

CUDIC Fund Protection Logo

User Guide

Version 2.0

cudic Credit Union
Deposit Insurance
Corporation of BC

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1.1 Using This Guide

The purpose of this user guide is to ensure that all credit unions market and advertise the Credit Union Deposit Insurance Corporation of British Columbia (“CUDIC”) deposit insurance using the branding elements appropriately, to ensure consistency and recognizability of the CUDIC brand.

For marketing professionals and those overseeing the advertising and marketing initiatives at your credit union, this brand guide along with the guidance, principles and messaging in the Deposit Insurance Advertising Guideline should be an integral component of your marketing strategy.

1.2 The CUDIC Fund Protection Logo

The CUDIC fund protection logo* should be used when advertising deposit insurance coverage on all external facing communication channels such as printed and digital materials, including websites and social media as required.

You can download the CUDIC fund protection logo from the BCFSAs website: [CUDIC Fund Protection Logo](#)

We have prepared various versions of the CUDIC logo for different situations where necessary.

1. Full Colour

The full colour logo can be used on any colours/ backgrounds as long as it is contrasting enough.

2. Secondary Logo (Acronym)

CUDIC's acronym should be limited to uses where the full name is not required, or horizontal space is limited.

3. Single Colour

The single colour variants should be used when the full colour CUDIC logo does not contrast clearly enough with the background.



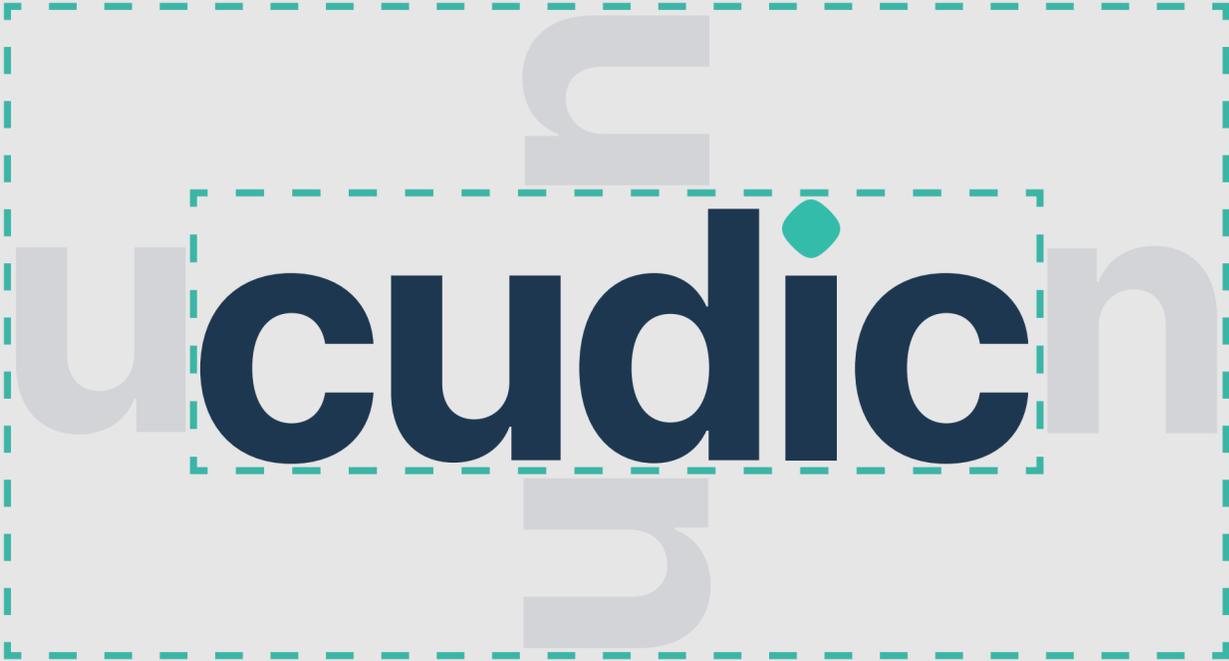
*CUDIC Fund Protection Logo refers to the Fund Protection Symbol as per FIA s.274.



1.3 Best Practices

Exclusion Zone

Also known as the clear space, this is the padding around the logo into which no type or other element should encroach. This allows the logo to have enough space around it to maximize readability. It is established as a proportion of the logo using an element of the logo itself.



1.3 Best Practices

Minimum Size

Minimum size of the logo ensures accurate representation in all print and display formats. For instances smaller than stated here, our acronym logo is preferred, although this still shouldn't be any smaller than the size stated here.



1.3 Best Practices

Look for empty areas

When placing the logo on an image consider the subject's placement. Move elements to the side to create space for the logo, evaluate whether the logo is really necessary or at what scale the logo needs to be displayed. Sometimes less is more and bigger isn't always better.



