SRCU STYLE GUIDE

NAME USAGE

WHAT'S IN A NAME?

The institution's name centers on an organizational symbol that evokes images of educators and schools. The apple signifies not only knowledge and enrichment, but is also synonymous with the Apple's longstanding tradition as a financial cooperative for the education community.

Apple's status as a Federal Credit Union is equally important because it is a standing that can only be reached by fulfilling specific criteria set forth by the National Credit Union Administration. This status is an affirmation of stability and security.

USES

Apple FCU's style standards are based on those of the Associated Press Style Guide. Upon first reference of Apple Federal Credit Union in any published materials (printed or electronic) the entire organizational name must be used. Use of the entire name is not required again in the same document unless the writer wishes to use it for effect. All subsequent references may alternate between sanctioned abbreviations.

In keeping with this, for schools with student-run branches, the first instance of the name would be 'Apple Federal Credit Union Student-Run Branch' or 'the Apple Federal Credit Union <Branch Name> Branch'. If the name of the branch is not to be noted, rather the program itself, the appropriate first mention would be 'Apple Federal Credit Union Student-Run Credit Union (SRCU)'. The '(SRCU)' element can be omitted if it will not be referred to later in text.

SANCTIONED ABBREVIATIONS

The only acceptable abbreviations of the name are 'Apple FCU' or simply 'Apple'. When speaking globally about Apple, the term 'Credit Union' may also be used (note capitalization use).

The Student-Run Credit Union program should be abbreviated as 'SRCU' and defined with the first instance; see above.

PROHIBITED ABBREVIATIONS

AFCU is not acceptable use of the organizational name because it is an abbreviation already employed by several credit unions. Equally unacceptable: Apple Federal, Apple Federal CU, and Apple Credit

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LOGO USAGE

Only place the full-color logo on a white or very light-colored background. If that is not possible, use the one-color, white or black, version. Above all, the logo must be legible.

ACCEPTABLE USE OF THE APPLE LOGO







Also note that the standard version of the Apple logo (utilizing FEDERAL CREDIT UNION) should not be utilized in instances smaller than 1" wide (72 pixels). In applications smaller than 1", use the logo without the Federal Credit Union designation.



UNACCEPTABLE USE OF THE APPLE LOGO



Do not distort the Apple logo by stretching or condensing it.



Do not tilt or change the angle of the Apple logo.



Do not add a drop shadow or any "effects" to the Apple logo.



Do not change the colors of the Apple logo.



Do not place the full color Apple logo on busy or colored backgrounds.



Do not use RGB or low resolution versions of the Apple logo on printed materials.



Do not remove any elements from the Apple logo.



Do not place the logo on photographic backgrounds that will result in poor visibility of the Apple



Do not put a white box behind the Apple logo when it is used in a photograph.

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COLOR PALETTE

The color palette reinforces the brand attributes of the logo. The colors are subtle, inviting and contemporary.

The primary color palette contains the colors of the new Apple logo. These colors will become the visual anchor for the Apple brand as they are used consistently over time.

The secondary color palette contains the colors that will be used as accents on brand materials. These colors insure that there is flexibility and variety in the print and web elements that are created for Apple.

To maintain the integrity of the Apple brand, it is very important that only Apple brand palette colors are used.

Primary Color Palette



PMS 534 C CMYK 98/85/36/27 RGB 28/53/94



PMS 7751 C CMYK 25/26/86/1 RGB 197/175/74 Hex c5af4a



PMS 7621 C CMYK 21/99/95/12 RGB 177/32/41 Hex b12029

Secondary Color Palette



PMS 17-4014 CMYK 48/43/40/5 RGB 138/133/135 Hex 898587



PMS 14-4313 CMYK 37/11/10/0 RGB 157/198/21 Hex 9dc6d8



PMS 13-0720 CMYK 9/10/55/0 RGB 234/217/139 Hex ead98b



PMS 338 C CMYK 55/0/39/0 RGB 108/205/179



PMS 5763 C CMYK 49/40/77/16 RGB 126/123/78 Hex 7e7b4e



PMS 390 C CMYK 27/0/100/3 RGB 181/189/0



PMS 7619 C CMYK 16/78/75/4 RGB 200/89/72



PMS 701 C CMYK 4/59/23/0 RGB 233/134/152 Hex e98698



PMS 4625 C CMYK 30/72/74/80



PMS 7573 C CMYK 10/55/89/33 RGB 167/102/43 Hex a7662b



PMS 7528 C CMYK 5/10/17/16 RGB 197/185/172



PMS 7523 C CMYK 26/72/62/10 RGB 174/93/87 Hex ae5d57

Promotional Color Palette



PMS 7650 C CMYK 34/98/0/41 RGB 114/34/87 Hex 722257



PMS 16-4725 CMYK 74/6/19/0 RGB 0/178/202 Hex 00b2ca

PMS (Pantone Color Matching System) is a standardized color reproduction system. These colors are the master reference, which technicians use to ensure that their printers have produced the correct color on a printed page. The numbers refer to the coated versions of the color, as opposed to uncoated versions. The other color types listed below are derived from this master reference.

CMYK is a subtractive color model in which cyan, magenta, yellow, and key (black) inks are combined in varying levels to produce a broad array of colors in color printing.

RGB is an additive color model in which red, green, and blue light are added together in varying levels to reproduce a broad array of colors on a computer monitor or TV screen.

HEX (web colors) are colors used in designing web pages. A color is specified according to the intensity of its red, green and blue components (arranged #RRGGBB), each represented by eight bits. Thus, there are 24 bits used to specify a web color, and 16,777,216 colors that may be so specified. One byte represents a number in the range 00 to FF (in hexadecimal notation), or 0 to 255 in decimal notation. A value of #000000 is black, and #FFFFFF is white.