



Brand Guideline

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About Us

Christian Community Credit Union is a faith-based, not-for-profit, and member-owned financial institution.

Established in 1957, the Credit Union began as American Baptist Ministers Credit Union in Southern California.

In 2001, with a broader vision of serving the larger Protestant Christian community, the Credit Union expanded its field of membership and was renamed Christian Community Credit Union. Since its inception, membership has grown to include Christian individuals, churches, ministries, universities, schools and their staff and members.

Today, we are the largest credit union serving the Christian community nationwide.

THE FOUNDATIONAL PILLARS OF OUR BRAND

Purpose/Mission

To serve Christ followers to live and give more abundantly.

Vision

Build a community of Christ followers who transform our world through their lives and generosity.

Member Promise

Providing the right financial solutions to help you live and give more abundantly.

Values

- We love God.
- We strive to love and serve others like Christ.
- We are committed to constantly learning, growing, and getting better at what we do.
- We give of ourselves through our time, talents, and treasure.
- We are stronger together.
- We're open, honest, and kind.



Logo Specifics

The logo is our primary visual expression of the **Christian Community Credit Union** brand. The tree with leaves anchored by a modern cross convey God's tree of life and abundance.

Please adhere to the guidelines set in this document so logo is consistently used and featured correctly.

Primary Logo



Logo Mark



Logo Variations

The application of the Christian Community Credit Union logo will be contingent on the background and production method.

When using the logo on a white background, the full color version or one color version is to be used.

For applications that include an inherent background, the full-color or one-color with background is to be used.

The stacked combo logo and logotype are to be used sparingly and only when its application would maximize the space allotted.

Combo Logo

Full Color



One-Color



To be used sparingly when applications and space warrant these renditions

Stacked One-Color



LOGOTYPE: One-Color



Logo Mark

When the icon of the logo is used alone, the mark's color will be contingent on its background. Background colors to be used are the brand's primary and secondary color palette outlined in the brand guideline.

Logo Mark

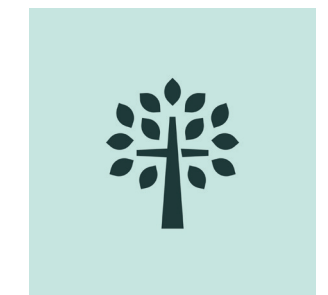
Full Color



One-Color



Icon



Logo Clear Space

To preserve the integrity of the logo and brand, a clear space is required around the logo at all times.

To get a better idea of how much space is needed, we utilize existing elements found in the logo mark. For reference, we use the leaf of the logo mark as a guideline.

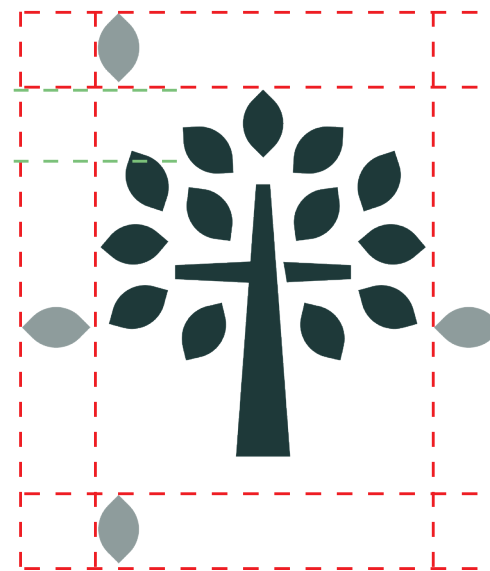
Logo Stack Clear Space

Leaf Height
all-around



Logo Mark Clear Space

Leaf Height
all-around



Logo Side Clear Space

“o” Height
all-around



Logo - Responsive

A responsive logo is an adaptive logo that changes depending on where it's used. The usage of the logo will differ depending on the device or screen on which it will be displayed. To keep the brand integrity, use the recommended size guideline below.

