

CREDIT
UNION

BRAND BOOK

Credit Union Place

PLACE

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Introduction

ESTABLISHED IN 2007

Credit Union Place is a destination for sports, entertainment and recreation in Summerside, Prince Edward Island. The Credit Union Place takes pride in providing guests with a premium experience and excellence in customer service.

Credit Union Place is a leading venue for national and international sports and entertainment events. It's the home of excitement and community. Excitement, connection and innovation are the heart of everything that Credit Union Place undertakes, whether that's hosting an international rock band or a local hockey tournament.

Values

EXPERIENCE

The Credit Union provides a unique experience to patrons every time they enter the doors. From the energetic atmosphere to the modern facility, the team take pride in making each visit to the Credit Union Place a positive one.

COMMUNITY

Located in the heart of Summerside, PEI; the Credit Union Place is a proud gathering place for the Central and Western PEI. From sports, to gathering to entertainment, the Credit Union Place has something to offer for all ages.

CUSTOMER SERVICE

The Credit Union Place team are happy, helpful and informative. The team at the Credit Union Place aim to provide timely, up to date information to their patrons, maximizing their experience.



Customer Segments

FAMILIES 25-64

This customer group is comprised of individuals that take in sports, recreation and entertainment.

SENIORS

Based in Summerside and the surrounding areas, this customer group is comprised of individuals that are active in the community and utilize the Credit Union Place for social and physical well being.

VISITORS

This customer segment consists of visitors travelling from off-Island, predominantly New Brunswick who travel to the Credit Union Place for major concert and sporting events.

CUSTOMER AVATAR

ACTIVE

COMMUNITY
ORIENTED

DECISION MAKERS

SPORTS & EVENTS
ENTHUSIAST



Brand Themes

ENERGY

MODERN

SPORTS

ENTERTAINMENT

EXCITEMENT



Brand Themes 05



Brand Voice

PROFESSIONAL, POSITIVE & ENERGETIC

The voice for Credit Union Place is professional, positive and energetic. The brand words focus on excitement, community, wraparound experience, hosting and professionalism. The brand needs to speak to the level of warm service that each guest will experience when coming into the Credit Union Place and that each detail has been thoughtfully executed so that each sense has been considered.

The differentiator of Credit Union Place is that it has the warmth of a local community centre with a worldwide capacity to host championships and sold-out events. Credit Union Place is the centre for life and excitement.



Main Logo

FULL FORMAT

The Credit Union Place main logo in full format is intended for large areas of application.

The logo consists of the words "CREDIT UNION PLACE" in a large, bold, sans-serif font. "CREDIT UNION" is in dark blue, and "PLACE" is in a lighter blue. Below this, the words "SUMMERSIDE PRINCE EDWARD ISLAND" are written in a smaller, dark blue, all-caps sans-serif font.

CREDIT UNION PLACE
SUMMERSIDE PRINCE EDWARD ISLAND

Main Logo

STACKED

The Credit Union Place main logo in stacked format intended for small areas of application or in areas with little horizontal space.

CONTRAST

The original logo consists of two colours, reflex blue and bright blue (see page 13). Maintain high contrast when the logo is placed on a dark background by changing the logo colour to white or water (see page 13). This applies to all logo formats.



ORIGINAL

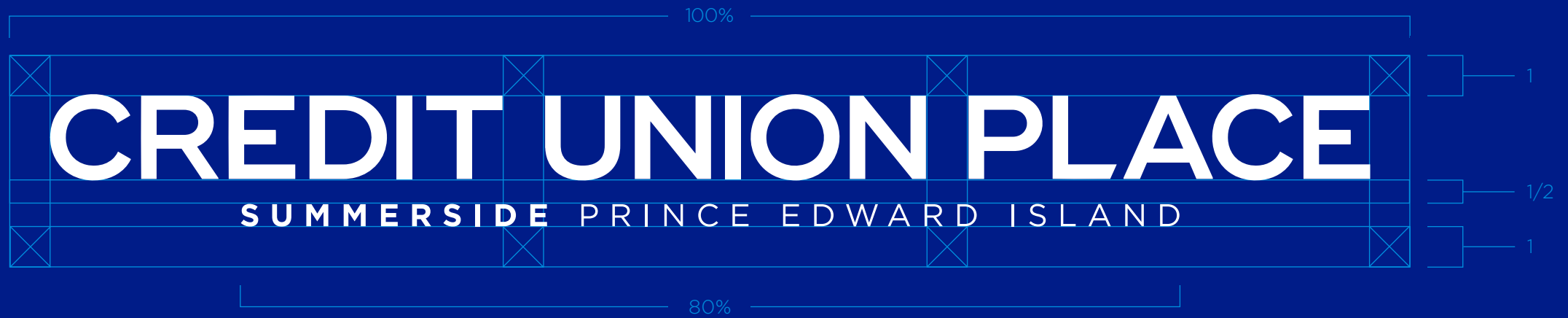


DARK BACKGROUND VARIANT

Main Logo

SPACING

Maintain a clear space around the logo of at least 30% of the logo's height. Logo width should be greater than 2 inches for full format and 1 inch for stacked format.



