TRUE NORTH STRONG™

Graphical Guidelines

2021

NORTHERN
CREDIT UNION

USING OUR GRAPHICAL GUIDELINES

Our Graphical Guidelines exist to help us define what the Northern Credit Union brand looks like, so we can deliver a consistent brand identity and recognizable visual presence across all communications, channels and environments – both internally and externally.

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1.0 CORE GRAPHICAL ELEMENTS

EMBLEM

LOGOTYPE

NORTHERN
CREDIT UNION

The Northern Credit Union logo is comprised of two elements: The **Northern Emblem** and **Logotype**. The logotype must not be altered in size, position or scale in relationship to the emblem. When resizing, they must be scaled together and retain the same relative spacing.

Standard Logo

The standard logo is our primary logo and should be used in most cases, when the design allows. For print, it should also be used when CMYK or Pantone Matching System printing is available.

Stacked Logo

In certain vertical formats, like mobile device screens or narrow brochures, the stacked logo may be used instead to ensure that the logo is sized and scales correctly. See the Sizing & Scaling sections for more details.

Icon

The Northern Emblem can be used in smaller digital formats, like Favicons, Facebook Ads and Apps, where our logo will not fit or be legible.

Single Colour

To be used in online and print applications limited to one colour only.

Reversed

To be used in applications where the logo needs to be placed over a flat, coloured background.

Black & White

To be used in black and white applications or when the other logos are not an option.

PRINT

1.75"   1.25"

NORTHERN
CREDIT UNION

NORTHERN
CREDIT UNION

DIGITAL

50 px   40 px   12 px

NORTHERN
CREDIT UNION

NORTHERN
CREDIT UNION
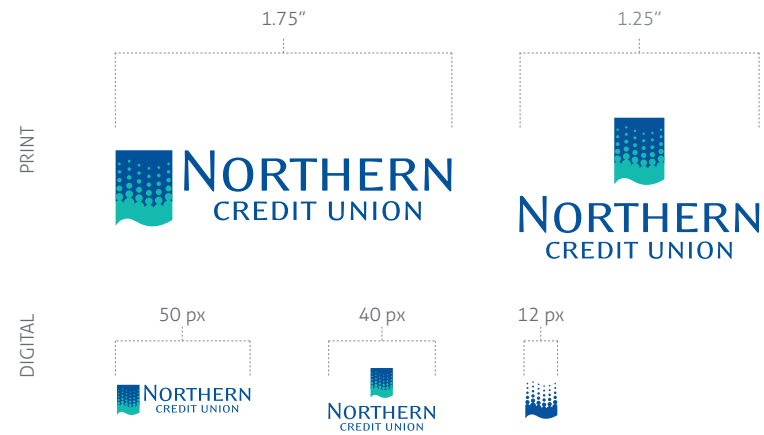
Minimum Sizing

The maximum and minimum sizes of logo reproduction depend on the application. In general, the logo should be used only where there's adequate space to ensure strong legibility and high impact.

