CYPRUS
CREDIT UNION

Mastering the Cyprus Look:

A Comprehensive Style Guide

Introduction

Welcome to the Cyprus Credit Union Style Guide. This comprehensive manual is prepared to ensure consistency, accuracy, and coherence. The purpose of this style guide is to efficiently push the credit union's brand identity across not only visual communications but also written communications. The hope of this style guide is to promote clear instructions for the credit union's staff and partners, when communicating both internally and externally.

Communication should be clear, concise, and undoubtedly tied to the Cyprus Credit Union brand and the values we convey in everyday communication. A lack of consistency in the use of brand elements (logos, colors, grammar, and tone) can lead to an incorrect assumption that Cyprus Credit Union has not been in existence and servicing members for nearly 100 years.

References To Use

Style Guide

University of Chicago Press. *The Chicago Manual of Style, 17th edition*:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html

Dictionary

Merriam-Webster. *Dictionary by Merriam-Webster:*

https://www.merriam-webster.com/

Table of Contents

Style Guide

Brand Image and Identity

Our mission at Cyprus Credit Union is to be the most loved financial institution in Utah. To achieve this mission, we focus on building trusted and lifelong relationships with our **MEMBERS** by providing them quality and convenient financial solutions to help achieve their financial dreams. We continually enhance our workplace culture where **EMPLOYEES** feel empowered, recognized, valued, and are competitively compensated. We partner with the **COMMUNITIES** we serve through financial education, volunteerism, and community involvement. We commit to improving the **ENVIRONMENT** through minimizing the carbon footprint of our buildings, promoting green initiatives, and implementing sustainable business processes.

It is vital that all Cyprus documentation supports the mission statement. To do this, we need to put our members, employees, and the community first by ensuring accurate and detailed information while being respectful and welcoming to all.

Color Palette

The color palette of Cyprus Credit Union is indicative of our mission statement as shown in the previous section. Employees are represented by orange, members by red, community by blue, and environment by green. The final color is a neutral shade that works well for headings and graphics in conjunction with the main four. Each of the color codes are listed in the sample palette below:

| #EE883E | #ABC338 | #951B30 | #197374 | #8C686B |
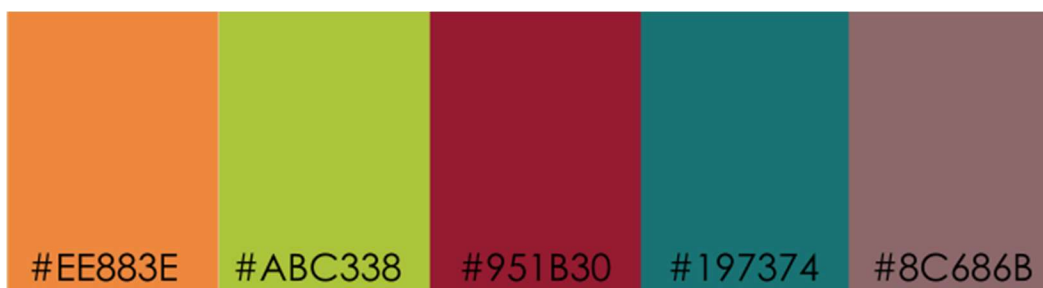
Logo Usage

- All documentation should include the official Cyprus Credit Union logo at the top left-hand corner of the page. The size of the image should be 4 inches wide by 1 inch tall and should be lined up to the top left-hand corner of the margins.

- For member facing documentation, use the Cyprus symbol collages (as seen on this document) on the top left-hand side and bottom right-hand side of the document. The image on the top should be 2.25 inches wide by 2 inches tall and the one on the bottom should be 3 inches wide by 1.5 inches tall. Both images should align with the page, not the margins.

- For internal documents or fillable forms our members or employees will fill out, only the logo should be placed on the document. Do *not* include the Cyprus symbol collage.

This is a good example of a member-facing document.   This is a good example of an internal document.

Typography

Margins

- All documents should have margins of 0.5 inches on each side.

Above is an example of 0.5 margins.   The above margins are incorrect.

Font Style

- The font that should be used for all member-facing documents, brochures, and advertising should be "Century Gothic." Any internal forms can be typed in the same font or "Times New Roman."

