

Information Sheet

Choosing Your New Credit Union Logo

Selecting a new logo is a major step for your organization. It will set the tone for the visual image of the credit union and should be strong enough to graphically stand on its own and be distinct and recognizable. In order to make an informed decision, it's important to understand how a logo is used in print and the limitations designs may carry.

Here are some things to consider when designing and finalizing your credit union's logo.

Fonts

Is the font scalable to small printing for ad specialties?

Example: pens, keychains, etc.

Graphics/Color

The choice you make will directly affect all future printing costs.

- Decide whether you wish to use full color or spot (single) colors.
- Can it be transformed into a vertical/horizontal format if necessary?
- Can it be converted to grayscale/black & white line art for photocopying?

Consider the name in its entirety as it will be used.

With tagline, without tagline? How much "space" will be needed on printed materials without being overwhelming on the item being reproduced?

Full Color Logo



Value Added Printing, Marketing and Statement Processing
Solutions for Today's Credit Unions

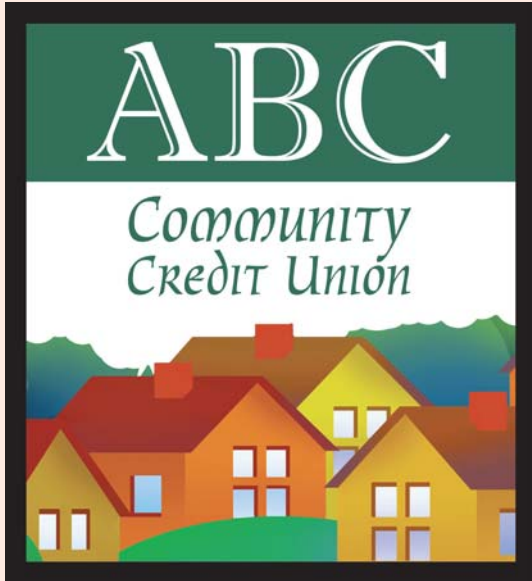
Logo Converted to Line Art



Beware of: line/rules close together or fine details in graphics that may fill in when the logo is reduced.

Once a design is chosen the logo should have variations for alternative uses such as websites, full color printing and line art (no gradients). Versions of the logo should be given to you in multiple digital formats upon completion of the project. A CD is usually provided. This CD should be duplicated for distribution to employees & printers to use. The original CD should be stored safely away.

This is an example of a problematic logo.

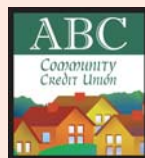
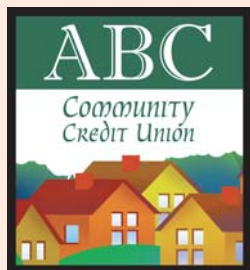


Converting this full-color image to a grayscale severely weakens the strength of the design.



A design of this nature is great for website use or a company who always prints in full color.

Converting to line art would greatly distort the house images.



When a logo is reduced, many of the thinner lines fill in or disappear completely when printed.

Versatility in sizing of your logo should be taken into consideration especially when used on small promotional items such as pens, keychains, etc.