Scaling the Logo

The emblem and logotype must be scaled proportionally as a unit. The sizing and proportion of individual elements should not be altered in any manner. Scaling of logo should always happen from the corners of the logo. Never from the top, bottom or side. The only time the logo may be warped is for mock-up purposed to showcase perspective or wrapping around an object.
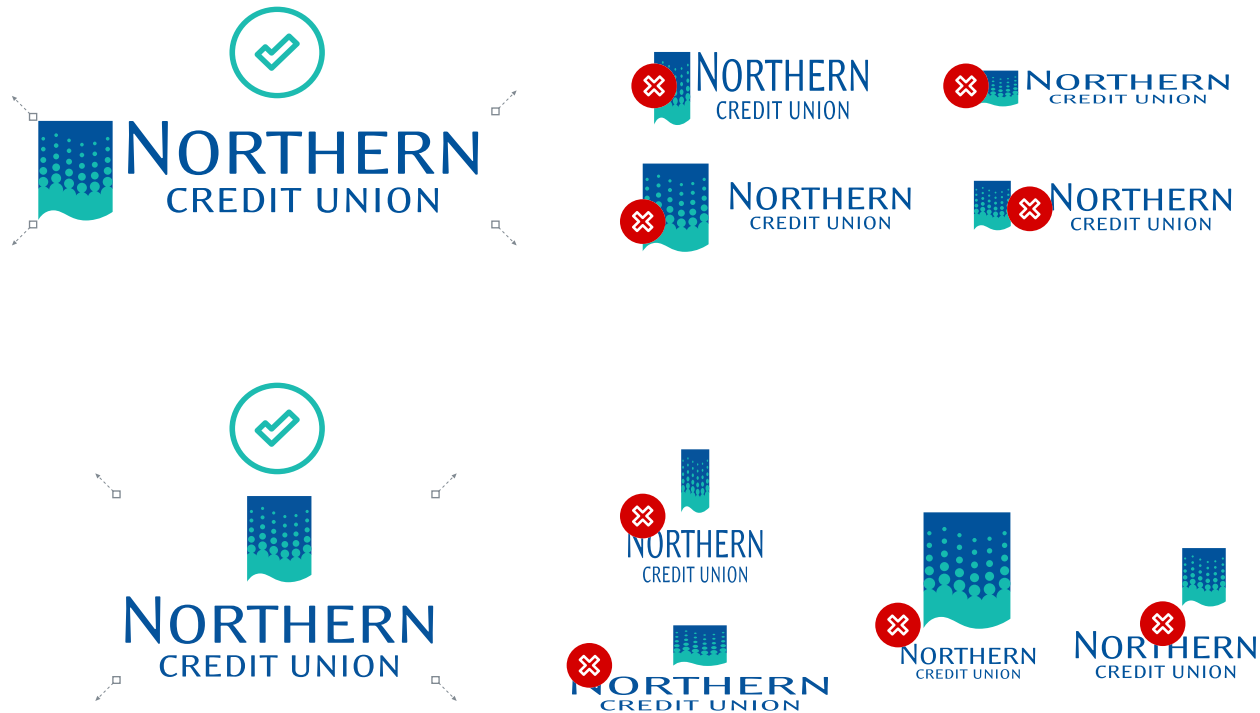
To avoid crowding and protect legibility, our logo needs room to breathe. The guidelines above show the minimum bounding areas and how they are measured. These areas around the logo must be kept clear of text or other graphical elements.

Logo Usage on Coloured Backgrounds

To ensure the logo is visually dominant and clearly visible, the following guidelines must be followed when reproducing the Northern Credit Union logo against flat coloured or textured backgrounds:

10% Black (or Lighter)

The logo should be full colour when placed on backgrounds that are 10% black or lighter.

30% Black (or Equivalent)

The logo should be 100% black when placed on backgrounds that are 30% black or equivalent.

50% Black (or Darker)

The logo should be reversed in 100% white against backgrounds that are 50% black or darker.

Logo Usage on Images and Textures

When placing a logo on an image or textured background, the designer must use their discretion and choose the logo that is the strongest and most legible.

Proper Use of White Logo on Texture

Proper Use of Single Colour Logo on Image

Northern Sub-Brand Logos

Some Northern programs use a custom logo that involves the regular Northern logo with the sub-brand's name in place of the words 'credit union'. If any new sub-brands are created, they should follow this convention as well as the sizing, scaling and area of isolation rules of the regular logo.

TRUE NORTH STRONG™

TRUE NORTH STRONG™

True North Strong (TNS)

The "True North Strong" wordmark should be stacked three lines tall, each word being the same width with varying heights. The kerning should not be altered, and it should be scaled proportionally.
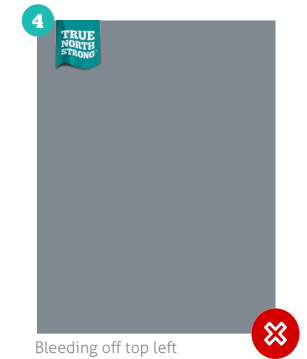
Teal Banner

Blue Banner

Cropping the TNS Banner

When cropping the top of the banner, match the space below the TNS text (denoted by the dotted line and X) with the space above the TNS text.

