

# BRAND GUIDELINES



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# 01

# INTRODUCTION TO PEABODY MUNICIPAL FCU

PEABODY MUNICIPAL FCU BRAND GUIDELINES

INTRODUCTION TO  
PEABODY MUNICIPAL FCU

03



# 01 INTRODUCTION TO PEABODY MUNICIPAL FCU

## MISSION STATEMENT

Peabody Municipal Federal Credit Union is dedicated to providing competitive financial products and superior service to our members through sound business practices. The Credit Union movement is committed to superior service to our membership.

## BRAND PROMISE & POSITION

Peabody Municipal Federal Credit Union is committed to superior service to their membership.

## BRAND STORY

Peabody Municipal Federal Credit Union was formed for the purpose of encouraging savings by offering a good return, using connective monies to make loans at competitively low interest rates. Providing other member services on a cooperative basis.



# 02

## PEABODY MUNICIPAL FCU LOGO



# 02 PEABODY MUNICIPAL FCU LOGO

The form of the Peabody Municipal FCU Symbol is based on a blue-red letter P with letter M defining the blank space, in a way to resemble the initials PM. Peabody Municipal FCU Wordmark uses a Engravers Gothic BT typeface and should not be altered.

Together, the Symbol and Wordmark create the Peabody Municipal FCU Logo.

The Logo forms the most significant feature of the Peabody Municipal FCU product and company identity. It should be used on all aspects of branded communication.

The Peabody Municipal FCU Logo should never be altered, tilted, distorted, manipulated or disassembled on any application.

## Peabody Municipal FCU Logo



Peabody Municipal FCU Symbol

PEABODY  
MUNICIPAL  
FEDERAL CREDIT UNION

Peabody Municipal FCU Wordmark



Minimum Size 1"

# 03 LOGO CLEAR ZONES



# 03 LOGO CLEAR ZONES

The following is the clear zone rule for the Peabody Municipal FCU Logo. In order to gain maximum visibility, the Peabody Municipal FCU Logo should always appear with a minimum area of clear space around the logo. This area should be free of any type of graphic element.

Using center-line height of the text "FEDERAL CREDIT UNION" as "X," the clear space is a 1X area around the entire logo.

This rule applies to all versions of the Peabody Municipal FCU Logo on all mediums.



# 04 LOGO COLORS



# 04 LOGO COLORS

### FULL COLOR LOGO

Consistent use of the Peabody Municipal FCU Logo colors will help build visibility and recognition for Peabody Municipal FCU and will set them apart from their competitors. The descriptions below apply to both the vertical and horizontal Logo formats.

### 4-Color Process (CMYK)

The 4-color process Logo is used for all printing purposes.

### 3-Color (RGB)

This version is used for all on-screen applications.



# 04 LOGO COLORS

## ONE COLOR LOGO

Across applications, every effort should be made to use the full-color Peabody Municipal FCU Logo, on a white or black background. However, in instances where only one color is available for printing, use the one-color options to the right. The descriptions below apply to both the vertical and horizontal Logo formats.

### Grayscale

Where needed, the PMFCU Logo can be printed as a combination of two gray color tones (such as Word stationery templates and merchandise).

### 1-Color Black and White

Use this simple, 1-color version where coloring may not be possible (such as embossing, glass decals and embroidery).

## GRAYSCALE



## WHITE



## BLACK



# 05 LOGO MISUSES



# 05 LOGO MISUSES

Because the Peabody Municipal FCU Logo is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form in any way.

Changing any graphic element of the Logo will weaken its impact and detract from the consistent image we seek to project. The illustrations to the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the Logo.

Please use only approved electronic art when reproducing the Peabody Municipal FCU Logo.



**SCALE:** Do not play with the scale of the logo. The proportions of the logos should not be altered in any way.



**CONTRAST:** The logos should always be placed in locations that are not too complex to allow them to be viewed clearly.



**COLOR:** Do not change the colors of any of the logos.



**PROPORTIONS:** Do not change proportions of the Symbol and Wordmark.



**ORIENTATION:** Do not change the orientation of the logo by rotating it anyway.



**CROP:** Do not crop the logo in anyway.



**EFFECTS:** Do not add any kind of effects like a drop shadow to the logo.



**TRANSPARENCY:** Do not lay any kind of transparency over the logo.

# 06 PRODUCT PORTFOLIO

# 06 PRODUCT PORTFOLIO

The examples demonstrate how the Peabody Municipal FCU identity can be adapted for vertical product groups, with copy size and color being consistent across each instance.

