



R1CU

# branding & style

GUIDELINES





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# Brand Style Guide

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## Corporate Identity

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A strong corporate identity program is the base from which all corporate communications can be coordinated to solidify our impact as a significant and credible organization. It is instrumental in building higher audience awareness, a strong image, and positive growth.

Corporate identity involves all the communications we have with all the people who influence our organization's success. It must be consistent in advertising, literature, business cards, public relations and presentations, newsletters, correspondence, signage, directory listings, and other forms of communication.

Far from being solely a marketing device, our corporate identity program builds a shared identification and commitment among our product lines and draws together our whole marketing effort. It is the nucleus of all our creative strategies.

Presenting Resource One clearly and consistently is crucial to the success of our corporate identity program. Deviations only confuse our public and weaken our image. Every Resource One employee has the responsibility of helping to maintain a consistent corporate identity. Through careful use of graphics standards guidelines presented in this manual, you will convey a quality image and a cohesive impression of Resource One. A strong corporate identity program reinforces our image among all audiences. Your support and cooperation in properly implementing graphics standards are essential to presenting Resource One in a unified way and giving our name the attention it deserves.





BRAND PURPOSE & POSITIONING

## Our Guiding Principles

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Collectively the vision, mission, core values, and our why statement are truly our guiding principles.

## Our Vision

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The leading financial resource serving our communities.

## Our Mission

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Helping our members achieve their financial goals by being a trusted provider of valued and cost-effective financial services.





## Our Core Values

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### Integrity

The quality of being honest and having strong moral principles; moral uprightness. We strive to be honest, humane, friendly, caring, and humble.



### Educators

Employees who teach members of the community specific skills and content not only for the individual's benefit, but to develop their financial well-being.



### Passionate

Employees who are motivated to give their best. They are the ones who will pull through during tough times, and their passion is infectious enough to help others pull through as well.



### Altruistic

Employees motivated to act in a way that is beneficial to other individuals. They wish that others find happiness and generosity expecting nothing in return.



### Resolution Focused

Focusing on the solution and seeking all viable options.





## Our Why

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We cultivate relationships so that lives are enriched.

### **HOW can we advance our purpose?**

#### **Take ownership**

By taking ownership, we will follow through until the task is done.

#### **Do what is right**

We will do what is right, even when no one is looking.

#### **Explore innovative solutions**

We will discover innovative solutions to challenges.

#### **Clearly communicate & engage**

We wouldn't say anything in this size that we wouldn't say in this size.

#### **ETC (educate, teach, and counsel)**

We will educate, teach, and counsel.

### **WHAT are we doing?**

No one can share our story better than you can. Share your stories and pass them along.





# Our Voice

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Our tone of voice is how we say what we say. It's the attitude and personality we express in the language we use. Our tone of voice helps us to talk to a broad range of people about different subjects while reinforcing our "We cultivate relationships so that lives are enriched" philosophy.

Using our tone of voice will create a more consistent and distinctive message about the credit union, helping to shape perceptions among our members, prospects, and community.

## Character

- Friendly
- Professional
- Warm
- Down to Earth
- Friendly Neighbor

## Tone

- Honest
- Trustworthy
- Warm
- Genuine
- Positive

## Language

- Simple
- No Jargon
- Warm
- Clear

## Purpose

- Engage
- Educate
- Inform
- Solve Problems

## Themes & Talking Points

- Do invite people into the credit union.
- Do use simplified terminology. Not industry jargon.
- Do include the unique benefits of the credit union membership when talking about being a member.
- Do include messaging about being in our communities, giving back to our communities, and we live and work in our communities.
- Do talk about offering honest and trustworthy advice.
- Do add a touch of humor to messages to show we are people and not stuffy.
- Do provide simplified educational facts to inform people.
- Do reference that although local, access anywhere.
- Do talk about how the credit union is there for the person in every step of their life, loan, account, or otherwise.
- Don't** use negative language.
- Don't** imply that the credit union is just for the needy.
- Don't** lean too heavily on ownership, this can imply to non-members they are on the hook for losses.



