

The Allegacy Brand Book



Signature and Components and Treatment

Allegacy's logo is the cornerstone of our corporate identity. It can be used in either the wordmark or the icon form depending upon the application

Wordmark Form



Icon Form

The icon logo should be used only in situations where the wordmark logo also appears on the same piece.

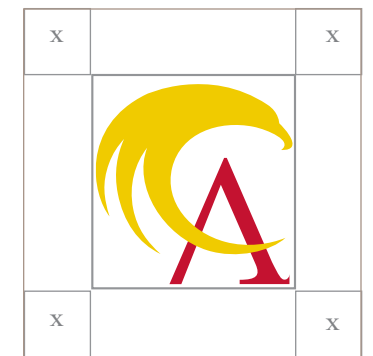
Wordmark with Tagline

Set tagline in BernhardGothic Light. Drop the tagline if the wordmark is smaller than 1".



Neutral Area around Signature

Clear space is important when using the Allegacy logo. The logo should have minimum allowance of clear space on all sides with a distance equal to the x-height of the Allegacy wordmark.



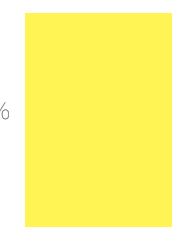
Colors

Allegacy will be utilizing a variety of media for communications. It is extremely important to pay careful attention to color so that consistency is maintained. Consult the color list below for proper usage.

Primary Colors



Coated Paper PMS 187
Uncoated Paper PMS 200
Process Color:
C: 0%, M 91%, Y: 72%, K:24%
R:102%, G: 0%, B:0%
660000



Coated Paper PMS 110
Uncoated Paper PMS 7405
Process Color:
C: 0%, M 12%, Y: 94%, K: 6%
R: 204%, G: 153%, B: 0%
CC9900



Process Black
Process Color:
C: 0%, M 0%, Y: 0%, K: 100%
R: 0%, G: 0%, B: 0%
000000

Secondary Colors



PMS 7518
Process Color:
C: 47%, M 62%, Y: 63%, K:32%
R:110%, G: 80%, B:72%
6e5048

Sizing the Signature

Allegacy's logo is designed to be flexible for a variety of uses and applications. Because the logo is reproduced in different sizes, legibility can become an issue. Use the guide below to ensure that the logo will read clearly when applied to your specific corporate communications. Drop the tagline if the wordmark is smaller than 1".



Smart banking for the good life.

Color of tagline matches color of body copy being used.

Drop the tagline if the wordmark is smaller than 1".

Brand Layout

Layouts need to project a calm and confident tone. Choose photography that feels warm and personal. Both the layout and the imagery help to reinforce the Allegacy strategy.

Headlines: Maintain lots of "white space" around your headlines and only use Bernhard Gothic Light.

Photography: Images should feel intimate and honest. This campaign isn't about portraying the good life as some idealized future with perfectly framed and beautiful models in staged situations but rather a campaign of real people living their version of the good life.

1 inch

2.3 inches

My very own:

bank whose every move is designed to impress me, not Wall Street.

Copy set in Bernhard Gothic Light 50pt over 62 with the color to match PMS 7518.

Allegacy Logo rests on same baseline as "At my very own" and has the same cap height.

At my very own Allegacy

Photography top justified.

Bleed Full Page Ads

1.5

Good Life Equity Line of Credit 1.99% APR*

Smart banking for the good life.

Tag set to same size/color as body copy.

Copy set in Interstate Light 15pt over 22 using the same color as the headline font.

Legal set Interstate Light Condensed 7.25pt over 8.7

When you become part of Allegacy, you'll find people who put you first. People who make decisions based on what's in your best interests. And people who create close, personal relationships with the goal of helping you make smart financial choices. Every day, we help people with things like our Good Life Equity Line of Credit, Mortgages, Wireless Banking, a rebate through Allegacy Realty, and the Credit Union Auto Buying Service. At Allegacy, we do things so that all of our customers have every reason to consider Allegacy their very own.

To learn more how Allegacy can be your very own bank, call us today at 336.774.3400, go online at AllegacyFCU.org/smartchoices or visit a Financial Center.

Annual Percentage Rate. Advertised rate valid for first 3 months. Then reverts to as low as Prime + 25% (or 7.5% as of 10/1/2007). Prime Rate as published in The Wall Street Journal, adjusted quarterly. 1.99% first 3 months if payment drafted from Allegacy checking account. For refinances, must draft Allegacy checking account and pay off \$50,000 or more in outside debt (not Allegacy debt). APR may vary based on loan-to-value and credit qualifications. Maximum APR is 18%. Allegacy will pay up to a maximum of \$500 towards typical closing costs. Adequate homeowner's insurance is required, and flood insurance may be required. Subject to credit approval. This is a limited time offer that may be withdrawn or modified at any time. Additional restrictions may apply.