Secondary Logos

DOME LOGO

The Credit Union Place Dome logo represents a subset of Credit Union Place. It's application follows the same formatting and rules as the main logo.

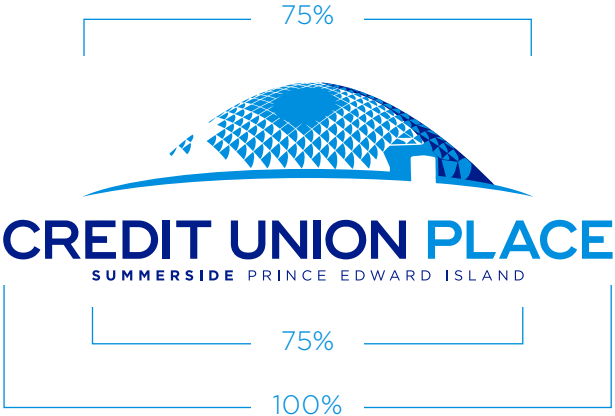


ARENA LOGO

The Credit Union Place Arena logo represents a subset of Credit Union Place. It's application follows the same formatting and rules as the main logo.



Dome Logo



FULL COLOUR & PROPORTIONS



DARK BACKGROUND &
ONE COLOUR



STACKED LOGO

Arena Logo



FULL COLOUR & PROPORTIONS



Colour

PALLET

The Credit Union Place brand color palette is to remain consistent throughout every aspect of business.

