



GRAPHIC STANDARDS

“Refers to a set of rules set specifically for graphics online. This includes the size, color and quality allowed for digital graphics. From size to quality, our graphics standards dictionary offers a glossary of terms you should know.”

https://www.webopedia.com/Graphics/Graphics_Standards

Genuine, Local, Family

MOODBOARD

The inspiration for Prospera Credit union is **friendly, quirky, personal and easy to understand.**

The target audience is families, local business and average people. We're not about models or artificial stock photos, but rather **authentic real life.**

The word **prosperity** is defined by well-lit photos, lots of sunshine and local growth.



LOGO FORMATS



HORIZONTAL



VERTICAL



LOGO BREAKDOWN

The prospera logo is comprised of 3 main elements: a symbol, a wordmark and a qualifier.

The symbol is a circle with four ellipses that illustrate a path stepping up to an achievable goal. The goal is represented by a final red ellipse. It is what we all aim for. The movement inherent in the shape and structure of the logo indicates agility.

The prospera wordmark is clean, bold, sophisticated and neighbourly. The typeface is modest and, at the same time, modern.

The colour yellow conveys our integrity and hi-touch personality. Pewter tones communicate our hi-tech, quick-silver responsiveness and innovation. And just a touch of red signifies our positive future.

The combination of the symbol and wordmark is positive and dynamic. It portrays our credit union as it is: both knowledgeable and accessible.



height of word mark →

Protective space {

Protective space



THE HORIZONTAL LOGO IS THE PREFERRED CONFIGURATION

Protective space

The minimum protective space is equal to X (where X equals the height of the word mark). To protect the integrity of the logo this space is required around all sides of the logo. This applies to both positioning around other printed elements as well as from printed or trim edges.

Minimum size

The logo should never appear at a size where the total width of the wordmark is less than .75".

