msufcu

MSU FEDERAL CREDIT UNION

BRAND STANDARDS

LAST MODIFIED 12.01.23

CONTENTS

To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.

POSITIONING & PERSONALITY

POSITIONING

TAGLINE

Building Dreams Together

VISION STATEMENT

To create a world-class omnichannel member experience, utilizing personalized digital and human service to deliver accessible financial solutions.

UNIQUE VALUE PROPOSITION

Our members want financial products and education to build community through our financial technology and innovation, giving them an opportunity to build dreams with confidence.

PROMISE

Embrace innovation to drive financial solutions.

15-SECOND ELEVATOR PITCH

We're a Credit Union serving members in the regions we're located providing innovative financial solutions to help them build dreams. Our team is dedicated to member service and making a positive impact in the communities served.

CORE VALUES

Since 1937, MSU Federal Credit Union has worked to enhance the lives of those in our communities and will continue to do so by serving each and every person with respect and compassion, understanding everyone's unique life circumstances, and finding the best solutions to help them achieve success and security, and ultimately, their dreams.

DEMONSTRATE INTEGRITY AND HONESTY

We hold ourselves personally accountable to maintain the highest standards of behavior. We treat every individual with respect and fairness. We place value on doing what is right, with commitment to being truthful.

GIVE BACK TO THE COMMUNITY

We embrace our roles as community leaders and support many charitable initiatives. We are committed to brightening as many lives as possible. Investing in our community helps create a place where people are proud to live and work.

PROVIDE SUPERIOR SERVICE

We provide superior service with each interaction. We strive to exceed our members' expectations, positively impact their lives, and help them achieve their dreams. Loyalty is built with the relationships we form.

ENCOURAGE, EMBRACE, AND DRIVE CHANGE

Change is essential for our continued success. We actively engage in exploring new ideas, and we support choices to improve and maintain constant progress. We accept and embrace renewed focus and direction brought by change.

PURSUE GROWTH AND DEVELOPMENT

We are dedicated to individual and organizational development. We provide opportunities for continual advancement through learning, both hands-on and instructionally. Individual growth benefits the entire Credit Union.

BUILD A POSITIVE ENVIRONMENT

We promote a fun environment built by optimistic people. We have created a friendly and caring atmosphere where people support one another through recognition and appreciation.

BE PASSIONATE AND DETERMINED

We are passionate about our mission and our work. We are determined to continue developing our interests and find creative solutions to help our members, our communities, and ourselves succeed. We strive to build dreams through our daily actions.

CULTIVATE DIVERSITY, EQUITY, INCLUSION, AND BELONGING

We are committed to creating an equitable environment of inclusion where everyone is empowered to bring their full, authentic selves as meaningful contributors.

Deliver Superior Service and Member Experiences

Be a Preferred Employer

Invest in Community

Innovate to Ensure Long-Term Viability

Maintain Safety and Soundness

VOICE

MSUFCU has built a welcoming community presence that is aligned with our genuine and consistent voice. Drawn to our community roots, we take pride in showing our Spartan Spirit and Local Loyalty — keeping our messaging lighthearted. At the same time, we maintain our superior service and professionalism to create comfort and ease throughout our members' most meaningful financial decisions. Our helpful and trustworthy tone reassures our members, employees, and community that we are committed to our values and mission of helping them achieve financial security, their goals, and ultimately, their dreams.

The following terms describe our voice and tone:

helpful

trustworthy

lighthearted

professional

reassuring

kind

compassionate

respectful

AUDIENCE

MSUFCU has three audiences:

Employees. Our employees make our organization thrive. We are committed to supporting these individuals and cultivating an organization for which they are proud to work.

Members. We have members of all ages. As such, their experiences and needs vary widely. Brand executions should take their moments in time into account. For example,

a new business owner needs different reassurances than a young college student. The MSUFCU brand allows for a variety of ways to serve each of our members in the way they need to be served, all while being appropriate to represent MSUFCU.

Community. MSUFCU is a true community leader in each geographic location we serve. We endeavor to add to every community in positive and creative ways.

THE VISUAL BRAND

THE LOGO

Our new logo is more than a new look. It's a distinctive feature, demonstrating our commitment to explore new ideas and embrace change to better serve our members. This update keeps MSUFCU at the forefront of the ever-changing financial services industry, offering members and employees fresh and modern services. The unique letterforms allow our brand to stand apart.

In order to achieve stylistic objectives, branding decisions are driven more by current culture than by formal grammar and punctuation guidelines. In this regard, the lowercase font conveys and reinforces the same friendly, approachable qualities that are associated with the MSUFCU brand experience. The full name below the acronym is set in all caps to reinforce the idea of a strong foundation.

Use the registered mark in all instances, with the exception of signage.

THE LOGO

The MSUFCU logo consists of three elements: the icon, the wordmark, and the descriptor. The icon can be used as a stand-alone piece in certain situations.

All logos are included in four different file types: PDF, SVG, EPS, and PNG. For more information about when to use which format, see the **File Type Guide** on page 57. Each logo is included in three different color spaces: PMS, CMYK, and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** on page 56.

ICON

WORDMARK

DESCRIPTOR

THE ICON

The new icon sports three ascending lines and reflects our commitment to help our members, our employees, and our community achieve their dreams — independently and working together.

The icon also symbolizes the flexibility we provide — support either through self-service or with help from our employees — to help set the stage for upward mobility both today and in the future. We also recognize that all members — and their journeys and dreams — are unique, and we support each individual one.

The icon is tilted on a 110.29-degree angle. In Adobe Suite, the angle is -10.29 degrees.

THE TAGLINE

Audiences that are familiar with the MSUFCU brand are most likely familiar with the tagline. The tagline can be included in the primary full (see next page) or it can be pulled out and used as part of the narrative.

Building Dreams Together

THE LOGO SUITE

The MSUFCU brand is built with a full suite of logos to use for flexibility and versatility. The primary descriptor will be used most often due to its conciseness and clarity.

In environments with high brand awareness, versions without the descriptor (primary tagline, primary, secondary tagline, secondary) may be used.