## Corporate Name

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The anchor used to brand Resource One Credit Union is our corporate name. Our corporate name is vital in representing the Credit Union's identity.

### Who we are:

- Resource One Credit Union
- Resource One
- R1CU
- R1

### Who we are not:

- R1 Credit Union
- Resource One CU (exception: Twitter handle)
- Resource One Federal Credit Union (retired 2000)
- R One Credit Union
- R 1 C U (no spaces)





LOGO

## Corporate Signature

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The anchor used to brand Resource One visually is its corporate signature. Our corporate signature is the most vital visual representation of the Credit Union's brand and identity.

The Resource One corporate signature consists of two elements:

- The graphic "R1".
- The logotype, featuring the words "Resource One Credit Union," is set in the Optima type font.

Both elements have been carefully designated for a specific look. No attempt should be made to alter or recreate the elements which comprise the corporate signature in any way.

### ***Please remember:***

- The logotype should not be reset.
- The logotype and R1 Graphic must always appear together as a unit in the corporate signature.
- The logotype should never appear without the R1 Graphic.
- The size relationship of the "R1" to the logotype must always remain as shown and may not be altered.
- The minimum allowable size for the Credit Union corporate signature is 1 1/4" in width by 1/4" in height. Any possible exception must be pre-approved by the Marketing Department.

LIGHT BACKGROUNDS



DARK BACKGROUNDS





LOGO

## Incorrect Usage

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The Resource One corporate signature should never appear as illustrated in the examples below:

DO NOT RECOLOR LOGO



DO NOT RESET THE LOGO



DO NOT SCAN THE LOGO



DO NOT EDIT THE LOGO



DO NOT STRETCH THE LOGO





LOGO

## Grandfathered Signature

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The following grandfathered signatures are still in use on older documents. In an effort to reduce costs during the logo rebranding we have been replacing the grandfathered signature with the updated version in stages. The following grandfathered signatures are only acceptable to use until we can update the older pieces. Please update the grandfathered logo to our new logo once the supplies have been used and are needing re-ordering.





LOGO

## Color Usage of the Corporate Signature

Correct use of the color improves the recognition and effectiveness of the corporate signature. For consistency, the examples shown below are the only acceptable color combinations. If in doubt, please contact the Marketing Department about the color or use of the corporate signature in any specific application.



For instances requiring the corporate signature to reverse out of a dark background, the examples shown below are the ONLY acceptable applications.



For applications where it is necessary to print in four color process, the following screen mixes will apply:

**PMS 201:** 100% magenta, 70% yellow and 30% black

**PMS 405:** 9% magenta, 17% yellow and 62% black

**Alternatives:** (One-Color) Subject to background or printing restrictions.



**Exceptions:** Other colors may be used due to printing restrictions. These instances must be authorized by the Marketing Department



LOGO

## Layout

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To ensure clarity and attention, an area of isolation must surround all four sides of the corporate signature. This area must remain free of any text, words, slogans, organizational names or design elements, illustrations, backgrounds, decorations, or graphic treatments that might interfere with the readability of the corporate signature.

The minimum dimension for the area of isolation is one-half (1/2) of the height of the R1 Graphic and must be maintained on all four sides. You may use a dimension larger but never smaller than one-half (1/2) of the R1 Graphic height.

SPACE AROUND LOGO



SPACE AROUND LOGO





## The R1 Brandmark aka R1 Bug

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It is acceptable to use the R1 bug as a stand-alone element. However, the R1 bug should never be altered or recreated in any way.

