

The logo for bCU, featuring the lowercase letters 'b', 'c', and 'u' in a white, rounded, sans-serif font. The background is a dark blue grid with various circular patterns in lighter shades of blue.

bCU

Brand Identity Guidelines

Summer 2023

Contents

03 Brand Platform

09 Brand Identity

10 The Logo

18 Endorsed Brands

25 Colors

28 Patterns

30 Typography

32 Photography

34 Brand Expressions

38 Web Style Guide

41 Appendix

42 Marketing Templates



03

Brand Platform

Our Brand Platform is our narrative and it represents the foundation upon which we stand as an organization. It is comprised of Our Purpose, Our Promise, Our Tagline and Our Story. In addition, we reference the different personas, or population sets, that we serve.

A woman with dark, curly hair is smiling broadly and reaching out to shake hands with another person whose arm is visible in the foreground. She is wearing a dark purple blazer over a white top and a necklace with a dark pendant. The background is blurred, suggesting an indoor setting.

Empowering People To Discover Financial Freedom

Our Purpose

Our Purpose *is* our Why. It is literally the reason we exist.

To better understand the meaning of Our Purpose, it helps to break down key words within the phrase.

The first word **“empowering”** alludes to helping our members become strong, confident and in control of their financial lives. We do this through personal service, but also by delivering valuable products, pricing and other tools.

We use **“discover”** to suggest that realizing financial success is something we deliver even if members aren’t looking for it. These discoveries can be a welcome relief when the stress of financial worries are holding people back, and can happen multiple times over the course of someone’s life. For most people, there isn’t a single point in time a person becomes financially free. Financial freedom can be discovered over and over and at many different life stages.

“Financial freedom” translates to feeling confident and enjoying peace of mind as a result of smart financial decisions. We exist to help members make smart decisions by offering the value, services and caring support they need.

