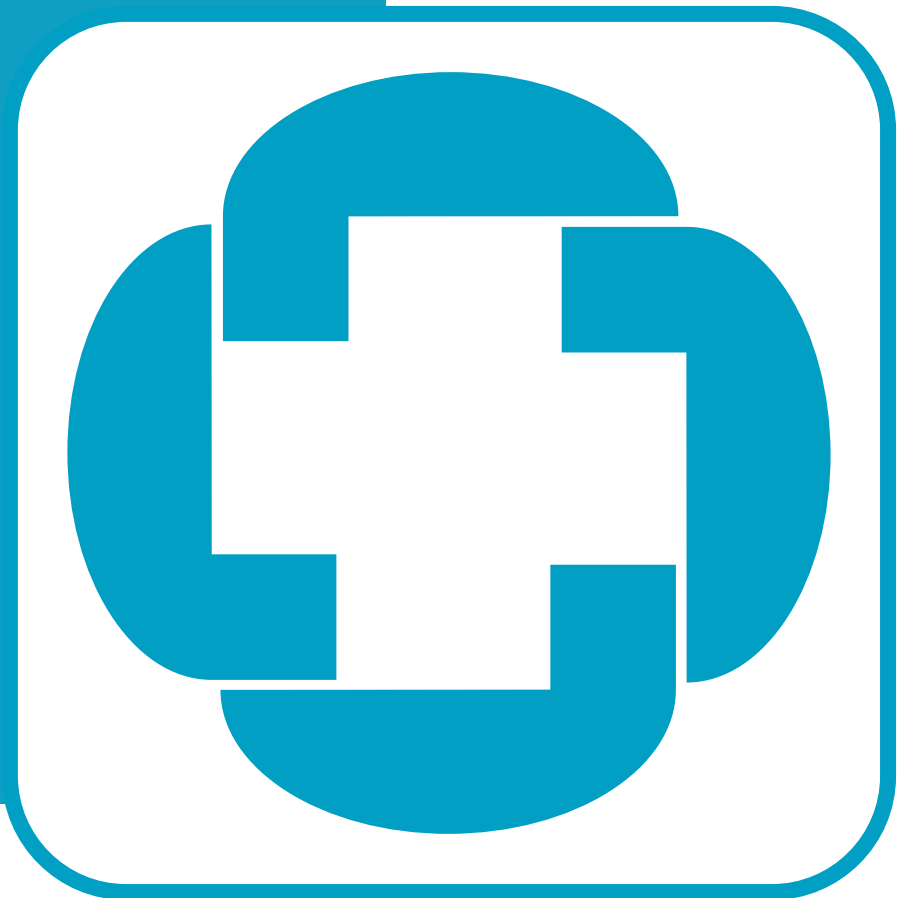


Brand Guide



**HEALTHCARE
ASSOCIATES
CREDIT UNION**

The healthy way to bank®

The healthy way to bank® | hacu.org

Understanding Our Brand

Vision

To be the financial institution of choice for those who serve and support the healthcare industry nationwide.

Purpose

Helping our members achieve their financial goals by providing superior financial solutions to Bank Healthy®

Service Promises

We promise to take ownership of your requests.

We promise to recommend solutions that will improve your financial health.

We promise to make it easy to business with us.

We promise to thank you for being a member.

We promise to anticipate your needs and exceed your expectations.

We promise to treat you with respect.

Important note about marketing & communications materials:

All member facing materials require marketing approval before distribution.

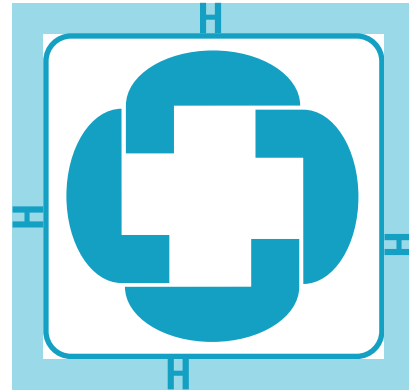
Logo Usage

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space (shown here using the "H" with a lighter border representing the space around it) isolates the logo from competing graphic elements, such as copy, photos, background patterns or other logos that may divert attention and dilute the legibility and visual clarity of the HACU logo. Please note that this clear space should be proportionally maintained when the logo is enlarged or reduced in size.