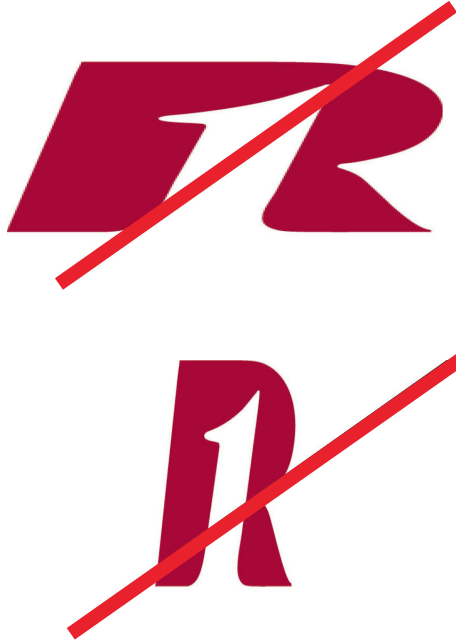




## Incorrect Usage of the R1 Bug

The R1 bug should never appear as illustrated in the examples below.

DO NOT STRETCH THE R1 BUG IN ANY WAY

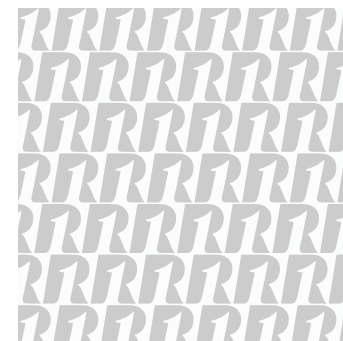


DO NOT CREATE A PATTERN USING THE R1 BUG.



**EXCEPTION:** The R1 bug may be used in a pattern as part of a background when utilized as a safety pattern on financial documents or debit/credit cards.

**Note:** This pattern, must be screened at a percentage not to exceed 20% of the color it is to be printed on.





## Color Usage of the R1 Bug

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The acceptable colors for use with the R1 Bug are illustrated below. It is acceptable to screen the R1 graphic, but only when using PMS 405 gray or black.



PMS 201 RED



WHITE



BLACK



PMS 405 GRAY



THE R1 GRAPHIC WITH  
30% SCREEN OF BLACK

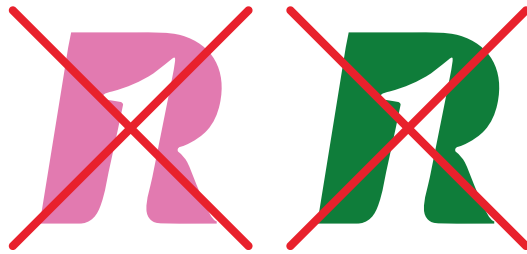


THE R1 GRAPHIC WITH 30%  
SCREEN OF PMS 405 GRAY



# Incorrect Color Usage of the R1 Bug

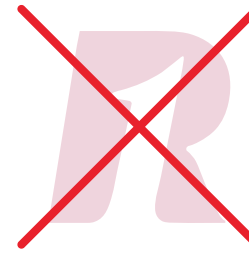
The color of the R1 bug should **never appear** as illustrated in the examples below.



The R1 bug should never appear in colors other than those approved for use

**EXCEPTION:** The R1 bug may be used in a color other than PMS 201 Red, PMS 405 Gray, or Black only when utilized as a background element such as a safety pattern on financial documents, as a design element on debit or credit cards, or due to printing restrictions. These instances must be authorized by the Marketing Department.

**Note:** The R1 bug should be screened at a percentage not to exceed 20% darker than the color background on which it is to be printed. See examples below.



Never print the R1 bug in a screen tint of PMS 201 red



Never print the R1 bug in a screen tint of PMS 201 red on a dark background



Never print the R1 bug in a screen tint of PMS 405 gray on a dark background



The R1 bug should never appear on a dark background in colors other than those approved for use

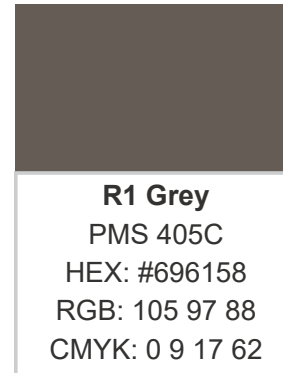
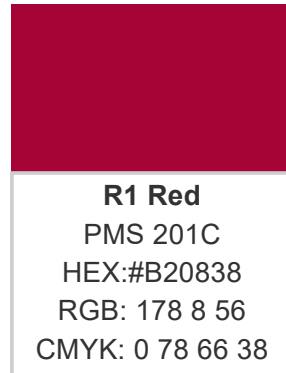


## Primary Colors

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Beyond our corporate signature, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure we reflect a cohesive R1 Brand.

