

C R E D I T U N I O N

AutoMarketplace

## Brand Voice

Credit Union Auto Marketplace brand voice is authentic, neighborly, knowledgeable, trustworthy and passionate. And in this, we strive to be genuine, provide superior service and build trust. Our voice is always projected as a trusted partner in helping customers in their car purchase. We project a voice that puts a smile their face, and the knowledge that they made the right choice.

## Brand Tone

Our brand tone is conversational and expressive, similar to how you'd speak to a friend. Our friendly tone is non-threatening and elicits trust. It's lighthearted and kind. And as a result, our tone is encouraging and supporting—fostering reassurance, satisfaction and trust.

## Brand Style

Our brand style is to be real, and use “plain” language. Below are a list of things to consider.

- Use vocabulary your reader is likely to know. When choosing words, always choose the simplest words possible. Use short sentences.
- Include only details that make the information easier to understand. Leave out any extraneous details.
- Use the active voice whenever possible.

## Brand Colors

Brand colors are developed to give consistency to the consumer brand experience. Deviation from these colors is not allowed.

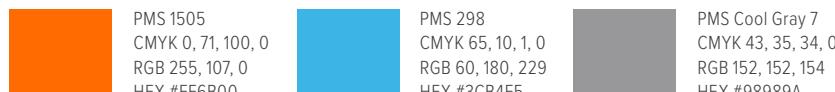
### Primary



PMS 7545  
CMYK 78, 61, 44, 25  
RGB 65, 83, 100  
HEX #415364

PMS 375  
CMYK 47, 0, 100, 0  
RGB 147, 213, 0  
HEX #93D500

### Secondary



PMS 1505  
CMYK 0, 71, 100, 0  
RGB 255, 107, 0  
HEX #FF6B00

PMS 298  
CMYK 65, 10, 1, 0  
RGB 60, 180, 229  
HEX #3CB4E5

PMS Cool Gray 7  
CMYK 43, 35, 34, 0  
RGB 152, 152, 154  
HEX #98989A

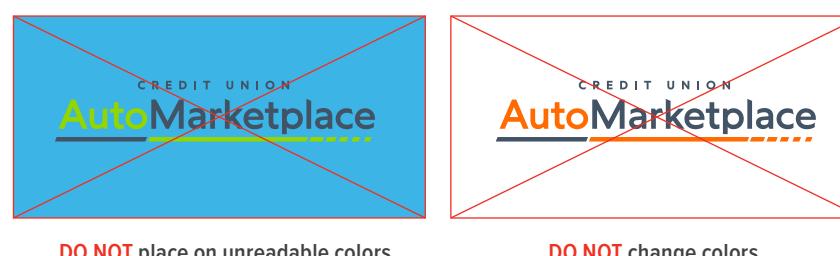


## The Primary Logo

Maintaining and protecting Credit Union Auto Marketplace logotype is important to protecting our brand. Altering, distorting or redrawing the logotype in any way weakens the power of the image and what it represents. Even small errors in the use of the logotype or other aspects of our visual identity can weaken the credibility and strength of our brand.



### The Primary Logo: What to Avoid



## Logo Variations

Grayscale 40/100k



Black 100k



White





## Partner Logo Lockups

Combining the Credit Union Auto Marketplace logo with a partner logo should be done with use of a divider line (.5 pt line set at 30%). Logos should be optically centered, as well as optically the same visual size.



## Brand Typography

Credit Union Auto Marketplace utilizes two typeface families for the core communications of the brand. The following examples outline the primary typefaces, their uses and where they can be acquired. The entire family of Proxima Nova including condensed, extra condensed and wide families can be used as needed throughout.

### HEADLINE / CALLOUT / SUBHEAD TEXT

**THE QUICK BROWN FOX**

**Proxima Nova - Bold**

<https://fonts.adobe.com/fonts>

**THE QUICK BROWN FOX**

**Proxima Nova - Extra Condensed Bold**

<https://fonts.adobe.com/fonts>

### BODY COPY (Light may need to be substituted for Regular or Medium as needed, use best judgement)

**THE QUICK BROWN FOX**

**Proxima Nova - Light**

<https://fonts.adobe.com/fonts>

**THE QUICK BROWN FOX**

**Proxima Nova - Extra Condensed Bold**

<https://fonts.adobe.com/fonts>

### CALLOUT / SUBHEAD TEXT

*The quick brown fox*

**Thirsty Script - Regular**

<https://fonts.adobe.com/fonts>