



Brand Identity Standards



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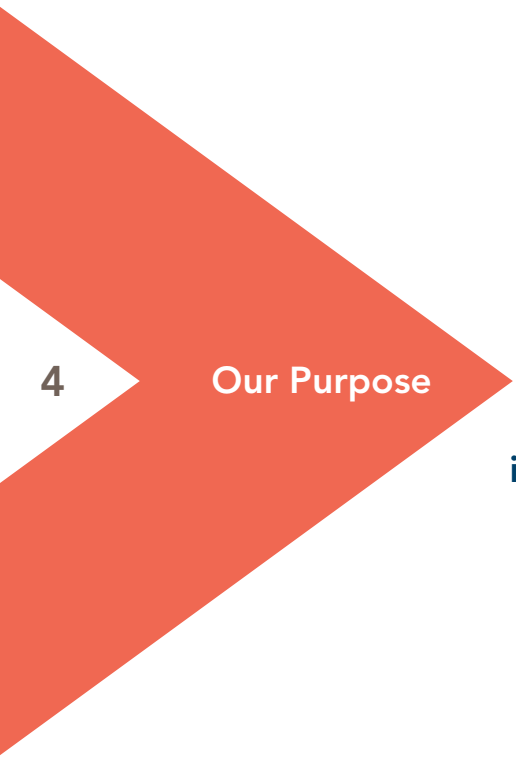
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To request a Kindred logo, for approvals of use, or for additional information contact Linda Miller, Manager, Marketing at linda.miller@kindredcu.com or by calling 519.746.1010, Ext. 5424.

We believe values and faith are central to life, and financial decisions are not values neutral.

We strive to provide staff an environment where their work has purpose and provide members with opportunities to bring meaning to their money. This is our commitment to each other and to our members.

Brand Commitment



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Our Purpose

Cooperative banking
that connects values and faith with finances,
inspiring peaceful, just, and prosperous communities.

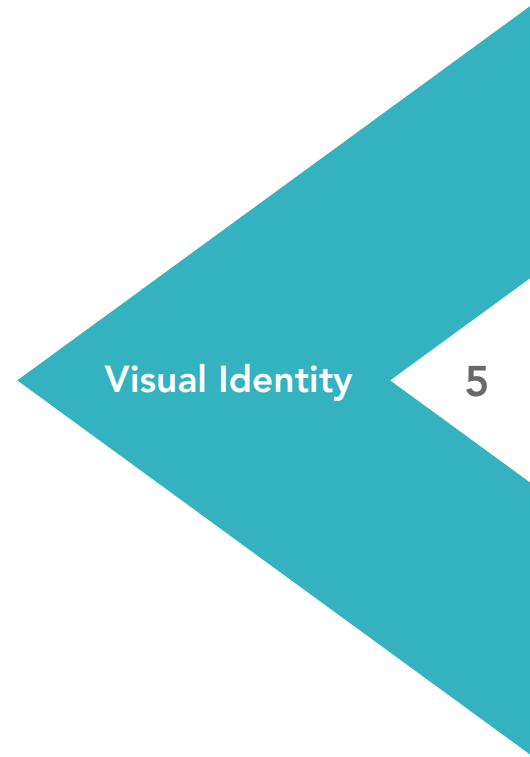
» Standard Logo

The Kindred logo is a unique piece of artwork made up of an icon and wordmark. The orientation, size, and colours as well as the proportional arrangement of the logo elements have been intentionally and specifically determined. The logo should never be typeset, recreated, or altered.



» Logo with Tagline

Where space and aspect ratio allow, the preference is that the Kindred Logo with Tagline is used.



Visual Identity

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» Minimum Height

The minimum height of the standard logo in order to maintain legibility is 1/8" in height. If the logo with tagline is being used, minimum height for the logo increases to 1/4" to allow for legibility of the tagline.

1/8" [ KINDRED
Credit Union

1/4" [ KINDRED
Credit Union
BANKING WITH PURPOSE

Isolation Zone

In order to provide the logo with appropriate breathing room, white space equal to the height of an icon triangle must be maintained on all sides of the logo. This applies to both the standard logo and the standard logo with tagline.



» Logo Variations

In order to build recognition of the brand and its corporate colours, use the positive version of the logo whenever possible. White is the most effective background on which to use the logo because it provides a clean, crisp contrast to the logo's colour and maximizes readability.

In situations where the logo cannot be placed on a white background, alternate versions are available.

All third party usage of our logo, wordmark, icon, colours, and tagline must be approved prior to use by the Kindred Marketing Department.

A. Positive Logo

 **KINDRED**
Credit Union
BANKING WITH PURPOSE



B. Grayscale

 **KINDRED**
Credit Union
BANKING WITH PURPOSE



C. Black and White

 **KINDRED**
Credit Union
BANKING WITH PURPOSE



» Logo Misuse

Do not enclose the logo in a border.

Do not reverse the logo out of a background with insufficient contrast.

Do not re-typeset the word mark or use a different font.

Do not change colours in the logo.

Do not stretch the logo.

Do not use the logo on a distracting background.

Do not change the relationship of the tagline to the logo.

► Colour Palette

The Kindred brand is made up of four pops of colour balanced on a neutral palette. Colour breakdowns for web use and printing are provided below.

