



# Brand Guidelines

# ***OUR BRAND***

*Introduction*

*Our Mission*

*Personality, Messaging & Tone*

*Brand Idea*

*Logo Usage*

## INTRODUCTION

These guidelines define the expectations and personality of the Ent brand. They illuminate the signature design, graphics and messaging that help us distinguish Ent's voice from that of the competition.

The Ent brand is made of many elements. By using these elements consistently across all communication platforms, we maintain a unified brand personality and voice.

Please take the time to carefully review these brand guidelines. If you have any further questions, please contact [Marketing@Ent.com](mailto:Marketing@Ent.com).

## OUR MISSION

Our mission is to improve our members' financial quality of life—through education, unbiased advice and access to the highest-quality financial products and services.

## OUR PERSONALITY, MESSAGING & TONE

The foundation of our success is our unparalleled level of service. We strive to get to know our members personally and earn their trust. This way, we can more effectively understand their needs, create solutions and help them reach their goals. We're amplifying that empathy and reinforcing our member-focused reputation.

- *We're real, human, approachable experts.*
- *We're relatable and empathetic.*
- *We believe good humor is engaging, but never negative or at anyone's expense.*
- *We use honest, authentic, optimistic and helpful language that everyone can understand.*

## BRAND IDEA

A passion for people, not for profit.

### MARKET INSIGHT

At Ent, relationships matter. You know us, because we're from here. We're someone to trust. And more Coloradans are looking for the more human, more respectful personal service we offer. Every Ent member is also an owner—and that changes everything.

### BRAND EQUITY/PURPOSE

Our people are passionately caring, open and honest. We're dedicated to improving our owners' financial quality of life by providing better rates, lower or no fees, and personal service they can rely on. And because of our lower fees, our owners keep more of what's theirs and put more money back in their pockets.

### AUDIENCE INSIGHTS

People value a financial partner they can trust. They've worked hard for their money and it is important to them to bank with an institution that respects and understands their financial needs.

### BRAND AMBITION

To become Colorado's most loved financial services provider by significant regional expansion by taking each and every one of our members personally, as owners.

### CURRENT BRAND CAMPAIGN

Owners Wanted.

## LOGO USAGE

Effective logo use is essential for great branding. The Ent logo should be presented as follows.



### PRIMARY LOGO

Pantone 1807 C  
& Black logo to  
be used primarily  
over a solid white  
background.

### CLEAR SPACE

Maintain a clear space around the logo. Use the x-height of the characters in "Credit Union" as a guideline.



### NOTES

There will be exceptions in logo usage, i.e., Ent branded apparel and exterior signage. For questions about exceptions, please contact [Marketing@Ent.com](mailto:Marketing@Ent.com).

## LOGO USAGE



### BLACK

Black, 100%.



### OUTDOOR ALTERNATIVE

Larger and bolder CU  
for greater readability  
in large displays.



### PARTIAL REVERSE

PMS 1807 C & White  
logo to be used on dark  
backgrounds.

## DO NOT

Logo should not be altered in shape, orientation or color. With very few exceptions, do not isolate the "Ent E" from the logotype in any execution.



Do not distort



Do not outline



Do not use unapproved colors



Do not adjust size or rearrange logo elements



### FULL REVERSE

White logo to be used  
on dark backgrounds.



# ***VISUAL ELEMENTS***

*Color*

*Photography*

*Typography*

*Layout Treatment*

*Core Brand Elements*

## COLOR PALETTE

Our colors represent our brand to the world. And red is our signature.

This bold color represents passion and affection, reflecting our personal commitment to our members.

In order to keep the brand fresh and uplifting, additional tones of red and gray have been added and the palette has been extended to include more neutral grays, yellow and three shades of blue. Yellow is associated with warmth and energy, while blue conveys loyalty and trust, again reflecting our core values. Used together, these colors create a vibrant balance evoking a meaningful yet casual familiarity.

### PRINTING CONSIDERATIONS

The coated Pantone spot color best represents design intent in terms of vibrancy, value, hue, etc. In all cases, care should be taken to match printed materials to the coated Pantone color for the most accurate representation of the Ent brand palette.

### IMPORTANT NOTE

Color formulas listed at right were sourced from the Pantone Plus Series Color Bridge (Coated and Uncoated), Second Edition, Third Printing. For ultimate color accuracy, use Pantone spot colors. When aligning ink color on coated and uncoated stock, work with print vendors to best match the coated Pantone chips.

