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## Our Brand

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## Our True Colors

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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.
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.
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.
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.
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.
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.
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.
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.
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.