This is the font "Century Gothic", it should be used for member facing documents such as instructions, brochures, and advertising.	Any internal forms such as stop payments, ACH affidavits, and automatic transfer forms can be typed in this font, "Times New Roman".

Font Size

- The size of text for all paragraphs or tables should be size 12pt and only bolded or italicized on rare occasions when emphasis is needed.

- For section names, the font size should be 24pt, bolded and underlined.

- For headings, the font should be colored with a color from the Cyprus color palette, 16pt and bolded.

- For sub-headings, the text should be 14pt and bolded.

Section Names:	Headings:	Sub-Headings:
Example of a Section Name	**Example of a Heading**	**Example of a Sub-Heading**

Spacing

- All paragraphs should have a line spacing of 1.5 unless using lists, in which case the line spacing should be 1.

This is the spacing that should be used throughout the document.	• Unless it's a list and then you can use this spacing.

Lists

- All numbered or bulleted lists should be indented 0.25 inches from the left margin. When using ordered lists, please use the numbered list with the right parenthesis.
    - *ie: 1), 2), 3), etc.*

Page Numbers

- All documents that are more than one page long must have the page number in the bottom right-hand corner of the footer.

Grammar Rules to Follow

Capitalization

- Do not capitalize common nouns.

    - *ie:* "We ate bananas for breakfast this morning."

- Capitalize proper nouns.

    - *ie:* "We visited Mauna Loa on the Island of Hawaii."

Verb Tense

- Use past tense for things that have already occurred.

    - *ie:* "We took the bus to Solitude Mountain Resort yesterday."

- Use future tense for things that will happen.

    - *ie:* "We are planning to take the bus to Brighton Resort tomorrow."

- Use present tense for things that are of current truth.

    - *ie:* "The pine tree is green."

Oxford Comma

- Use the Oxford comma where required.

    - *ie:* "Brad had Diet Coke, toast, and a bagel for breakfast this morning."

Traditional Grammar Rules

- Use an active voice.

    - *ie:* "The cat chased the mouse."

- Capitalize titles and headings.

    - *ie:* "The Importance of Proper Grammar in Writing."

- Maintain a consistent tone throughout the work.

    - *ie:* "The article discusses the benefits of muscle tone."

- Follow subject-verb agreement rules.

    - *ie:* "He is running late."

Suggested Voice

Professional and Friendly Tone

- Maintain a professional tone that is friendly and approachable. Avoid using technical jargon or casual language.

  - *ie:* "Feel free to reach out to any of our employees with other questions or concerns."

Clarity and Simplicity

- Write clearly, prioritizing the reader's understanding. Avoid using complex sentence structures or uncommon words that may confuse readers.

  - *ie:* "We will look over your application and get back to you no later than the 15th."

Empathy and Understanding

- Show understanding toward the reader and consider their needs and concerns. Use language that acknowledges their experiences.

  - *ie:* "I'm so sorry you have had to wait so long for an answer from us, but we are working on your inquiry and will respond as soon as we can."

Inclusivity

- Use inclusive language that respects the diverse backgrounds and experiences of Cyprus's members. Avoid using gender-specific pronouns and use gender-neutral terms when possible.

  - *ie:* "Cyprus continually seeks ways to address customer concerns and maintain a great relationship with each of our clients."

Encouragement and Support

- Emphasize the benefits of Cyprus's services and products and offer encouragement and support to the members. Provide solutions to problems and guidance on how to achieve financial goals.

  - *ie:* "We would like to figure out a solution that can help you reach your goals."

Confidence and Authority

- Convey confidence in Cyprus's products, services, and expertise by using authoritative language. Back up all claims with facts and evidence.

  - *ie:* "Employee knowledge of how our services and products can assist you with meeting your various banking needs, is unmatched."

Transparency and Honesty

- Be transparent and honest in all communication. Provide accurate information and avoid misleading or exaggerated statements.

    - *ie:* "Cyprus Credit Union may close an account without appropriate documentation."

Respect for Privacy

- Respect the privacy of Cyprus's members by not disclosing any personal or sensitive information in our communication materials.

    - *ie:* "Cyprus Credit Union will never ask for sensitive information such as a social security number through email."

Call to Action

- When appropriate, include a concise call to action that encourages readers to take the next step, whether it's applying for a loan, opening an account, or calling us.

    - *ie*: "Reach out to your local branch today to see how we can help you meet your goals.