

# Century Federal Credit Union

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**Branding** & Design Standards

# Century Federal Credit Union Logo

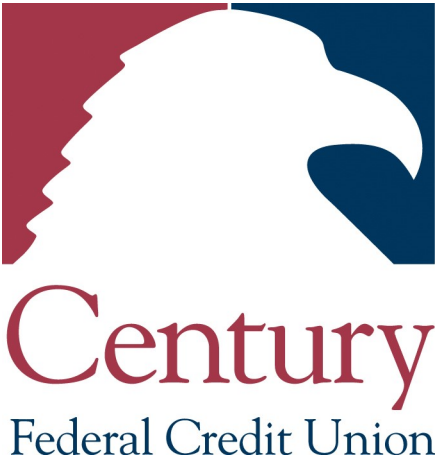
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Our CFCU logo consists of uniquely configured components, a two-tone graphical eagle head block and the Century Federal Credit Union wordmark.

*Horizontal Usage*



*Square Usage*



*Vertical Usage*



## Century Federal Credit Union Logo Colors

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### Four Color Process / CMYK Color Model:

The **CMYK color model (process color, four color)** is a subtractive color model, used in color printing, and is also used to describe the printing process itself.

**CMYK** refers to the four inks used in some color printing: Cyan, Magenta, Yellow, and Key (Black).



Though it varies by print house, press operator, press manufacturer, and press run, ink is typically applied in the order of the abbreviation.

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### Spot / PMS Colors:

A pure ink single color for printing. Can reduce the number of plates needed if using spot as opposed to CMYK. Also defines the true colors since it is one mixed ink it can NOT be 100 percent reproduced in CMYK. Pantone is the dominate spot color printing used in the United states.

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### RGB Colors:

A color system used in displaying color in an electronic environment such as websites and online content. Different devices can display RGB values differently.

### Four Color Process / CMYK Color Model:



*C = 100 M = 57  
Y = 10 K = 55*



*C = 10 M = 95  
Y = 50 K = 30*

### Spot:



*Pantone 540*



*Pantone 194*

### RGB:



*R = 0 G = 51 B = 91*



*R = 153 G = 33 B = 53*

Century Federal Credit Union Logo Colors

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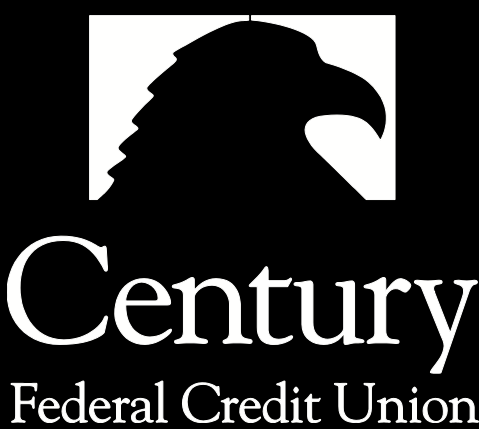
Horizontal Logo Usage:



Century Federal Credit Union Logo Colors

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Vertical Logo Usage:



Century Federal Credit Union Logo Colors

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Square Logo Usage:



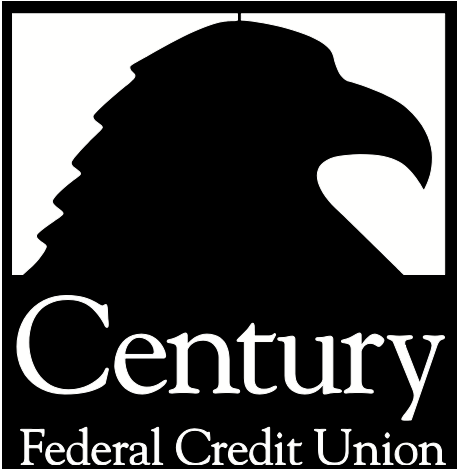
Century  
Federal Credit Union



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Century  
Federal Credit Union

# Century Federal Credit Union Logo Colors

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Eagle Head Only Logo Usage:



Century Federal Credit Union Logo Colors

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Text Only Logo Usage:

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Federal Credit Union



# Century Federal Credit Union Logo Colors

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Design Samples with Logo Usage:

