

AOD FEDERAL CREDIT UNION

2020 BRAND STYLE GUIDE



we are genuine personal down-
to-earth local honest dedicated
sophisticated approachable
progressive member-owners
inviting value-based caring
community-champions.

we are aod federal credit union.

LOGO | Main



LOGO | Alternatives

In cases where the main log is not appropriate, the following versions are available for use:

White Logo w/ Full Color Swoosh

Use the white logo with full color swoosh when placing the logo on a darker color background where the main logo would conflict with color usage.



White Logo

Use the reverse version on darker colored backgrounds.



Black Logo

Use the black version when color processing is not available.



LOGO | Alternatives 2

Wordmark

Use the wordmark when horizontal space is a concern or when elements of the logo mark are used in the same application.

AODFCU

LOGO | Clear Space & Minimum Size

Clear Space

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space (shown here as light starmark around the logo) isolates the logo from the competing graphic elements, such as copy, photos, background patterns or other logos that may divert attention and dilute the legibility and visual clarity of the AODFCU logo.



Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The AODFCU logo should not be reproduced in a width size smaller than 1" as illustrated.



LOGO | Improper Usage

The AODFCU logo is to be reproduced only within the specifications previously outlined in this brand identity section. Below are examples of ways the AODFCU logo should NOT be used so as to protect the integrity of the identity and mark of the organization.



Do not use other brand colors in the main logo.



Do not use an outlined form of any logo version.



Do not use drop shadows or other effects with any logo version.



Do not use the main logo on a busy photo.



Do not use the main logo without Federal Credit Union being underneath.



Do not use the main logo on a color or patterned background.

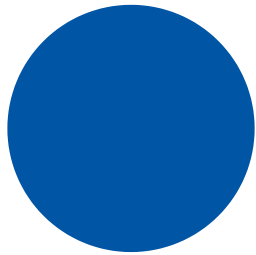


Do not place text or graphic images on top of any logo version.

BRAND COLORS

Primary Color

Used in main logo as well as text, backgrounds and graphic elements

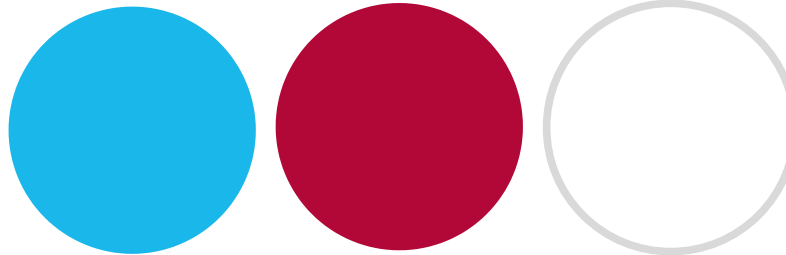


Reflex Blue

PMS Reflex Blue
CMYK 100 - 73 - 0 - 2
RGB 0 - 85 - 164
HEX 0055a5

Secondary Colors

Used in main logo as an accent color



Bright Blue

PMS 298
CMYK 69 - 7 - 0 - 0
RGB 19 - 181 - 234
HEX 1ab7ea

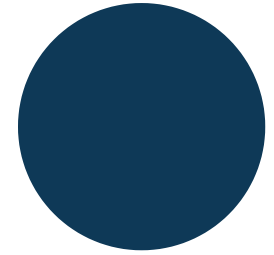
Red

PMS 201
CMYK 0 - 100 - 63 - 29
RGB 179 - 0 - 56
HEX b20838

White

Tertiary Color

Used as accent color



Navy

PMS 534C
CMYK 100 - 85 - 35 - 25
RGB 25 - 53 - 97
HEX 193561

TYPOGRAPHY

Our primary font is headlines and body text is **Montserrat**. Montserrat is a robust, open and harmonious geometric sans serif font. It has a unique flair to it while also being very versatile for print and web. It is a great companion to the log-font, **Stolzl**, which is nly used for top level headlines and slogans.

Montserrat Bold

Headlines, Callouts, and Primary Information

Aa Bb Cc

Montserrat Regular

Subheads, Body Copy and Secondary Information

Aa Bb Cc

DESIGN ELEMENTS

- STARS CAN BE USED SEPARATE
- SWOOSH CAN BE USED SEPARATE

The following page is intended to show how elements of our logo can be used across different applications and are not final assests.

TAGLINES AND SLOGANS

NONE AT THIS TIME