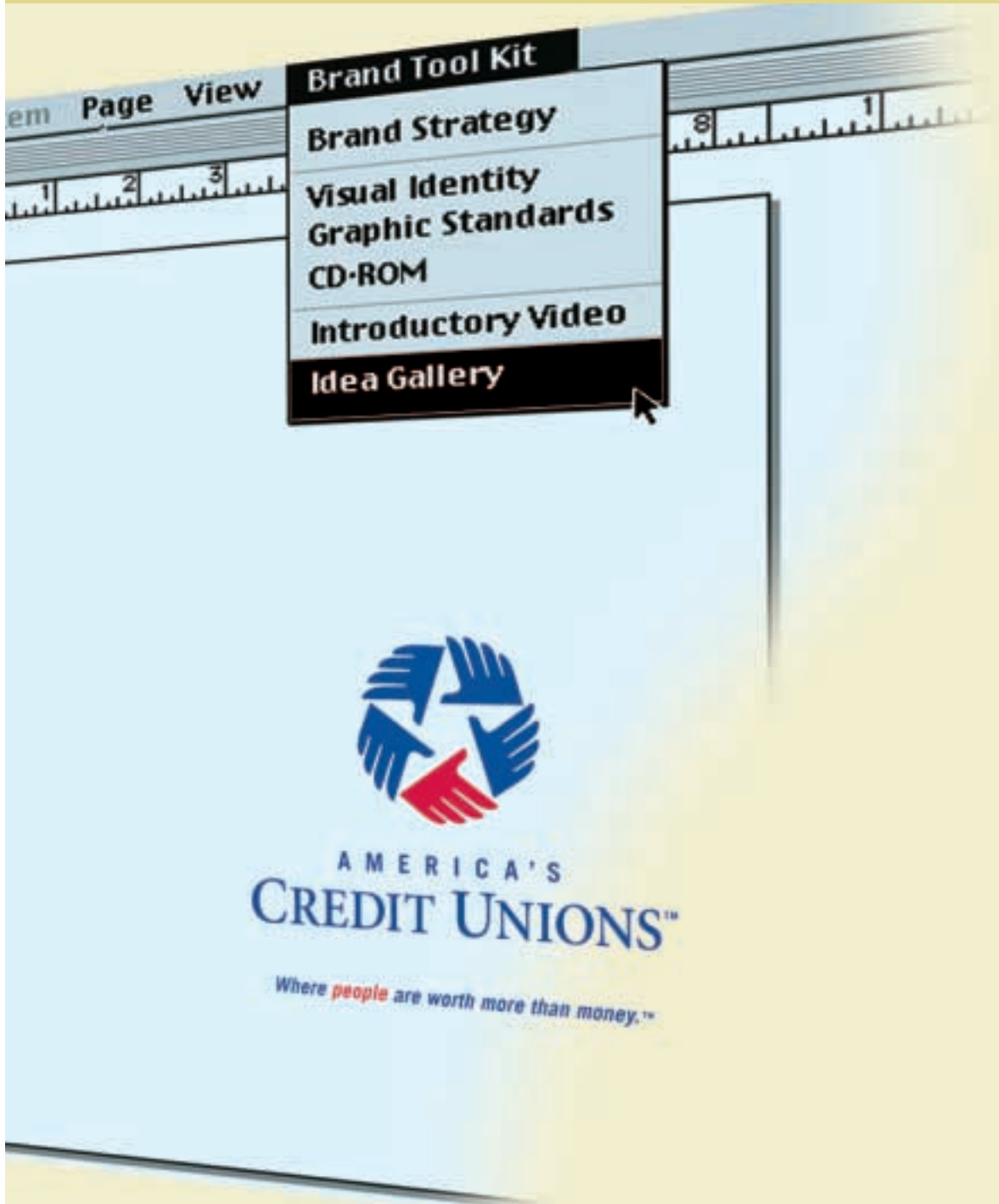


A BRAND NEW IDEA

HOW TO LEVERAGE YOUR BRAND WITH THE NEW NATIONAL CREDIT UNION BRAND SIGNATURE



Our new national credit union brand signature is a visible symbol of the credit union difference—linked hands that represent people helping people, forming a star that stands for America's credit unions. Our slogan, "where people are worth more than money," gets to the heart of the credit union philosophy. Raising the visibility of this new mark of trust is the first step in building a strong national credit union brand that can help leverage the individual brands of credit union organizations across the country. Here are some ideas for building our national brand from the grassroots up.



PREMIUMS AND GIVEAWAYS

From lapel pins to ball caps, the new national credit union brand signature can add prestige and value to premiums for staff and members, used alone or as an enhancement to your own visual identity.

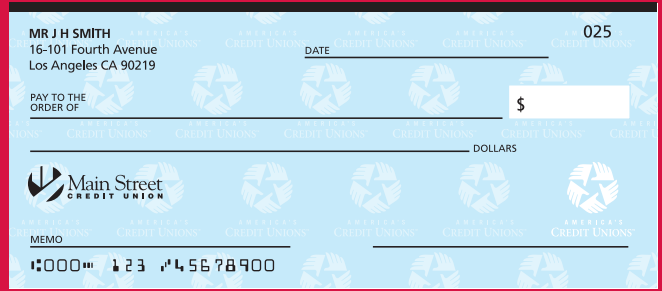


MEMBER CARDS

The national credit union brand signature tells your members they belong to a cooperative financial institution—a strong and unified movement that's working together to bring benefits to the people who belong.