The secondary versions of the logo should only be used in situations where the icon is being treated as a prominent graphic element. See page 27 for more on using the icon as a graphic element.

Tagline versions of the logo can be used when there is ample space to accommodate three lines of text. It should also be used in more formal environments and in new markets or with new audiences.

PRIMARY DESCRIPTOR

msufcu®
MSU FEDERAL CREDIT UNION

PRIMARY FULL

msufcu®
MSU FEDERAL CREDIT UNION
Building Dreams Together

PRIMARY TAGLINE

msufcu®
Building Dreams Together

PRIMARY

msufcu®

SECONDARY TAGLINE

msufcu®
Building Dreams Together

SECONDARY DESCRIPTOR

msufcu®
MSU FEDERAL CREDIT UNION

SECONDARY

msufcu®

ICON

SIZING & SPACING

SIZING

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size — using your discretion and the standards provided within this book. Proportions of the logo should **never** be altered.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page — this minimum distance should be equal to the height of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements — copy, photos, artwork, etc. — should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

0.25"

0.25"

0.25"

0.40"
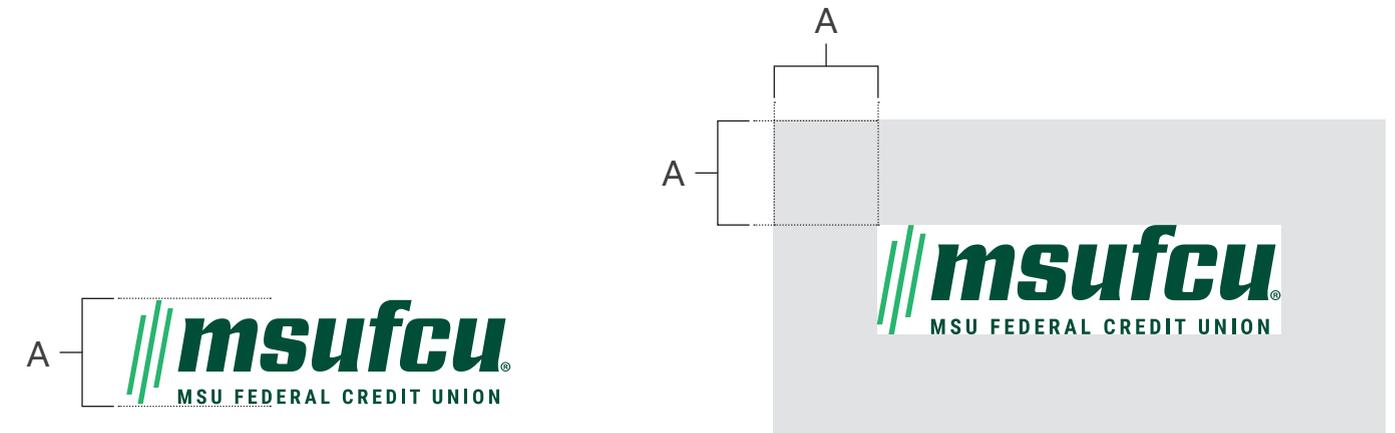
DUAL BRANDING

Often, the logo will coexist with other logos in our suite of brands. It is important to use the primary descriptor version in these instances.

When paired with another logo, always place the MSUFCU logo to the left or on top. This places the MSUFCU brand as the leading overarching element.

LOGO ALIGNMENT

Ensure the logo is *optically* aligned when paired with other logos, whether it is a horizontal or vertical stack. Optical compensations may need to be made depending on which logo the MSUFCU logo is paired with — please use your discretion.

When pairing the MSUFCU logo with the OU Credit Union logo, please adhere to the following guidelines: For horizontal alignment, ensure the stroke of the OU Credit Union logo is aligned to the baseline of the MSUFCU acronym; for vertical alignment, ensure the stems of the "L" in "Federal" and "L" in "Oakland" are vertically aligned.

LOGO MISUSE

The composition of our logo is very specific and is important for proper recognition of our brand. Do not attempt to re-create the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding or subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS

DROP SHADOWS

ROTATION

DISTRACTING BACKGROUND

WRONG COLOR

WRONG TYPEFACE

WRONG ANGLE
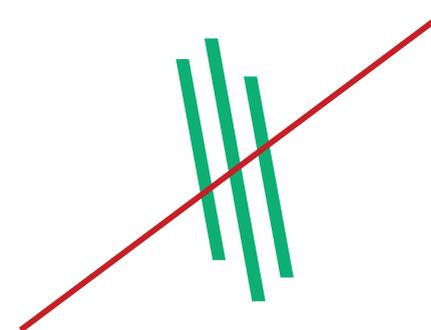
STRETCHED
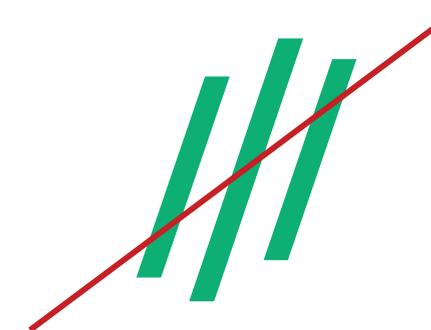
COLOR PALETTE