<b>BRAND RED</b> PANTONE 1807 C CMYK 0/100/96/28 RGB 169/21/35 HTML A91523		<b>BRIGHT RED</b> CMYK 00/95/90/5 RGB 226/46/44 HTML E2E2C
		<b>DARK RED</b> CMYK 00/100/96/60 RGB 104/13/21 HTML 680D15
<b>BRAND GRAY</b> PANTONE 424 C CMYK 52/41/38/20 RGB 112/115/114 HTML 707372		
<b>YELLOW</b> CMYK 00/22/91/00 RGB 254/200/48 HTML FEC830	<b>LIGHT GRAY</b> CMYK 26/20/19/10 RGB 172/174/176 HTML ACAEBO	<b>DARK GRAY</b> CMYK 62/51/48/40 RGB 77/82/84 HTML 4D5254
<b>LIGHT BLUE</b> CMYK 80/05/20/10 RGB 0/160/183 HTML 00A0B7	<b>MEDIUM BLUE</b> CMYK 100/30/20/25 RGB 0/130/164 HTML 0082A4	<b>DARK BLUE</b> CMYK 100/78/00/34 RGB 17/37/169 HTML 1125A9

## COLOR HIERARCHY

This vibrant yet versatile combination of colors can be used in a variety of ways for different messaging purposes.

### CORE BRANDING MATERIALS

Brand Red should always be featured prominently, accompanied by the bright and dark shades of red and gray.

### SPECIALTY PRODUCTS MATERIALS

The full, extended color palette can be used for materials promoting specialty products and specific offers. However, restraint is advised. Avoid using too many colors together and feature Brand Red in all communications.

### CORE BRANDING



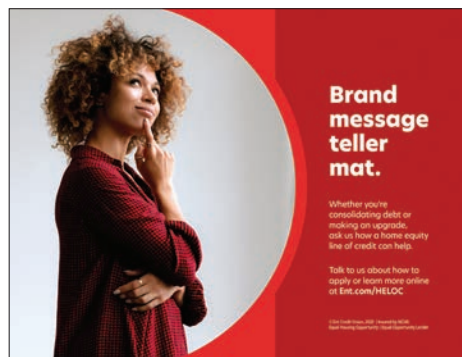
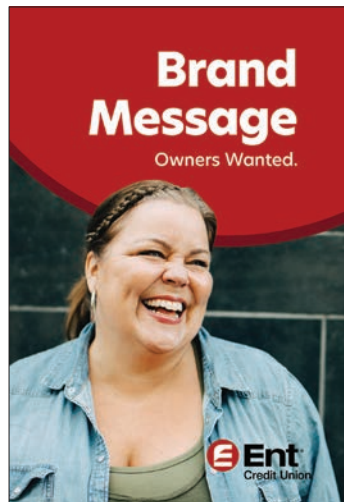
### SPECIALTY PRODUCTS AND SERVICES



## COLOR COMBINATIONS

Examples of branding materials using expanded color palette.

Always choose combinations that provide the highest possible contrast, especially when placing text over colors. Refrain from using text over light blue, yellow or light gray, or yellow and light gray text over white.



## PORTRAIT PHOTOGRAPHY

Individual portraits underscore our commitment to personalized service.

Subjects should appear relatable to connect with our audience. They should reflect the uniqueness of our actual members—real people, diverse in race, age, gender and body type.

*Include people expressing confidence and personality.*

*Backgrounds should be simple, singular in color where possible.*

*Isolated photography in campaigns should be studio quality.*

*When possible, subjects' backgrounds should contrast with brand colors.*





## LIFESTYLE PHOTOGRAPHY

Lifestyle shots foster an emotional audience connection.

Think casual and approachable. Select warm, vivid, unique people with personality who reflect our membership's diversity and demographics. Look for:

*Real-life settings.*

*Natural light and high contrast.*

*Current run-date season setting.*

*Of-the-moment subjects and settings.*

*Outdoor shots that look like Colorado.*



## TYPOGRAPHY

*Hero New* should be used across all applications.

*Hero New* is a clean, geometric sans serif typeface designed for maximum impact.

### ALTERNATIVE TYPEFACE

Calibri, sized to 11 pt., is used for communication when *Hero New* is unavailable.

### HERO NEW EXTRABOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW EXTRABOLD ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW SEMIBOLD ITALIC

AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS TT UU  
VV WW XX YY ZZ  
0 1 2 3 4 5 6 7 8 9

### HERO NEW REGULAR ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### HERO NEW LIGHT ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## TYPE HIERARCHY

Type hierarchy rules are intended as guidelines.

Consistency is important to maintain visual cohesiveness, but using alternative font styles of Hero New for headlines is acceptable on specific occasions.

### HEADLINES

Hero New ExtraBold should be used for most headlines and callout phrases. Use same size for leading as font size.

### SUBHEADS

Hero New Regular should be used for subheads in most instances. Hero New SemiBold can be used in instances when larger copy is necessary, such as out-of-home advertising. Leading should be 1.2 x font size or greater.

### BODY COPY

Hero New Light should be used strictly for longer copy blocks. Hero New SemiBold should be used for reversed type. Leading should be 1.2 x font size or greater.