PRIMARY COLOUR REFLEX BLUE

#001A83

R 0 G 26 B 131

C 100 M 80 Y 0 K 49

SUPPORTING COLOUR WATER

#EDF3FC

R 237 G 243 B 252

C 6 M 4 Y 0 K 1

Colour 13

SECONDARY COLOUR BRIGHT BLUE

#528DD7

R 82 G 141 B 215

C 62 M 34 Y 0 K 16

SUPPORTING COLOUR NAVY

#091E46

R 9 G 30 B 70

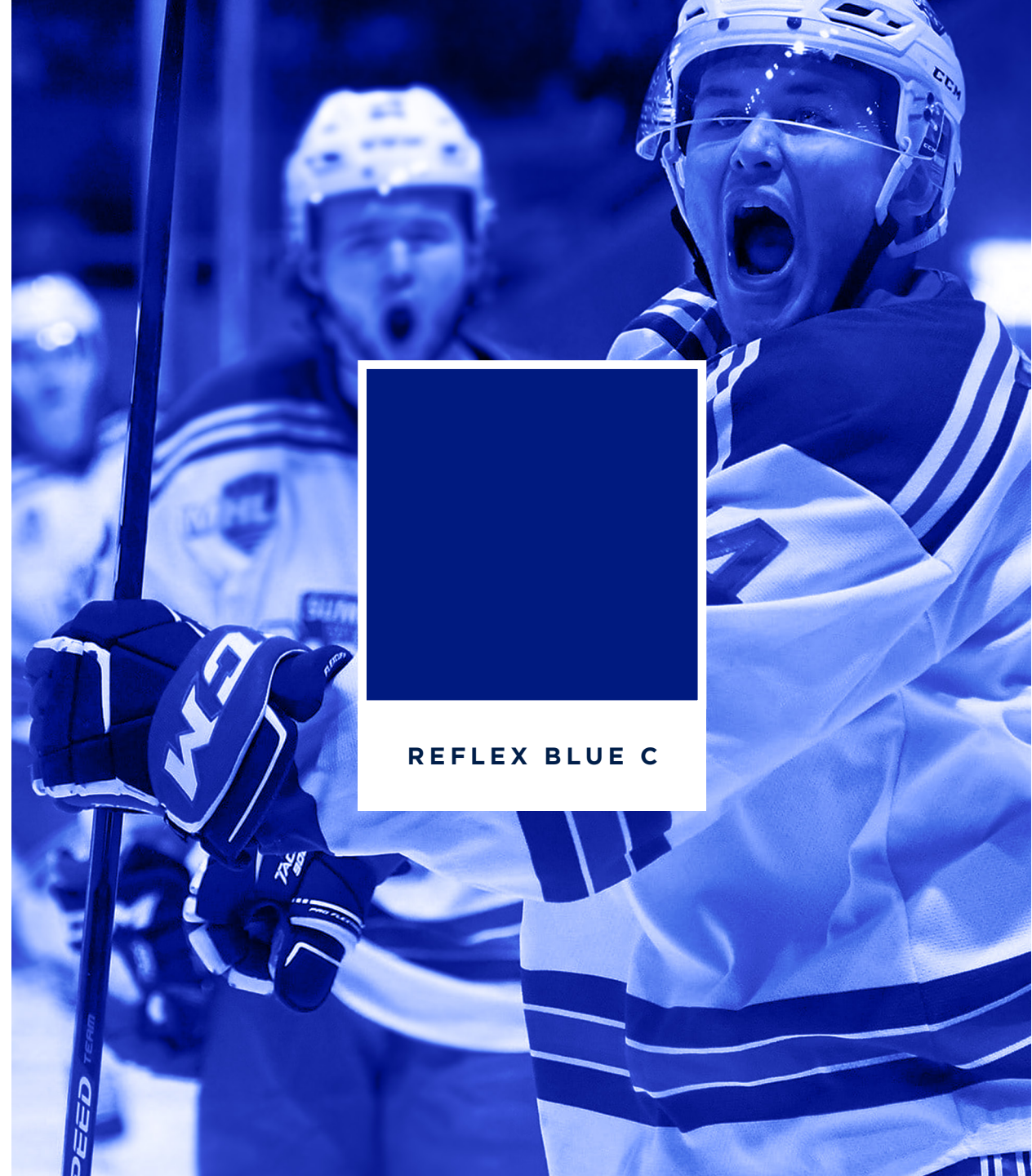
C 87 M 57 Y 0 K 73

Colour

PRIMARY BRAND COLOUR

The Credit Union Place primary brand colour is Reflex Blue. It's intended to be used the most from the colour pallet throughout aspects of business. The pantone is Pantone Reflex Blue C.

Pantone is a standardized color matching system, this pantone can be helpful for things like matching shirt colors, promotional materials, signage, and more.



Typography

PRIMARY TYPEFACE

Aa

GOTHAM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

SECONDARY TYPEFACE

Aa

RIDLEY GROTESK

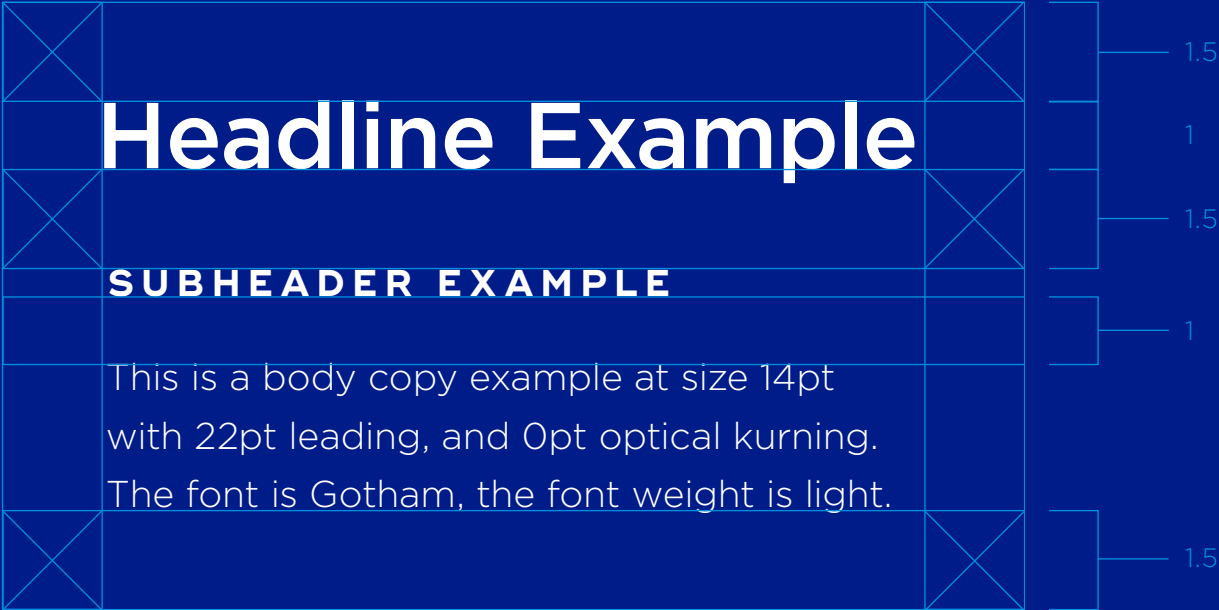
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Typography

HIERARCHY

The Credit Union Place brand headline and body copy font is Gotham. Headlines should be at least 10pts larger than the body copy size. The font Ridley Grotesk is used for accent text such as prefixes or subheaders.



STATIONARY EXAMPLE



CREDIT UNION PLACE

SUMMERSIDE PRINCE EDWARD ISLAND