OCU

Style
Guide

Published: November XX, 2021
Created By: Hiilite (hiilite.com)

Inside this guide

Brand Foundation

Our History

The Osoyoos Credit Union began January 23, 1946 from cautiously optimistic beginnings. The first annual meeting in February 1946 consisted of 18 people. Since then, the financial institution has remained an independent cooperative financial institution actively rooted in the Osoyoos area.

More Than 75 Years in the Community

Our first location opened at 8312 Main Street in downtown Osoyoos, British Columbia and has been serving its members since 1946! OCU is the only locally owned and operated financial institution in Osoyoos. Our members look to us for superior service and competitive financial products always with the understanding that they have a direct voice in our future. OCU is a community-based, member-owned and governed organization, and as such, proudly supports many community activities, either through direct participation or donations.

Vision & Mission

Vision

We are the heart of co-operative finance, creating enduring legacies.

Mission

We are the heart of co-operative finance, creating enduring legacies and fulfilling dreams through accountability, professionalism, independence, and community spirit.

Our Values

1. Community

SUPPORTIVE + WELCOMING + ENGAGED

What it means: We care about taking an active role in supporting local causes and programs however we can. This not only means volunteering but also actively looking for new ways to help others of all walks of life in the community.

What it doesn't mean: That these are just words. We commit to the action of going out and volunteering regularly to help local programs and causes succeed.

2. Accountability

ACCURATE + RESPONSIBLE + PREPARED

What it means: We're committed to helping our members succeed in their financial goals—whether they've just signed on or have been a member for many years. When we come to work, we take pride in being as prepared and accurate as possible to provide useful, actionable advice to our members.

What it doesn't mean: Taking on too much responsibility and getting stressed out from the workload.

3. Professionalism

INQUISITIVE + HELPFUL + CARING

What it means: The financial world can be complicated for a lot of people, but we care about staying on top of it ourselves and making it understandable to others. We take into account that our members are our clients, but they are also people with their own lives, goals, and challenges.

What it doesn't mean: Overloading a member with information that's not relevant to their situation.

4. Independence

PROBLEM SOLVING + INVESTED + SUSTAINABILITY

What it means: Coming to work, we care about taking responsibility to sus out answers to our questions or challenges. We invest in both our members and the environment through building relationships and finding opportunities to be sustainable respectively.

What it doesn't mean: Solving problems for yourself, but not taking others into account as well for how your solution could affect them.

Writing Style

Voice & Tone

Voice & Tone

How a member should feel after reading:

Website content

- Informed, educated, excited

Email

- Informed, aware, happy

Social Media

- Educated, happy, excited

Ad

- Intrigued, cared-for, supported

Our
Tagline

Together we're better.

We have achieved what we have not only from our experience and talent but also by actively engaging and supporting the communities we're a part of.

When our members come in to see us, we're more than just another smiling face behind a desk. We get to know them, their needs, and how to best guide them to the success we want to help them achieve.

"Together we're better" means being attentive and expanding the cooperative spirit between our members, our team, and the connections we build and grow within every city we're located in.

Writing Style

What you say and how you say it means the difference between standing out and blending in. Staying consistent will ensure your brand stays on track and eternal.

Formatting

Financial literacy should be accessible by all members, so jargon should always be explained when used. It's still important to be professional as a financial institution with messaging, so being expressive is okay, but emojis shouldn't be used in any content.

Describe our customers/clients as "members" and refer to OCU as we/us.

Major Headings: Sentence case with punctuation (Together we're better.).

Titles:
Sentence case with punctuation (Together we're better.).

Subheadings:
Sentence case without punctuation (We're a community-first credit union that's devoted to our members).

Calls to Action:
First letter capitals without punctuation (Book An Appointment).

How to Write Your Brand

There are a multitude of mediums for writing content for our brand, but these example pieces of writing are a good place to start for reference.

Ads

· Saving money couldn't be easier. We'll help you get set up with a savings account that aligns with your goals and needs so you can afford what matters most to you.

· Keep your business growing with a small business loan through us. We'll help walk you through the process and set you up with a payment plan that works both for you and your company.

