

Credit Union Logo Requirements

Consumer Insurance Solutions

Please use these guidelines to provide your credit union logo.

Following these standards ensures we can 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.

Please submit a color logo; if your credit union does not have a color logo, we will accept black & white. We can accept one logo per credit union. Your logo will be used on all Consumer Insurance media including print and digital applications.

Logo Specifications

To ensure the highest print quality and brand fidelity, logos should be provided in the following configurations:

- Preferred Format: CMYK EPS.
- Vector Image Required: All logos should be vector-based and converted to outlines (or send licensed fonts).
- Raster Images: We are unable to use photocopies, faxes, or low-resolution logos from websites, the quality is insufficient for print.
- **If you submit a Black & White Logo:** Should be provided as a CMYK vector file using only the Black (K) channel at 100%.



Logo Size

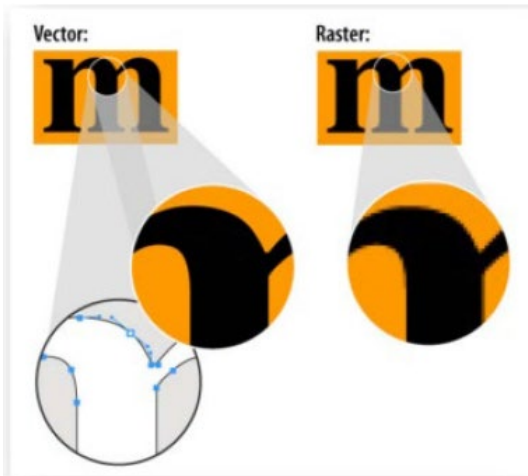
No larger than **1" high x 4" wide** - please note, all collateral does not allow this much space for the logo. We will re-size proportionally as needed.

Orientation

Horizontal logos without tagline or credit union address are preferred.

FAQs

- How do I know if my image is vector? You can tell by zooming in on your image. If you see smooth lines rather than pixels, your logo is in vector format.



- **What does “convert to outlines” mean?** This means you are locking the text so it is no longer technically a font but instead graphics made up of vector shapes. This ensures your desired look is preserved regardless of the fonts installed on other systems.
- **What if I only have a raster image?** Raster images cannot be converted to vector images by changing the file extension to .eps. You should ask your marketing or creative department for a vector version.

Logo Submission

Please email your logo file to: consumerinsurance@trustage.com.