White Banner

Greyscale Banner
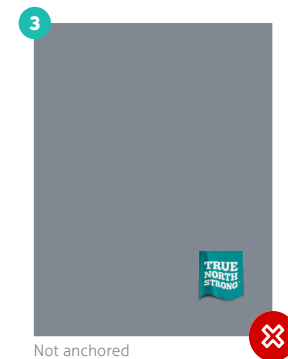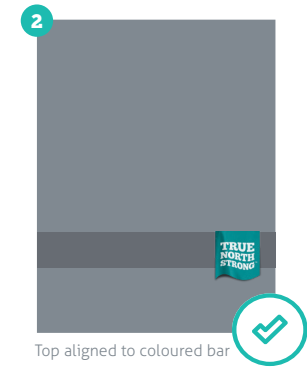
The True North Strong Banner

The True North Strong Banner is composed of two elements: the word mark and the banner graphic. The words 'True North Strong' must be accompanied with a trademark symbol (TM). It can potentially appear on its own (without the Northern Credit Union logo) in certain situations where it's already clear that it's a Northern communication, like an in-branch advertisement. It can be positioned in two ways:

1
Bleeding off top right

2
Top aligned to coloured bar

3
Not anchored

4
Bleeding off top left

True North Strong Flag

The 'True North Flag' is a symbol of our Northern pride. It can be featured alone, or worked into the creative.

2.1 PRIMARY PALETTE

Cloud Grey
#808991

R 128
G 137
B 145

C 47
M 31
Y 29
K 4

PANTONE 430C
PANTONE 429U

Northern Blue
#00529C

R 0
G 82
B 156

C 100
M 69
Y 0
K 11

PANTONE 287C
PANTONE 287U

Northern Teal
#1DBBB0

R 29
G 187
B 176

C 72
M 0
Y 38
K 0

PANTONE 3262C
PANTONE 3262U

Granite Grey
#676C73

R 103
G 108
B 115

C 69
M 55
Y 46
K 13

PANTONE 430C
PANTONE 429U

Strong Blue

#083047

R	8	C	98
G	48	M	76
B	71	Y	47
		K	46

PANTONE 2198C
PANTONE 5463U

True Blue

#2C5D90

R	44	C	90
G	93	M	66
B	144	Y	20
		K	4

PANTONE 653C
PANTONE 301U
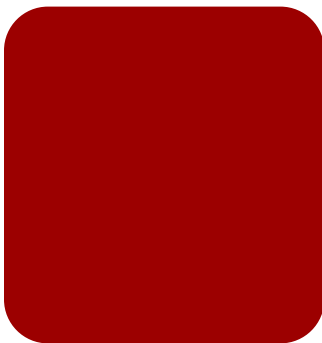
Canoe Red

#9C0000

R	156	C	24
G	0	M	100
B	0	Y	100
		K	24

PANTONE 3546C
PANTONE 2347U

Deep Woods

#008481

R	0	C	100
G	132	M	69
B	129	Y	0
		K	11

PANTONE 287C
PANTONE 287U

GRADIENTS

#00529C #1DBBB0

#083047 #00529C

Harvest
#E57725

R 229   C 7
G 119   M 65
B 37   Y 100
        K 0

PANTONE 158C
PANTONE 3564U

Evergreen
#009F57

R 0   C 85
G 159   M 12
B 87   Y 90
        K 0

PANTONE 7482C
PANTONE 354U

Northern Lake
#14B1E7

R 20   C 70
G 177   M 10
B 231   Y 0
        K 0

PANTONE 306C
PANTONE 306U
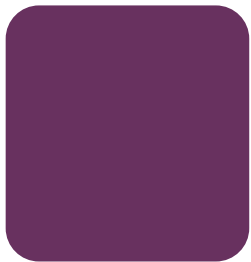
Vivid Plum
#693260

