



STYLE GUIDE

2018



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OUR BRANDS

OVERVIEW



BCU  **Financial Group**
With You. For Life.™

Represents all divisions of BCU.



BCU  **Financial**
Your Needs. For Life.™

Formerly Buduchnist Credit Union, BCU Financial is the largest Ukrainian credit union in Ontario, serving over 20,000 members.



BCU  **Insurance**
Protection. For Life.™

BCU Insurance provides life insurance, disability insurance, critical illness, health, travel insurance and group benefits.



BCU  **Wealth Management**
Invested. For Life.™

BCU Wealth Management is focused on investment advisement with a personalized approach.



 **BCU Foundation**
Community Partner. For Life.™

BCU Foundation is a charitable institution, organically linked to the current and future needs of the community.

OUR BRANDS

LOGO ELEMENTS

Most of our brands' logos share some common elements and attributes. They should never be rearranged, or changed in any way.

BCU wordmark

Logo mark

Brand wordmark

BCU



Financial

Your Needs. For Life.™

Brand slogan

OUR BRANDS

COLOURS

Most of our logos share the same colour scheme. When using our logos, please use only our brand colours specified below.

PRIMARY LOGO COLOUR

Used in most cases, on a light background.



RGB 0 83 159

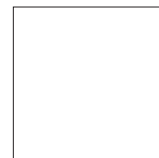
HEX #00539F

CMYK 100 72 0 6

PANTONE Reflex Blue

SUPPORTING LOGO COLOUR

Used on a dark background (inverted logo).



RGB 255 255 255

HEX #FFFFFF

CMYK 0 0 0 0

PANTONE Paper

SUPPORTING LOGO COLOUR

Used when the logo has to be printed in grayscale.



RGB 0 0 0

HEX #000000

CMYK 0 0 0 100

PANTONE Black

SUPPORTING LOGO COLOUR

Used only in the BCU Foundation logo, in a logo mark.



RGB 191 191 191

HEX #BFBFBF

CMYK 0 0 0 25

PANTONE 421 C

OUR BRANDS

TYPOGRAPHY

PT Sans is our brand font. All weights may be used as body text or headlines, if required. Primary body font is PT Sans Regular, and primary title font is PT Sans Bold. PT Sans Italic and PT Sans Bold Italic may be sparingly used, if necessary.

PT Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()

PT Sans Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()*

PT Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()**

PT Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()***

GENERIC BCU

APPROVED LOGO VARIATIONS

Our generic BCU logo is used sparingly, in a few contexts and/or at very small sizes, where no other logos could be used. Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



STACKED LOGO



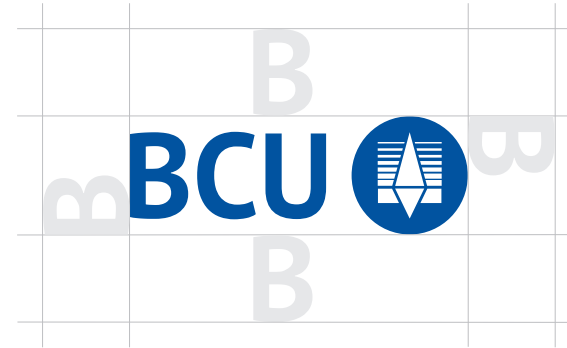
GENERIC BCU

SPACE AND SIZE

Use these guidelines for setting appropriate safe area around the logo, and for using the logo at small sizes.

SAFE AREA

The safe area is equal to the height of a first capital letter “B” in the logo. It is required that the safe area be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings.



MINIMUM SIZE - HORIZONTAL

.125" 

The logo should never be used at under .125" height for horizontal, and .175" height for stacked logo as this is the smallest size at which it is properly visible.

MINIMUM SIZE - VERTICAL

.175" 

BCU FINANCIAL

FORMERLY
BUDUCHNIST CREDIT UNION

APPROVED LOGO VARIATIONS

Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



CLEAN LOGO



STACKED LOGO



CLEAN STACKED LOGO



BCU FINANCIAL

FORMERLY
BUDUCHNIST CREDIT UNION

SPACE AND SIZE

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MINIMUM SIZE - VERTICAL

.175" 

BCU INSURANCE

APPROVED LOGO VARIATIONS

Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



CLEAN LOGO



STACKED LOGO



CLEAN STACKED LOGO



BCU INSURANCE

SPACE AND SIZE

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MINIMUM SIZE - VERTICAL

.175" 

BCU WEALTH MANAGEMENT

APPROVED LOGO VARIATIONS

Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



CLEAN LOGO



STACKED LOGO



CLEAN STACKED LOGO



BCU WEALTH MANAGEMENT

SPACE AND SIZE

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MINIMUM SIZE - VERTICAL

.175" 

BCU FOUNDATION

APPROVED LOGO VARIATIONS

Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



CLEAN LOGO



STACKED LOGO



CLEAN STACKED LOGO



BCU FOUNDATION

SPACE AND SIZE

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MINIMUM SIZE - HORIZONTAL

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MINIMUM SIZE - VERTICAL

.175" 

BCU FINANCIAL GROUP

APPROVED LOGO VARIATIONS

Only the following logo variations are approved for use. Altering them in any way is not permitted.

PRIMARY LOGO



CLEAN LOGO



UMBRELLA LOGO



STACKED LOGO



CLEAN STACKED LOGO



BCU FINANCIAL GROUP

SPACE AND SIZE

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MINIMUM SIZE - HORIZONTAL



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MINIMUM SIZE - VERTICAL



BRAND APPLICATIONS

MISTAKES TO AVOID



Do not distort any of the logos.

BCU Financial

Do not use just our brand name without the mark as a logo.



Do not add any effects to the logo, nor use it in any colour other than our brand colours.

BCU 
Financial Group
416-763-8910

Do not add anything to the logo. Use only approved logo variations.



Do not rotate the logo.

BCU  **Financial**

Do not use our logo with a different typeface.