The R1 color palette has two layers: primary and secondary palettes, each with its own subgroupings of colors.





COLOR PALETTE

## Secondary Colors

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**Tarawera**  
HEX: #09425A  
RGB: 9 66 90  
CMYK: 97 69 44 32



**Congress Blue**  
HEX: #004785  
RGB: 0 71 133  
CMYK: 100 80 21 6



**Blue Lagoon**  
HEX: #007C92  
RGB: 0 124 146  
CMYK: 87 37 34 5



**Lochmara**  
HEX: #0086BF  
RGB: 0 134 191  
CMYK: 83 37 6 0



**Bondi Blue**  
HEX: #009ABB  
RGB: 0 154 187  
CMYK: 79 22 19 0



**Teal**  
HEX: #009E9D  
RGB: 0 158 157  
CMYK: 80 17 42 1



**Tropical Rain Forest**  
HEX: #007161  
RGB: 0 113 97  
CMYK: 88 34 66 18



**Atlantis**  
HEX: #8DC63F  
RGB: 141 198 63  
CMYK: 50 0 99 0



**Key Lime Pie**  
HEX: #C1CD23  
RGB: 193 205 35  
CMYK: 29 6100 0



**Gold Drop**  
HEX: #EC7E00  
RGB: 236 126 0  
CMYK: 4 61 100 0



**Supernova**  
HEX: #FFCC00  
RGB: 255 204 0  
CMYK: 0 19100 0



**Loblolly**  
HEX: #C6D3DB  
RGB: 198 211 219  
CMYK: 21 10 9 0



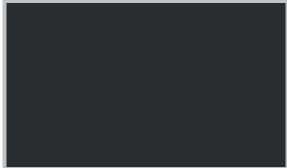
COLOR PALETTE

## Black & Gray Palette (Web Only)

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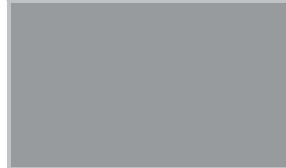
**Black (print & web)**  
HEX: #000000  
RGB: 0 0 0  
CMYK: 0 0 0 100



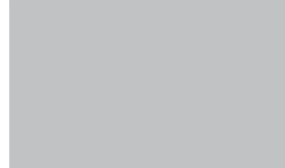
**Mine Shaft**  
HEX: #333333  
RGB: 51 51 51  
CMYK: 0 0 0 80



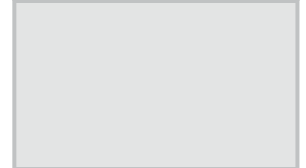
**Dove Grey**  
HEX: #666666  
RGB: 102 102 102  
CMYK: 0 0 0 60



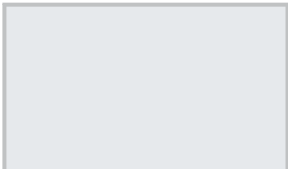
**Silver Chalice**  
HEX: #999999  
RGB: 153 153 153  
CMYK: 0 0 0 40



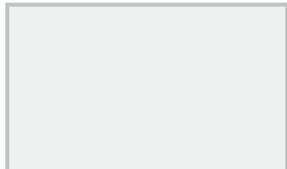
**Silver**  
HEX: #C0C0C0  
RGB: 192 192 192  
CMYK: 0 0 0 25



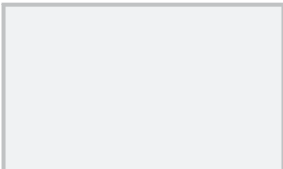
**Mercury**  
HEX: #E5E5E5  
RGB: 229 229 229  
CMYK: 0 0 0 10