R 105   C 65
G 50   M 95
B 96   Y 45
        K 10

PANTONE 7658C
PANTONE 2356U
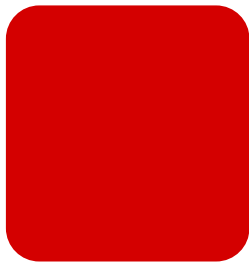
High Alert
#D40000

R 212   C 10
G 0   M 100
B 0   Y 100
        K 3

PANTONE 3546C
PANTONE 2347U

Header Blue
#2C5985

R 44   C 90
G 89   M 67
B 133   Y 26
        K 8

PANTONE 2161C
PANTONE 2945U

Colour Name
#000000

R 0   C 0
G 0   M 0
B 0   Y 0
        K 0

PANTONE 3546C
PANTONE 2347U

Colour Name
#000000

R 211   C 0
G 0   M 0
B 0   Y 0
        K 0

PANTONE 3546C
PANTONE 2347U

Colour Name
#000000

R 211   C 0
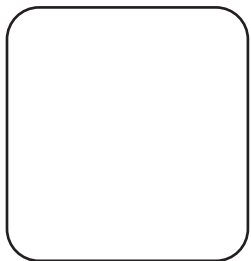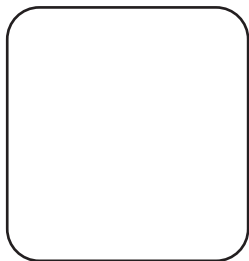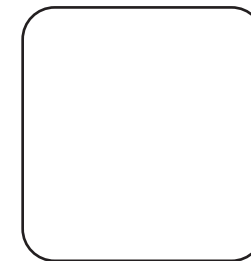G 0   M 0
B 0   Y 0
        K 0

PANTONE 3546C
PANTONE 2347U

2.4 WEB ACCESSIBILITY STANDARDS

To meet web accessibility standards and ensure legibility, text should have a contrast ratio (CR) of at least 4.5:1. The contrast ratios below show both white text on our coloured backgrounds, as well as, coloured text on white backgrounds. If you are designing a coloured font on a coloured background, you will need to run it through a contrast ratio tool to ensure that it's legible for all audiences.

PRIMARY

Northern Blue

| PASS CR 7.81 | PASS CR 7.83 |

Northern Teal

| FAIL CR 2.38 | FAIL CR 2.38 |

Cloud Grey

| FAIL CR 3.55 | FAIL CR 3.55 Large Text Pass |

Granite Grey

| PASS CR 5.29 | PASS CR 5.29 |

SECONDARY

Strong Blue

| PASS CR 13.77 | PASS CR 13.77 |

True Blue

| PASS CR 6.82 | PASS CR 6.82 |

Deep Woods

| PASS CR 4.54 | PASS CR 4.54 |

Canoe Red

| PASS CR 8.7 | PASS CR 8.7 |

TERTIARY

Harvest

| FAIL CR 3.00 Large Text Pass | FAIL CR 3.00 Large Text Pass |

Evergreen

| FAIL CR 3.44 Large Text Pass | FAIL CR 3.44 Large Text Pass |

Northern Lake

| FAIL CR 2.47 | FAIL CR 2.47 |

Vivid Plum

| PASS CR 9.43 | PASS CR 9.43 |

High Alert

| PASS CR 5.57 | PASS CR 5.57 |

Header Blue

| PASS CR 7.3 | PASS CR 7.3 |

Please note: that you may be able to force accessibility and legibility compliance by increasing the font size, but that will have to be a design choice assessed on an individual basis.

3.0 TYPOGRAPHY

CHUNKFIVE

ROMAN

Headline font. Almost always use uppercase, except in special circumstances, like plural acronyms (i.e. RRSPs).

