

Media Partner Brand Guidelines & FAQs

These guidelines were developed for BCU's internal, enterprise, business, and technology partners.

EMPOWERING FINANCIAL FREEDOM.

IT'S WHY WE DO WHAT WE DO. WE ARE PARTNERS. WE ARE HERE TOGETHER TODAY, AND WE WILL BE HERE TOGETHER TOMORROW. OUR MUTUAL GOAL IS TO **CREATE EXTRAORDINARY EXPERIENCES** FOR EVERYONE WE SERVE. WE SHOW UP FOR EACH OTHER IN WAYS THAT INSPIRE OUR ORGANIZATIONS TO GREATNESS.

This shared pursuit of greatness is why it's very important that every interaction with the BCU brand is consistent - using the same messaging, naming convention, logo and design elements.

To inform your use of the BCU brand in the literature, websites and other communication materials you publish, we've created **Media Partner Brand Guidelines**.

These guidelines are designed to ensure the success of the BCU brand while upholding the integrity of your company's brand and business.

We appreciate your support and adherence to these guidelines. Proper brand use promotes brand health and visibility, helping both our organizations to grow.

If have any questions, please let me know.

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Our Purpose: **EMPOWERING PEOPLE TO DISCOVER FINANCIAL FREEDOM**

Our Tagline: **HERE TODAY FOR YOUR TOMORROW**

Use of the BCU name:

The Credit Union should be referenced by its operating name, "BCU." This includes contracts, software development and coding. Any exception to referencing the company as BCU, such as using BCU's legal name, "Baxter Credit Union" or one of our Endorsed Brands, must be approved by marketing leadership or BCU legal counsel.

✓ **We do say...**
BCU

✗ **We don't say...**
bcu
Baxter Credit Union
Baxter
Baxter CU

BCU Verbiage & Nomenclature:

The Credit Union's commitment to its Purpose is reflected even in seemingly minute verbiage and phrases. Keep this in mind when referencing BCU in any communications.



We do say...

Here Today For Your Tomorrow
Not-for-profit
the Credit Union
Members



We don't say...

here today for your tomorrow
Non-profit
the credit union
Customers

The below table outlines the correct styling when referring to Company Partner employee populations and associated membership base.

Company Partner	Employee References	Associated Membership Base/Branding
Baxter	Employees	BCU
Boston Scientific	Employees	BCU
Cardinal Health	Employees	BCU
GEICO		
<i>*GEICO capitalization: All GEICO references should be all-caps, all the time.</i>	Associates	GEICO Credit Union, a division of BCU
Target	Team Members	Target Credit Union, a division of BCU
UnitedHealth Group	Employees	UHG Credit Union, a division of BCU
HCA Healthcare	Colleagues	HCA Healthcare Credit Union, provided by BCU

FAQs:

As partners of BCU, you inherently represent our brand. To ensure a cohesive and positive member experience, refer to the following information when writing about BCU.

Who is BCU?

- BCU is a Vernon Hills, Illinois-based credit union **committed to providing exceptional banking products and services** to over 300,000 members across the US and Puerto Rico.
- Since its origination over 40 years ago, BCU has focused on putting members first – committed to their promise to be “**Here Today For Your Tomorrow.**”
- BCU is **not-for-profit and member-owned**, meaning they can provide better products and services than traditional banks, including **better rates, lower fees and free financial well-being resources to empower people to discover financial freedom.**
- Members’ accounts at BCU are **federally insured** up to \$250,000 by the National Credit Union Administration (NCUA), a U.S. government agency.
- For more information, visit bcu.org/about-us.

Who is eligible to join BCU?

- Those who **live and work in Chicago area communities** are eligible to join the Credit Union.
- BCU also **partners with Fortune 100 companies**, offering the exclusive benefit of financial well-being to **employees and families of America's best workplaces**, including Baxter Healthcare, Cardinal Health, Boston Scientific, Target, UnitedHealth Group, GEICO, HCA Healthcare and many others.
- No matter how or when you become a member, **you're a member for life and so is your family!** Once you and your extended family members (spouses, parents, children, siblings, grandparents, and more) have joined, you'll remain BCU members no matter where life takes you.
- For more information, visit bcu.org/membership-eligibility.

Additional Information:

To access additional brand guidelines and assets or to collaborate on the development of branded communications, please contact media.inquiry@bcu.org.