

Identity Guidelines

v.6 1.25

**SERVICE
CREDIT UNION**
★ ★ ★ ★ ★

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

Our Core Beliefs

Everything we do starts and ends with serving others—it impacts our products, our people, and the way we solve problems.

Our members' life, goals, and needs will change over time, and we're committed to helping them fund and finance whatever their future has in store.

We give good back. As a credit union, supporting our members, employees, and community isn't a box to check— it's core to our business and part of our DNA.

Our focus is on delivering value for our members and our employees. Our value system and core beliefs reflect just that: kindness, honesty, empathy, generosity and respect for others. When you join Service Credit Union, you're not an account number or customer. You're an owner.

Questions

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

Marketing1@servicecu.org.



Mission and Vision

Mission

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

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.

What We Do

You go beyond for your family and community. That's why we go beyond for you. Get more for your money, reach milestones sooner, plan for the future you've earned. We'll support you every step of the way to go further than you ever imagined. If you're driven to go beyond, you belong here.



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 CU must convey these commitments through responsible 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 should fully listen and communicate how we understand the needs of the member. Put yourself in their place, when communicating changes that may have an impact.
- 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 need to ensure your message is reflective of our voice, personality and mission.



Communication

Voice

When we communicate as Service Credit Union we want to be as recognizable—across every medium and channel we’re using—and no matter what we’re looking to communicate.

Everything we do starts and ends with serving others—it impacts our products, our people, and the way we solve problems.

As a credit union, supporting our members, employees, and community isn’t a box to check—it’s core to our business and part of our DNA. We are there for our members, every step of the way.

We care about them, their family and their community.

Our voice is resourceful, invested and open-hearted. We are invested in our members, their goals and their needs.

Resourceful

There is a can-do positivity to our voice. We love a challenge and delight in finding ways to help. We have the grit and determination to solve problems. We make it easy for members to do what they need. We give practical advice, share clear next steps and actions to take.

Sample language:

Here’s how you can...

Find more ways to...

Whatever your challenge, we help you...

It’s easy to...

Invested

Since we are in it for the long run, our language conveys a sense of movement and growth. Your goals are our goals. We focus on milestones and major moments. We communicate shared values

as well as the value of our offering. There’s a sense of partnership that leads to a call and response in our headlines.

Sample language:

You do more for them. We do more for you.

You have the moving boxes. We have the mortgage rates.

Open-Hearted

Our voice is welcoming, warm and inviting. It’s relaxed and informal – less like a banker and more like a good friend. We talk with people, not at them, addressing members directly (you). We see a person, not just a customer.

Sample language:

Enjoy the retirement you’ve earned. Help your money go further, do more. You serve. We help you save.

You hold your new baby. We’ll help you fund their future.

Bold and Confident

Our character is that of a bold and confident guide who supports you, even cheers you on. We believe in you. We’ve got your back. We help you solve problems, encourage you in your goals. We have solutions that meet every milestone and help you navigate the road ahead. We challenge you to go further, do more than you could ever have imagined. And we have the products, tools and experience to help you do it.

Sample language:

At Service Credit Union, our members are driven to do more, go further and make a difference. They’ve dedicated their lives to others. That’s why we’re dedicated to supporting them— every step of the way.



Communication

Other tips:

- Avoid jargon. Connect our mission directly to member goals.
- Use contractions (We're, you're, etc.)
- Help members connect to their goals and vision.
- Draw them in emotionally. Reflect value of the product.
- Tout the benefit, not the feature.
- 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 Credit Union 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 making a case for communicating with our members, the public, ourselves, volunteering and caring.
- 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 that we are thoughtful and caring, to each other and to our members.
- 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

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

Paint



PT1	Alabaster SW7008	Sherwin Williams
PT2	BVayberry Blue 790	Benjamin Moore
PT3	On the Rocks SW7671	Sherwin Williams
PT4	Teal Tone 663	Benjamin Moore
PT5	Indigo SW 6531	Sherwin Williams



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 | NHLS# 491588



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

[Learn More](#)

SERVICE CREDIT UNION ★★★★★

Insured by NCUA

SERVICE CREDIT UNION ★★★★★

Checking
Auto
Mortgage
Credit Card

servicecu.org

INSURED BY NCUA

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 ATMs** worldwide through the CO-OP and Allpoint networks.

Learn about more great benefits at servicecu.org.

SERVICE CREDIT UNION ★★★★★

Checking | Auto | Credit Card | Foreign Exchange servicecu.org | 00800.4728.2000

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

SERVICE CREDIT UNION ★★★★★

HELOC

2.50% APR

FIXED FOR 12 MONTHS

SERVICE CREDIT UNION ★★★★★

THINGS ARE LOOKING UP.

SERVICE CREDIT UNION ★★★★★

So is the equity in your home. Get a low fixed rate HELOC for 12 months.

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THINGS ARE LOOKING UP.

SERVICE CREDIT UNION ★★★★★

So is the equity in your home. Get a low fixed rate HELOC for 12 months.

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SERVICE CREDIT UNION ★★★★★

So is the equity in your home. Get a low fixed rate HELOC for 12 months.

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Like Comment Share

Shred Day

Service CU Amherst Branch
85 NH-101A • 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 ★★★★★

INSURED BY NCUA



Assets



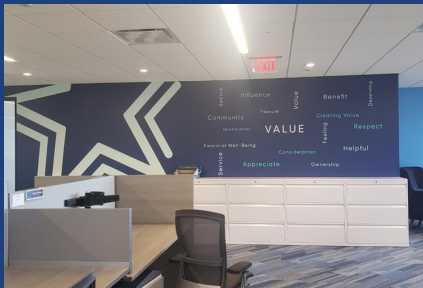
Let's Stay In Touch!

Keeping your contact information up to date allows us to let you know about important changes to branch operations, as well as to your account.

Need to update your email address?
Tell your Member Services Representative.

servicecu.org | 800.936.7739 | 608.600.4728.2000
Insured by NCUA

SERVICE CREDIT UNION
★★★★★



Signage