Slogans:

· Committed to supporting your financial goals.

· Simple banking for people. Not for profits.

· We succeed when you do.

Calls to Action (CTAs) for Website Use

· Login To Your Account

· Get Loan Guidance

· Learn About Our Community Involvement

Social Posts

· It's never too late to start saving for your goals.
Get the help of our experienced team to find the best way to start working towards what you've always dreamed of owning. [Link to OCU website]

· Tax-Free Savings Accounts (TFSAs) offer more flexibility and better tax benefits than a Registered Retirement Savings Plan (RRSP), but you can contribute more each year to a RRSP. [OCU blog link to difference between TFSAs and RRSPs]

Language

Verbs/adjectives to use for:

· **Ads**
  · Simple
  · Easy
  · Help
  · Guidance
  · Support
  · Achieve
· **Website copy**
  · Simple
  · Easy
  · Learn
  · Show
  · Dedicated
· **Social posts**
  · How to
  · Learn
  · Grow

Verbs/adjectives/nouns to avoid:

· Bank (we're a credit union)

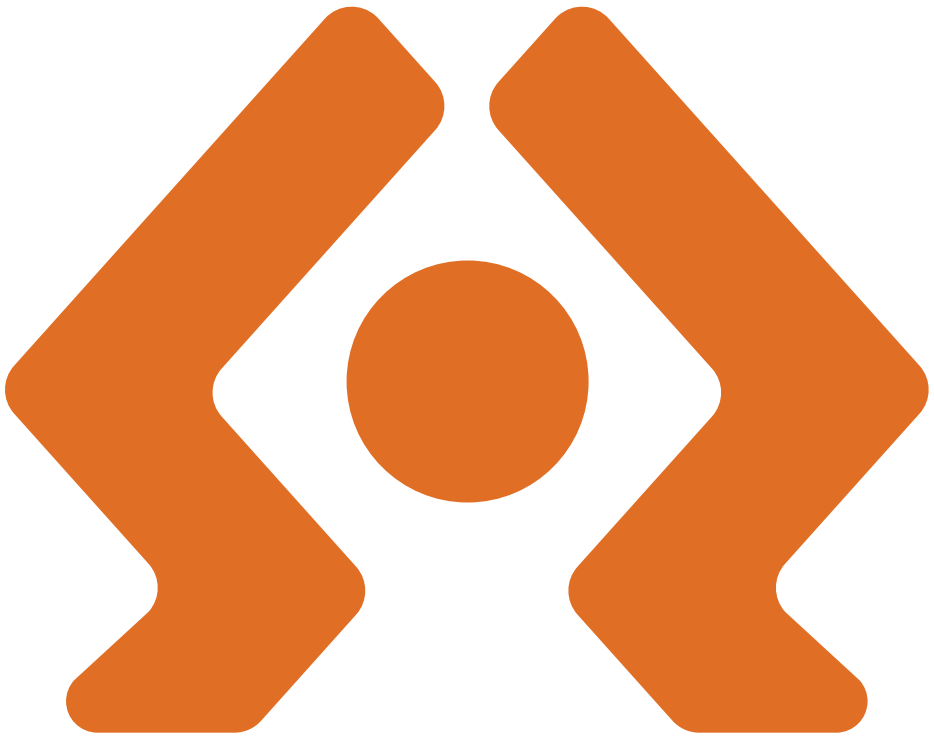· Clients/customers (they're always referred to as "members")

Brand Logo

What
Our Icon
Stands For

 =

Evoking ties to hands holding the world up, our icon represents our connection to people from all walks of life. It shows we care about lifting those up around us both internally and within each community we're a part of. Implied from its design, our icon conjures the idea of being able to achieve your goals in the world, big or small, through our help and assistance.

Primary Lockup

The brand logo identifies the OCU brand as a whole. This logo is a carefully created piece of locked artwork that should not be altered in any way.

Lockup Assembly

WORDMARK HEIGHT

The height of the OCU wordmark is 0.8 times that of the icon, to scale.

