



BRAND GUIDELINES
2020

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01

1.1 OUR BRAND
THE LOGO

Moving members forward

Established in 1936, our roots are local. We are Arizona owned, Arizona operated and dedicated to championing the dreams of our community members. Our logo should reflect this. It is our identity, and symbolizes our love for our state and our members.

How To Use Our Name:

Arizona Federal Credit Union. After the first reference may be shortened to Arizona Federal.

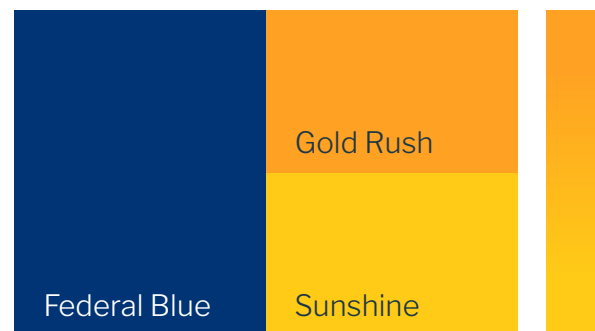


1.2 OUR BRAND

LOGO COLORS

Positive or negative

Our logo works well both over white/light backgrounds and dark backgrounds. When placing over photography, be sure that there is adequate contrast to maximize visual impact.



Our full color logo utilizes 3 different colors. The arrow is a gradient of Gold Rush down to Sunshine. The 2-color and 1-color variations have the arrow as a solid color. Full breakdowns of each color can be found under the Color Palette section.

When possible, the preferred way to use our logo is the full color version.

Full Color



2-Color



1-Color



Full Color



2-Color



1-Color



1.3 OUR BRAND

LOGO VARIATIONS

There are options

The Arizona Federal logo has three main configurations that should cover all of your needs. When possible, please use the primary version for consistency.

To maintain readability, do not reduce the logo beyond the minimum size shown.

Primary Logo



Minimum width
1" / 120px



If needed smaller, the lockup will need to be removed. Do not reduce below 0.5" / 60px

Stacked Logo



Minimum width
1.25" / 125px



If needed smaller, the lockup will need to be removed. Do not reduce below 0.75" / 80px

Horizontal Logo



Minimum width
1.5" / 150px



If needed smaller, the lockup will need to be removed. Do not reduce below 0.875" / 100px

1.4 OUR BRAND

SPACING AND CLEAR SPACE

Room to breathe

When setting up the logo, there are specific spacing rules to follow.

Primary Logo - The space between the icon and the logotype, the space between the logotype and the lockup and the height of the lockup is equivalent to 1/2 the height of the letter z.

Horizontal Logo - The space between the icon and the logotype, and the height of the lockup is equivalent to 1/2 the height of the letter z. The space between the logotype and the lockup is equivalent to the height of the dot on the letter i.

Stacked Logo - The space between the icon and the logotype is equivalent to the letter z. The space between the logotype and the lockup, and the height of the lockup is equivalent to 1/2 the height of the letter z.

Our logo should always be surrounded by a minimum margin of clear space equivalent to the height of the letter “z” drawn around the logo, to create an invisible boundary.

For the stacked version, the clear space is equivalent to 2x the height of the letter z.



1.5 OUR BRAND

ALTERNATE LOCKUPS

For all of our member's needs

Arizona Federal has multiple divisions which offers our members a complete banking experience. Regardless of the format, our divisions are listed below the logo to create awareness and to educate our customers of this unique offering.

Primary Logo



Stacked Logo



Horizontal Logo



1.6 OUR BRAND

RESTRICTIONS

Respect
for our logo

We protect our brand like we protect our members. Here are few things NOT to do with our logo.

If you have specific questions about logo usage, please contact the marketing department.



DO NOT stretch or distort our logo in any way.



DO NOT change any element of our logo.



DO NOT change the colors of our logo.



DO NOT apply any graphical effects to our logo.



DO NOT arrange the elements in our logo in any other setup.



DO NOT violate the clear space around our logo.



DO NOT place our logo over a color or image with insufficient contrast.



DO NOT place our logo over a busy image.



1.7 OUR BRAND

CO-BRANDING

We're better together.

Arizona Federal takes pride in our partnerships. For that reason, we are proud to show our brands together.

Co-brand logos can feature either logo first, depending on the primary focus.