**Athens Grey**  
HEX: #E8EAED  
RGB: 234 234 237  
CMYK: 2 1 0 7



**Seashell**  
HEX: #F1F1F1  
RGB: 241 241 241  
CMYK: 0 0 0 5



**Wild Sand**  
HEX: #F3F3F3  
RGB: 243 243 243  
CMYK: 0 0 0 4



**Alabaster**  
HEX: #F9F9F9  
RGB: 249 249 249  
CMYK: 0 0 0 2



**White (print & web)**  
HEX: #FFFFFF  
RGB: 255 255 255  
CMYK: 0 0 0 0



# Approved Typefaces

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The following are approved typefaces to be used in all corporate communications and materials.

## Arial

Arial is the primary font for all Resource One literature.

*Arial Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

*Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

***Arial Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

**Arial Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

## Bodoni

*Bodoni Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

*Bodoni Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

**Bodoni Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

***Bodoni Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

## Goudy

*Goudy Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

*Goudy Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_

**Goudy Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_



# Approved Typefaces

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## Open Sans

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_

*Open Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_*

**Open Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_**

***Open Sans Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_***

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_

*Open Sans Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_*

Open Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_

*Open Sans Condensed Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_*

**Open Sans Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_**

**Open Sans Extra Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&"&\*()\_**



# Approved Typefaces

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## Roboto

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

*Roboto Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

**Roboto Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

***Roboto Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

*Roboto Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_

*Roboto Thin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_



## Email Signature

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Email is one of the most common channels for marketing and communications at R1CU. Here, you'll find a pre-designed template for your use.

**Please reference the email signature example and image below to create your signature.**



**Name, Designations (pronouns)**  
Title | Branch/Department  
Member/Owner since XXXX  
p: XXX-XXX-XXXX | f: XXX-XXX-XXXX  
[www.r1cu.org](http://www.r1cu.org)

**Empower. Encourage. Embrace.**

Designations: optional (MBA, CUCME, CUDE, etc.)  
Pronouns: optional

[Download the email signature here.](#)

### Steps to update your signature.

1. Select and copy the signature using the link below.
2. Open Microsoft Outlook.
3. Click on the File Tab at the top.
4. Click on Options in the left column.
5. Click on Mail in the left column.
6. Click the Signatures button on the right.
7. Select your signature
  - a. Or new if you have not created a signature yet.
8. Click anywhere in the Edit Signature box.
9. Paste your copied signature in the box.
10. Click OK to save.



## Logo & R1 Bug Usage

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The following logo files are available for download to insert into documents and for digital purposes.

We want to protect our logo and brand, so follow the guidelines outlined in this brand guide. Please, do not modify or distort our logo.

Logo & Brandmark (Bug) download links can all be found on Silvercloud.

### [Logos on Silvercloud.](#)

Or you can download the image by clicking on the link under the correct logo you need. Once the image loads, right click on the image and select download. Save the image to a location on your PC that you have access to. Now you can use the image as needed.

Do you have questions about how to properly use our logo or other brand features? Do you need a different file type? Email us at [marketing@r1cu.org](mailto:marketing@r1cu.org).



[Web \(png file\)](#)

[Web \(jpg file\)](#)

[Print \(png file\)](#)



[Web \(png file\)](#)

[Print \(png file\)](#)



[Web \(png file\)](#)



[Web \(png file\)](#)



[Web \(png file\)](#)



## Stationery

Consistent and coordinated use of Resource One's visual identity elements on stationery is a vital part of preserving and enhancing the value of the R1 Brand.

Resource One Credit Union has one format for letterhead, envelopes, and business cards. Do not attempt to create or design stationery products.