SEPARATION

The space between the icon and wordmark is equal to 1/4 the height of the icon.

VERTICAL ALIGNMENT

The OCU wordmark should align exactly with the vertical center of the icon.

When our icon and wordmark are assembled together, the height of our icon can be used to determine the ratio and relationship between the two elements.

.5" or 36px

MINIMUM SIZE

This logo is not intended for extremely small sizes. The minimum height is .5" for print applications and 36px for digital applications.

Colour Vartiations

Each brand logo lockup has a few color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Color, Dark

Icon: Afternoon Orange
Wordmark: Deep Navy

Two-Color, Light

Icon: Afternoon Orange
Wordmark: Pure White

Single Color, Dark

Icon: Solid Black
Wordmark: Solid Black

Single Color, Light

Icon: Pure White
Wordmark: Pure White

VERTICAL LOCKUP

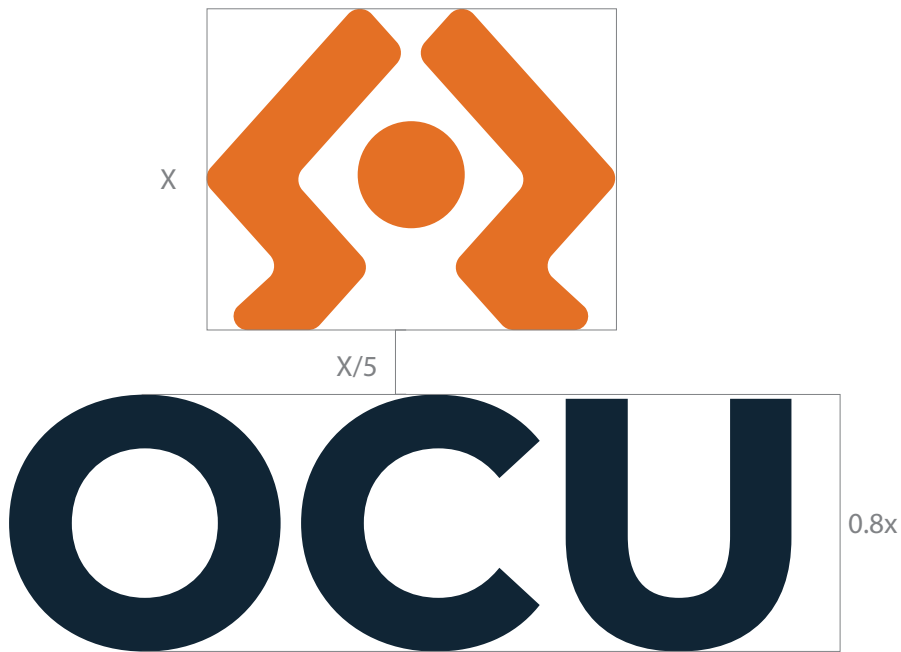ALTERNATE LOCKUP

DESCRIPTOR LOCKUP

LOCATION LOCKUP

Logo Variations

Depending on where the logo may need to be put, these variation lockups can be used when size constraints are more of a challenge or the scenario needs a logo that better fits.

Vertical Lockup

LOCKUP ASSEMBLY

The icon and wordmark is horizontally centered and separated by 1/5 the height of the icon. The wordmark height is equal to 0.8 times the icon height.

1.0" or 72px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.0" for print applications and 100px for digital applications.

Designed specifically to be horizontally efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