SHARE DRAFTS

Add an "official" touch to share drafts by using the national credit union brand signature as a graphic enhancement or security feature.



WEB SITE

The Internet is revolutionizing communications and connectivity. Illustrate that your organization is part of a nationwide financial movement by using the national credit union brand signature on your web site.



Saving For Life's Milestones

Many traditionally use individual retirement accounts (IRAs) for well... retirement. In 1998, two new types of IRAs encouraged people to save for life's other major events. New laws made it possible for you to save for retirement and for a child's post-secondary education or your first home. This is how they work: The Education IRA allows you to save for any

Otherwise you pay taxes on any earnings, plus an additional 10% penalty. If you're a single filer, you can contribute the full \$500 per year if your income is less than \$95,000. The contribution limit gradually falls as your income climbs toward \$110,000, at which point you can't contribute to an education IRA. For married couples

ATM IDENTIFICATION

When member transactions don't involve face-to-face contact, the new national credit union brand signature can be a reminder of the credit union difference when used as part of your ATM signage.



SIGNAGE

By adding the national credit union brand signature to your interior or exterior signage, you let members know your organization is part of a nationwide movement that's built on the strength of grassroots membership.



POSTAGE METER IMPRINTS

Show your pride in the credit union movement by imprinting the national credit union signature on every piece of mail, and see how quickly it becomes a familiar mark of trust.



PROMOTIONAL LITERATURE

Whether it's product brochures, newsletters, statement stuffers or in-branch point-of-service display materials, the new national credit union brand signature can function as a "seal of approval" that assures people of the benefits of credit union membership.



STATIONERY
Your credit union organization can take pride in belonging to a movement that stands for the principles of trust and respect. When you use the national credit union brand signature on your business stationery, you're displaying a new mark of trust.

Robert Thomas
55 Oak St.
Los Angeles, CA 90219

Mr. Thomas

Thank you for joining Main Street Credit Union. It was a pleasure visiting with you about your financial needs, and I am confident you will enjoy the many benefits of being a credit union member/owner.

As mentioned, I understand you will soon begin the process of buying a new car. To show our appreciation for your membership, we are pleased to offer you a special rate on pre-approved financing through your credit union. Simply call or visit any Main Street Credit Union branch for details.

Again, welcome to the credit union and thank you for choosing to become a member/owner. We hope you take advantage of this special auto loan offer, and look forward to being of additional service to you. Please feel free to call if you have any questions.

Sincerely,

R.M. Smith
Account Service



WE'RE BUILDING A STRONG NATIONAL BRAND FROM THE GRASSROOTS UP.



Daniel A. Mica
President and CEO, CUNA & Affiliates

In our work on the Campaign for Consumer Choice, we saw the powerful loyalty of credit union members, and we know we have the potential to create a national credit union “mega-brand” that can help grow our movement and secure our future.

Our first initiative in the National Credit Union Brand Campaign is this new credit union brand signature and slogan, designed to be used by all credit unions in their communications and marketing—to link us together and put forward our unique brand proposition. That proposition is based on credit union values, and what they mean to our members.

And we're going to start building our brand right at the grassroots level, where we've always had our collective strength.

H.R. 1151 opened the door to credit union membership for millions of consumers. It's our job now to get our services to as many of these Americans as possible. Building a national brand that umbrellas the whole credit union movement will help support individual credit unions' local brands, and create a symbolic landmark in the marketplace that tells consumers: “This is what we stand for.”

By using this “brand tool kit” and raising the profile of our new national credit union brand signature, we can begin to build a strong, unified image nationwide, and tell Americans with one clear voice about the credit union difference.



Where people are worth more than money.™

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WHAT DOES OUR NEW BRAND SIGNATURE SYMBOLIZE?

Our new national credit union brand signature—featuring the “linked hands” symbol and brand name “America’s Credit Unions”—was the choice of credit union members who participated in recent focus group research. It symbolized to them the credit union difference—linked hands that represent people helping people, forming a star that stands for America’s credit unions.

The credit union brand proposition is based on respect and trust—values that the credit union movement shares with millions of members across the country. Our new brand signature is a symbol of the promise we make to all credit union members—to respect and value them as individuals, not treat them like numbers.

THE HANDS...

symbolize people helping people, the personal touch, caring, support and respect.



THE STAR...

is a proud symbol of American values such as human rights, equity and opportunity, as well as striving for high goals and principles.



THE CIRCLE...

stands for cooperation, collective strength, unity, stability, security, constant renewal and hope.



AMERICA'S
CREDIT UNIONS™

For more information,
or to share your ideas on building and leveraging
the new national credit union brand signature, please
contact Credit Union National Association at
1-800-356-9655, ext. 5778,
or visit our web site at
www.cuna.org