YNCU GRAPHIC STANDARDS

About Graphic Standards

The Graphic Standards Manual covers the basic guidelines for YNCU's brand identity.

Graphic standards began in the early part of the last century to communicate a consistent image for emerging brands. This was done as a defense against competition, a guarantee of origin and by its very nature, as a means to emphasize the quality of the brand.

Stationery, business cards, publications, newsletters, advertisements, websites, flyers, signs and other forms of communication represent not just the individual or program, but the entire YNCU brand. Accordingly, this publication is dedicated to providing a set of guidelines that can be used by any of YNCU's internal staff, partners and suppliers to reinforce a consistent, clear and positive image of the credit union.

The following graphic standards are intended to guide the application of the YNCU visual identity in print, web and other general communications. Additional guidelines may apply to different media such as tone of writing, social content and visual iconography etc.

These standards have been developed for users as a resource for the creation and/or implementation of various communication materials. Use of these standards will assist individuals and departments in developing communications that correctly express the brand – from the look and feel of its visual design, to the tone and manner of its copy.

To protect the integrity of the brand, it is imperative that YNCU's communicators do not alter the logo files in any way.

About Graphic Standards

The YNCU Corporate Symbol is comprised of two elements working together to create an effective mark: the Emblem and Logotype.

The elements that make up the logotype must not be altered in size, position or relationship of scale.

It is important to establish some basic terminology for the different components, as these will be referred to throughout the graphic standards document and other applications.

CORPORATE SYMBOL

YNCU

LOGOTYPE   EMBLEM
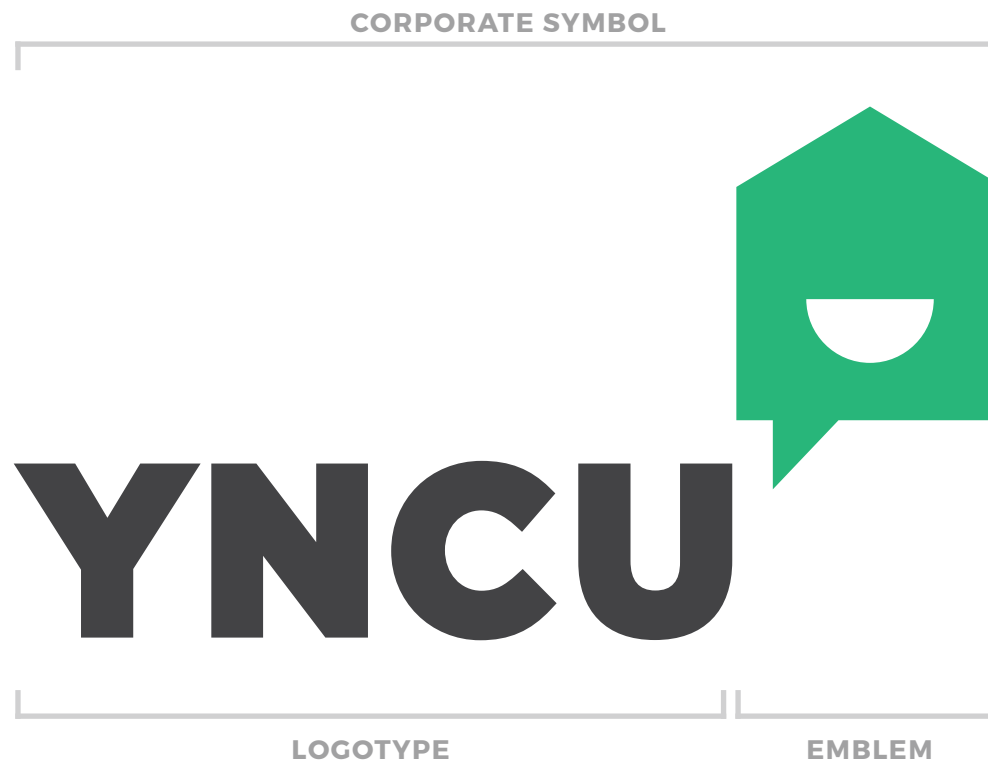
Glossary of Terms

The following terms appear throughout the Graphic Standards Manual and will help you understand specific terminology.