Icon-Only Lockup
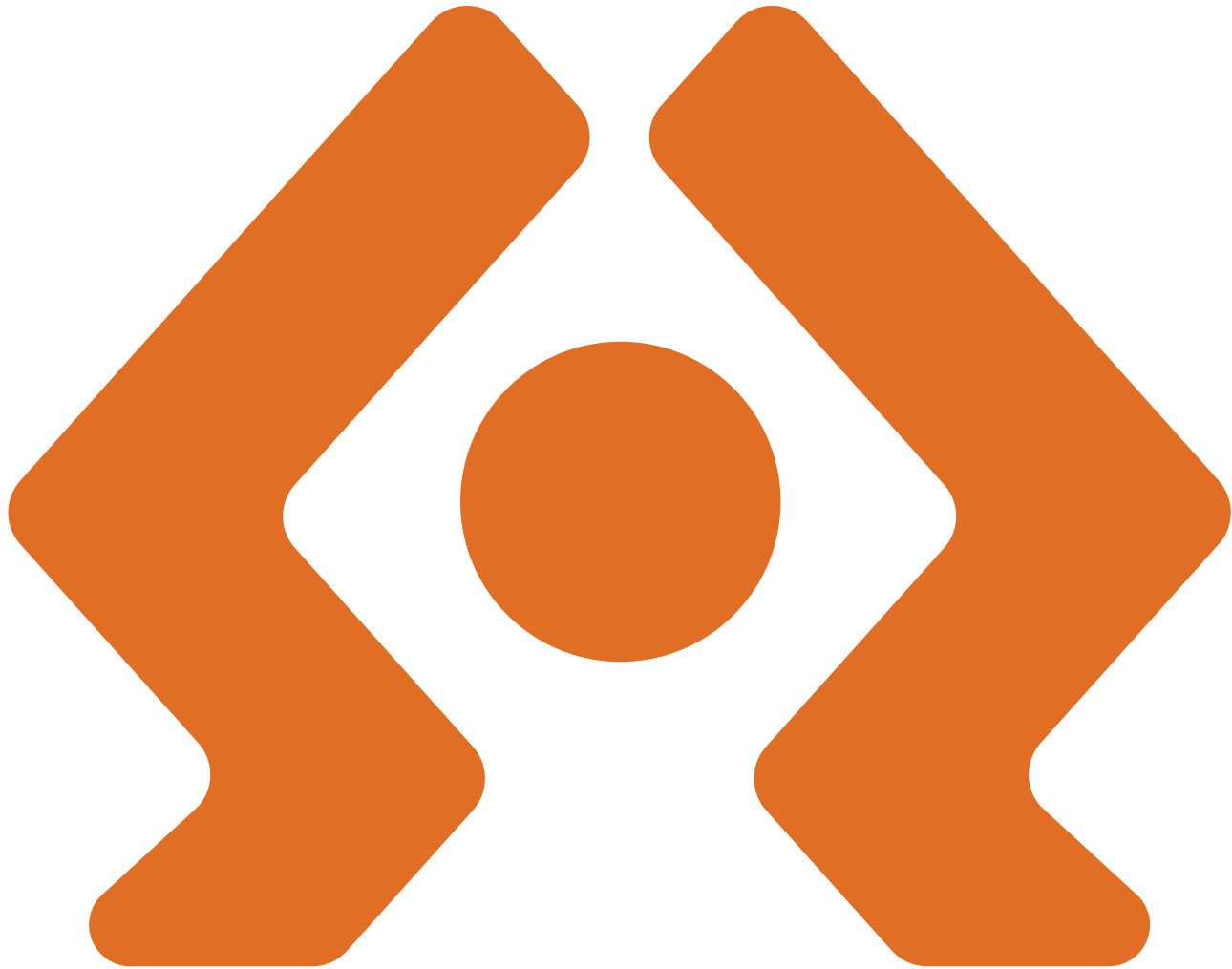

When subtlety is desired, the OCU icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.

BADGE ICON

The badge icon can be used in specific applications that help give more emphasis and constraint to the icon such as on a coffe mug.

.5" or 36px

MINIMUM SIZE

At small sizes, ensure the negative spaces do not close. The minimum height is .5" for print and 36px for digital applications.

Wordmark Lockup

OCU

When space is at a premium, the OCU wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

OCU   ⌶ .25" or 18px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 18px for digital applications.

Location-Specific Marks

LOCKUP ASSEMBLY

Using the same format as the horizontal lockup, the location text is left-aligned under the wordmark. It should be 0.3 times the height of the icon and sit vertically aligned at the bottom.

Each individual location will use a location-specific mark for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand..

0.5" or 36px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 0.5" for print applications and 36px for digital applications.