1.3 Best Practices

No Squishing

Never stretch or squish the logo.
Use only with original proportions.

Don't Change it

Do not recolour, stylize or add a stroke to any element of the logo. Use only the supplied files.

Consider Background Colour

Do not use any strong colours behind the full colour logo. Don't place the single colour versions on backgrounds that make them look washed out.



2.1 Social Media Ads

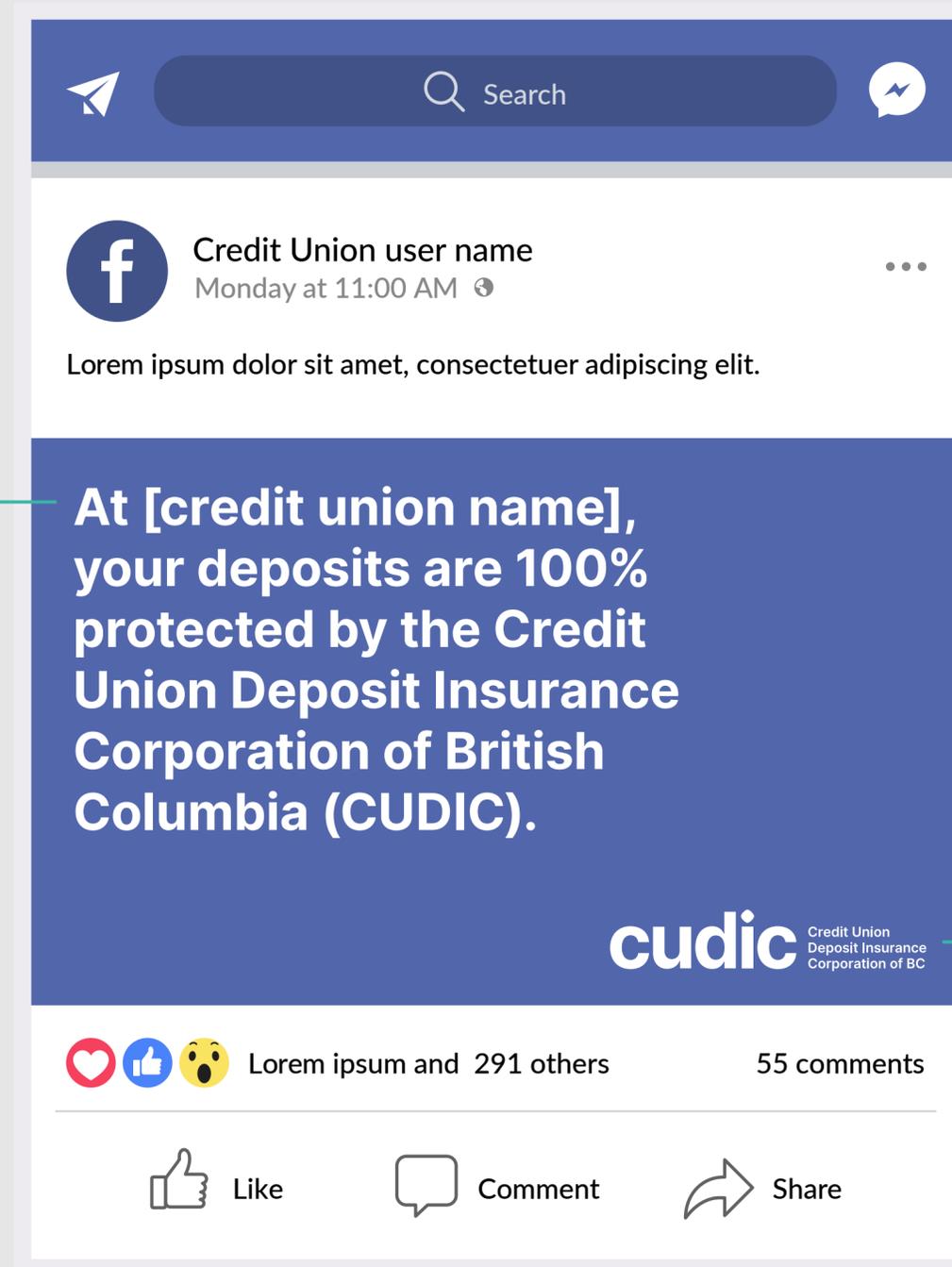
Social media posts about deposit insurance should include the logo and approved copy.

CUDIC has created approved copy which is available to view in the Deposit Insurance Advertising Guideline [here](#).

Approved copy and the logo should always be present on anything advertising CUDIC deposit insurance.