APPLICATION

An item of promotional, online or corporate communications value, to which the corporate signature has been or will be applied.

BRAND STATEMENT

The brand statement conveys the intended unique positioning of the brand within its market from the point of view of the consumer.

CLEAR SPACE

The minimum white space required around the corporate signature(s).

CYMK COLOURS

The standard process colour model used in offset printing for full-colour documents. (Cyan, Magenta, Yellow and Black)

COATED PAPER

When a paper is "coated," it is referring to an agent that is applied to the paper's surface to enhance printability. Coated paper is available in a matte or glossy finish and is generally used when a significant amount of ink coverage is required.

CORPORATE COLOURS

Any of the specific colours approved for reproduction of our corporate signature.

CORPORATE IDENTITY

The physical characteristics that are associated with a corporation, such as a logo, a building, colours, etc.

CORPORATE LOGO TYPE

The specific, visually unique typographic setting of our company's marketing name.

CORPORATE EMBLEM

The unique design mark owned by Hy-Tech and used as its primary visual identifier.

FORMAT

The layout geometry by which the corporate signature and/or graphic and typographic elements are positioned.

PMS

The Pantone Matching System. It's a standard language for spot colour identification and communication.

PROGRAM TYPOGRAPHY

The series of typefaces approved for use in setting corporate information. Selected to visually support the brand, these faces are used consistently throughout the identity program applications.

REVERSE

White or light-coloured type or images on a dark background. Also referred to as a knockout.

RBG COLOUR

A colour model mainly used for web and computer graphics. These colours will not accurately represent the brand colours when printed.

UNCOATED PAPER

Uncoated paper has no agent coating the surface. While appearing more rustic or "raw," it is also more absorbent than coated paper and it is not ideal for large amounts of colour printing.

WHITE SPACE

In publication design, the areas where there is no text or graphics – essentially, the negative spaces of the page design (see clear space).

Primary Colours

To be used in web or screen applications as well as print applications where 4 colour process printing (CMYK) or spot colour printing (PMS) is available.

STANDARD LOGO

EMBLEM

YNCU

FULL NAME LOGO

YOUR NEIGHBOURHOOD CREDIT UNION

Secondary Colours

BLACK + WHITE

To be used in applications where 4 colour process printing (CMYK) or spot colour printing (PMS) is not available.

REVERSED

To be used in applications where the identity needs to be placed over a colour or certain visuals (see restrictions for more information).

ACCESSIBLE GREEN + GREEN BRAND COLOURS

To be used in applications where the identity is placed over the green brand colour.

Note: 'Accessible Green' or 'Grey' should be used as a background for the logo in white. 'Green' can be used to display the icon only.

ON GREY BRAND COLOUR

To be used in applications where the identity needs is placed over the grey brand colour. (Not to be used for all dark colours)

Minimum Size + Scaling

The maximum and minimum sizes of logo reproduction depend on the application. In general, the logo should be used only where there is adequate space to assure strong legibility and high impact.

STANDARD LOGO - MIN. SIZE

The YNCU logo may be reproduced to a minimum width of 1.125".

FULL VERSION - MIN. SIZE

The YNCU logo may be reproduced to a minimum width of 2.625".

EMBLEM - MIN. SIZE

The YNCU Wordmark may be reproduced to a minimum width of 0.3".

STANDARD

YNCU

1.125"

FULL VERSION

YOUR NEIGHBOURHOOD CREDIT UNION

2.625"

EMBLEM

0.3"

SCALING THE LOGO + EMBLEM

The logo must be scaled proportionally as a unit. The sizing and proportion of individual elements should not be altered in any manner.