The system creates a unified design language that is closely aligned with the Peabody Municipal FCU brand.



# 07 COLOR PALETTE



# 07 COLOR PALETTE

Color is a primary means of visual identification that we use to create a powerful emotional response. The Logo colors were chosen with care to convey that Peabody Municipal FCU is a vibrant, forward-looking brand. The consistent use of a limited number of colors will build strong external recognition and memorability for Peabody Municipal FCU.

### Primary Palette

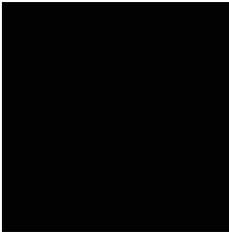
Our primary colors, Dark Blue and Accent Red, are intended to be the main signifying colors for the brand. In terms of brightness, they are on a darker side of the spectrum.

Light Blue, Black and Grays round out our Primary Palette and provide a foundation for Peabody Municipal FCU Logo to stand out.



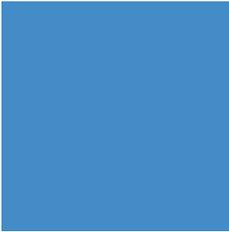
### DARK BLUE

CMYK 100 080 027 015  
RGB 040 073 128  
HEX # 284980



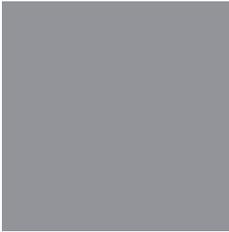
### REAL BLACK

CMYK 075 068 065 090  
RGB 000 000 000  
HEX # 000000



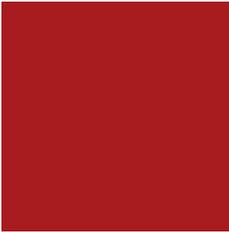
### LIGHT BLUE

CMYK 084 032 003 000  
RGB 081 143 199  
HEX # 518FC7



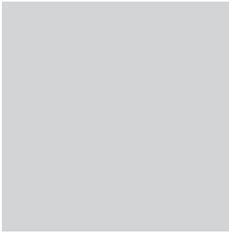
### 50% BLACK

CMYK 000 000 000 050  
RGB 149 150 153  
HEX # 959699



### ACCENT RED

CMYK 012 100 100 007  
RGB 174 000 000  
HEX # AE0000



### 20% BLACK

CMYK 000 000 000 020  
RGB 209 210 212  
HEX # D1D2D4

# 08

## TYPO GRAPHY

# 08 TYPOGRAPHY

Peabody Municipal FCU’s primary typeface is Roboto. Modern, flexible, free and easy to read, Roboto font family is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

### When to use?

Use Roboto for all Peabody Municipal FCU communications where possible. Use Roboto in rendered form for online and electronic applications. When use of Roboto is not possible, use the Arial font family. The weights shown for Roboto font are approved for use.

**USAGE: TITLE**

**ROBOTO BLACK**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890  
!@#\$%^&\*(){}[]\|;:'<>?**

**USAGE: BODY TEXT**

**ROBOTO**

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
1234567890 !@#\$%^&\*(){}[]\|;:'<>?

**USAGE: TITLE, HEADER, SUB-HEADER**

**ROBOTO CONDENSED BOLD**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
1234567890 !@#\$%^&\*(){}[]\|;:'<>?**

**USAGE: BODY TEXT**

**ROBOTO CONDENSED**

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
1234567890 !@#\$%^&\*(){}[]\|;:'<>?

# 08 TYPOGRAPHY

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Peabody Municipal FCU communications.

## Title

Roboto Black - 20/42 pt

## Header

Roboto Condensed Bold - 14/22 pt

## Sub-Header

Roboto - 12/22 pt

## Body Text

Roboto Condensed - 10/15 pt

### On White Background

## LOREM IPSUM IS SIMPLY DUMMY TEXT

### Lorem Ipsum Is Not Simply Random Text.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

### On Black Background

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**THIS BRAND WAS  
DEVELOPED BY**



**BROMLEY**AGENCY

The process that was used to derive the elements and style of the color schemes and logos for Peabody Municipal Federal Credit Union is the intellectual property of Bromley Agency, copyright, 2017.

Logo and style of the color schemes are the property of Peabody Municipal FCU, copyright, 2017.

[www.bromleyagency.com](http://www.bromleyagency.com)