PREFERRED VERSION

Full colour black or grey wordmark



LIGHT/DARK BACKGROUND

Use solid colour black or white



DARK GREY/BLACK BACKGROUND

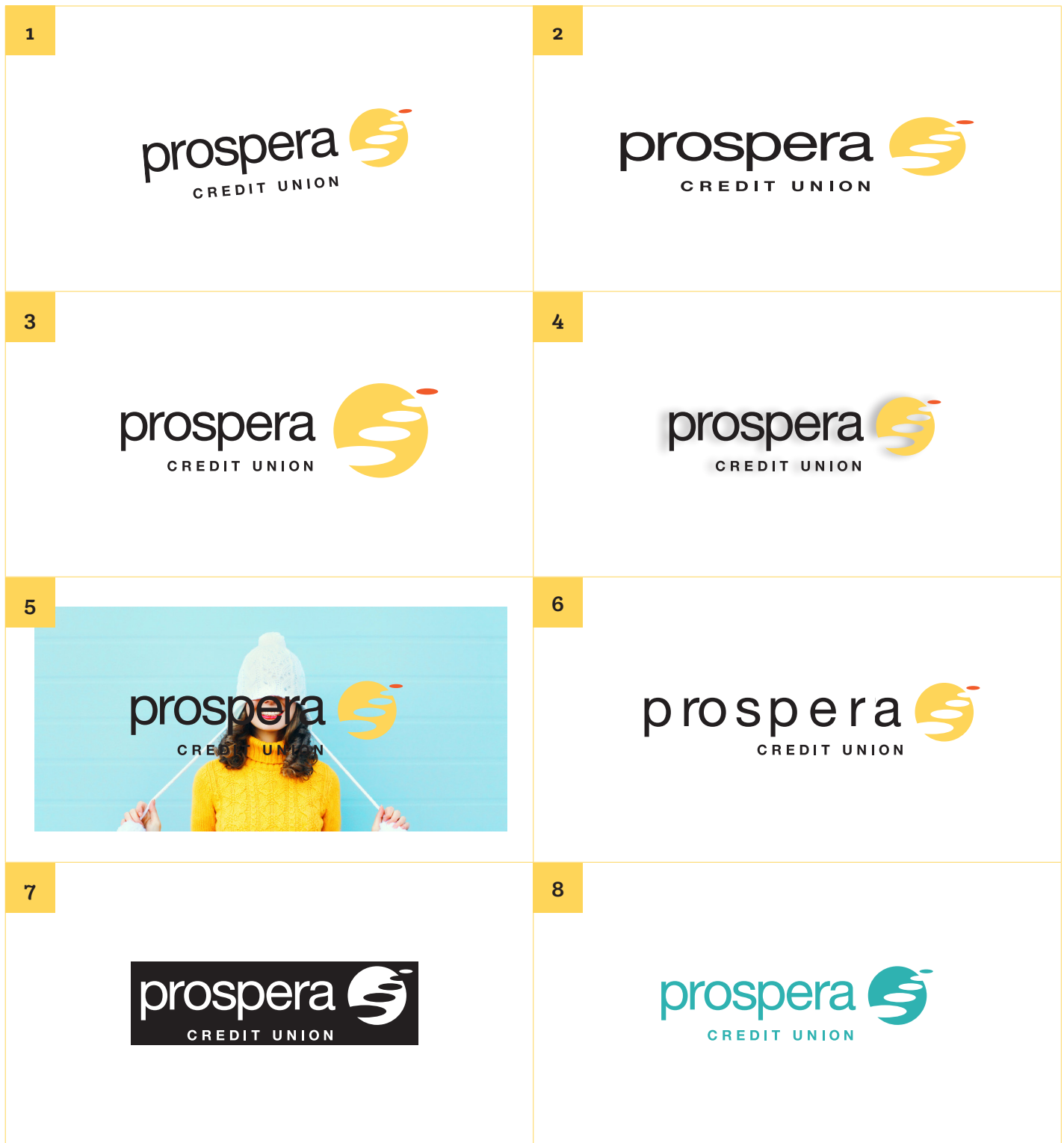
Use white wordmark with coloured symbol

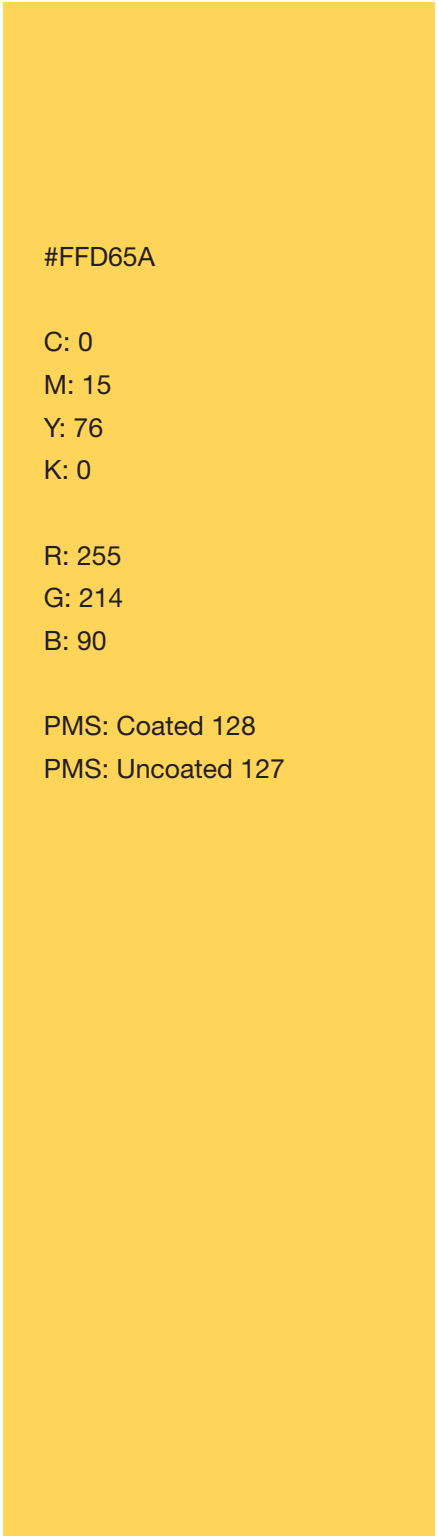


UNACCEPTABLE USAGE

To keep the brand consistent, keep these rules in mind.

1. Don't rotate
2. Don't stretch, squish
3. Don't resize specific parts of the logo
4. Don't add drop shadows or other styles
5. Don't put the logo over a busy image
6. Don't change the letter spacing
7. Don't forget protective space
8. Don't use off-brand colours