For Guidance on how to use the CUDIC logo, please see section 1 of this document.

Choose from list of approved copy [here](#)

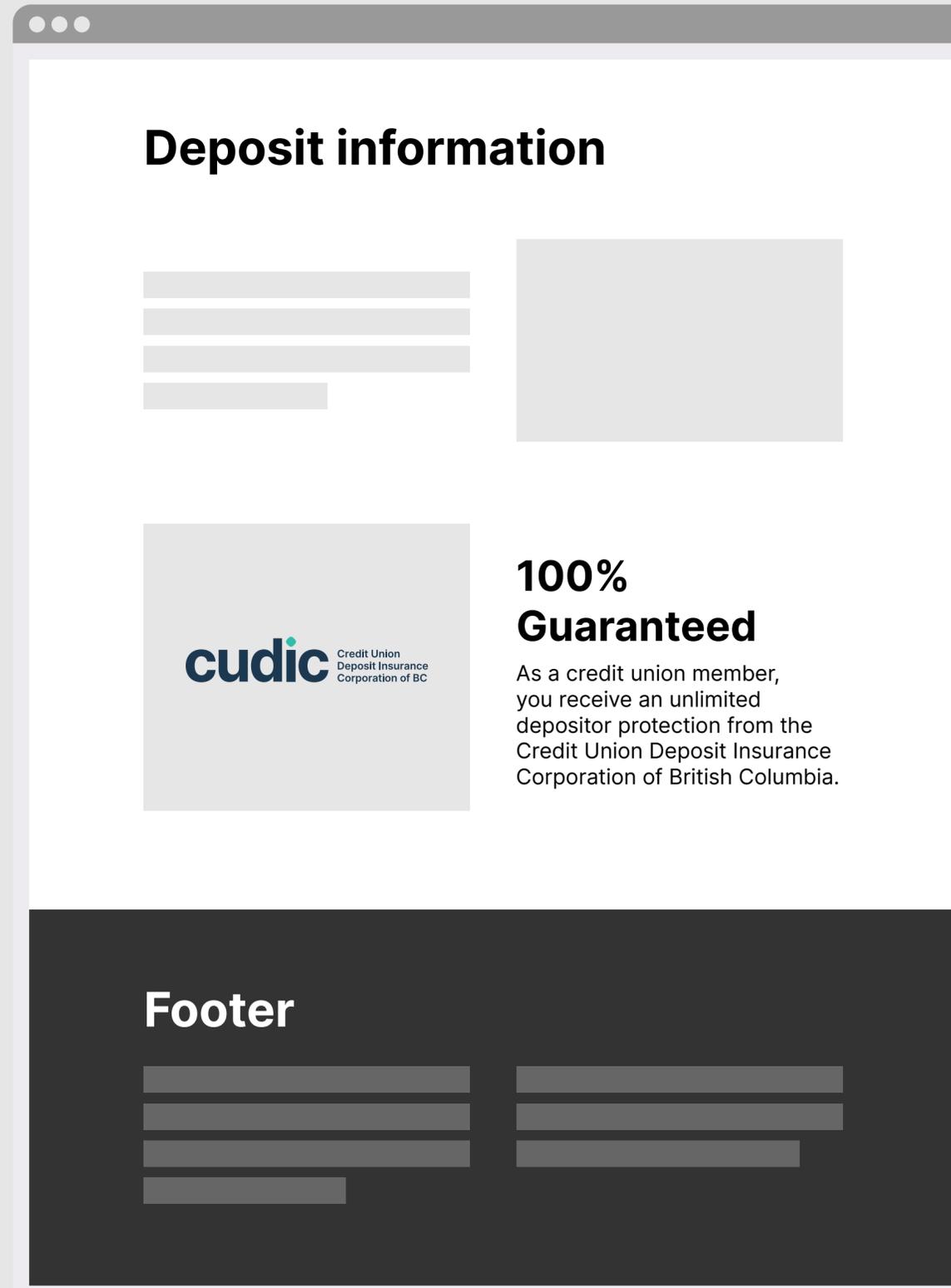


Placement Suggestion

2.2 Website

The CUDIC logo should be included on your website.

The logo should only be displayed on web pages that advertise deposit products insured by CUDIC.



2.3 Printed materials

Posters and Billboards about deposit insurance should include the logo and approved copy.

CUDIC has created approved copy which is available to view in the Deposit Insurance Advertising Guideline [here](#).

Approved copy and either logo should always be present on anything advertising CUDIC.

For Guidance on how to use the CUDIC logo, please see section 1 of this document.

At [credit union name],
your deposits are 100%
protected by the Credit
Union Deposit Insurance
Corporation of British
Columbia (CUDIC).

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