PRIMARY

MSUFCU's primary color palette is comprised of two colors: Forest Green and Bright Green. These colors were chosen for versatility and consistency. Always use the color breakouts listed on this page.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, CMYK, RGB, Black, and Reversed. Refer to the **Color Spaces** guide in the Appendix on page 56 to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Marketing & Communications at ext. 2028 or marcom@msufcu.org for guidelines.
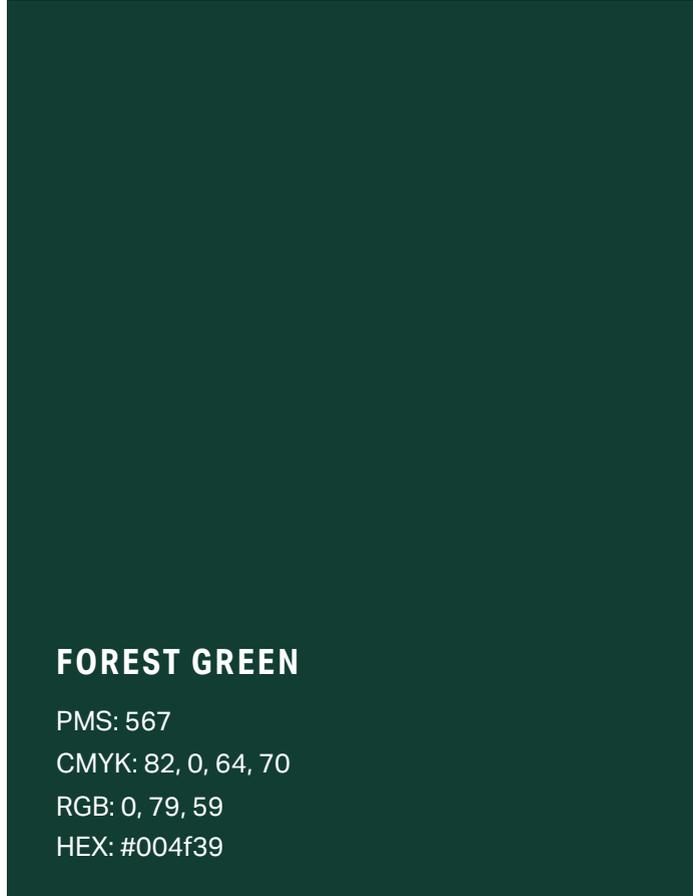
FOREST GREEN

PMS: 567
CMYK: 82, 0, 64, 70
RGB: 0, 79, 59
HEX: #004f39

BRIGHT GREEN

PMS: 2250
CMYK: 76, 0, 77, 0
RGB: 37, 181, 112
HEX: #25ab70

COLOR PALETTE

NEUTRAL (PRINT)

Neutral colors, when paired with primary colors, can add depth to your designs. These colors enrich and add sophistication to our palette. Always use the grays listed on this page.

These grays may be used to create soft backgrounds or rule lines, creating definition without distraction. They should always be used in conjunction with MSUFCU's greens. They are a good choice for breaking up monotony and green overload in places such as social media feeds or large documents. They also provide a refined look for higher-end product lines.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Marketing & Communications at ext. 2028 or marcom@msufcu.org for guidelines.

MEDIUM GRAY (PRINT)

CMYK: 8, 5, 7, 16

LIGHT GRAY (PRINT)

CMYK: 0, 0, 0, 10
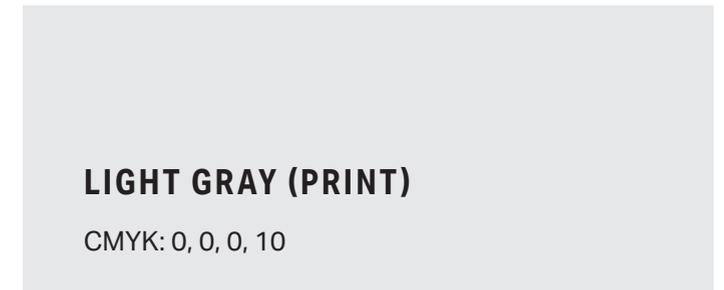
COLOR PALETTE

SECONDARY & TERTIARY

The secondary and tertiary brand colors exist to bring depth, support, warmth, and energy to the primary colors. These additional colors are intended to be used in design elements, pops of color throughout the website, support for new and existing campaigns, and to further align the sub-brands and additional sub-logos affiliated with the MSUFCU brand.

The Dusty Teal and Bright Teal colors are introduced as elements from the branding for The Lab at MSUFCU. The AlumniFi Orange is introduced as an homage to the AlumniFi brand, as well as the Plum being introduced from The Culture |of Finances branding. The main MSUFCU logo should never be altered to include secondary colors.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Marketing & Communications at ext. 2028 or marcom@msufcu.org for guidelines.

SECONDARY

DUSTY TEAL

PMS: 7475
CMYK: 71, 33, 38, 4
RGB: 67, 120, 122
Hex: #44797B

BRIGHT TEAL

PMS: 7465
CMYK: 70, 11, 47, 0
RGB: 73, 169, 149
Hex: #49A995

TERTIARY

ALUMNIFI ORANGE

PMS: 178
CMYK: 0, 62, 69, 0
RGB: 255, 97, 80
Hex: #FF6150

PLUM

PMS: 7650
CMYK: 53, 97, 38, 24
RGB: 114, 34, 87
HEX: #722257

TYPOGRAPHY

PRIMARY

In order to keep a consistent look and feel, always use branded typography for materials. MSUFCU's primary fonts are Aktiv Grotesk and Aktiv Grotesk Condensed.

Limit use of different widths within pieces. If Aktiv Grotesk is not available, Roboto or Roboto Condensed may be used.

Aktiv Grotesk and Aktiv Grotesk Condensed can be found on Adobe Fonts.

Roboto can be found on Google Fonts.

Aktiv Grotesk Hair
Aktiv Grotesk Hair Italic
Aktiv Grotesk Thin
Aktiv Grotesk Thin Italic
Aktiv Grotesk Light
Aktiv Grotesk Light Italic
Aktiv Grotesk
Aktiv Grotesk Italic
Aktiv Grotesk Medium
Aktiv Grotesk Medium Italic
Aktiv Grotesk XBold
Aktiv Grotesk XBold Italic
Aktiv Grotesk Black
Aktiv Grotesk Black Italic

Aktiv Grotesk Condensed Hair
Aktiv Grotesk Condensed Hair Italic
Aktiv Grotesk Condensed Thin
Aktiv Grotesk Condensed Thin Italic
Aktiv Grotesk Condensed Light
Aktiv Grotesk Condensed Light Italic
Aktiv Grotesk Condensed
Aktiv Grotesk Condensed Italic
Aktiv Grotesk Condensed Medium
Aktiv Grotesk Condensed Medium Italic
Aktiv Grotesk Condensed Bold
Aktiv Grotesk Condensed Bold Italic
Aktiv Grotesk Condensed Black
Aktiv Grotesk Condensed Black Italic

TYPOGRAPHY

SECONDARY

Fira Sans may be used as a secondary, supportive typeface to provide some additional character to the very structured and clean typeface Aktiv Grotesk. Fira Sans may be used in a variety of ways, utilizing the italicized versions for subheads and special titles.

