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## UMASSFIVE College Federal Credit Union Corporate Identity Guidelines

### Introduction

In order to present a uniform image to our members and the community, the Marketing Department has created these guidelines for logo and name usage. If you have any questions, please consult the Marketing Department as the final authority.

### Logo

The *UMassFive* College Federal Credit Union logo consists of two elements: The stroke and star, and the logotype. These elements should always appear together, and in the same proportions as shown here.



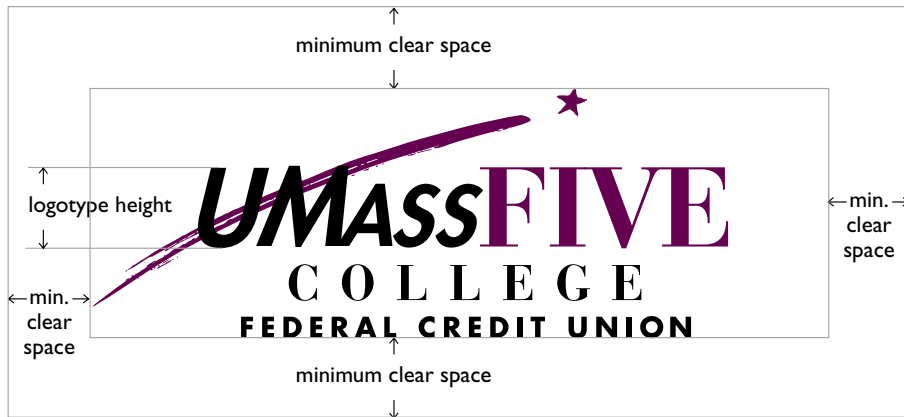
Several Mac and PC files are available for logo reproduction at:  
<http://www.parteecreative.com/umassfive>



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## Staging

The *UMassFive* College Federal Credit Union's logo should not be crowded. Therefore a minimum distance of the height of the logotype must be maintained around the logo. Nothing should be allowed to intrude into this space. The only exception to this guideline is when address information appears below the logo.



## Colors

The *UMassFive* College Federal Credit Union logo is made up of two colors, black and Pantone 261. In one- or two-color printing where Pantone 261 is not being used, the one-color version of the logo should be used in which the star and stroke have been screened 50%. Decisions for the appropriate colors for one or two color printing is the sole authority of the Marketing Department. When imprinting the logo on a premium item, the line-art version of the logo can be used, in a color appropriate for the premium item. Both of these versions are available on line.



**One-color version**



**Line-art version**



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## Typography

The *UMassFive* College Federal Credit Union's primary typeface used in such materials as newsletters, brochures, inserts, and other advertising/promotion pieces is Syntax. Syntax can be used for both headlines and body type. An excellent choice for complementing Syntax as a body type is ITC Tiepolo for headline type.

Typefaces should complement the look of the particular piece and the logo. Other typefaces that have been used successfully include: Monotype Onyx, Burlington, Poppl Laudatio Condensed and ITC Tiepolo. For materials aimed at a younger audience, handwritten and other unusual types have been used including ICG Whassis, ICG Whimsy, and ICG Litterbox.

## Text

Proper spelling and punctuation: *UMassFive* College Federal Credit Union

The words *UMass* and **Five** should appear together with no space in between, and the word *UMass* should be italicized wherever possible, and the word **Five** should be bold. When italics or bold are not possible, *UMassFive* should still appear together, with no space in between, and the letters U, M, and F capitalized. Avoid using all capitals, as in: **UMASSFIVE**.

There should be no hyphen between "U" and "Mass" and no hyphen between "Five" and "College." The word "Federal" must always be used when using the full name of the credit union. Once the name has been spelled out in full, it may be subsequently referred to as the "credit union" or "*UMassFive*." (See Nickname *below*.)

Example of incorrect usage: U-Mass/Five-College Credit Union

The elements of the credit union's phone numbers should be separated with centered periods. (Option-9 on the Macintosh keyboard). Example: 413-549-7400 and 800-852-5886



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## Nickname

**UMassFive** College Federal Credit Union may be abbreviated as **UMassFive** in certain circumstances, including premium items. The full name must always appear on official forms, documents, and stationery. You may use the nickname for internal forms and memos. For our web site, the home page must use the full name/logo. All other internal pages may use the nickname version of the logo. If you are unsure whether the nickname is appropriate, use the full name or consult the Marketing Department.

There is also a nickname version of the logo:





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## Centering

The UMassFive College Federal Credit Union is asymmetrical, and therefore care must be taken when centering the logo (full version or nickname version) on printed materials, signage, etc. When centering the logo in a given space, the distance from the left edge to the letter U should be the same as the distance from the right edge to the letter E.



### Improper Centering (Don't do this):