Area of Isolation

To protect its design character and legibility, the logo must not be crowded by other graphic elements or type. The illustration on this page shows the minimum bounding area that must be kept clear around the logo.

WORDMARK

The minimum bounding area must be kept free from any other artwork, type or panel edges. Distances for clearance are based on the width of half-circle mouth of the house.

STANDARD

EMBLEM

YNCU

FULL VERSION
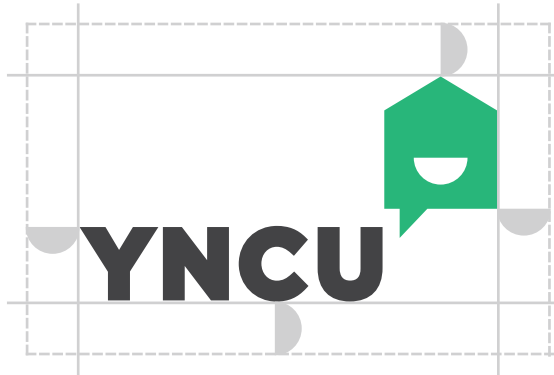
YOUR NEIGHBOURHOOD CREDIT UNION

Colour Specifications

CMYK VERSION

This is the preferred alternate method of reproduction. 4 colour process is the most common colour printing method in offset and digital printing.

ONLINE VERSION
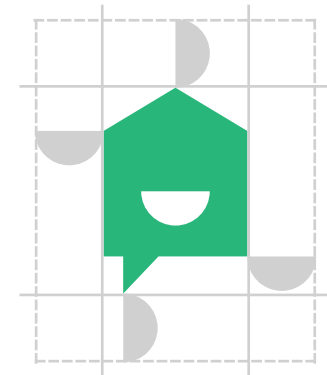
The RGB colour version is designed for online, screen (PowerPoint), projection and broadcast (TV) applications.

PANTONE FORMULA – COATED

Colours to be used when printing on Coated Papers.

PANTONE FORMULA – UNCOATED

Colours to be used when printing on Uncoated Papers.

Pantone or Spot colours are the preferred method of reproduction, resulting in the most accurate colour representation and consistency.

Consistent use of colour is important when reproducing the YNCU identity. Wherever practical, the corporate identity should be displayed in its preferred colour version.

The logotype may also be reproduced in black & white or reverse (white on a dark colour background). Barring this, the specified colour should not be altered in any way.

GREEN

C 75
M 0
Y 71
K 0

R 40
G 182
B 122   #28B67A

P 7480 C

P 339 U

GREY

C 68
M 61
Y 57
K 43

R 67
G 67
B 69   #434345

P 446 C

P NEUTRAL BLACK U

ACCESSIBLE GREEN

C 85
M 24
Y 80
K 9

R 28
G 135
B 90   #1C875A

P 7725 C

P 348 U

Note: 'Accessible Green' or 'Grey' should be used in the following examples for text:

1) Text on a white background.
2) Background for white text

Contrast for Text

**GREY
BACKGROUND**

YNCU

Compliant text: White

**ACCESSIBLE
GREEN
BACKGROUND**

YNCU

Compliant text: White

**WHITE
BACKGROUND**

YNCU

Compliant text:
'Grey' and 'Accessible Green'

Logo Variation Guide

The following guidelines must be followed when reproducing the YNCU logo against coloured or textured backgrounds:

The logo must be reproduced as a full colour image against coloured backgrounds that are equivalent to 10% black and lighter.

The logo must be reproduced in 100% black against backgrounds equivalent to 30% black (or equivalent).

The logo must be reproduced in reverse against backgrounds equivalent to 50% black or darker.

In all cases, the logo must be visually dominant and clearly visible.

Textured backgrounds will alter these specifications, and will require visual verification to confirm legibility of the logo.

