



California
CREDIT UNION LEAGUE

NEVADA
CREDIT UNION LEAGUE



August 14, 2009

TO: All CCUL Chapter Board of Governors

RE: Chapter logo—visual identity guidelines

Dear Presidents:

Several Chapters have requested guidelines for using the Leagues' logos in conjunction with their Chapter logo identities. We are happy to provide simple guidelines for the CCUL C-sun logo and NCUL logo placement and color specifications in this document

If you need CCUL or NCUL logos to include in your Chapter materials, please contact me at 909.212.6040 or cpayne@ccul.org. We appreciate your dedication to the growth and success of your Chapter. We hope the adoption of these guidelines will help in your continued success.

Sincerely,

Carol E. Payne
Vice President, Communications & Marketing
California and Nevada Credit Union Leagues

Chapter Guideline Samples

▶ Sample with full logo—text



▶ Sample with square C-sun only—no text



▶ 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 logo size.
- Safe area horizontally and vertically equals the length or width of the C-sun square
- Keep C-sun logo intact and do not alter the logo in any way. Do not change font 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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