### Order official stationery.

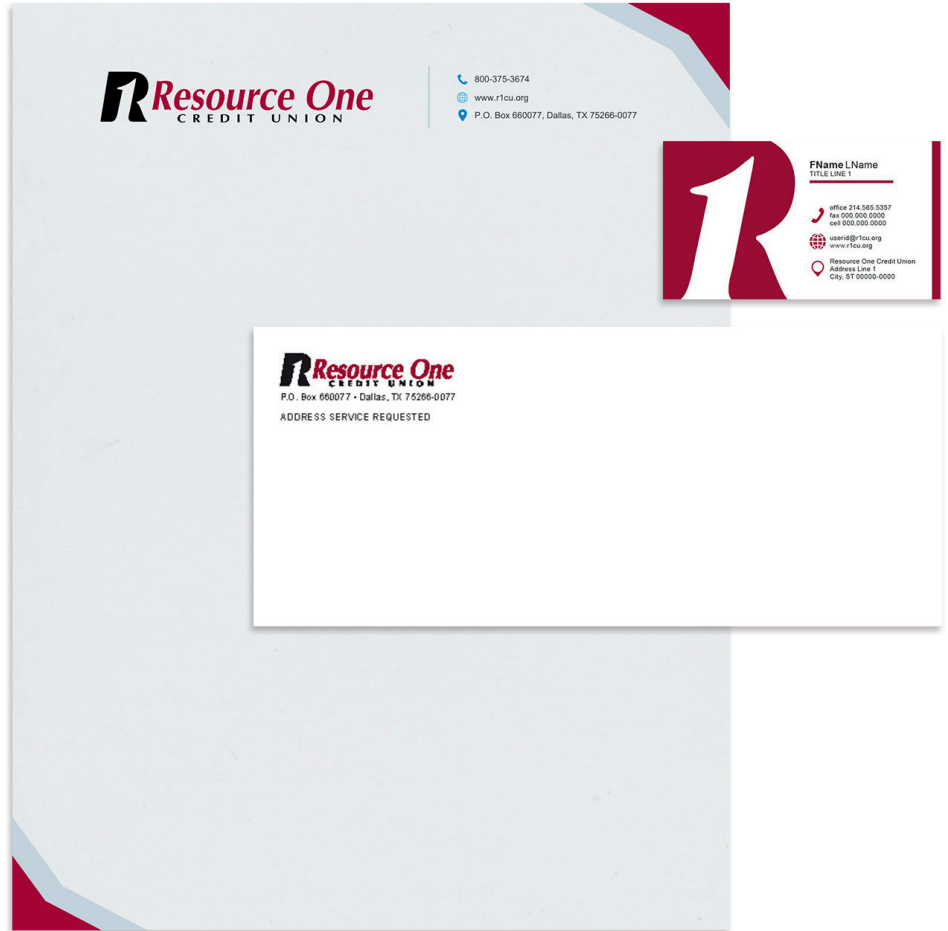
Official stationery may be ordered online through the Supplies Portal (Canva).

[Order Official Stationery](#)

### Electronic Letterhead

A downloadable electronic letterhead template (Word & PDF) is available on SilverCloud.

[Letterhead Documents](#)





# Fax Cover Template

The official fax cover sheet layout seen here is available for download on Silvercloud.

[Fax Cover Template - PDF](#)



fax cover

DATE: \_\_\_\_\_

PAGES: \_\_\_\_\_

TO: \_\_\_\_\_

FAX: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

FROM: \_\_\_\_\_

FAX: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMMENTS:  
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Resource One Credit Union  
P.O. BOX 660077 • Dallas, TX 75266-0077  
800-375-3674 • www.r1cu.org

NOTICE: This facsimile message may contain privileged and confidential information, which may be subject to applicable privacy statutes and regulations. The information in this facsimile is intended for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the named recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received this fax in error, please notify the sender immediately by telephone, and return all the pages received to the sender at the above P.O. Box address via the USPS.

