



NET Credit Union Style Guide

October 2019

NET Credit Union Logo:

NET Credit Union's logo was designed with growth in mind. Our color choices and gradients are a blend of where we are and where we are going. Our credit union is constantly evolving.

Whenever possible, use the full colored logo on a white background.



RGB
88, 57, 55



RGB
213, 86, 43



RGB
235, 123, 49



RGB
243, 187, 54

CMYK
49, 70, 65, 48

CMYK
11, 80, 96, 2

CMYK
4, 63, 92, 0

CMYK
4, 27, 90, 0

HEX
#583937

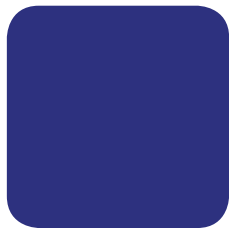
HEX
#d5562b

HEX
#eb7b31

HEX
#f3bb36



The orange gradient should only be used on the "N" of the NET Credit Union logo. This gradient is linear with an angle of -90°. The same gradient applies to the orange block component, but the angle of the gradient is changed to 104.9° as you can see in this example.



RGB
46, 49, 126



RGB
81, 138, 192



RGB
27, 21, 74

CMYK
100, 98, 16, 4

CMYK
70, 38, 5, 0

CMYK
100, 100, 33, 43

HEX
#2e317e

HEX
#518ac0

HEX
#1b154a



The blue gradient should only be used for "NET" and "CREDIT UNION." The gradient is linear with an angle of -90°.

NET Credit Union Colors:

These are the official NET Credit Union Pantone Colors. They are easy and convenient color choices to use when designing ads for print/web. NET Grey is the official color used on our website to distinguish between sections. This grey can also be used in print/web advertisements as a background color.

NET Dark Blue



RGB

0, 45, 114

CMYK

100, 91, 27, 16

HEX

#002d72

NET Light Blue



RGB

0, 115, 230

CMYK

81, 55, 0, 0

HEX

#0073e6

NET Orange



RGB

232, 119, 34

CMYK

5, 65, 100, 0

HEX

#e87722

NET Web Gray



RGB

247, 245, 244

CMYK

2, 2, 2, 0









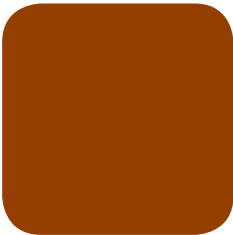



HEX

#f6f6f6

NET Tints and Shades

Tints and shades can be used in instances that require a more subtle color variation or need some differentiation from the NET color palette. These can be used to create hierarchy, separate colors, construct overlays and extend core colors.

These colors should never be used independently from full strength NET colors. They should only be used in support of primary and secondary colors as a way to extend that color for specific applications.

	RGB 0, 45, 114 CMYK 100, 91, 27, 16 HEX #001331		RGB 0, 115, 230 CMYK 81, 55, 0, 0 HEX #002c72		RGB 232, 119, 34 CMYK 5, 65, 100, 0 HEX #00378f		RGB 247, 245, 244 CMYK 2, 2, 2, 0 HEX #0147b6
	RGB 0, 45, 114 CMYK 100, 91, 27, 16 HEX #004282		RGB 0, 115, 230 CMYK 81, 55, 0, 0 HEX #0054a5		RGB 232, 119, 34 CMYK 5, 65, 100, 0 HEX #0b87ff		RGB 247, 245, 244 CMYK 2, 2, 2, 0 HEX #2c96fc
	RGB 0, 45, 114 CMYK 100, 91, 27, 16 HEX #001331		RGB 0, 115, 230 CMYK 81, 55, 0, 0 HEX #002c72		RGB 232, 119, 34 CMYK 5, 65, 100, 0 HEX #00378f		RGB 247, 245, 244 CMYK 2, 2, 2, 0 HEX #0147b6

NET Logo Color Variations

The black and white or greyscale version of the logo should only appear over white or lighter colored backgrounds, never darker. Never use the greyscale logo on a photograph.



