



March 31, 2006

TO: All CCUL Chapter Board of Governors

FROM: Carol Payne, Director of Communications and Marketing

RE: Chapter logo—visual identity guidelines

Dear Presidents:

Several Chapters have requested guidelines for using the League's C-sun logo in conjunction with their newly created Chapter logo identities. We are happy to provide simple guidelines for C-sun logo placement and color specifications. We've also enclosed a CD that contains a variety of importable C-sun logo files for your use.

We appreciate your dedication to the growth and success of your Chapter. We hope the adoption of these guidelines help in your continued success.

Sincerely,

Carol Payne
Director of Communications and Marketing

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Chapter Guideline Samples

▶ Sample with full logo—text and tagline

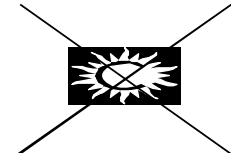


▶ Sample with square C-sun only—no text and tagline



▶ Color specifications. Do not substitute colors.

▶ No Distortion.



C-sun—Yellow—PMS 137 ink color (CMYK 0-34-1-0)
 Text—Dark Blue—PMS 533 ink color—(CMYK 100-79-47-0)
 OR C-sun & text—black

California Credit Union League C-sun logo guidelines—

- C-sun logo placement must always be at the BOTTOM of your logo.
- Size to be 1/3 of your total logo size.
- Keep C-sun logo intact and do not alter the logo in any way. Do not change font, eliminate the “Serving California and Nevada credit unions” tagline, or place text over the C-sun logo.
- Do not distort the C-sun logo. **To keep the logo from distorting, hold down shift key when resizing with the arrow tool.**
- Use only black/white or specified colors (see color specifications).
- The square C-sun logo can be used alone without any text.

Using the enclosed CD with C-sun logo files—

IMPORTANT—The files on the CD should be **IMPORTED**, **PLACED**, or **INSERTED** into your software program.

You will not be able to **OPEN** them because they are a graphic to be placed into the document you are creating.

Do you have file or logo questions?

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