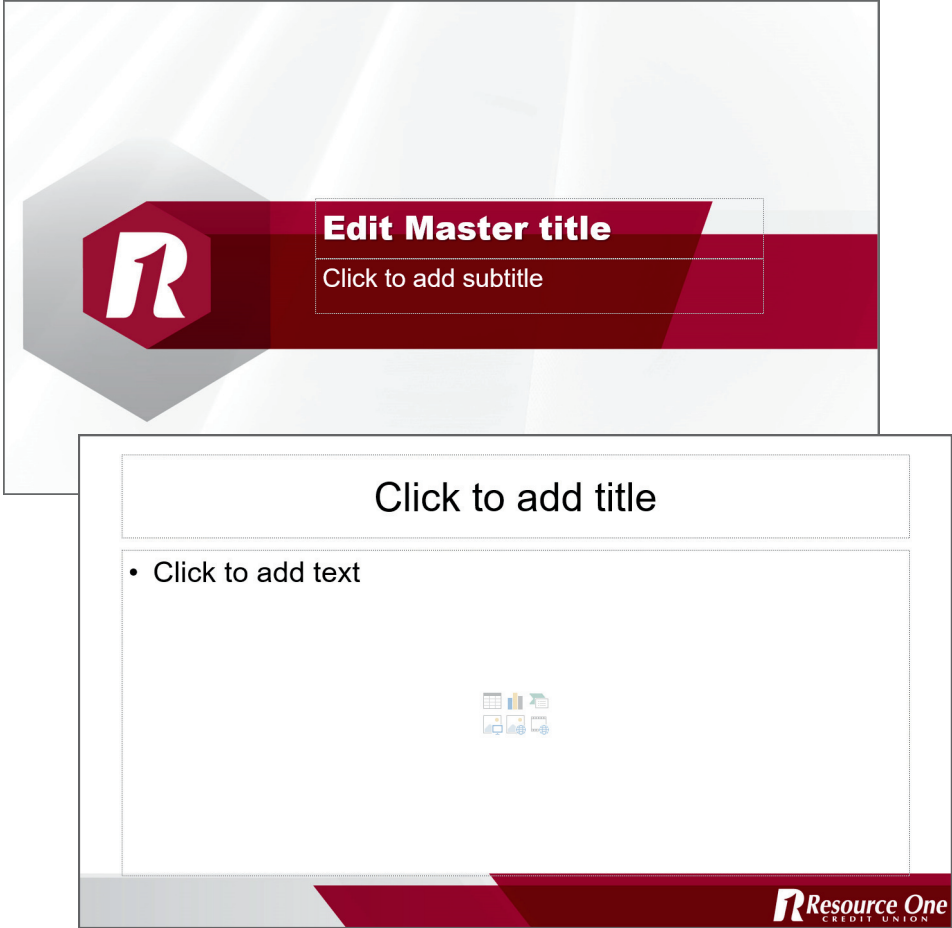


# Powerpoint Template

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We've created a branded template to make preparing presentations easier and faster. Please use the following template for all corporate powerpoints. Template can be found and download on Silvercloud.

[Powerpoint Template](#)





## R1 Brand Virtual Backgrounds

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We have created branded virtual backgrounds for your use. Users can use one of these options or the standard background that comes with your preferred service. All branded backgrounds and how to download the image can be found on Silvercloud, or by clicking on the button below.

### How to download the image.

1. Select and click the image in Silvercloud.
2. When the image appears in the new webpage, right-click the image.
3. Select "save image as. . ."
4. Save the image to a folder you have access to (we suggest your "My Documents").
5. Click save, the image will now be available in the folder you selected.
6. Please reference your service's instructions on how to update your virtual background in the application.

[R1 Brand Virtual Backgrounds](#)





# R1 & 3rd Party Website Guide

To provide a consistent visual across all web platforms that are public facing the following guide should be utilized when available.

Element	HTML & CSS Information
Font	Default color: #333333 font-type: "Open Sans", Arial, sans-serif font-size: 16px line-height: 1.8
Hyperlinks	Default color: #0086bf  Hover color: #0086bf text-decoration: underline
Buttons	Default color: #0086bf  Button Hover color: #006996
Borders	color: #c0c0c0
Alternating Section Background	background-color: #f1f1f1