Merriweather may be used in print situations where a serif typeface would elevate the design, but it should be used sparingly.

Fira Sans, Fira Sans Condensed, and Merriweather can all be found on Adobe Fonts and Google Fonts.

FIRA SANS Light
FIRA SANS Light Italic
FIRA SANS Regular
FIRA SANS Regular Italic
FIRA SANS Medium
FIRA SANS Medium Italic
FIRA SANS Bold
FIRA SANS Bold Italic
FIRA SANS Black
FIRA SANS Black Italic

FIRA SANS CONDENSED Light
FIRA SANS CONDENSED Light Italic
FIRA SANS CONDENSED Regular
FIRA SANS CONDENSED Regular Italic
FIRA SANS CONDENSED Medium
FIRA SANS CONDENSED Medium Italic
FIRA SANS CONDENSED Bold
FIRA SANS CONDENSED Bold Italic
FIRA SANS CONDENSED Black
FIRA SANS CONDENSED Black Italic

Merriweather Light
Merriweather Light Italic
Merriweather Regular
Merriweather Italic
Merriweather Bold
Merriweather Bold Italic
Merriweather Black
Merriweather Black Italic

VISUALS & STYLE

IMAGE DO'S

- Images and graphics should be original to the company whenever possible. When it is not possible, high-quality stock photos should be used.

- Images should complement the approved MSUFCU color palette.

- Clean images and white space are your friends.

- Images should be simple and clean without a lot of text or clutter.

- Images should reflect the services and culture at MSUFCU.

- Images should aim to show diversity by using people of different ages, races, and from all walks of life.

- Images should reflect the copy accompanying them.

VISUALS & STYLE

IMAGE DON'TS

- Images should not be cheesy or cliché, and they should portray a level of professionalism while still appearing friendly and approachable.

- Images should not be too dark or cold/sterile, or use colors far outside of the palette in this brand standards document.

- While the element of green is nice to have in selected images, it is recommended that photos are not overly forced or "greened up" in order to fit within brand colors. Select images that complement the brand and accurately represent reality in regard to color.

VISUALS & STYLE

GRAPHIC ELEMENTS

- Pops of the brand colors may be used to add energy and dimension to campaigns and visuals.

- Graphic elements should have clean lines.

- The MSUFCU logomark icon may be used as an overlay on photos and as a background graphic.

- Icons may be used subtly throughout print collateral and digital platforms to provide visual interest and character, especially when information is geared toward a younger audience.

VISUALS & STYLE

GRAPHIC ELEMENTS

VISUALS & STYLE

TEXTURES AND BACKGROUNDS

- A seamless background using the icon can be used in a variety of ways to add texture and excitement to materials, both digital and print. The pattern may be modified as needed in order to accommodate design.

- Subtle gradients may be tastefully used to add dimension and visual interest to print and digital pieces.
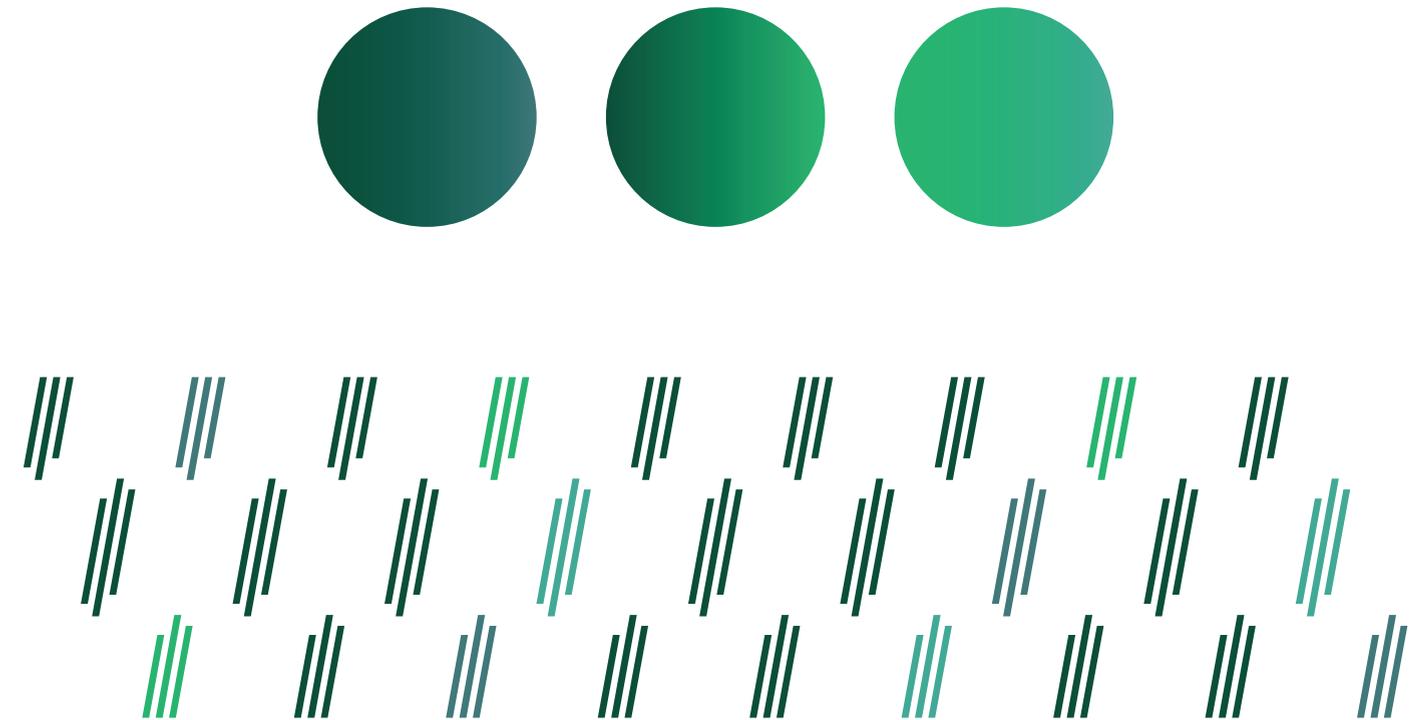
VISUALS & STYLE

TEXTURES AND BACKGROUNDS

Many of the branches incorporate wooden slat walls and warm brick within the interior design. The feeling the members are left with is one of positivity and approachability. In order for there to not be a disconnect between MSUFCU's branded presence and physical presence, it is recommended that MSUFCU introduce warmth through utilizing more wood detail throughout the branding.