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

TITLE FONT

Roman, 50 pt
46 pt leading

HEADER 1

Roman, 25 pt
25pt leading

HEADER 2

Roman, 18 pt
18pt leading

HEADER 3

Roman, 14 pt
14pt leading

HEADER 4

Roman, 9 pt
9pt leading

CHUNKFIVE

EXTRUDE

Headline font with 3D effect. Almost always use uppercase, except in special circumstances, like plural acronyms (i.e. RRSPs). When placed on an image, the drop shadow colour should be similar to the background colour.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

22

Aller Typo

Aller Typo is the font used for all subheads and body copy. If it is **unavailable** for use in an application (like Microsoft Outlook), it may be subsituted with Arial.

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Sub Header 1 — Bold, 20 pt (20pt leading)

Sub Header 2 — Bold, 14 pt (14pt leading)

Sub Header 3 — Bold, 10 pt (10pt leading)

Sub Header 4 — Bold, 7 pt (11pt leading)

Regular   (only use for body copy on coloured backgrounds)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Body Copy On Colour (OC) 1 — Regular, 14 pt (18pt leading)

Body Copy OC 2 — Regular, 12 pt (16pt leading)

Body Copy OC 3 — Regular, 10 pt (14pt leading)

Body Copy OC 4 — Regular, 7 pt (11pt leading)

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Body Copy 1 — Light, 14 pt (18pt leading)

Body Copy 2 — Light, 12 pt (16pt leading)

Body Copy 3 — Light, 10 pt (14pt leading)

Body Copy 4 — Light, 7 pt (11pt leading)

	Print Headlines	Digital Headlines	Headlines On Colour Text Box	Print Subheads	Digital Subheads	Subheads On Colour BG	Print Body	Digital Body	Body On Colour BG
CHUNKFIVE ROMAN	✓	✓	✓						
CHUNKFIVE EXTRUDE	✓	✓							
Aller Typo Bold				✓	✓	✓			
Aller Typo Regular				✓*	✓*	✓*			✓
Aller Typo Light							✓	✓	
Arial Bold		✓**			✓**				
Arial Regular								✓**	✓**

* Only use Aller Typo Regular for subheads on smaller media where Aller Typo Bold looks to heavy.

** Only used when Aller Typo is not supported by a digital application, like Microsoft Outlook.

When placing headlines on images, there are usually two options. Either: **1** use the Chunkfive "Extrude" font with a colour similar to the background image, or **2** house the headline in a coloured block, usually white Chunkfive Roman font on Northern Blue block.

1

Chunkfive "Extrude" headline

2

Chunkfive Roman headline

Note: The colour of the Extrude has been modified to match the background.

Note: Headline is flat on a coloured backdrop. No shadow or Extrude.

ChunkFive
Roman, 18 pt

SECTION HEADER TEXT

Allerr Typo
Bold, 14 pt

Sub Heading Text

Allerr Typo
Light, 10 pt,
14pt Leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu risus quis varius quam quisque id diam vel. Habitant morbi tristique senectus et netus. Urna id volutpat lacus laoreet non. Nisl vel pretium lectus quam. Eu lobortis elementum nibh tellus molestie nunc non blandit.

Neque ornare aenean euismod elementum nisi quis eleifend quam. Vitae turpis massa sed elementum. Duis convallis convallis tellus id interdum velit laoreet id. Interdum consectetur libero id faucibus nisl. Facilisi cras fermentum odio eu feugiat pretium nibh. Est placerat in egestas erat imperdiet sed euismod nisi porta. Egestas fringilla phasellus faucibus scelerisque.