Horizontal Logo



HACU Icon



Vertical Logo



Negative Space Rule:

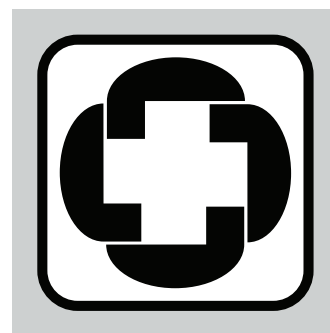
When using the logo and icon, the cross-shaped space in the middle must always be in white or black. See examples below:



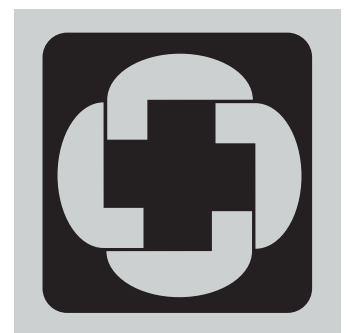
1-color white
(reversed) logo



full color logo



2-color black logo



1-color black
(reversed) logo

Logo Usage (cont.)

Logo Color Usage

In most instances, the full color or 2-color logo will be used and is the preferred. The 1-color logo is primarily used in instances where it's being printed and there is a cost element. For example, on promotional items or logo wear that only allow 1 color to be printed on the item.

2-color black



2-color white



1-color black (reversed) logo



1-color white (reversed) logo



Other Logos

Vertical & Horizontal Logo w/ no tagline

These logos are used when the size of the logo is too small to decipher the tagline like on logo-wear and promotional items.



Logo Usage (cont.)

Other Logos (cont.)

Variations of our logos are used the Marketing and Business Development team as an alternative on an as-needed basis. These logos are only made available to select staff and the use of them requires the approval of the AVP or Marketing and/or the SVP of Strategic Initiatives



My247 Logo

The My247 was created to brand our digital banking tools. My247 encompasses all of the ways you can bank online. We refer to all online banking channels as “digital banking”.



When referring to My247 Digital Banking in copy, the first mention should always have the registered trademark.

When writing out “My247”, the “247” should be shown in bold with the “24” in PMS 259 & it should be in font Futura STD.

My247[®]

Visa Reward Points

The Visa Reward Points logo helps us to differentiate our Reward Points Program from others. This logo is displayed in the Visa Reward Brochure.



Logo Usage (cont.)

Logo Don'ts



Do not apply colors to the logo other than those specified on the previous page (even if they're a part of the hacu color palette).



Do not rotate the logo



Do not apply a drop shadow or outline the logo.



Do not put on distracting backgrounds.



Do not distort the logo



Do not rearrange any elements of the logo

Tagline

Our taglines communicate our unique value proposition.

The healthy way to bank® Bank Healthy®

“The healthy way to bank®” and “Bank Healthy®” are registered trademarks of HealthCare Associates Credit Union. To reinforce our brand personality, they can be used independently of the logo in print materials, on banners, in online communications and on promotional items.

The ® symbol must be used for all trademarks regardless if it is a service mark or trademark. Do not overuse the symbol in written documents. This detracts from the visual appeal of the piece without any added benefit of increased legal protection. A single conspicuous use is sufficient, usually on the first instance of the mark or most prominent display of the mark.

Whenever possible, the tagline should be displayed in our teal color (PMS 3135) or our dark gray color (PMS 447) using font Futura STD.

Brand Colors



PMS: 3135

C:78 M:19 Y:16 K:0

R:0 G:159 B:194

HEX: 009fc2



PMS: 2935

C:100 M:52 Y:0 K:0

R:0 G:111 B:186

HEX: 006fba



PMS: 447

C:69 M:63 Y:62 K:58

R:51 G:51 B:51

HEX: 333333



PMS: 368

C:63 M:0 Y:97 K:0

R:104 G:189 B:73

HEX: 68bd49



PMS: 158

C:0 M:64 Y:95 K:0

R:244 G:123 B:41

HEX: f47b29

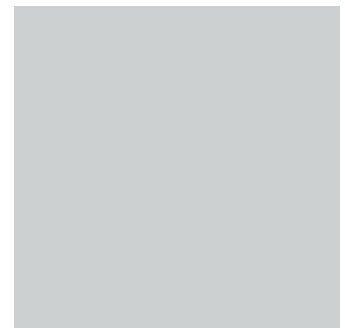


PMS: 259

C:69 M:100 Y:1 K:5

R:108 G:40 B:136

HEX: 6c2888



PMS: 3

C:8 M:5 Y:6 K:13

R:204 G:206 B:207

HEX: ccccf

ADA Colors (for digital assets)

For ADA compliance we must adhere to WGAC AA standards for colors used on digital assets.



