SHARONVIEW®
FEDERAL CREDIT UNION

Brand and Logo Quick Use Reference Sheet

This document is a brief summary of the style and use guidelines found in our complete Brand Guide.

Pantone 300C

Pantone 634C

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Pantone Cool Gray 9 C

Pantone 300C

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Proper Use of the Logo

In using the Sharonview logo, you are representing the Sharonview brand in the resulting collateral, and in doing so you agree to use the logo properly.

Do **not** rebuild the logo, recolor the logo, or break the logo apart and rearrange for ANY reason. The mark may not be used above the logo or on its own.

The logo is only approved for use in the colors noted at left.

The logo should always be used in a 1-to-1 proportion, and with the clear space around the logo shown at top left.
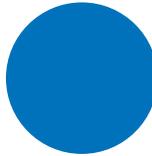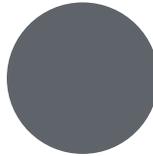
Brand Elements

Aside from the logo, there are three other consistently used elements in Sharonview brand styling; the brand color palette, the "Streams of Consciousness" graphic (as a background or overlaid onto photographs), and the font selection (see *Sharonview Brand Fonts* document).

The full color logo is only ever used on a full white background, with the reverse (solid white) logo used on most other backgrounds, including the "Streams of Consciousness" background. The solid black logo may be used in one-color situations, as no one-color blue version of the logo is in-brand or permitted.

The "Streams of Consciousness" Graphic

Color Palette

Pantone 634C	Pantone 300C	Pantone 367C	Pantone Cool Gray 9C	Pantone 445C
C M Y K	**C M Y K**	**C M Y K**	**C M Y K**	**C M Y K**
100 13 10 41	99 50 0 0	41 0 68 0	30 22 17 57	52 23 30 74
R G B	**R G B**	**R G B**	**R G B**	**R G B**
0 95 131	0 94 184	164 214 94	117 120 123	80 87 89
Hex #005F83	**Hex** #005EB8	**Hex** #A4D65E	**Hex** #75787B	**Hex** #505759