



Brand Press Kit

2023

Brand Press Kit

Inquiries and notes



PRESS INQUIRIES

Please direct all press inquiries to ***Communications@MyOCCU.org***.

PRESS STYLE NOTE

The official name of the credit union is OCCU. In cases where confusion may arise, Oregon Community Credit Union may be used, but OCCU is always preferred.

Please do not use Oregon Community CU or Oregon CCU.

The official name of the credit union's foundation is OCCU Foundation.

Please do not use either Oregon Community Credit Union Foundation or OCCUF.

WHO IS OCCU?

OCCU is a not-for-profit financial cooperative with over \$3 billion in assets. Founded in Eugene, OR, in 1956, OCCU has an expanding network of branches and web tools to provide its 260,000 member-owners with a full suite of financial services. Membership is open to anyone living or working in 28 Oregon counties or anywhere in Washington. Learn more at MyOCCU.org.

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Imagery usage



The following photos are available for download.

- OCCU Chief officer portraits
- OCCU Board members portraits
- OCCU branch exterior photos

More portraits of chief officers, photos of branches and branded assets are available upon request. Please direct all additional photo requests to ***Communications@MyOCCU.org***.

PHOTO CREDITS

For any usage of photos download from the OCCU Press Kit folders, please ensure that you credit each photo accordingly.

Photo courtesy of OCCU

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Brand guidelines



The logo is a consistent visual representation of the OCCU brand. As such, it should only be used in the following configuration and without modification,

LOGO VARIATIONS



Two variations of the OCCU are available, though the secondary version has limited use cases. The full-color, navy and lime versions of these two logos should be used whenever possible.

LOGO COLORS

Green-white version



- This version should be used on **navy, dark gray, or black** backgrounds only.
- This version is not permitted over a multicolored or photographic background. The reverse (white) logo should be used instead.
- The color of the diamond should only be green in this partial-reverse version – never used a blue diamond with white type.

One-color logos



- The reverse (white) logo should be used on **dark** backgrounds only.
- The navy and black logos should be used on **light** backgrounds only.
- These are the only logos permitted to use over multicolored or photographic backgrounds.

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Brand guidelines



LOGO SPACING



To ensure the legibility and integrity of the logo, there must be a minimum amount of space surrounding the logo. Using the center of the 'O' as a measurement will provide sufficient clearance. This margin has been built into the logo files for convenience.

The only exception to this rule is when using the logo in large-format printing, such as on exterior signs and banners. In this instance, only if necessary due to spacing constraints, you may use 1/2 of the center of the 'O' as a measurement.

LOGO SIZING

Full logo: print



Full logo: web



The smallest print size is 0.75 inches wide by 0.40 inches tall. The smallest web size is 30 pixels wide by 17 pixels tall.

LOGO COLORS



C100 M86 Y33 K22
R27 G55 B101
#1B3765
PMS 655



C45 M0 Y100 K0
R154 G202 B60
#93C90E
PMS 2292

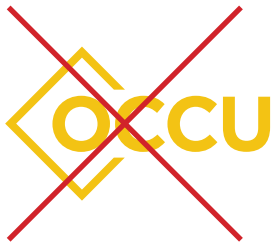
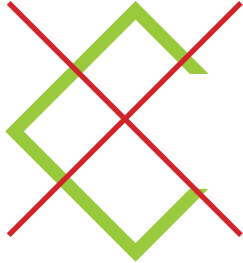
For optimal color when printing, use CMYK or PMS. When intended for the web, use RGB or HEX values.

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LOGO DON'TS



- DO NOT take the logo apart.
- DO NOT put the diamond in any other color than white or green when the text is white.
- DO NOT stretch or squeeze the logo – please maintain the proper proportions.
- DO NOT use the 'OCCU' from the logo by itself, it should always be accompanied by the semi-square.
- DO NOT rotate logo orientation.
- DO NOT use the logo in any color other than white, black, navy and lime; even if that color is in the palette.
- DO NOT present the logo in "outline only" fashion.
- DO NOT place the logo on similarly colored background.