10% BLACK (OR LIGHTER)

PROPER USE ON IMAGE BACKGROUND
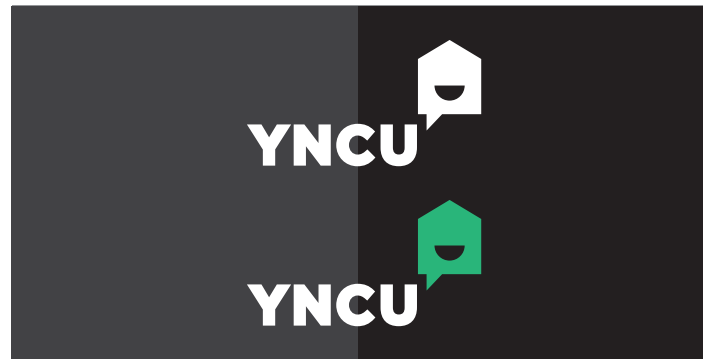
50% BLACK (OR DARKER)

Font Use

HEADLINE

Montserrat ExtraBold

⟶ # MONSERRAT

HEADING

Montserrat Bold

⟶ ## Monserrat

BODY COPY

Montserrat Regular

⟶ Montserrat is a new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires, called Montserrat.

The designer, Julieta Ulanovsky, initiated The Montserrat Typeface project at crowd-funding site Kickstarter, trying to raise $5,000. This project was successfully funded on November 19, 2011.

DON'T WORK WHEN YOU'RE OLD.

Don't work when you're old.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuvVvWwXxYyZz

Exterior Signage

In order to make the best use of the unique space each branch has to offer, a stacked logo treatment and a justified logo treatment were created.

These treatments are for signage purposes only and should not be recreated elsewhere.

Each branch features either a flat backlit accessible green sign with white logo or channel letters and emblem in white and green.

Each branch exterior also has the CityScape graphic with "Welcome To The Neighbourhood" text treatment.
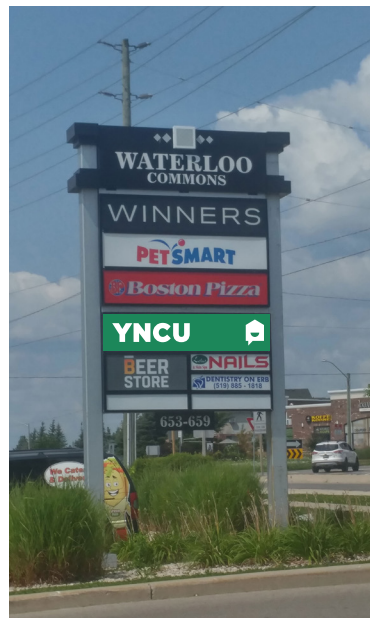
Houseline Graphic

The cityscape can appear on either side of the frame and with or without the "welcome to the neighbourhood" tagline.

The scale of the line and placement of the text can vary depending on the size of the execution. These are two acceptable examples.

The line or text itself should not be altered.

Some executions may feature the url used in conjunction with the line graphic.

Note: 'Accessible Green' or 'Grey' should be used in the following examples for text:

1) Text on a white background.
2) Background for white text

WELCOME TO THE NEIGHBOURHOOD

YNCU.COM

WELCOME TO THE NEIGHBOURHOOD

On light Background

YNCU.COM
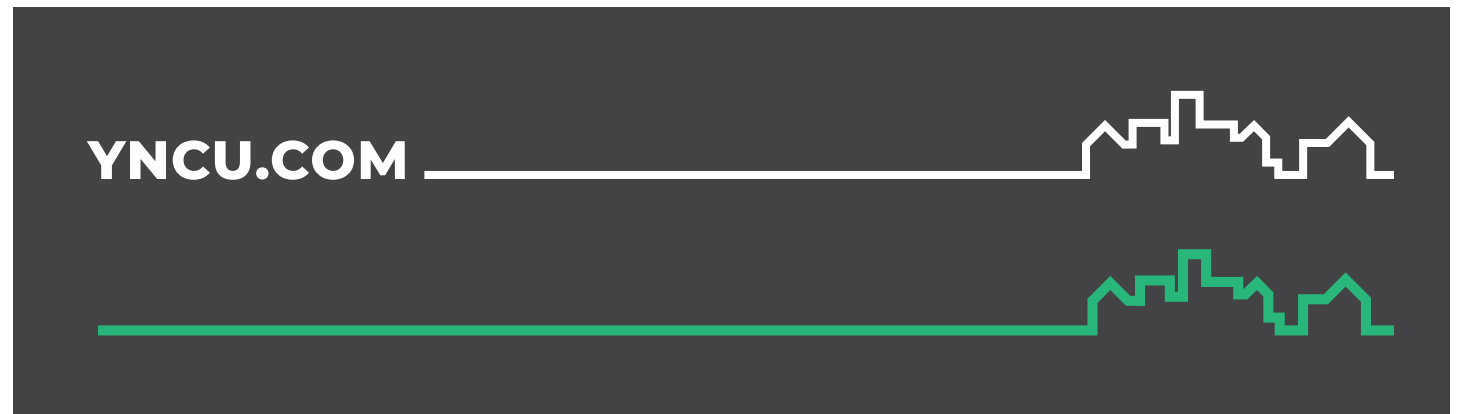
On dark Background

Social Media

General, branded social media posts should adhere to the following structure whenever possible with the text in the opposite corner of the cityscape, set in Montserrat Extrabold

Montserrat Extrabold

Single word Colour #28B67A

Cityscape Graphic

Print + Digital Assets

In-Branch posters and screenscapes feature our new photography and have several consistent elements:

The CityScape graphic with the "welcome to the neighbourhood" tagline as well as the url. The emblem in the top right corner and a type treatment that makes the best use of our brand colours depending on background contrast.

CHOOSE A PARTNERSHIP THAT WORKS FOR YOU.

Business Banking Accounts

WELCOME TO THE NEIGHBOURHOOD

WELCOME TO THE NEIGHBOURHOOD

OUR NEIGHBOURHOOD IS YOUR NEIGHBOURHOOD.

We're never too far away

With branches across Northern and Southwestern Ontario, help is just around the corner. Can't make it to a branch? Contact our Service Excellence Centre at 1-888-413-YNCU (9628) and a member of our team can help you with whatever you need, wherever you are.

Download our Mobile Banking App

Complete your banking easily, securely, and conveniently by downloading our mobile banking app. Available on the Apple Store and Google Play.

