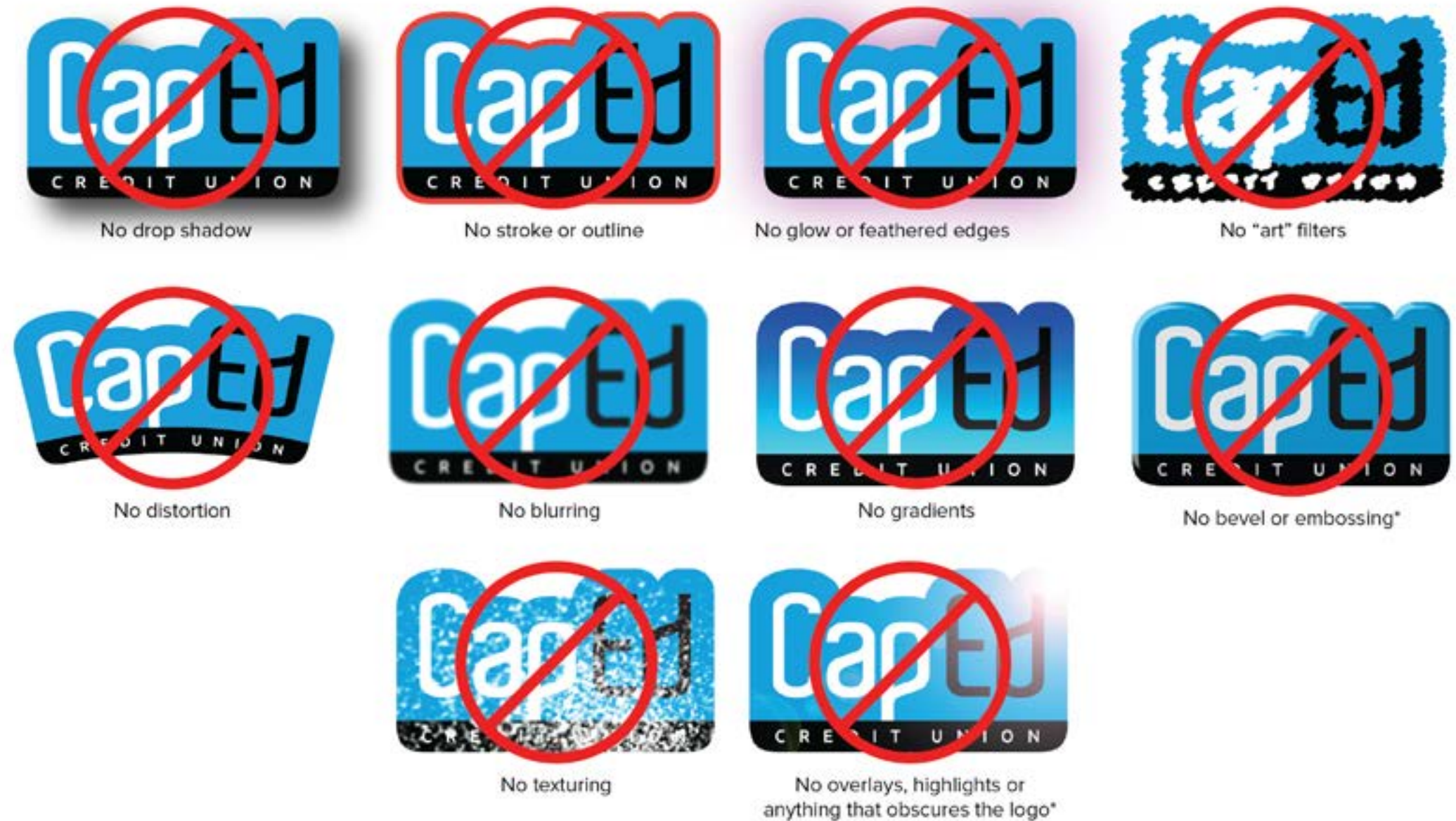
Do not print or produce any of CapEd's color logos in greyscale -- use a one-color alternative.



Never use alternate colors in CapEd's logo.



CapEd's logos should always be displayed as an overlay over any other elements in a layout. CapEd's logos are not designed to be displayed with any transparency. If there is perceived need for such use, consult the Marketing department.



Do not apply effects, distortions, warping, gradient overlays, art effects, beveling or embossing to any of CapEd's logos without express authorization from CapEd Marketing.



# CapEd's Brand: Final Thoughts

Thank you for studying CapEd's Brand Style Guide. It is the responsibility of all CapEd Credit Union employees, regardless of role or function, to enforce and maintain a consistent brand image across the entire organization. CapEd Credit Union is a singular entity and it is vital that we are perceived as such by our coworkers, our members, our clients and vendors, and by the general public.

Any questions about the content of this guide should be directed to [marketing@capedcu.com](mailto:marketing@capedcu.com).