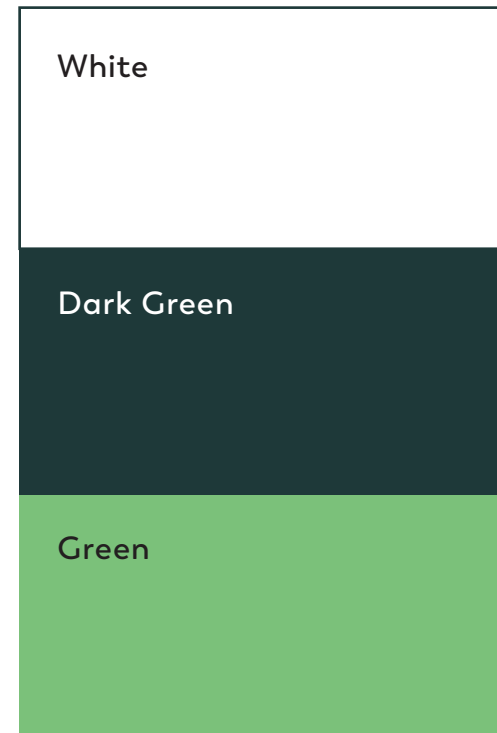


Color Palette

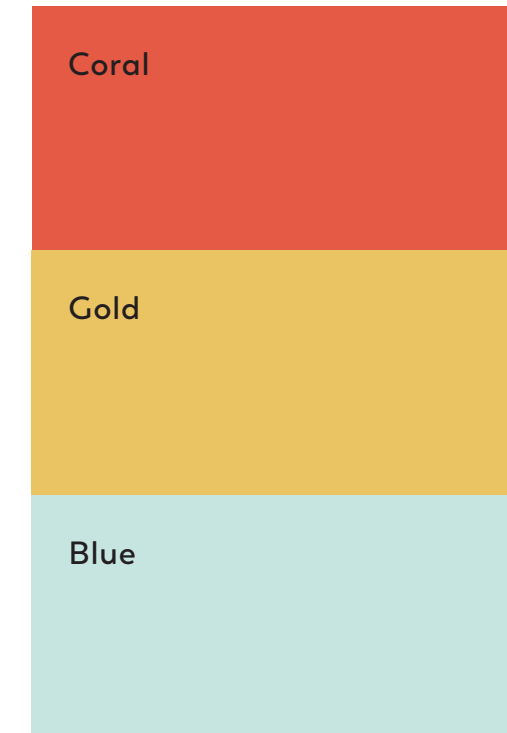
Our primary brand colors are white, dark green, and green. They are used to communicate growth and a garden. These colors are the foundation and base for our brand.

Our secondary colors pull from nature and its beauty. They should be used to highlight areas throughout graphics, imagery, and layout.






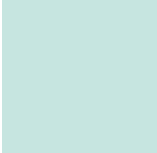
Primary = 70%



Secondary = 30%



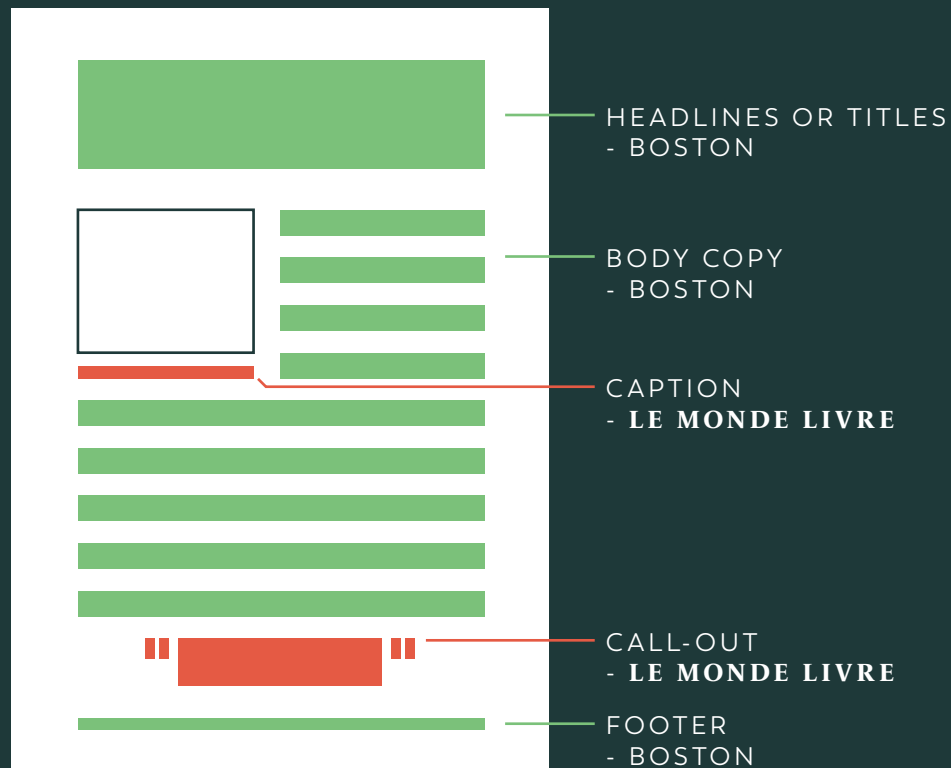
Color Codes

	White Hex# ffffff RGB: 255 255 255 C:0 M:0 Y:0 K:0
	Dark Green - 560 C Hex# 223a3a RGB: 34 58 58 C:82 M:58 Y:62 K:53
	Green - 359 C Hex# 7ec07b RGB: 126 192 123 C:54 M:2 Y:69 K:0
	Coral - 7625 C Hex# e45b46 RGB: 228 91 70 C:6 M:79 Y:77 K:0
	Gold - 141 C Hex# eac363 RGB: 234 195 99 C:9 M:22 Y:72 K:0
	Blue - 621 C Hex# c6e5df RGB: 198 229 223 C:22 M:0 Y:13 K:0



Typography

We recommend the usage of Boston as the primary font for the CCCU brand. Le Monde Livre will be used for call-outs and captions. Our typography should have a friendly and inviting characteristic.



Primary Font: Headlines/Titles/Body Copy

■ Boston

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”

Secondary Font: Caption & Call-out

■ Le Monde Livre

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_.,\?'”



Logo Best Practices

For brand consistency, use the approved font typeface, Boston, for the logo and the approved color palette for the brand.

Please adhere to guidelines stipulated on this official brand document.

Do Not: Logo Mark

Do not resize or change the position of the logo mark.



Do Not: Fonts

Do not use any other font than brand typeface: Boston, even if there's a comparable font.



Do Not: Sizing

Do not squish, squash, or elongate the logo. Resizing of the logo must be done proportionately.



Do Not: Color

Do not change the colors of the logo even if colors look similar. Adhere to official color specifications on this brand guideline.



Logo on Photography

When using the logo on photography, it's recommended not to use it on a busy background. Place the logo in a clean background and not busy; this will keep the integrity of the logo.

Yes



No



Imagery

Our imagery communicates growth, service, life, worship, and community. Composed of individuals, families, or groups of diverse ethnic background, the images reflect vibrant and financially-healthy believers who can influence and impact the world through abundant living, fruitfulness, and generosity.





For questions regarding brand guidelines, please contact:

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