PRINCE GEORGE'S
COMMUNITY FEDERAL
CREDIT UNION

BRAND GUIDELINES

Welcome

Introduction

This Brand Style Guide serves as your comprehensive guide to maintaining visual consistency through our internal and external communications. Inside, you'll find detailed guidelines on essential elements such as logos, typography, color palettes, and other critical components of our visual identity.

By following these standards, we ensure that every communication, whether digital or print, reflects the cohesive and professional image of Prince George's Community Federal Credit Union. Our goal is to create a recognizable, trusted presence across all platforms and interactions.

This refresh is not just about updating our look—it's about reinforcing our commitment to our members and community. Every design choice aligns with our mission, values, and vision for the future. By adhering to these guidelines, you're helping us deliver a consistent and impactful message that builds trust and connection with our audience.

Welcome

About PGCFCU

Our Mission

Providing exceptional service with integrity.

Our Vision

Help our community achieve financial success.

Our Values

If there's one acronym to remember here, it's **ECO**:

Engage. Connect. Over-deliver.

To put it simply: our success depends on our ability to differentiate ourselves from the competition. And we do that through ECO - a standard of excellence by which we treat our Members, prospects, and community.

ECO underlies everything we do and are trying to accomplish as a Credit Union. We live by it in our day-to-day actions, and we hope you will, too!

Our Taglines

Growing Together
Heart of the Community
Partnering for Financial Success

Logo

One key update is the wording in our logo, which has been refined to place greater emphasis on Prince George's County. This change reflects our deep roots in the community and our commitment to serving its residents with excellence. By highlighting the county in our logo, we reinforce our dedication to being a trusted financial partner for everyone who calls Prince George's County home.

Wordmark

PRINCE GEORGE'S
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Logo

Our logo's versatility is a cornerstone of our refreshed brand identity, ensuring it remains impactful and recognizable across various materials and applications. Each version of the logo—featuring our signature purple and green, all purple, all green, black, and white—has been carefully adapted to maintain brand integrity while offering flexibility for diverse uses.

By selecting the appropriate version of the logo for each application, we maintain a cohesive and professional brand presence, ensuring our message resonates effectively across all platforms and materials.

Click on the logo to download.

PRIMARY



PURPLE



GREEN



BLACK



WHITE

Logo

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PRIMARY



PURPLE



GREEN



BLACK



WHITE

Logo

The tree symbolizes growth, stability, and our commitment to helping our members thrive financially. Its roots and branches reflect our deep ties to the community and the shared prosperity we strive to foster.

The arch, an integral part of the design, represents unity, support, and the strength of the Prince George's County community. It serves as a bridge, connecting us to our members and highlighting our role as a trusted financial partner for everyone who calls Prince George's County home.

A distinctive feature of the tree is the heart-shaped leaf, which symbolizes care, compassion, and our member-first approach. This detail reflects our unwavering commitment to nurturing financial wellness and building meaningful, supportive relationships with our members.

Click on the logo to download.

PRIMARY



SECONDARY



SPECIAL USES



Colors

Our refreshed brand identity is built around a strategic use of color to convey our values and connect with our community.

Purple symbolizes trust, professionalism, and our dedication to serving members, while **Green** represents growth, renewal, and financial empowerment. These colors are prominently featured in our primary logo, marketing materials, and overall branding to create a strong and recognizable identity.

The **Orange** and **Grey** are accent colors, used strategically to complement the primary palette. Orange adds energy and vibrancy, making it ideal for highlighting important details, promotions, or calls to action. Grey provides balance and sophistication, serving as a neutral tone that enhances readability and adds a polished touch to designs.

Palette

STANDARD

01.
Purple

CMYK	73 / 78 / 27 / 11
RGB	92 / 74 / 120
HEX	5c4a78

02.
Green

CMYK	76 / 0 / 75 / 0
RGB	40 / 180 / 115
HEX	28b473

03.
Black

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	28b473

04.
White

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	ffffff

ACCENTS

03.
Orange

CMYK	0 / 53 / 75 / 0
RGB	247 / 144 / 81
HEX	f79051

04.
Grey

CMYK	20 / 15 / 16 / 0
RGB	203 / 203 / 203
HEX	cbcbcb

Main Typography

Frutiger is the chosen font for our logo, branding, collateral, and digital content. Its sleek and versatile design ensures a polished and cohesive look across all platforms, embodying the professionalism and trust that define our credit union.

Frutiger

Used in Branding, Collateral, and Digital Content

Regular

Bold

Italic

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz						

1	2	3	4	5	6	7	8
9	10						

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Collateral Typography

As part of our refreshed brand identity, Arial has been designated as the global font for our emails and internal newsletters. Its clean and modern design ensures readability and consistency, reinforcing a professional and approachable tone in all communications. This choice reflects our commitment to clear and effective member and staff engagement.

Arial

Global Font used in emails, internal newsletters, and communications

“The quick brown fox jumps over the lazy dog.”

0123456789 ?!+(.,)@$()~!

PRINCE GEORGE'S
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THANK YOU!

