

# Style Guide

October 2024





# Logo

## The Provident Logo

The preferred use of the logo includes the icon and wordmark.

The wordmark should not be used without the icon.

The orientation and composition should not be altered.

The icon may be used without the wordmark in specific scenarios, see sizing guidance.

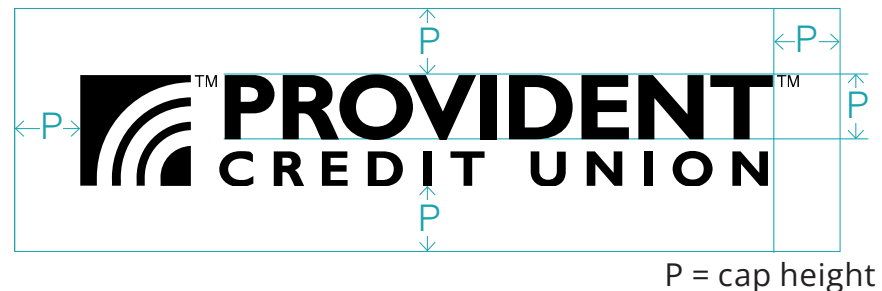
## Color

All Provident logos must be displayed in solid black or white.

The logo can be placed on any background with sufficient color contrast. Contrast requirements vary based on size and application. Contrast can be checked using this tool <https://webaim.org/resources/contrastchecker>.

## Clear Space

The logo needs a minimum clear space equal to the **PROVIDENT** cap height. The <sup>TM</sup> is not included in this measurement.



# Color

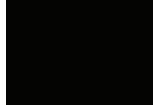
## Primary

Color choice plays a part in creating Provident's distinct look. All media should prominently use the primary colors.

 **Provident Teal** should be present in all media.


 **Black** should be present in all media.

 CMYK: 79, 15, 32, 0  
RGB: 0, 162, 173  
HEX: #00a2ad

 CMYK: 15, 15, 15, 100  
RGB: 0, 0, 0  
HEX: #000000

## Secondary






A secondary teal is available if needed. The only teals that should be used are Provident Teal and Dark Teal

 **Dark Teal** may be used but isn't a substitute for Provident Teal.

 CMYK: 88, 42, 37, 9  
RGB: 0, 115, 136  
HEX: #01575c

## Tertiary

Tertiary colors are recommended accent colors. They may be used but should not have a greater presence than the primary or secondary colors.

 **Alert Red**  
 **Orange**  
 **Lime**  
 **Grape**  
 **Community Green** is only used as an accent color for community focused media.

 CMYK: 1,88,69,10  
RGB: 221, 53, 51  
HEX: #D0434D

 CMYK: 0,65,100,0  
RGB: 245, 121, 32  
HEX: #f47920

 CMYK: 70,34,100,20  
RGB: 140, 188, 36  
HEX: #69b108

 CMYK: 54,91,28,10  
RGB: 128, 56, 112  
HEX: #f47820

 CMYK:79,29,100,15  
RGB: 60, 124, 59  
HEX: #3b7b32

# Typography

## Fonts

The approved Provident fonts are Arvo (Regular and Italic) and Open Sans (Regular, Italic, Bold, Bold Italic). Both are available for free from Google Fonts. If either font is unavailable for use then Arial or Helvetica should be used to replace both. No other fonts should be used within Provident media.

**Arvo:** <https://fonts.google.com/specimen/Arvo>

**Open Sans:** <https://fonts.google.com/specimen/Open+Sans>

## Usage

Arvo is used for headlines, buttons, or to call out text on a single line. Arvo must appear in all Provident Credit Union media with copy that exceeds 14 words.

Open Sans is used for smaller headlines and copy.

All web typography should comply with WCAG 2.2 AA guidelines [w3.org/TR/WCAG2.2](https://www.w3.org/TR/WCAG2.2).

# Graphics

## Icon Guidelines

Provident icons are custom line art and should be used in media when photography is not available.

Icons should appear on a solid background. They should not overlap other images or copy.

Icons should be a single brand color.

If an icon smaller than 50px is required then a Material Icon should be used. Icons can be found here <https://fonts.google.com/icons>.

Icons must have a uniform stroke of 4px within a 200px x 200px art board.

Icons must not have a fill color.

Final print files should be saved as a PDF and screen files as an SVG.

## Photography Guidelines

Use photos sparingly so they maintain their impact.

Photos can be used in a variety of ways but should not overlap other photos or appear outside of a brand color background.

Should contain people or have a strong tie to the bay area.

People in photography should not be looking directly into the camera or feel posed. Strive to find people doing everyday things.

Text over photography should conform to all other guidelines and pass WCAG 2.2 AA contrast requirements.