R:0 G:130 B:153
HEX: 008299



R:0 G:91 B:191
HEX: 005bbf



R:114 G:22 B:107
HEX: 72166b



R:58 G:122 B:21
HEX: 3a7a15



R:203 G:78 B:6
HEX: cb4e06



R:107 G:107 B:107
HEX: 6b6b6b

Color Branding

In content marketing, color is an emotional cue. It also helps to differentiate brands, products and other brand elements. Using our brand colors, we've paired products with specific colors.

Our Teal Blue (PMS 3135) will represent all other products and services not assigned.



Credit Cards



All other products & services



Signature Loans



Home Loans



Auto Loans

Typography

Open Sans (sans serif) is our primary and preferred typeface for marketing materials. Use Open Sans for headlines, subheads, and body copy as well as for web font.

Futura STD is used as an accent typeface where appropriate as well as web font accent. Be sure to check for consistency to match type treatments in previously produced materials.

For communications created in Microsoft Office, use 11-point Calibri typeface.

Open Sans Bold

Headlines, Callouts, and Primary Information

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-—""

Open Regular

Subheads, Body Copy, and Secondary Information

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-—""

Open Sans Light

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Futura STD Bold

Top level headlines and slogans

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-—""

Futura STD Medium

Top level headlines and slogans

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-—""

Futura STD Light Condensed

Futura STD Medium Condensed

Futura STD Bold Condensed

Futura STD Extra Bold Condensed

Futura STD Light

Futura STD Book

Futura STD Heavy

Futura STD Extra Heavy

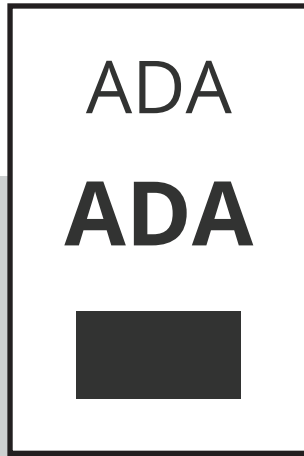
ADA Standards

Brand Colors

The following combination of colors is WCAG **AA** safe for small text, large text & Graphical Objects & User Interface Components



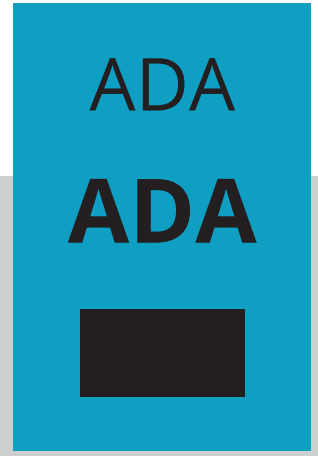
Background: white
Foreground: PMS 2935



Background: white
Foreground: PMS 447



Background: white
Foreground: PMS 259



Background: 3135
Foreground: Black



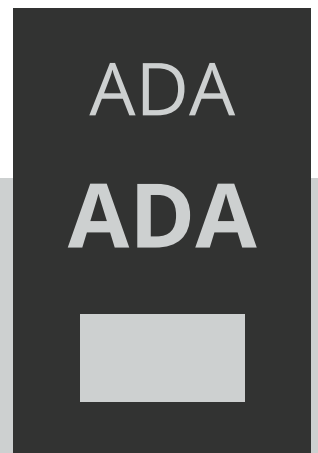
Background: PMS 2935
Foreground: White



Background: PMS 447
Foreground: White



Background: PMS 447
Foreground: PMS 368



Background: PMS 447
Foreground: PMS 3



Background: PMS 447
Foreground: PMS 158



Background: PMS 259
Foreground: White



Background: PMS 368
Foreground: PMS 447

ADA Standards (cont)

Web Colors

The following combination of colors is WCAG **AA** safe for small text, large text & Graphical Objects & User Interface Components



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal

ADA Standards (cont)

Brand Colors The following combination of colors is WCAG **AA** safe for large text & Graphical Objects & User Interface Components.



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal



Background: white
Foreground: web teal

Web Colors

There are no Web Colors that are only applicable to large text & graphical objects.