

APPLE FEDERAL CREDIT UNION

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



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COLOR PALETTE

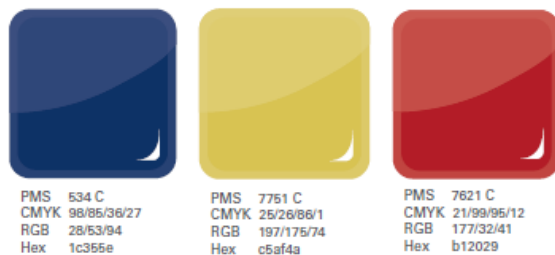
The color palette reinforces the brand attributes of the logo. The colors are subtle, inviting and contemporary.

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.

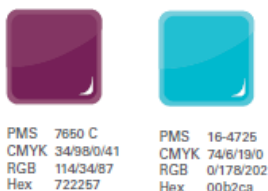
Primary Color Palette



Secondary Color Palette



Promotional Color Palette



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.