In rare circumstances, the logo may be used in one or two colors for promotional materials, ads, or events. Use discretion when changing the color of the logo. Any variation is subject to approval by Marketing.



NET Logo Size:

This is the logo sized at the smallest it should appear. This is 144px by 96px, or 1.5 inches by 0.5 inches. The logo appears at this size on our official company pens. Sizing the logo any smaller will need to be approved by Marketing.



NET Logo Clear Space:

The logo always needs a minimum amount of surrounding clear space to maintain its integrity. This will isolate it from competing elements that may detract from the logo.

The spacing around the logo should always be 2x width of the words "CREDIT UNION" as shown.



NET Credit Union Logo Sphere:

Sometimes the logo may be dissected and the sphere only will be used as an icon to represent the brand. The use of this icon is limited to social media profiles, smaller dimensional ads, and occasionally emails. It should not be used when there is plenty of spacial opportunity for the full logo.



NET Logo Improper Usage:



Do not use the old federal logo



Do not distort or warp the logo in any way



Do not change the color



Do not change the typeface



Do not outline

Other Unacceptable Uses:

Do not alter the gradient

Do not rotate

Do not use any type of effect or skew

Do not add other words underneath

NET Logo with Tagline:

The “Bank on NET” tag line represents the idea that our members don’t need to put their trust into a big bank. You can “bank on” NET Credit Union to keep our members financially healthy.

Whenever possible, this tagline should be left in black. If necessary, it can be changed to NET Blue. It can stand alone on a billboard, banner, or other large promotional materials.

The tagline can be placed underneath the NET logo but not always. This application can only be used on materials meant for branding. Such as a print advertisement showcasing the credit union, or a promotional drawstring bag with no other artwork. Because both elements are strongly stylized, the combination of the two should be limited.

“Bank on NET” may also be used inside the sphere for branding materials as well. In cases where there is little space for the whole logo or tagline, the sphere icon may be used.

Bank on **NET**

Bank on **NET**



NET Logo and Social Media:

Social media icons for NET have been branded using the sphere shape in our logo. These icons are commonly used in emails, promotional materials, the bottom of our website, and sometimes print advertisements. These icons are pre-made and should never be altered.



Icons in greyscale are only used in cases where an advertisement was requested in black and white.

Using Social Media Hashtags:

#netcares

This tag is used whenever posting or sharing anything related to our philanthropy efforts.

#adulthoodwithNET

This tag is used whenever posting or sharing anything promoting young adults and money management.

Using the Logo for Social Media Profile Photos:

Profile photos should always remain as the classic "N" unless approved by Marketing. Throughout the year, it may be changed to reflect the weather season or holiday.



NET Stock Photography:

When finding stock photography to use in advertisements, it's encouraged to choose images without people whenever possible. Keep it simple with photos that provide space for text and/or an object that provides context to the advertisement.

If a stock photo is needed with people, it's important to be mindful of discrimination. Choose images that showcase a variety of ethnicities whenever possible.



NET Logo and Photos:

When applying the logo to a photo, especially one with a darker background, the logo color must change to white. This insures that it is clearly visible. Other color changes to the logo are not permitted on photos. Additionally, the placement area should be in clean and uncluttered.

If applying the logo to a light colored background image, the logo may stay it's original color.

**If you're old
enough to take
care of yourself,
you can take
care of your
credit score.**



NET Typography:

Typography plays an important role in the consistency of our advertising and ultimately our brand.

Adelle Sans is the primary font for marketing materials and advertising. It is available for use in Adobe software programs via Adobe's Creative Cloud.

Headlines are generally set in Bold or Extrabold. Heavy should be used only in certain circumstances.

In applications where Adelle Sans is not available, the Myriad Pro font family may be used.

Adelle Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Extrabold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Adelle Sans Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

NET Typography (cont.):

Myriad Pro was the original NET font and now comes secondary. It may still be used for marketing materials and brand collateral but should no longer be used in print, web, or any advertising materials without approval from Marketing.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Semibold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Light SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Semibold SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Semibold SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

Myriad Pro Black SemiCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?'&

NET Typography (cont.):

Avenir Next Bold or Heavy and Montserrat Extra Bold or Black are used for headlines only in advertisements. Because these fonts are sans serif and bold, they are not appropriate for body copy.



Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

Avenir Next Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

Montserrat Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&



NET Logo and Compliance

In accordance with federal regulations, NET Credit Union must apply these Compliance logos to our advertisements where applicable.

Equal Housing Lender

This logo must be used on all mortgage loan advertisements.



Equal Housing Opportunity

This logo must be used on all mortgage loan advertisements.

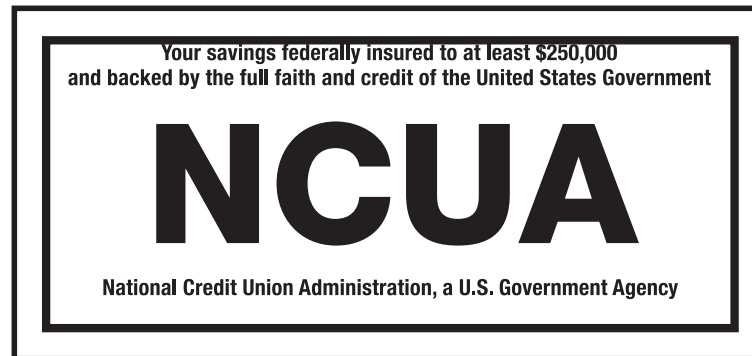
Equal Opportunity Lender

This logo must be used on all lending advertisements.



NCUA

This logo must be used on all products and services advertised. In cases where the logo cannot be used, the words, "The National Credit Union Administration" may be substituted.



NET Disclosures

All materials that advertise a quoted rate must be accompanied by a disclosure. The disclosure will be supplied by the Compliance and/or Marketing Department.



Rest easy. Your money is growing.

Certificate Special

15 Months	23 Months
1.10% APY*	1.20% APY*

** Annual Percentage Rate. Fixed rate as low as 8.99% APR for 18 months. Per \$ 1,000 borrowed at 8.99% for 18 months is \$59.64 per month. Offer good from 8/1/19 through applications received by 9/30/19. Rate based on creditworthiness. Other terms and rates are available. Loans Available from \$500 to \$2,000 for a maximum term of 18 months. Minimum payment of \$50 per month. Additional .25% discount available with automatic loan payment. Equal Opportunity Lender. Must meet membership eligibility requirements.



FREE YOUR SUMMER AUTO LOANS

Rates as low as
3.74% APR*

NEW | USED | REFI

APPLY NOW 



Yes, you CAN do this!

FIXED HOME EQUITY LOANS

Rates as low as
3.54% APR*

NO APPLICATION FEE
NO APPRAISAL FEE
LOW FIXED RATE
FIXED MONTHLY PAYMENTS

APPLY NOW 

*Annual percentage rate. Rates as low as 3.74% APR for 2 years. Fixed rates as low as 3.74% APR reflect a .25% discount with automatic loan payment. Offer good from 7/1/19 through applications received by 7/31/19. Rate based on creditworthiness and age and value of the vehicle. 3.99% APR is for 2 years without automatic loan payment. Per \$1,000 borrowed at 3.99%; 24 months is \$43.44 per month. Refi does not include current NET loans. Other terms and rates are available. Inquire at NET Credit Union for complete terms and conditions. Subject to membership eligibility. Equal opportunity lender. Terms of program subject to change. Limited time only. Federally insured.

*Annual percentage rate. Fixed rate based on creditworthiness. Loans from \$5,000 to \$250,000; 36 months starting at 3.54%. 3.54% APR reflects a .25% discount with automatic loan payment. 3.79% APR is for 3 years without automatic payment. 3.79% APR for 36 months is \$29.44 per month. Other maturities with corresponding rates. Loan to Value Ratio must not exceed 90%. Appraisal required. All closing costs waived. Offer good for applications received by 7/31/19. Federally insured and equal housing lender.