### LEGAL DISCLOSURES

Proxima Nova Extra Condensed Medium should be used in disclosures/legal copy at 9 pt.

**Hero New  
ExtraBold**

**Hero New Regular  
for subheads.**

Hero New Light, Onem iunt, sandenis  
et accum rem que nihil mo beate  
reiciliquam, officit aturione laudit  
venet que nihil mo beate reiciliquam,  
officit aturione laudit dolupt eos.

Dolar elit, sed do eiusmod tempor incididunt ut labore et dolore mag.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

© 2021 Ent Credit Union | Insured by NCUA  
Equal Housing Opportunity | Equal Opportunity Lender



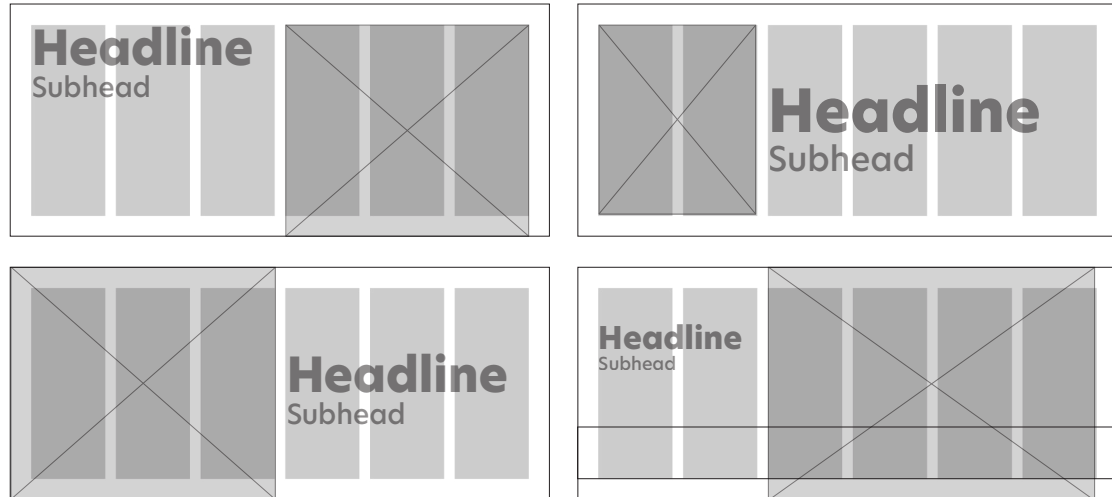
## LAYOUT TREATMENT

To achieve a greater sense of consistency across brand materials, layout grids are used for all commonly produced brand pieces, such as inserts and teller mats.

Using a complex grid system creates a more cohesive, organized structure and promotes visual hierarchy. It also allows for a wide variety of templated design layouts, sharing the same page architecture, to help create materials quickly.

Following the grid rules is greatly encouraged, but should not be a constraint. There are times when the content or situation warrants a more unconventional design.

All insert and teller mat examples in this guide feature the same grid layout.



## CORE BRAND ELEMENTS

### The reimagined rounded edge.

This layout style is inspired by Ent's core brand visual, the circular E symbol.

Using this basic shape as a defining style element helps to own the bold Ent red while reinforcing the brand by subtly referencing our logo.

The circle must be placed with restraint by either using it as a pattern or by revealing only a portion of the shape. This keeps layouts clean, giving greater impact to our message.



**For  
people.**



**Not for  
profit.**









# Borrow like you own the place

Owners Wanted.

Give yourself a great rate, low fees and the funds you need for life's most important purchases. As an Ent owner-member, we're with you every step of the way with loans, lines of credit and personal support. Apply online now.

Visit [Ent.com/loans](https://Ent.com/loans) to learn more.



