



BRANDING GUIDELINES

WHO WE ARE



Superior
FINANCIAL SOLUTIONS

Superior
INSURANCE SERVICES

Superior
FOUNDATION

Superior
PLUS REALTORS

Superior
PLUS REALTORS

Superior
WEALTH MANAGEMENT

Superior Credit Union started in 1954 as the credit union for employees of Superior Coach Company in Lima, Ohio. When the company closed its doors, we adapted—becoming one of the first credit unions in a city over 50,000 to switch to a community charter. That bold move opened the door for growth across northwest Ohio and beyond. Over time, we’ve expanded through strategic mergers, added services like mortgages and business accounts, and even launched a student-run branch. But our heart hasn’t changed: we’re still rooted in people, community, and a promise to do better by our members. We’re not a bank. We’re better.

Superior Green

PMS 341 C (DARK GREEN)

Our core color. This deep, confident green reflects our roots—our history, our legacy, and our commitment to financial education. It represents trust, stability, and the kind of money-savvy support our members can count on. It's the color of experience, expertise, and putting your financial future first.

PMS 361 C (LIME GREEN)

Our spark of energy. This vibrant green accents our brand with youth, optimism, and momentum. It represents the future—fresh ideas, new members, financial empowerment, and the fun side of being member-owned. It's bold without being loud, and modern without losing trust.

CONTRAST REQUIREMENTS:

Grays should be cool, clean, and never overpowering. Black is to be used minimally and should never feel heavy or harsh. All elements must maintain high legibility, accessibility, and aesthetic harmony with Superior Green.

MOOD CHECK:

Our palette should always feel grounded, modern, and approachable. Promotional materials may feature fun, seasonal, or campaign-specific colors—but only with approval from the Marketing Department. (We like to keep things fresh, but never off-brand.)

OUR COLORS



PANTONE 341
CMYK: 95 / 5 / 82 / 24
RGB: (0, 104, 71)
HEX: #006847



PANTONE 361
CMYK: 77 / 0 / 100 / 0
RGB: (0, 181, 72)
HEX: #00B548

SAFE ZONE

Always maintain a minimum clear space around the logo equal to the height of the lowercase “u” in “Superior.” No text, imagery, or design elements should encroach on this space. This ensures visibility and visual integrity at all sizes.

COLOR USAGE

- The full-color, main logo/wordmark should always be the first choice when possible.
- Only use the approved brand colors listed on this page—no substitutions.
- Color breaks (e.g., using lime for "Credit Union") are allowed without advance approval if within brand style.

DO NOT

- Do not stretch, skew, or distort the logo in any way.
- Do not redraw, retype, or recreate the logo using a font.
- Do not use unapproved colors.
- Do not alter, fade, or apply effects to the logo.
- Do not use the logo on backgrounds that reduce visibility or contrast.

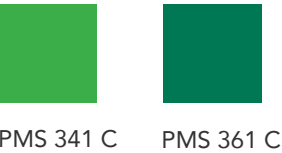
The logo must always remain prominent, clear, and proportionate—whether on digital, print, apparel, or promotional items.

FOR ANYTHING OUTSIDE THE NORM, CONTACT THE MARKETING DEPARTMENT FOR GUIDANCE. WE’RE HERE TO KEEP THINGS LOOKING SHARP.

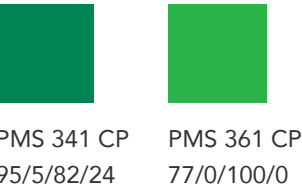


SAFE ZONE:
Must allow a minimum safe zone equal to the height of the “u” in the workmark for all logo usage.

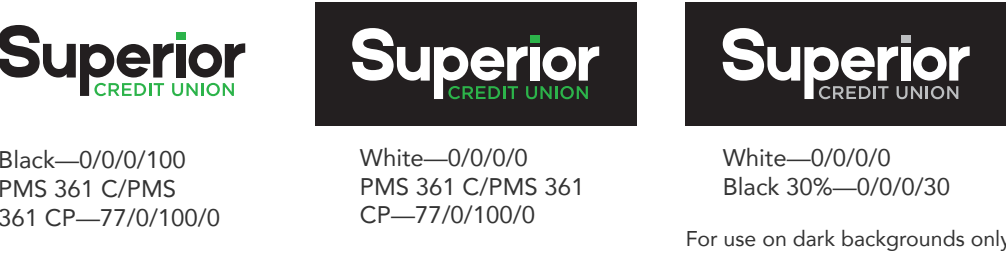
SPOT COLORS/PANTONE SOLID COATED:



CMYK (PANTONE COLOR BRIDGE CMYK CP (COATED):

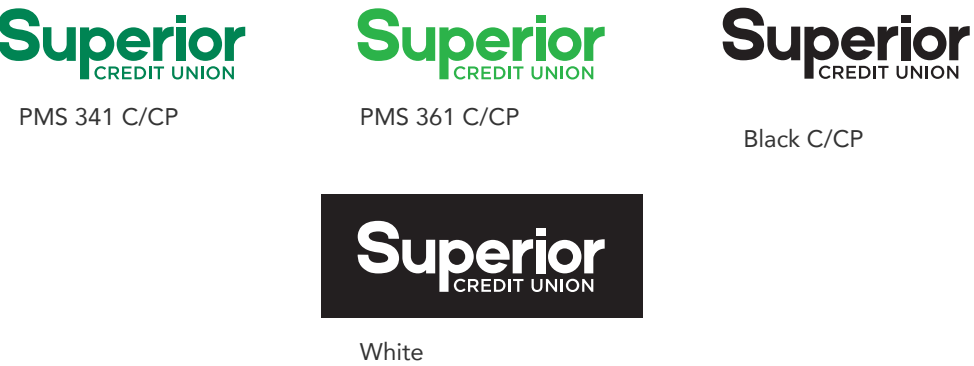


SECONDARY COLOR WAYS:



ONE COLOR VERSIONS:

For use in applications restricted to one color (e.g. newsprint, t-shirts, decals, etc.).