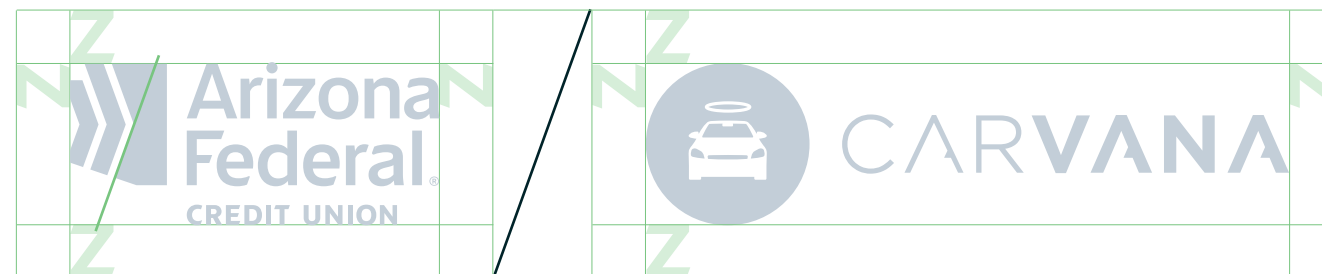
When creating our co-brand logos, start with the height of the primary Arizona Federal configuration. The height of the partner logo should be equal. Similar to the clearspace of our logo, both brands will have spacing around it similar to the height of the letter z in the logo. In between, there is a divider line drawn at the same angle as the arrow in our logo. The divider extends to the top and bottom of the clearspace.



Arizona Federal Driven



Partner Driven



02

2.1 OUR TRUE COLORS

COLOR PALETTE

Our colors have meaning

The Arizona Federal palette stems from an exploration of the rich colors that appear throughout the state, as well as refreshed brand colors. Federal Blue should be used sparingly in your communications in favor of the expanded neutral palette.

Our color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and consider the tone of the message in whatever communication you are creating.

Brand colors

| | | |
|---|--|--|
| FEDERAL BLUE CMYK 100 77 0 37 RGB 0 52 116 HEX 003474 PMS 2747 | GOLD RUSH CMYK 0 42 96 0 RGB 255 161 35 HEX FFA123 PMS 1375 | SUNSHINE CMYK 0 18 96 0 RGB 255 203 23 HEX FFCB17 PMS 123 |
|---|--|--|

Neutral colors

| | | | | |
|---|--|---|---|--|
| DESERT NIGHT CMYK 49 6 14 95 RGB 0 35 41 HEX 002329 PMS 5463 | MONSOON CMYK 46 12 3 85 RGB 28 54 70 HEX 1C3646 PMS 309 | MOUNTAIN SHADOW CMYK 22 4 2 58 RGB 100 118 129 HEX 647681 PMS 7544 | SILVER SAGE CMYK 9 0 0 18 RGB 195 206 216 HEX C3CED8 PMS 538 | SNOWBIRD CMYK 2 0 0 9 RGB 228 233 233 HEX E4E9E9 PMS 7541 |
|---|--|---|---|--|

Secondary colors

| | | | | | |
|---|---|--|---|--|--|
| AGAVE CMYK 55 0 67 0 RGB 120 197 128 HEX 78C580 PMS 7479 | JALAPEÑO CMYK 77 0 85 32 RGB 4 134 69 HEX 048645 PMS 348 | HAVASUPAI BLUE CMYK 56 0 0 16 RGB 67 177 211 HEX 43B1D3 PMS 631 | SAN TAN BLUE CMYK 69 7 6 36 RGB 1 129 157 HEX 01819D PMS 314 | PRICKLY PEAR CMYK 18 93 62 4 RGB 194 53 80 HEX C23550 PMS 703 | CANYON CLAY CMYK 25 88 89 20 RGB 158 56 44 HEX 9E382C PMS 484 |
|---|---|--|---|--|--|

2.2 OUR TRUE COLORS

Keep it balanced

The color palette is designed to work in both the positive and negative space. This helps to provide creative flexibility.

When not used properly, the wrong color(s) can diminish the effectiveness of your communication.

If you have specific questions about logo usage, please contact the marketing department.

Use darker colors over light backgrounds



Use lighter colors over dark backgrounds



QUESTIONS?

Please email MarketingTeam@azfcu.org for assistance or to request approved graphic files for use.