Logo Size

Minimum Sizing

OCU | .5" or 36px

PRIMARY LOCKUP

Minimum height is .75" for print and 50px for digital applications.

OCU | .5" or 36px

ICON

Minimum height is .75" for print and 50px for digital applications.

OCU | .25" or 18px

WORDMARK

Minimum height is .25" for print and 18px for digital applications.

OCU | 1.0" or 72px

VERTICAL LOCKUP

Minimum height is 1.5" for print and 100px for digital applications.

OCU OSOYOOS | 0.5" or 36px

LOCATION LOCKUP

Minimum height is 1.75" for print and 125px for digital applications.

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the OCU icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

Visualized Clear Space

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

The one-color version of the logo may be used on any bright solid-color background. Use the dark or light version to achieve maximum contrast.

The two-color, light version of the logo may used on any dark photographic background. Do not use if the icon doesn't contrast the photograph enough.

The two-color, dark version of the logo may be used on any light photographic background. Do not use if the icon doesn't contrast the photograph enough.

The two-color version of the logo may be used on low-contrast patterns. Use the dark or light version to achieve maximum contrast.

Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

Brand Colours

Primary Colours

These colours are the main visual representation of OCU. Each of them ties directly to what our brand stands for and should be prioritized over all others when crafting branded materials to reinforce brand recognition.

Deep Navy

PMS 533C
CMYK: 90, 80, 50, 50
RGB: 31, 41, 62
HEX: #1f293e

Valley Yellow

PMS 7548C
CMYK: 0, 45, 100, 0
RGB: 237, 154, 34
HEX: #ed9a22

Afternoon Orange

PMS 1585C
CMYK: 5, 70, 100, 0
RGB: 232, 110, 37
HEX: #e86e25

Community Blue

PMS 660C
CMYK: 88, 55, 20, 0
RGB: 37, 104, 149
HEX: #256895

Using White & Black

Pure White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

Black and white are vital components to the brand palette. However, whenever possible, avoid Solid Black in favor of our Deep Navy.

We recommend an expansive use of negative space in brand executions which can be created using either white, black, or our Deep Navy.

Solid Black

CMYK: 50, 40, 40, 100
RGB: 35, 31, 32
HEX: #231f20

Using Tints

We prefer our brand colours used without any editing, but some situations require the use of colour tints, especially on the web. For example, when a user hovers over a button on our website using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.
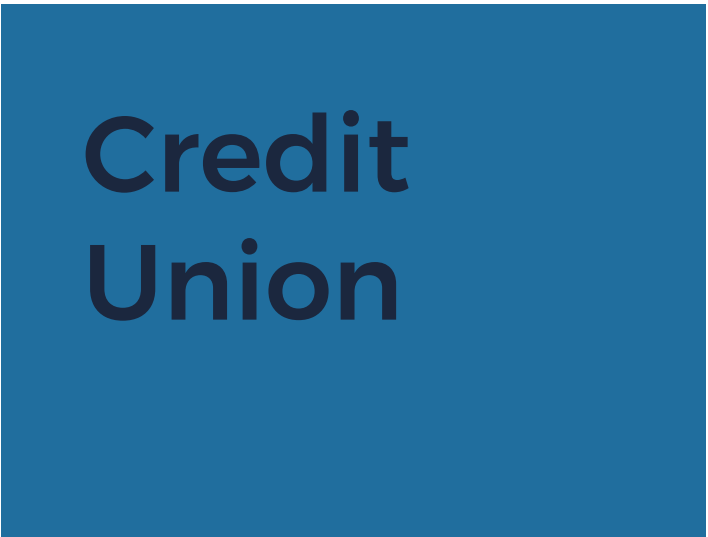
Colour Tints