This can be done through selecting images that portray elements of wood and natural warmer colors, as long as the imagery is modern and not rustic. It can also be achieved through the addition of warm leather and paper textures within MSUFCU-branded pieces.

dream**BIG**

CAMPAIGN

LOGO

The dreamBIG logo can be used in a few different color combinations derived from the MSUFCU primary and secondary palette (Bright Green, Forest Green, Bright Teal).

The horizontal, primary version of the dreamBIG logo should be used in most scenarios. The stacked, secondary version is to be utilized only in specific scenarios where a stacked version is necessary.

PRIMARY FULL COLOR

PRIMARY REVERSED

SECONDARY FULL COLOR

SECONDARY REVERSED

LOGO ALIGNMENT

Ensure the dreamBIG mark is *optically* aligned when paired with any version of the MSUFCU logo, whether it is a horizontal or vertical stack. Optical compensations may need to be made depending on which version of the MSUFCU logo the dreamBIG logo is paired with — please use your discretion.

The dreamBIG and MSUFCU logos may not always be shown at the same scale, depending on the utilization. For example, the dreamBIG logo presents larger within the design of the outdoor boards to create maximum impact and for overall campaign awareness (see page 35).

LOGO MISUSE

The composition of the dreamBIG wordmark is very specific and is important for proper recognition of our brand's campaign. Do not attempt to re-create the logo, in any form. Changing the dreamBIG fonts or colors, stretching any elements, or adding or subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS

DROP SHADOWS

ROTATION

DISTRACTING BACKGROUND

WRONG COLOR

WRONG TYPEFACE

CAMPAIGN EXAMPLES

For maximum impact with outdoor and digital display ads, the dreamBIG logo is the largest element within the design.

Within the advertorial, the MSUFCU logo and dreamBIG logo are equally scaled.

DIGITAL MARKETING

DIGITAL DISPLAY ADS

DIGITAL MARKETING

Here for you since 1937. **Now with a new look.**

msufcu
MSU FEDERAL CREDIT UNION

Win Your Car Payments!

msufcu.org/specials

msufcu
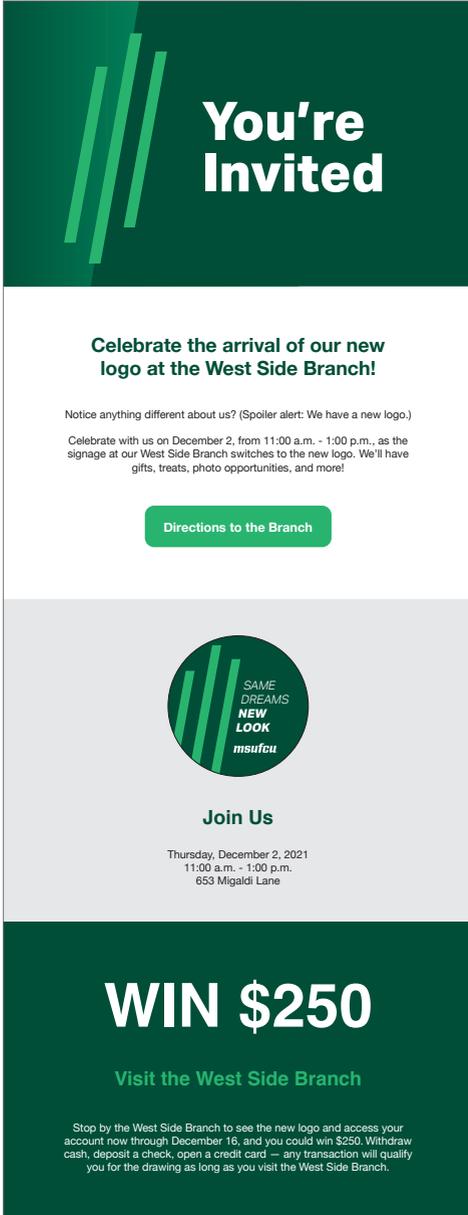
You're Invited

Celebrate the arrival of our new logo at the West Side Branch!

Notice anything different about us? (Spoiler alert: We have a new logo.)

Celebrate with us on December 2, from 11:00 a.m. - 1:00 p.m., as the signage at our West Side Branch switches to the new logo. We'll have gifts, treats, photo opportunities, and more!

Directions to the Branch

SAME DREAMS **NEW LOOK** msufcu

Join Us

Thursday, December 2, 2021
11:00 a.m. - 1:00 p.m.
653 Migaldi Lane

WIN $250

Visit the West Side Branch

Stop by the West Side Branch to see the new logo and access your account now through December 16, and you could win $250. Withdraw cash, deposit a check, open a credit card — any transaction will qualify you for the drawing as long as you visit the West Side Branch.

$250 Cash

When you open a checking account with direct deposit!

Learn More

msufcu

DIGITAL FONTS
(WEBSITE AND APP)

For digital applications, Open Sans or Merriweather may be used.

Open Sans can be found on Google Fonts.

Merriweather can found on Google Fonts.

Font size minimum: 16 pixels.

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic

Merriweather Light
Merriweather Light Italic
Merriweather Regular
Merriweather Italic
Merriweather Bold
Merriweather Bold Italic
Merriweather Black
Merriweather Black Italic

DIGITAL COLORS
(WEBSITE AND APP)

For digital applications, always use the color breakouts listed on this page.

