



PRINCE GEORGE'S  
COMMUNITY FEDERAL  
CREDIT UNION

# BRAND GUIDELINES



# Welcome

## Introduction

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This Brand Style Guide serves as your comprehensive guide to maintaining visual consistency through our internal and external communications. Inside, you'll find detailed guidelines on essential elements such as logos, typography, color palettes, and other critical components of our visual identity.

By following these standards, we ensure that every communication, whether digital or print, reflects the cohesive and professional image of Prince George's Community Federal Credit Union. Our goal is to create a recognizable, trusted presence across all platforms and interactions.

This refresh is not just about updating our look—it's about reinforcing our commitment to our members and community. Every design choice aligns with our mission, values, and vision for the future. By adhering to these guidelines, you're helping us deliver a consistent and impactful message that builds trust and connection with our audience.

# Welcome

## About PGCFCU

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### Our Mission

Providing exceptional service with integrity.

### Our Vision

Help our community achieve financial success.

### Our Values

If there's one acronym to remember here, it's **ECO**:

***Engage. Connect. Over-deliver.***

To put it simply: our success depends on our ability to differentiate ourselves from the competition. And we do that through ECO - a standard of excellence by which we treat our Members, prospects, and community.

ECO underlies everything we do and are trying to accomplish as a Credit Union.

We live by it in our day-to-day actions, and we hope you will, too!

### Our Taglines

**Growing Together**  
**Heart of the Community**  
**Partnering for Financial Success**

# Logo

One key update is the wording in our logo, which has been refined to place greater emphasis on Prince George's County. This change reflects our deep roots in the community and our commitment to serving its residents with excellence. By highlighting the county in our logo, we reinforce our dedication to being a trusted financial partner for everyone who calls Prince George's County home.

# Wordmark

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**PRINCE GEORGE'S**  
**COMMUNITY FEDERAL**  
**CREDIT UNION**

# Logo

Our logo's versatility is a cornerstone of our refreshed brand identity, ensuring it remains impactful and recognizable across various materials and applications. Each version of the logo—featuring our signature purple and green, all purple, all green, black, and white—has been carefully adapted to maintain brand integrity while offering flexibility for diverse uses.

By selecting the appropriate version of the logo for each application, we maintain a cohesive and professional brand presence, ensuring our message resonates effectively across all platforms and materials.

## Main

### PRIMARY



### PURPLE



### GREEN



### BLACK



### WHITE



# Logo

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## Squared

### PRIMARY



### PURPLE



### GREEN



### BLACK



### WHITE



# Logo

The tree symbolizes growth, stability, and our commitment to helping our members thrive financially. Its roots and branches reflect our deep ties to the community and the shared prosperity we strive to foster.

The arch, an integral part of the design, represents unity, support, and the strength of the Prince George's County community. It serves as a bridge, connecting us to our members and highlighting our role as a trusted financial partner for everyone who calls Prince George's County home.

A distinctive feature of the tree is the heart-shaped leaf, which symbolizes care, compassion, and our member-first approach. This detail reflects our unwavering commitment to nurturing financial wellness and building meaningful, supportive relationships with our members.

## Monogram

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### PRIMARY



### SECONDARY



### SPECIAL USES



# Colors

Our refreshed brand identity is built around a strategic use of color to convey our values and connect with our community.

**Purple** symbolizes trust, professionalism, and our dedication to serving members, while **Green** represents growth, renewal, and financial empowerment. These colors are prominently featured in our primary logo, marketing materials, and overall branding to create a strong and recognizable identity.

The **Orange** and **Grey** are accent colors, used strategically to complement the primary palette. Orange adds energy and vibrancy, making it ideal for highlighting important details, promotions, or calls to action. Grey provides balance and sophistication, serving as a neutral tone that enhances readability and adds a polished touch to designs.

## Palette

### STANDARD



01.  
**Purple**

CMYK 73 / 78 / 27 / 11  
RGB 92 / 74 / 120  
HEX 5c4a78



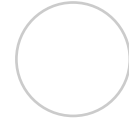
02.  
**Green**

CMYK 76 / 0 / 75 / 0  
RGB 40 / 180 / 115  
HEX 28b473



03.  
**Black**

CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
HEX 28b473



04.  
**White**

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX ffffff

### ACCENTS



03.  
**Orange**

CMYK 0 / 53 / 75 / 0  
RGB 247 / 144 / 81  
HEX f79051



04.  
**Grey**

CMYK 20 / 15 / 16 / 0  
RGB 203 / 203 / 203  
HEX cbcacb



# Main Typography

Frutiger is the chosen font for our logo, branding, collateral, and digital content. Its sleek and versatile design ensures a polished and cohesive look across all platforms, embodying the professionalism and trust that define our credit union.

## Frutiger

Used in Branding, Collateral, and Digital Content

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### Regular

### Bold

### *Italic*

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

1	2	3	4	5	6	7	8
9	10						

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# Collateral Typography

As part of our refreshed brand identity, Arial has been designated as the global font for our emails and internal newsletters. Its clean and modern design ensures readability and consistency, reinforcing a professional and approachable tone in all communications. This choice reflects our commitment to clear and effective member and staff engagement.

## Arial

Global Font used in emails, internal newsletters, and communications

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“The quick brown fox jumps over the lazy dog.”

0123456789 ?!+(.,)@\$()~!



PRINCE GEORGE'S  
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**THANK  
YOU!**