Ipsum dolor sit amet consectetur adipiscing elit ut. Integer enim neque volutpat ac tincidunt. **Tellus in hac**

|

Allerr Typo Bold, 10 pt

ChunkFive
Roman, 18 pt

SECTION HEADER TEXT

Allerr Typo
Bold, 14 pt

Sub Heading Text

Allerr Typo
Light, 10 pt,
14pt Leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu risus quis varius quam quisque id diam vel. Habitant morbi tristique senectus et netus. Urna id volutpat lacus laoreet non. Nisl vel pretium lectus quam. Eu lobortis elementum nibh tellus molestie nunc non blandit.

Neque ornare aenean euismod elementum nisi quis eleifend quam. Vitae turpis massa sed elementum. Duis convallis convallis tellus id interdum velit laoreet id. Interdum consectetur libero id faucibus nisl. Facilisi cras fermentum odio eu feugiat pretium nibh. Est placerat in egestas erat imperdiet sed euismod nisi porta. Egestas fringilla phasellus faucibus scelerisque.

Ipsum dolor sit amet consectetur adipiscing elit ut. Integer enim neque volutpat ac tincidunt. **Tellus in hac**

|

Allerr Typo Bold, 10 pt

4.0 IMAGERY

4.1 CHOOSING STOCK PHOTOGRAPHY

When choosing stock photography, use images that are an authentic representation of the people in our communities and avoid images that look too polished, staged or fake. We also want to choose images that reflect the greater Canadian experience, rather than just Northern Ontario.

4.2 'NORTHERNIZING' IMAGES

When using stock photography, try to infuse our brand into the images by adding hints of blue or plaid when and where possible. This helps to make the images 'our own' and creates a consistent look throughout all our brand communications.

After

Before

After

Before

After

Before

After

Before

When possible, we can feature photographs of real members from our communities and the businesses they own. This gives an authenticity and relatability to our communications that's particularly effective in social media. Before publishing, ensure all subjects sign a release.

NORTHERN
CREDIT UNION

BUY LOCAL BANK LOCAL

Supporting local farmers

TENDER. TASTY. TRUSTED.
PENOKEAN HILLS FARMS

Gordon Family, Penokean Hills Farms

4.4 MAKE THEM SMILE (USE OF HUMOUR)

NEED A HAND WITH YOUR MORTGAGE?

Our 2.69% 5-Year Fixed Mortgage can help.
Talk to us today.

TRUE NORTH STRONG

Northern is known for its often (but not always) humourous tone. If we can make our members smile, it's a win unto itself. When designing campaign concept, consider a lighthearted approach but don't force it. Humour should be used when it's appropriate but not at the expense of the right message.

Vector graphics may be utilized for internal communications to staff but should be avoided for member communications. However, there may be special circumstances that warrant their usage, which would require approval by the brand team.
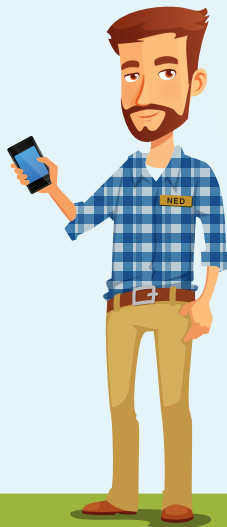
4.6 ICONOGRAPHY

To maintain a consistency through our brand communications, we should use this icon library whenever possible. If new icons are required, they should be created by following the rules outlined below.