It is normal for color variations between digital screens, depending on monitor type.

The use of Bright Green text is approved on the following backgrounds:

| GRAY 5 | BLACK |

Using a Bright Green background is approved with the following text:

| GRAY 5 | BLACK |

*limit use of the Bright Green background

Using Bright Green as a graphical element is approved with the following backgrounds:

Forest Green   White   Gray 5   Black

GRAY 1
HEX: #efefef

WHITE
HEX: #ffffff

GRAY 2
HEX: #d9d9d9

BLACK
HEX: #000000

GRAY 3
HEX: #cccccc

MUTED GREEN
HEX: #517f72

GRAY 4
HEX: #bababa

FOREST GREEN (DIGITAL)
HEX: #004f39

GRAY 5
HEX: #2a2a2a

BRIGHT GREEN (DIGITAL)
HEX: #25ab70

EMAIL FORMATTING
(OUTLOOK)

EMAIL SIGNATURE HOW-TO

Please follow our organizationwide email signature formatting to ensure consistency of our brand.

Name/pronouns - Helvetica Bold, 11 pt, Forest Green (RGB 0, 79, 59) ¶
Title - Helvetica Regular, 11 pt, Gray 5 (RGB 42, 42, 42) ¶
¶
NMLS: - Helvetica Regular, 11 pt, Gray 5 (RGB 42, 42, 42) ¶
URL | Phone Number, Extension - Helvetica Regular, 11 pt, Gray 5 (RGB 42, 42, 42) ¶ ¶
¶
Primary Descriptor Logo - Found in CU Info under Outlook_NewLogo ¶
¶
Create a rule line by typing "---" ¶
¶
Mission Statement - Helvetica Bold for "Our Mission:" and Helvetica Regular for statement, 10 pt, Gray 5 (RGB 42, 42, 42)

Sally Spartan (she/her/hers)
Position

NMLS:
msufcu.org I 517-333-2424, ext. 7877

Our Mission: To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.

For emails, always use Helvetica. It is a system font available on all machines, making it an accessible font choice.

SCRIPT FONT

Our script font for special occasions is Wreath. The script font should be used on a limited basis. In most cases, use lowercase script font and three or fewer words in script.

Wreath can be found at Adobe Fonts.

wreath thin

wreath light

wreath regular

wreath medium

wreath bold
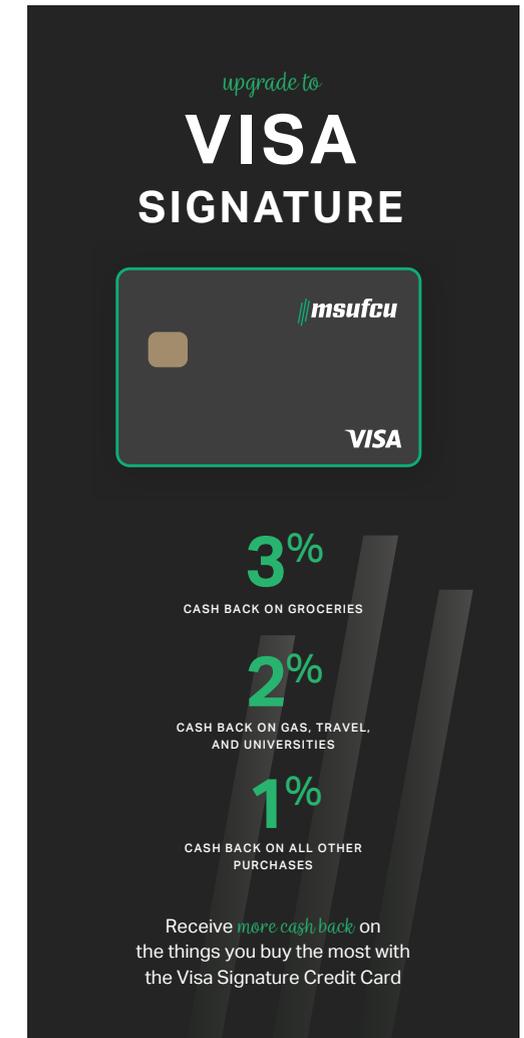
SEAMLESS BACKGROUND

This seamless background has been developed using the icon, and can be used in a variety of ways to add texture and excitement to materials, both digital and print. The pattern may be modified as needed in order to accommodate design. See the **Branding Samples** section starting on page 50 for examples of use.
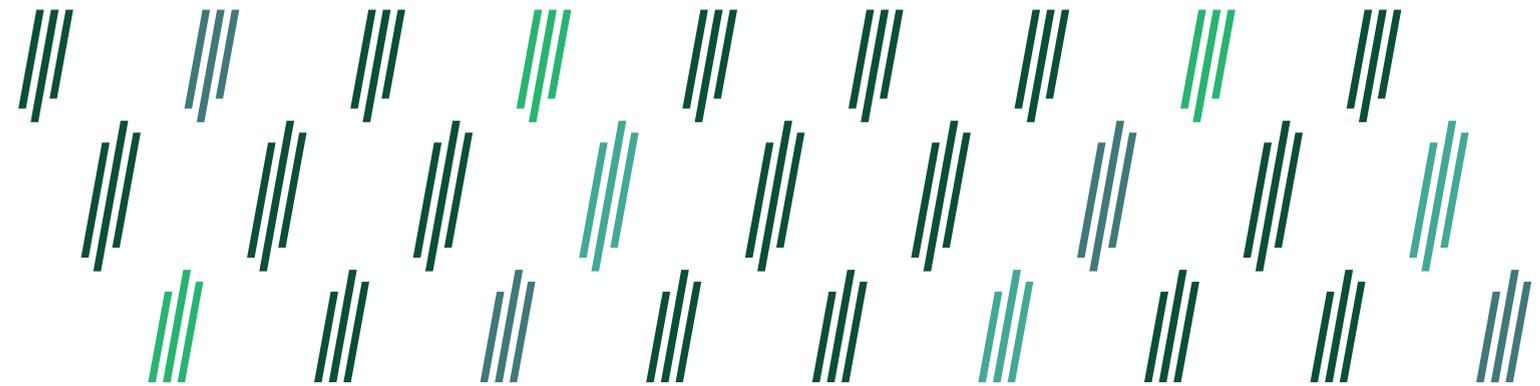
THE ICON AS A GRAPHIC ELEMENT

The icon can be used as a graphic element when creating visual materials. It should be used in instances where space is limited, such as a social media avatar, or in instances where a graphic embellishment is called for. When this is the case, opt to use a version of the secondary logo to avoid repetition. See examples to the right for correct and incorrect use.