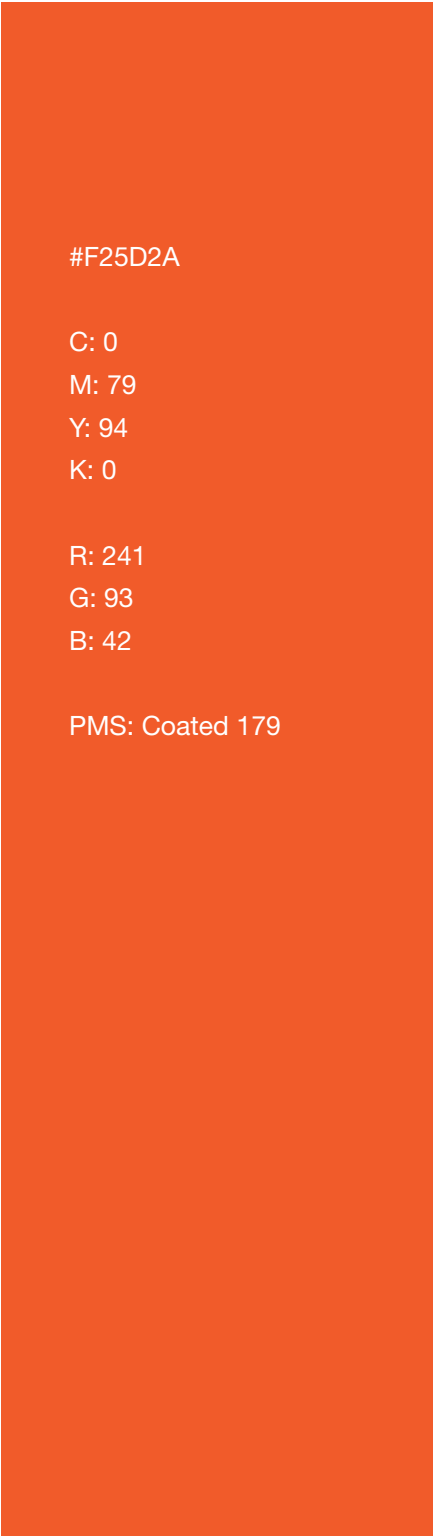


#FFD65A

C: 0
M: 15
Y: 76
K: 0

R: 255
G: 214
B: 90

PMS: Coated 128
PMS: Uncoated 127

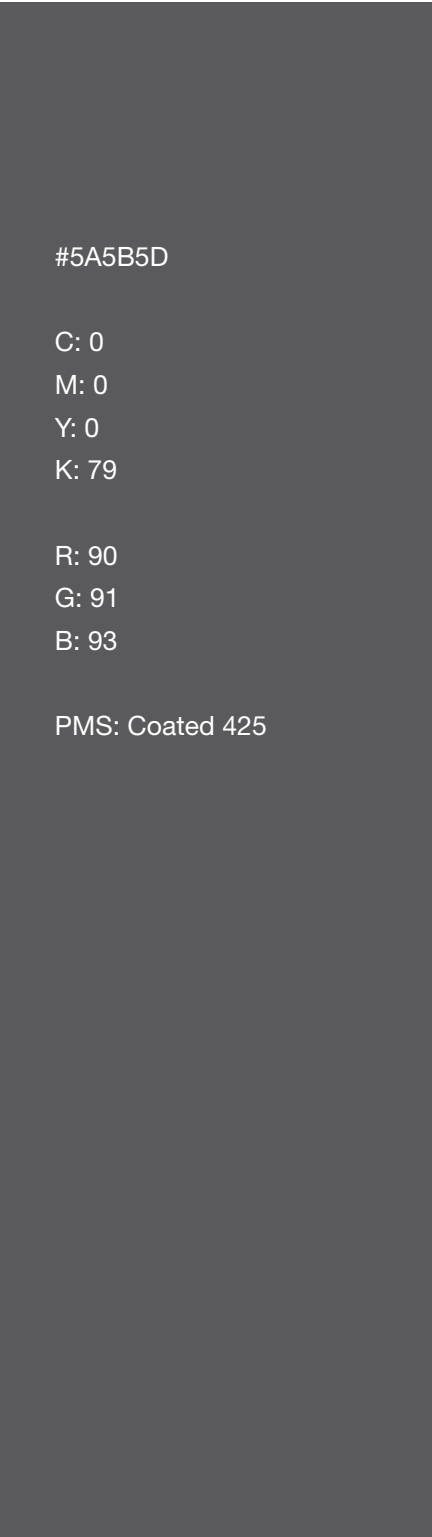


#F25D2A

C: 0
M: 79
Y: 94
K: 0

R: 241
G: 93
B: 42

PMS: Coated 179



#5A5B5D

C: 0
M: 0
Y: 0
K: 79

R: 90
G: 91
B: 93

PMS: Coated 425



PRIMARY COLOUR PALETTE

This combination should be used when rendering the logo.

These colours should be chosen for use in all prospera materials that play a primary role.

#B7D98A

C: 31
M: 0
Y: 60
K: 0

R: 183
G: 217
B: 138

PMS: Coated 367

#B2D6F1

C: 28
M: 6
Y: 0
K: 0

R: 178
G: 214
B: 241

PMS: Coated 290

#000

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

PMS: Coated Black



SECONDARY COLOUR PALETTE

If there is an option for one to three more colours beyond the primary palette, these colours are available to choose from.

They can be used as accents in typography and small graphic treatments, but should always appear to play a lesser role than the primary palette.

TYPOGRAPHY

A strong brand element when used consistently across multiple platforms.



Helvetica Neue

Use for body copy
Sentence case

Light 45, Roman 55, **Bold 75**
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Klinik Slab

Use for headlines

Bold
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

QUESTIONS?

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