ICON GRID 198px by 198px
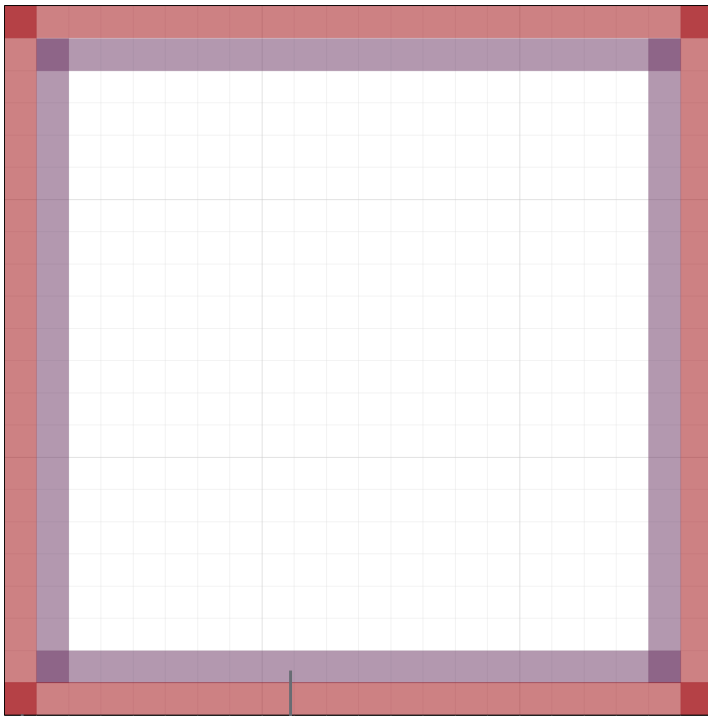
RED - NO GO ZONE

Don't have any elements in the logo cross into this area

PURPLE - OVERFLOW AREA

This area is for icons that have elements that dont fit in the square

Samples

Line width
5pt - Thinner Lines
14pt - Thicker lines

LOGOUT

SETTINGS

MESSAGES
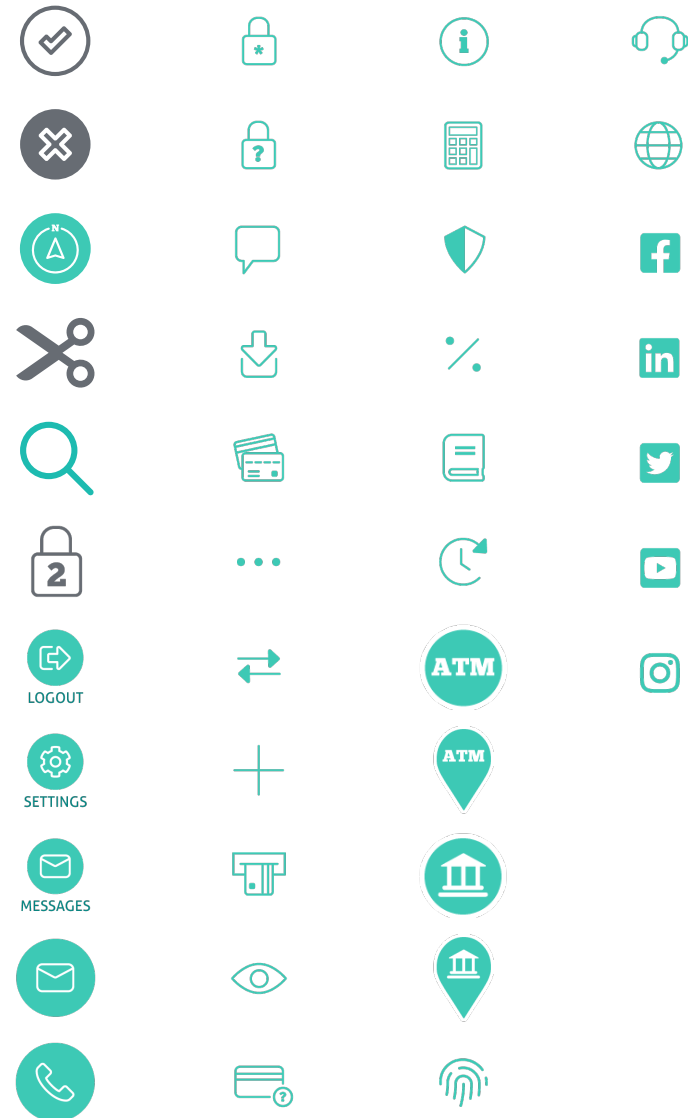
5.0 HOW IT ALL COMES TOGETHER

Desktop

Mobile

https://preview.adpiler.com/U1NA5UTEP2