THE FONTS

Bebas Neu Pro

We use Bebas Neue as our headline font because it's bold, clean, and confident—just like our brand. With its modern, all-caps style and strong lines, Bebas commands attention without shouting.

Avenir Black

Our subheadings use Avenir Black—a sleek, modern font that pairs perfectly with the strength of Bebas. It brings clarity and polish to supporting text, keeping things professional but approachable. Sometimes we use it in ALL CAPS for extra emphasis, especially when we need to guide the eye or hype up key info. Clean, versatile, and grounded—just like us.

Avenir Next Regular

For body copy, we use Avenir Next Regular (or Roman)—a refined, highly readable font that keeps things clean, clear, and human. It's modern without being trendy, professional without being stiff. Whether it's explaining a product, telling a story, or walking members through the details, Avenir Next keeps the message smooth and easy to digest. It's the steady voice behind everything we say.

Atletico Bold

Luminos Shelby
Adobe Handwriting | Enie

Fun fonts have their place—like in campaigns, social media, or when spotlighting our Mortgage Loan Originators—but only when they play nice with the brand. To keep our look polished and on-point, all decorative or themed fonts must be approved by Marketing before use. We love creativity, but consistency is key. When in doubt, send it our way before you let that font fly!



Percy's Little Piggies Baby Photo Contest

Superior
CREDIT UNION



MOOD BOARD

At Superior, our look is clean, on brand, simple, and intentional. Our dark green reflects trust, tradition, and financial literacy—while our light green brings in the energy, creativity, and community spirit behind our more playful campaigns. We believe less is more, and clarity is key.

Percy the Pig

Meet Percy the Pig, our longtime mascot and a familiar face in the Lima community for years. Percy has become a symbol of fun and financial learning for kids, especially through our Percy Pig Accounts, which help young savers build smart money habits from the start. Whether he's featured in youth materials or making an appearance at community events, Percy brings a playful and trusted presence to all things kid-friendly at Superior.



Stella the Teller

And then there's Stella the Teller—your go-to guide for all things everyday banking. Stella stars in our educational videos and content, helping break down basic banking topics with clarity and charm. She also represents our Spirit Checking Accounts, which let students show off their school spirit while gaining financial independence. Together, Percy and Stella are helping the next generation bank smarter—with style.



Not So Superior.

these are the things we consider misuse of the brand and let's avoid a mess!



STRETCHED OR SQUISHED LOGO

This is why we have a text only version of the logo, because sometimes the stacked logo just doesn't fit.



LOW-RES OR PIXELATED

Our brand should always be of the highest currency!



WRONG COLORS OR VIBRANCY

Our brand palette is carefully chosen—stick to it! Colors changes in campaigns are only carried out in campaigns by the marketing department.



MISUSE OF THE SUPERIOR ICON

The icon is to be used only in instances of approval. It is typically used in app, mobile banking and promotional instances. Our Standard logo is preferred.



NO ROTATING OR FLIPPING

Keep the logo as presented to you.



BUSY BACKGROUNDS

We do not like to see our brand on busy backgrounds that make the logo hard to read or are not toned down visually to the credit unions voice.



NO DROP SHADOWS OR BEVELS

We prefer clean modern design.



LOGOS TOO CLOSE OR LARGE

Our logo should never have to fight for shelf space when in alignment with other brands!

THE IMAGERY



When Superior uses real photography in our ads, we like to add a pop of our signature green—whether it's in the background, a prop, or even a t-shirt. It's our way of keeping things fresh, on-brand, and unmistakably Superior.



For campaigns, we love using bright, fresh colors that grab attention and bring the energy. And you'll often spot our classic piggy banks sprinkled throughout social media and fun ads—it's our signature Superior sparkle with a playful twist.



Stella the Teller is our go-to gal for all things banking basics. From starring in our Visa card campaigns to breaking down online banking and everyday teller tips, Stella brings a friendly face and a little flair to financial know-how.

Percy the Pig is our longtime mascot for little savers! You'll mostly see him in action with our baby and kids' accounts—helping young members learn the value of saving with a smile (and a snout).



We use realistic imagery and subtle background textures to create a clean, authentic feel. Hard drop shadows and overpowering textures? Not our thing. We keep it soft, modern, and organic—letting muted visuals and simple typography do the talking.

Questions?

Have questions or need guidance on branding, campaigns, or creative materials? Superior's Marketing Team is here to help! Reach out anytime—we're your go-to crew for keeping things clear, consistent, and unmistakably Superior.