SECONDARY LOGO VERSIONS

msufcu
MSU FEDERAL CREDIT UNION

msufcu
Building Dreams Together

msufcu

ICON

✔ CORRECT

✔ CORRECT

✖ INCORRECT

✖ INCORRECT

ANGLED

HORIZONTAL

STROKES

When appropriate, we use a bold Bright Green stroke as an element in marketing and branding materials. It is sometimes vertical, sometimes horizontal, and sometimes angled to match the italic of the type and angle of the icon.

Welcome to MSU Federal Credit Union
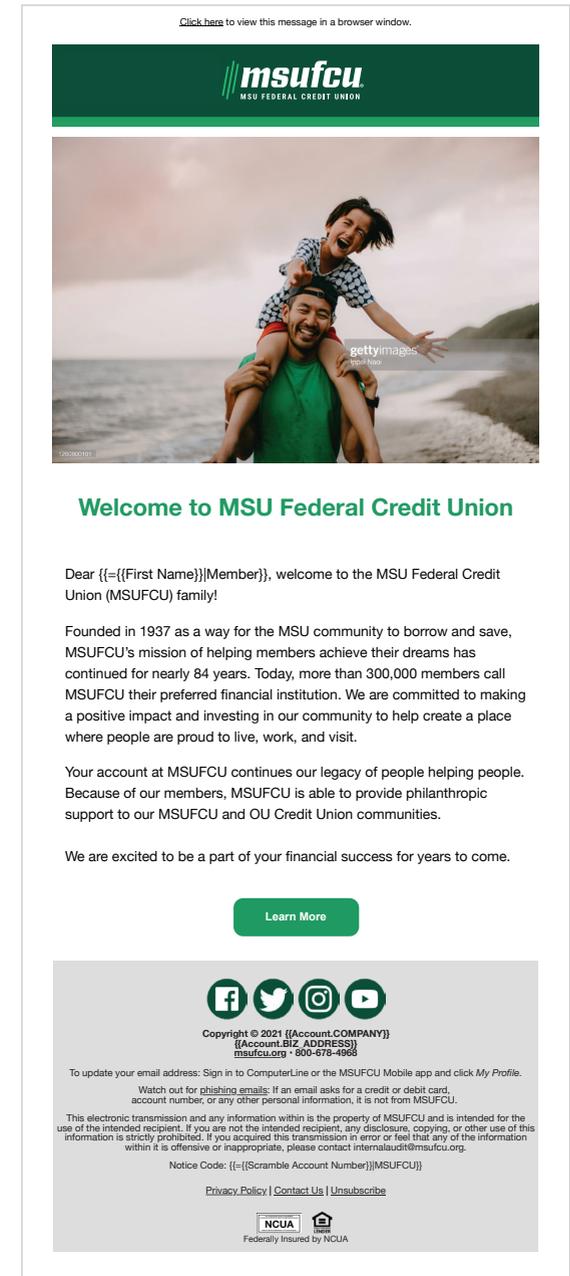
VERTICAL
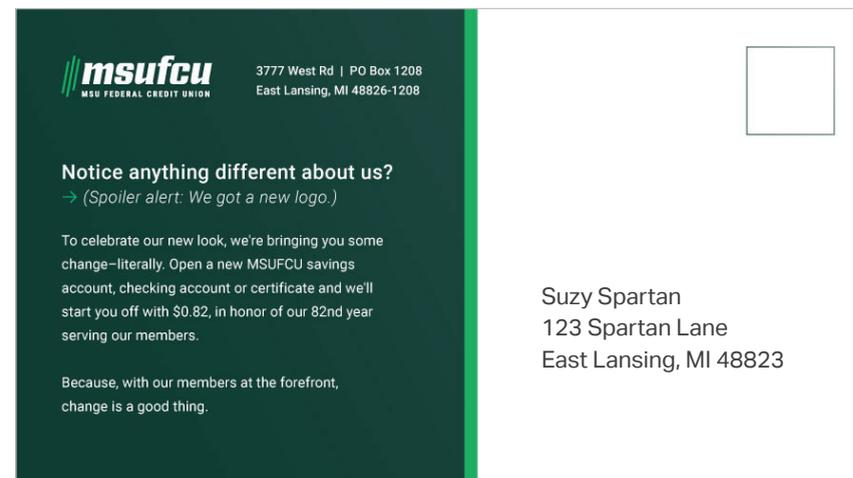
PRODUCTION GUIDELINES

SIGNAGE

Due to the wide variety of MSUFCU's needs, it may be necessary to make adjustments to accommodate certain signage proportions. Look to these guidelines as a general reference on how to design signage.

COLOR

Ensure the logo has enough contrast from the background to stand out. The full color or reversed color may be used. See the guide to the right for reference.

100% BLACK

75% BLACK

FOREST GREEN

WHITE/LIGHT GRAY

DUAL-LOGO SIGNAGE
GUIDELINES

When creating dual-logo signage, always lead with the
MSUFCU logo. The logos should be placed on a single,
solid-colored background in order to feel like a unit.

HORIZONTAL

MSUFCU: 100% width

OU Credit Union: 51% width

Ratio of widths = 1 : 0.51

The stroke of the OU Credit Union logo is horizontally
aligned with the baseline of the MSUFCU acronym.

VERTICAL

MSUFCU: 100% width

OU Credit Union: 52% width

Ratio of widths = 1 : 0.52

Vertically align the stems of the letter "L" in "Federal"
and "Oakland."

