

Credit Union Logo Requirements

PLEASE USE THE GUIDELINES BELOW TO PROVIDE YOUR CREDIT UNION'S LOGO

Following these standards ensures we're able to create professional looking marketing pieces with your credit union logo. If your logo doesn't meet these requirements we will use your credit union name in text.

FOR PRINT OR WEB:

ORIENTATION

Horizontal logos without tagline or credit union address are preferred.

FORMAT

Adobe Illustrator, TIF, EPS

Vector Image Required – Converted to Outlines (or send licensed fonts)

Example (Using Zoom Feature, you want to see smooth outlines) →

RESOLUTION (Preferred 600 DPI)

600 dpi transparent background preferred

(300 dpi transparent background minimum)

COLOR

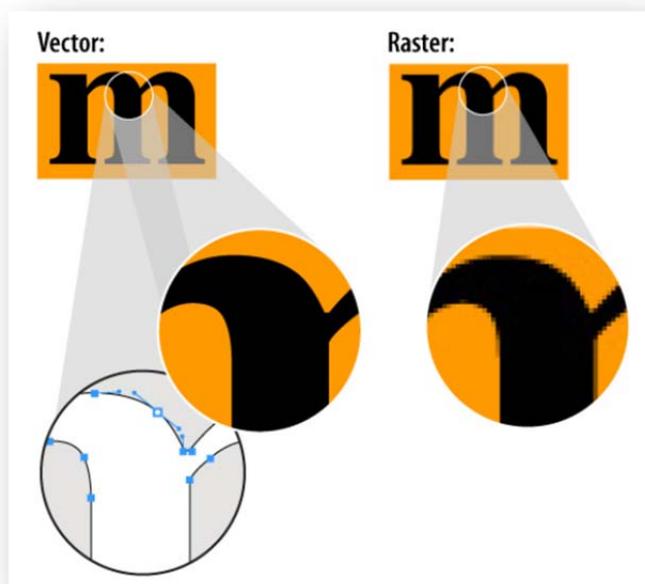
Print

Black / White and Color (No Grayscale, No Color)

Example (We cannot use shades of black shown in grayscale option)

Web

Color (Preferred Color, but can use Black and White)



SIZE (Print and Web)

No larger than 1" high x 4" wide – please note, all collateral does not allow this much space for the logo. We will re-size proportionally as needed.

We are not able to use photocopies, faxes or logos retrieved from your website as the resolution is not sufficient for quality printing.

Please ask your marketing or creative department for the appropriate format mentioned above and send your file to

trustageprogram@cunamutual.com.

QUESTIONS?

If you have questions, please contact 800.428.3932.

FAQs:

How do I know if my image is vector?

You can tell by zooming in on your image, if you see smooth line art vs. pixels your logo is in vector format. Vector graphics graphic stays sharp and crisp even after it becomes larger.

(Example to the right: The top is showing a raster image, and the bottom is showing the same image in vector format)

What does savings to “outlines” mean?

Saving in “outlines” is a term that you will hear when sending files to print. If we don't have the font you used in your design and the vector file is not saved in outlines then when we open the file the text won't have the desired look as it will default to a different font. Saving something with “outlines” basically means you are locking the text so that it's no longer technically a font but instead made up of vector shapes that form your letters. This is important when sending graphics to print. Saving a file in outlines makes your text no longer editable.

What if I only have a raster image?

Raster images cannot simply be converted to vector images. The only way to convert these is to recreate the raster image in a vector editing software and save it as a vector file. Ask your marketing or creative department for a vector image if you only have a raster version.