 <p>Persimmon</p> <p>FOR WEB USE (HEX, RGB) #f26647, 242/102/71</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 0/75/76/0 / 0/75/98/0</p> <p>PANTONE (COATED/UNCOATED) PMS 7416C / 1665U</p>	 <p>Slate</p> <p>FOR WEB USE (HEX, RGB) #3b3a3e, 59/58/62</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 60/54/48/60 / 54/42/57/60</p> <p>PANTONE (COATED/UNCOATED) PMS Black 7 / Black U</p>
 <p>Turquoise</p> <p>FOR WEB USE (HEX, RGB) #31b3c2, 49/179/194</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 66/0/19/9 / 57/0/16/0</p> <p>PANTONE (COATED/UNCOATED) PMS 7709C / 7709U</p>	 <p>Driftwood</p> <p>FOR WEB USE (HEX, RGB) #d3ccbc, 211/204/188</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 17/15/25/0 / 4/4/11/7</p> <p>PANTONE (COATED/UNCOATED) PMS 7534C / 7534U</p>
 <p>Navy</p> <p>FOR WEB USE (HEX, RGB) #00416b, 0/65/107</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 100/35/0/60 / 100/35/0/49</p> <p>PANTONE (COATED/UNCOATED) PMS 302C / 2955U</p>	 <p>White</p> <p>FOR WEB USE (HEX, RGB) #ffffff, 255/255/255</p> <p>FOR PRINTING USE (CMYK) 0/0/0/0</p>
 <p>Putty</p> <p>FOR WEB USE (HEX, RGB) #6b696e, 107/105/110</p> <p>FOR PRINTING USE (CMYK COATED/UNCOATED) 60/54/48/15 / 50/39/53/0</p> <p>PANTONE (COATED/UNCOATED) PMS Warm Gray 11 / 7531U</p>	

► Avenir Ltd Std Family

The Avenir font family is simple, clean, easily read, and conveys the personality attributes of the Kindred brand. The heavier weight fonts can be used for headlines or emphasis; the lighter and regular weights for body text.

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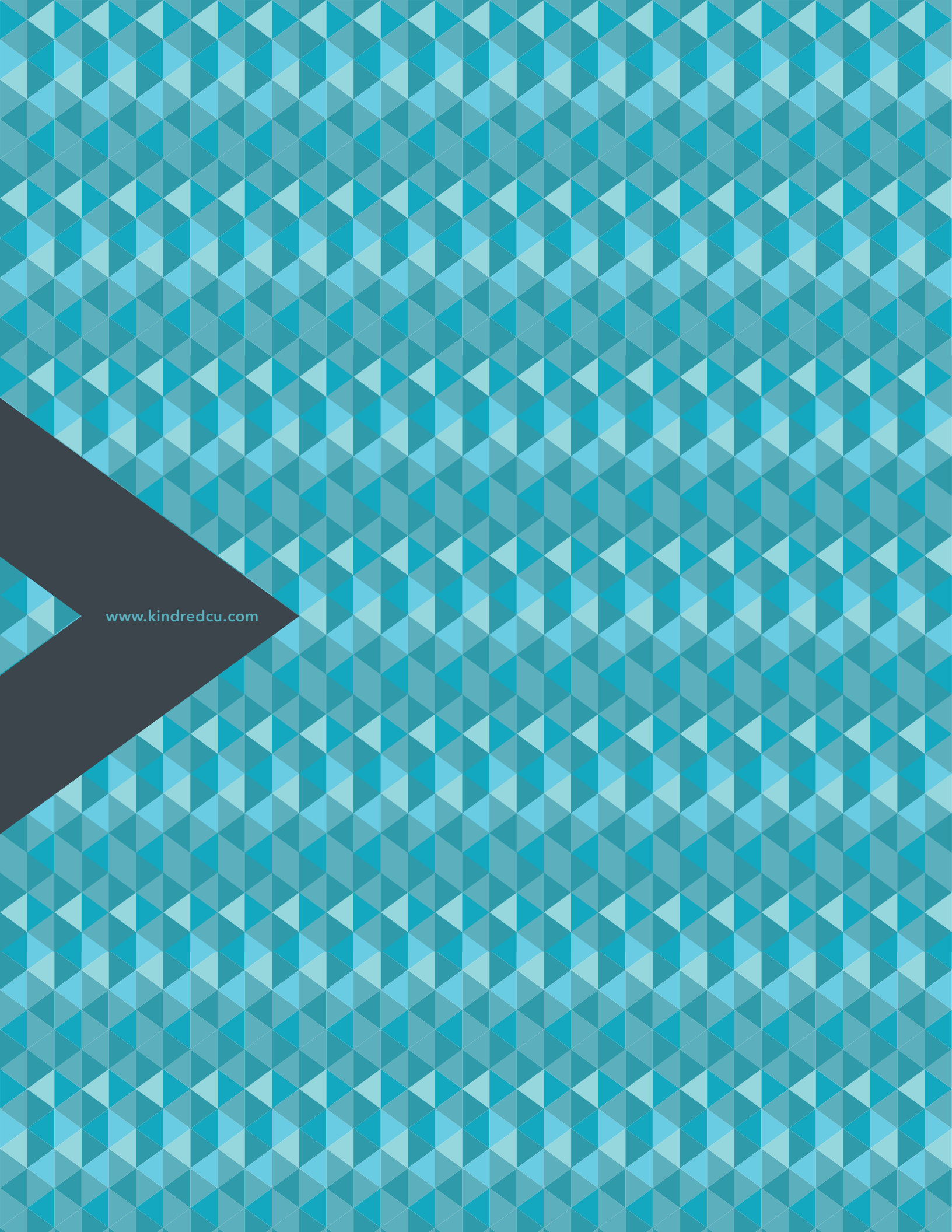
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