DUAL-LOGO SIGNAGE
EXAMPLES

BRANDING EXAMPLES

msufcu
MSU FEDERAL CREDIT UNION
Building Dreams Together

Our M

msufcu

FILE DIRECTORY

PRIMARY DESCRIPTOR

MSUFCU_PrimaryDescriptor_FullColor

MSUFCU_PrimaryDescriptor_Reversed

MSUFCU_PrimaryDescriptor_Black

PRIMARY FULL

MSUFCU_PrimaryFull_FullColor

MSUFCU_PrimaryFull_Reversed

MSUFCU_PrimaryFull_Black

PRIMARY TAGLINE

MSUFCU_PrimaryTagline_FullColor

MSUFCU_PrimaryTagline_Reversed

MSUFCU_PrimaryTagline_Black

PRIMARY

MSUFCU_Primary_FullColor

MSUFCU_Primary_Reversed

MSUFCU_Primary_Black

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as .svg, .pdf, .eps, and .png.

FILE DIRECTORY

SECONDARY TAGLINE

MSUFCU_SecondaryTagline_FullColor

MSUFCU_SecondaryTagline_Reversed

MSUFCU_SecondaryTagline_Black

SECONDARY DESCRIPTOR

MSUFCU_SecondaryDescriptor_FullColor

MSUFCU_SecondaryDescriptor_Reversed

MSUFCU_SecondaryDescriptor_Black

SECONDARY

MSUFCU_Secondary_FullColor

MSUFCU_Secondary_Reversed

MSUFCU_Secondary_Black
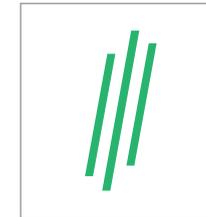
ICON

MSUFCU_Icon

MSUFCU_Icon_White

MSUFCU_Icon_Black

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as .svg, .pdf, .eps, and .png.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full-color printing, internal, or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend or when full-color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions, and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color.

FILE TYPE GUIDE

There are three different file types included in each logo color space folder. See below for usage situations.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials) — for example, on a social media graphic or in an email signature. A PNG is a pixel-based file format with the ability to store transparency, making it ideal for use when vector-based files will not work. This file type should not be scaled to large sizes, as pixelation will occur. This file is suitable for use on the web in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector-based file, which means that it is scalable without losing quality. SVG files are primarily used on the web; and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web in RGB color space. SVG stands for Scalable Vector Graphics.

EPS: An EPS file is a vector-based file, which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector-based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

ADVERTISING SIZES

BILLBOARDS

Billboards are separated into markets and may contain static/printed ads (such as bulletins and posters), digital ads, bus wraps, and mobile billboards. The following specs are the standard sizes for billboards in each market, but sizes may vary based on the ads location.

LANSING

BULLETINS-ADAMS

• File set-up size 7.333"H x 24.333"W (14' x 48')

• 300 dpi/CMYK

• Bleed art to edge, but leave at least .25" inside all sides of the file for safety area.

• PDF file

• Live area is 14'H x 48'W

• Extensions-these can go as much as four feet high and one foot out on either side, making the dimensions with any extension 0.5" = 1' , so we can go as much as 9.333"H x 24.833"W when creating the art.

• 7 oz. vinyl

DIGITALS-ADAMS

• JPG-all sizes

• 72 DPI/RGB-all sizes

• Bleed art to edge, but leave at least 15 px inside all sides of the file for safety area.

• 1408W x 384H

• 888W x 260H

• 1840W x 520H

• 1152W x 384H

• 600W x 220H

• 432W x 432H

• 576W x 1296H

BILLBOARDS

DETROIT

DIGITALS-OUTFRONT*

- 14' x 48'

- 72 DPI

- No bleed area

- Live area is 14' x 48'

- JPG file

- RGB

*There are two different sizes for their 14' x 48' digital bulletins.

BUSES-OUTFRONT

- 30" H x 144" W

- King size

- See template for specific instructions

DIGITALS-INTERNATIONAL OUTDOOR

- 14' x 48' digital bulletin

- 416px H x 1504px W (please see template if necessary)

- 72 dpi

- RGB

- JPG file

DIGITALS-LAMAR

- 14' x 48' see template for specific instructions

- RGB

- 72 dpi

- JPEG file

BILLBOARDS

GRAND RAPIDS

DIGITAL-GR OUTDOOR

- 888 x 240 (Live area is 14' x 48')
- 72DPI
- RGB
- JPEG file

DIGITALS-OUTFRONT

- 888 x 240 (Live area is 14' x 48')
- 72 dpi
- RGB
- JPEG file

TRAVERSE CITY

POSTERS-LAMAR

- Live area is 10' H x 30' W
- Live document size area is 5"H x 15"W-see template for specific instructions
- Overall area document size: 5.5"H x 15.5"W
- Must have 3" pockets on back contained within the overall finished size.
- PDF file

POSTERS-LAMAR

- Live area is 9' H x 32' W
- Live document size area is ?"W-see template for specific instructions
- Overall area document size ?
- Must have 3" pockets on back contained within the overall finished size.
- PDF file

BILLBOARDS

CHICAGO

CTA BUS - FULL WRAP

• See template for specific instructions

CTA BUS - ULTRA SUPER KING

• See template for specific instructions

CTA BUS - KING

• 30" H x 144" W

• 150 DPI

• No bleed area

• Safely area is 27" H x 141" W

• PDF file

• CMYK

CTA BUS - TAILIGHT

• 21" H x 72" W

• 150 DPI

• No bleed area

• Safely area is 17" H x 68" W

• PDF file

• CMYK

DIVERSITY WALL SCAPE

• See template for specific instructions

DIGITAL URBAN PANEL

• 1920px W x 960px H

• 30 FPS

• 7.5 seconds

CTA RAIL - INTERIOR CARD

• 11" H x 46.5" W

• 150 DPI

• No bleed area

• Safely area is 10" H x 41.5" W

• PDF file

• CMYK