100%	100%	100%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%
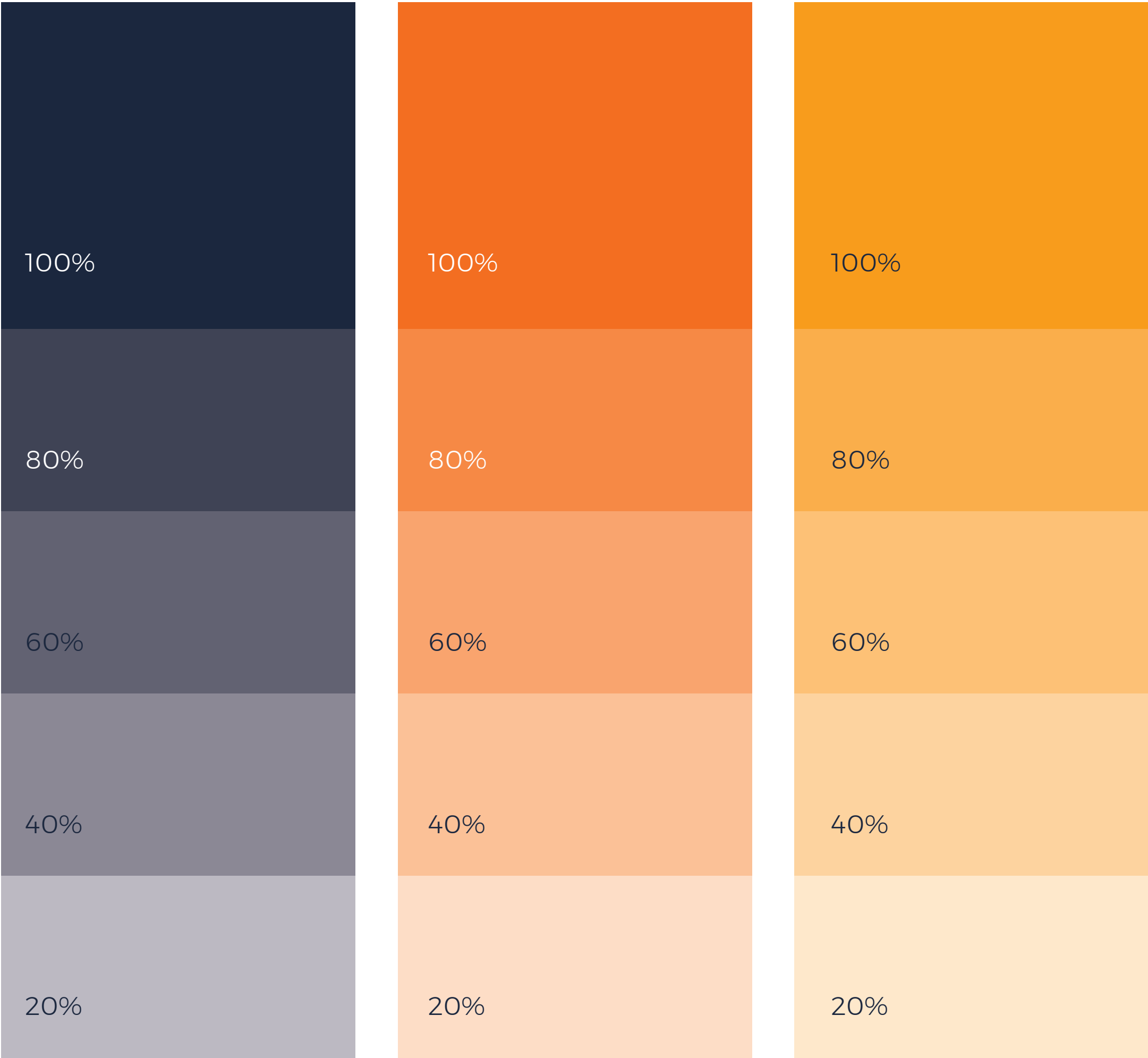
Ensure Accessibility