YNCU.COM

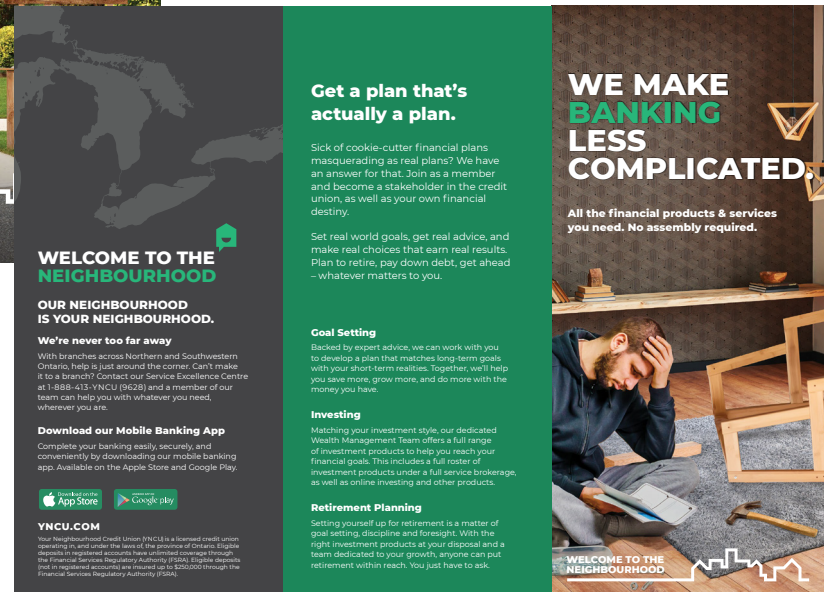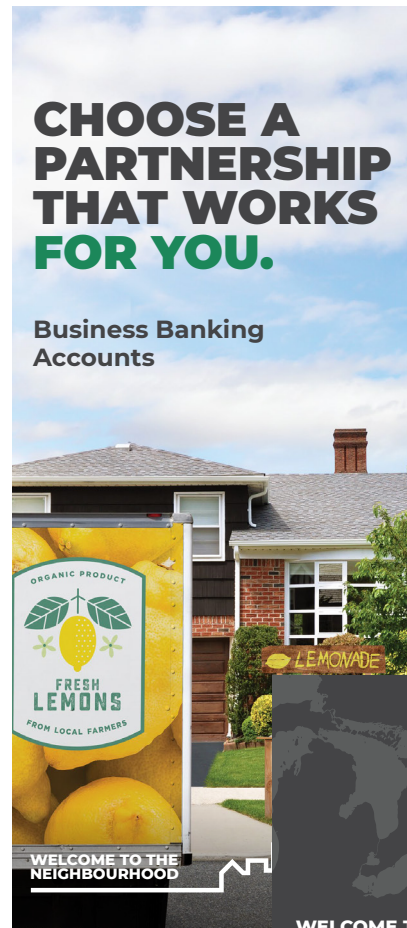Your Neighbourhood Credit Union (YNCU) is a licensed credit union operating in, and under the laws of, the province of Ontario. Eligible deposits in registered accounts have unlimited coverage through the Financial Services Regulatory Authority (FSRA). Eligible deposits (not in registered accounts) are insured up to $250,000 through the Financial Services Regulatory Authority (FSRA).

Get a plan that's actually a plan.

Sick of cookie-cutter financial plans masquerading as real plans? We have an answer for that. Join as a member and become a stakeholder in the credit union, as well as your own financial destiny.

Set real world goals, get real advice, and make real choices that earn real results. Plan to retire, pay down debt, get ahead – whatever matters to you.

Goal Setting

Backed by expert advice, we can work with you to develop a plan that matches long-term goals with your short-term realities. Together, we'll help you save more, grow more, and do more with the money you have.

Investing

Matching your investment style, our dedicated Wealth Management Team offers a full range of investment products to help you reach your financial goals. This includes a full roster of investment products under a full service brokerage, as well as online investing and other products.

Retirement Planning

Setting yourself up for retirement is a matter of goal setting, discipline and foresight. With the right investment products at your disposal and a team dedicated to your growth, anyone can put retirement within reach. You just have to ask.

WE MAKE BANKING LESS COMPLICATED.

All the financial products & services you need. No assembly required.

WELCOME TO THE NEIGHBOURHOOD

Logo variations

YNCU_Logo.eps
YNCU_Logo.png

YNCU_Logo_FULL.eps
YNCU_Logo_FULL.png

Emblem_GREEN.eps
Emblem_GREEN.png

YNCU_Logo_BW.eps
YNCU_Logo_BW.png

YNCU_Logo_FULL_BW.eps
YNCU_Logo_FULL_BW.png

Emblem_BW.eps
Emblem_BW.png

YNCU_Logo_WHITE.eps
YNCU_Logo_WHITE.png

YNCU_Logo_FULL_WHTIE.eps
YNCU_Logo_FULL_WHITE.png

Emblem_White.eps

Emblem_White.png

ACCESSIBLE GREEN

YNCU_Logo_GryBg.eps
YNCU_Logo_GryBg.png

YNCU_Logo_FULL_GryBg.eps
YNCU_Logo_FULL_GryBg.png