Servus Credit Union Brand Guidelines: Logo

1. Overview

The Servus Credit Union logo includes two graphic elements: the Servus Circle and the Servus Credit Union wordmark.

The Servus Circle represents our identity as a credit union – flexible, adaptable and always in motion. Colours of the earth represent building a better world for our members. The wordmark font communicates our friendly nature.

2. Logo variations

The colour variations give you plenty of flexibility to work with the logo in just about every application. Each of these variations is available in vector and raster file formats.

3. Logo usage

To have the greatest visual impact, the logo must always be framed within a zone of minimum protected clear space and be no smaller than the minimum size described below.

Clear space

The clear space is equal to or greater than the height of the "Servus" portion of the logo. No other graphic element (i.e., photography, typography, illustration, etc.) should appear in this space.

Minimum size

To ensure legibility, the logo should never be reproduced smaller than 1.25 inches wide for print media or 90 pixels wide for non-print (digital) media. Smaller sizes required for promotional items should be reviewed by the Servus Credit Union brand team.

4. Improper logo usage

Our logo needs to be consistent and legible wherever it appears. Here are a few things to always avoid.

5. Colour palette

Primary brand colours

The Servus Blue and Green are applied to copy, used within illustrations and graphic elements and used to fill backgrounds. Blue or green copy should never be placed over green or blue backgrounds.

Secondary brand colours

Titanium is used to fill backgrounds and side bars. Graphite is only applied to body copy. 100% black can be used when legibility is a concern. (Within certain digital applications, additional tones of grey are used . This requires approval from the brand team.)

Servus Circle | Servus Credit Union wordmark

Colour version
The primary version of the logo should be used whenever possible.

Greyscale
This logo should only appear on white in black and white print applications.

Reverse in colour
This logo should only be reversed out of Servus Blue background.

Reverse
This logo should only be reversed out of a mid-tone or dark-coloured background or black and white applications.

1.25 inches/90 pixels

DO NOT change the colour designations assigned to each component of the logo.

DO NOT print the logo on a dark or complex background.

DO NOT move the elements within the logo or remove elements from the logo.

DO NOT alter the elements in any way by making one larger or smaller.

DO NOT distort the logo vertically or horizontally.

DO NOT typeset or alter the font of the logo.

Servus Green
Pantone 368
C60 M0 Y100 K0
R114 G191 B68
#72BF44

Servus Blue
Pantone 2935
C100 M50 Y0 K0
R0 G114 B188
#0072BC
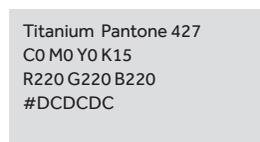
Titanium Pantone 427
C0 M0 Y0 K15
R220 G220 B220
#DCDCDC
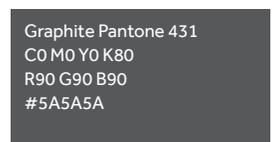
Graphite Pantone 431
C0 M0 Y0 K80
R90 G90 B90
#5A5A5A