Everyone should be able to read what we write and see what we make.
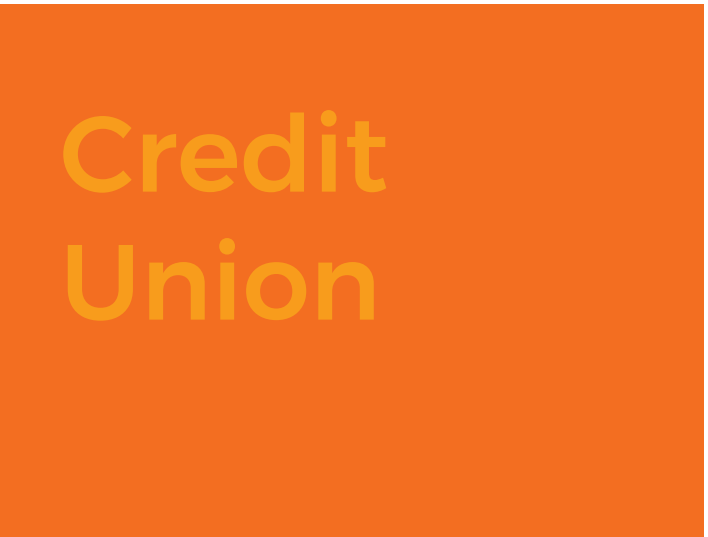
Credit Union

Do not combine Deep Navy, Midnight Black and/or dark grey tones. Not enough contrast.

Credit Union

Do not combine Community Blue and Deep Navy. The values are too close together to be legible.
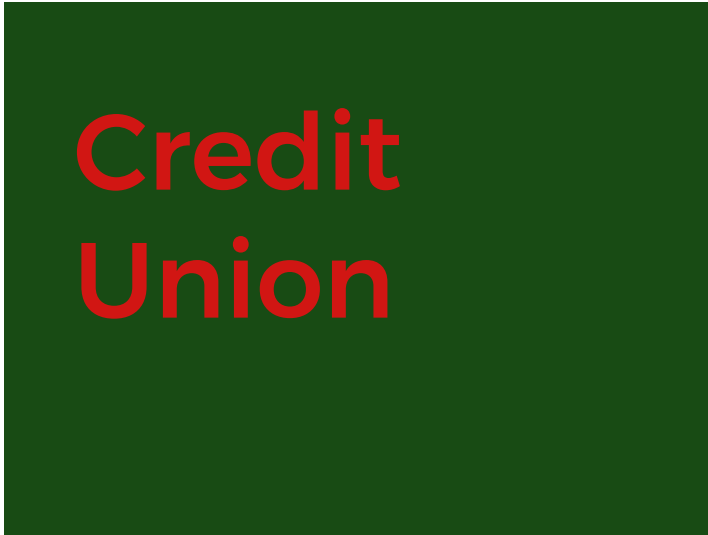
Credit Union

Do not use Solid Black and Pure White in combination. This produces too much contrast for our brand.

Credit Union

Do not set important text in Valley Yellow on Afternoon Orange. The contrast ratio is too low.

Common Errors

Credit Union

Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.

Credit Union

Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.

Credit Union

Do not use off-brand colors, especially in combination with approved brand colors.

Typography

Montserrat

A

Hierarchy & Weight

Use contrast between heavy and lighter weights to communicate relevant importance (otherwise known as a hierarchy) of information.

Weights

Montserrat Light

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat Regular

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat Semi-bold

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat Bold

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Common Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text beyond two lines.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0˚ or 90˚. Our typography should always read up if 90˚.

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Brand Collateral

On Social Media

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may used to address special events, holidays, and seasonal changes.