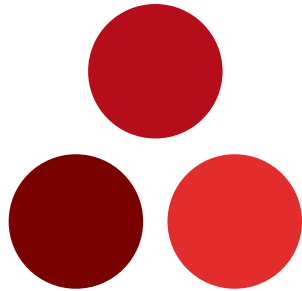


**Does your bank put  
money in your pocket?**

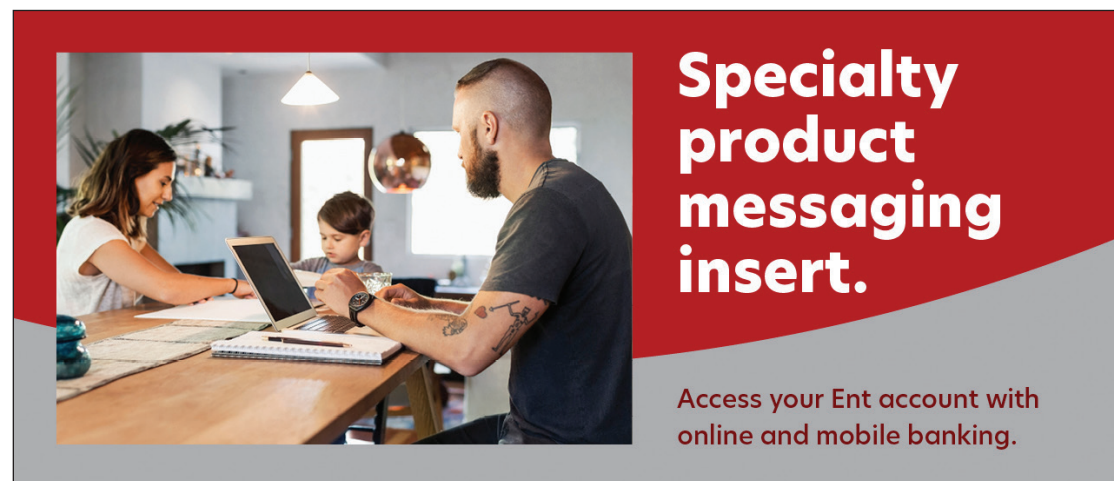
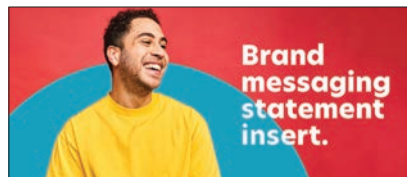


## RED CIRCLE

The circle shape should always appear in Ent Red, Dark Red or Bright Red.

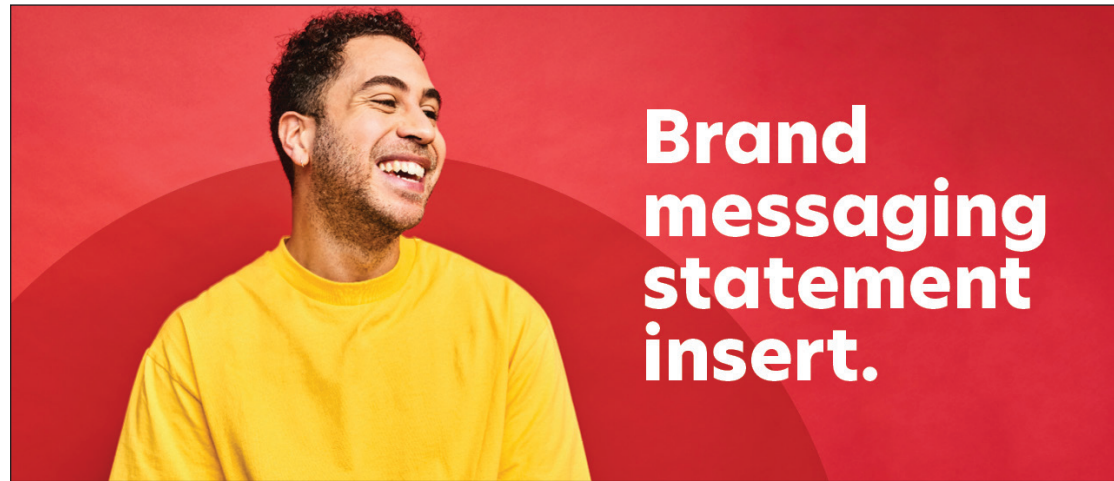


DO NOT

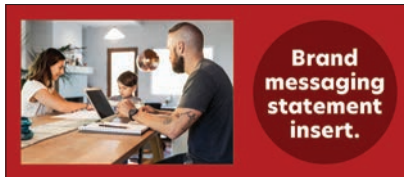


## HEADLINES AND COPY

Text can flow over the circle or overlap it, but the circle should not be used strictly as a container for text.



DO NOT





## BACKGROUND ELEMENTS

The circle is a background element. It should be big and bold, without distracting from the messaging.

**Brand  
messaging  
statement  
insert.**



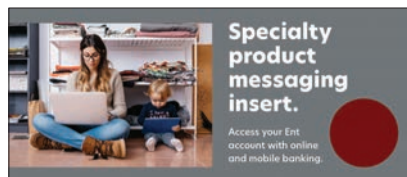
**Specialty  
product  
messaging  
insert.**

## COMPOSITION

Show only a portion of the circle. It's a subtle reminder of our brand, not an obtrusive visual.



## DO NOT




## ORGANIZATION

Make it fun. The circle should be cropped creatively to add a touch of asymmetry to a clean and organized layout.

**Brand  
message  
teller mat.**

Whether you're consolidating debt or making an upgrade, ask us how a home equity line of credit can help.

Talk to us about how to apply or learn more online at [Ent.com/HELOC](https://Ent.com/HELOC)



Equal Housing Opportunity | Equal Opportunity Lender  
Insured by NCUA | © 2021 Ent Credit Union

**Specialty  
product  
teller mat.**

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