ICON AVATAR

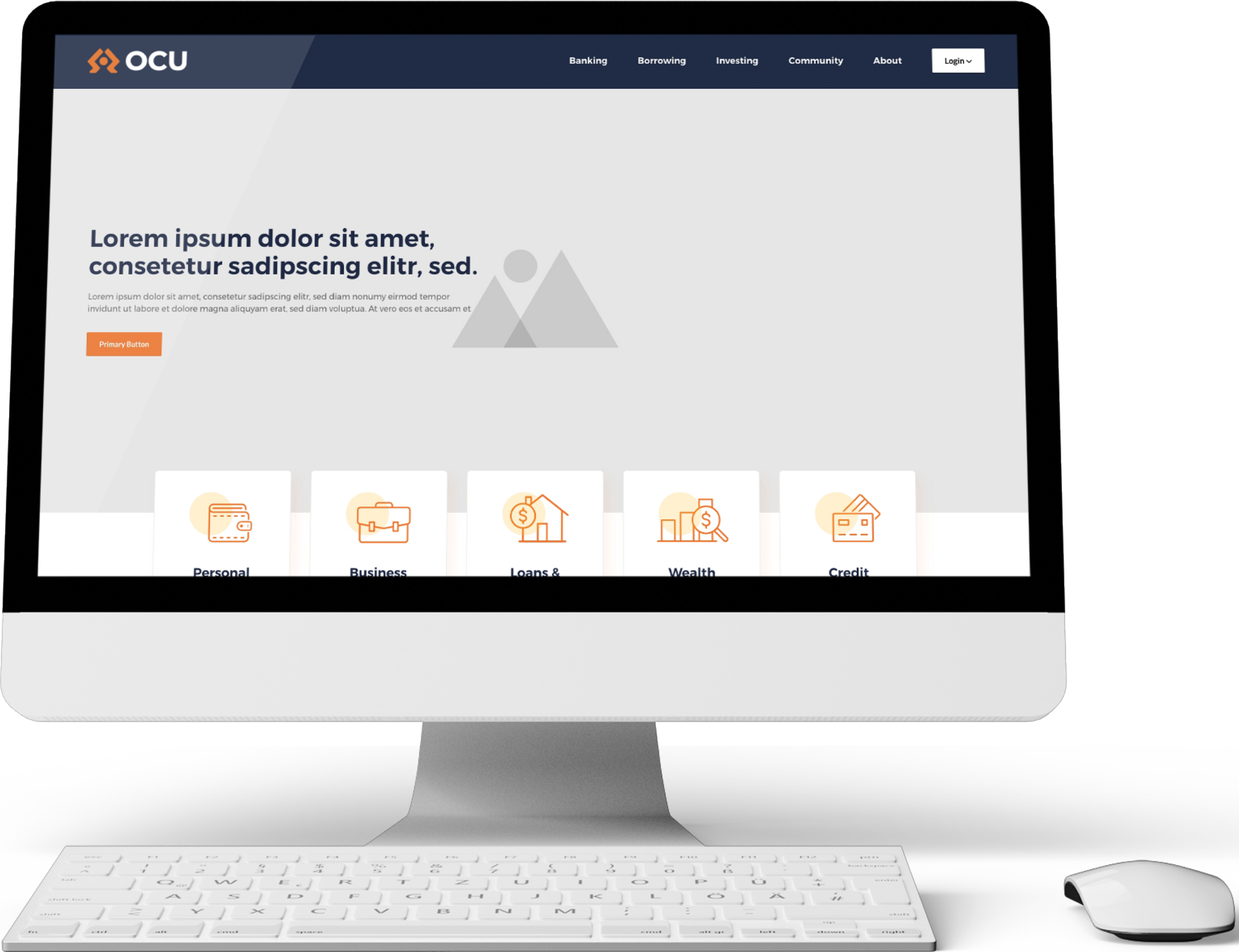Preferred avatar for use on all platforms. All approved color combinations may be used.

WORDMARK AVATAR

All approved color combinations may be used. The wordmark must be visually centered, not mechanically.

Website

Business Cards

APPOINTMENT DATE:

_____

APPOINTMENT TIME:

_____

GREG SOL
CHIEF EXECUTIVE OFFICER

250-495-3730
gsol@ocubc.com

www.ocubc.com

8312 Main St.
PO BOX 360,
Osoyoos, BC
V0H 1V0

OCU
Together we're better.

APPOINTMENT DATE:

_____

APPOINTMENT TIME:

_____

GREG SOL
CHIEF EXECUTIVE OFFICER

250-495-3730
gsol@ocubc.com

www.ocubc.com

8312 Main St.
PO BOX 360,
Osoyoos, BC
V0H 1V0

OCU
Together we're better.

In-branch collateral

Thank you.

From everyone at OCU, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.