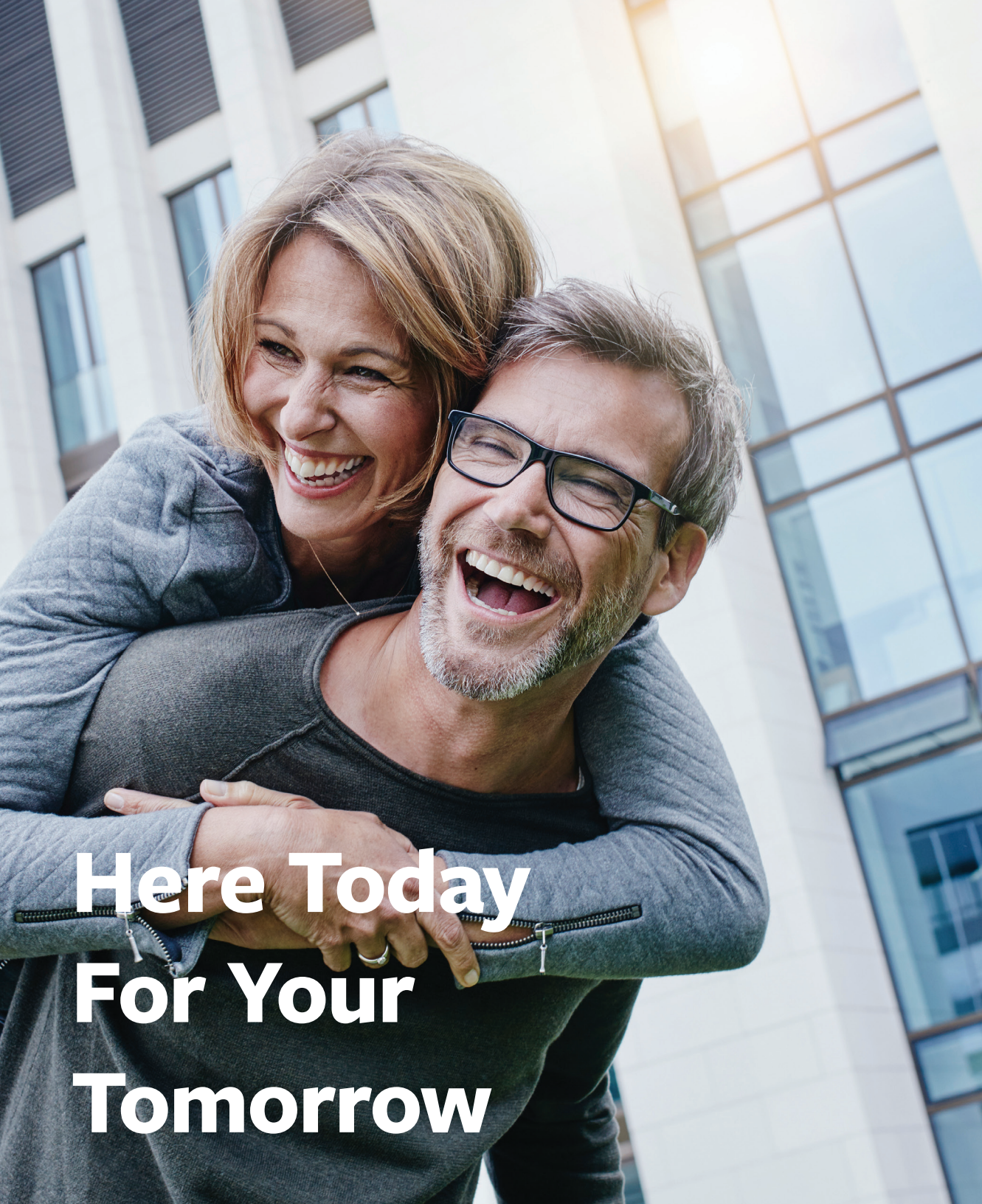
Our Promise

Our Promise is how we act upon Our Purpose to benefit members. You also might hear it referred to as our elevator pitch.

“We empower you to discover financial freedom by providing the caring support and services that create the value you deserve. Your banking experience will be authentic and friendly because we “get” you, and we have only your best interests at heart.”

Summer 2023





**Here Today
For Your
Tomorrow**

Our Tagline

The tagline, **“Here Today For Your Tomorrow”** succinctly captures our essence, position and value proposition. It means that we are here for each member’s life journey, delivering products, services and caring support to help them discover financial freedom.

While members may first join because the Credit Union is offered by their employer (today), their membership is lifelong regardless of where they live or work (tomorrow).

The tagline signifies that we’ll remain current on all banking trends and can offer members everything they need to experience a bright financial future.

The tagline, **“You Belong Where Banking Is Better”** helps members of our community know they are eligible for membership while differentiating BCU from other financial institutions.

We know our members will find lower rates, fewer fees (and no fees when possible), greater rewards and more innovative products and services than other financial institutions. Therefore, we promote that better banking experience through this community-specific tagline to help set us apart.

Our Story

Our Story shapes and defines our brand relationship with partner companies, eligible non-members and members.

For Our Partners (B2B)

We're BCU, and we proudly partner with great companies to provide credit union benefits.

We offer the products, services and caring support that create the value your employees need to grow financially confident.

As a not-for-profit, we reward our members differently than traditional banks. We give back to the community. We value relationships.

Our passion is empowering everyone to discover financial freedom.

Note to Employees: Our Purpose and Tagline should be committed to memory. Our Promise and Our Story will be used in broader context and conveyed through longer conversations and marketing content.

Summer 2023

For Eligible Non-Members (B2C)

Everyone has that one friend who's always looking out for them. And when it comes to your financial future, BCU is that friend.

We proudly provide credit union benefits for all members, offering the value, services and caring support you need to be financially free.

When you become a member, you're also an owner of a not-for-profit that provides access to innovative banking tools and rewarding money-saving products. Our passion is empowering everyone to discover financial freedom.

All we're missing is you.



Personas

The following Personas were created to direct communications towards individuals based upon life-stage, financial status and personality type. Provided here is the persona of our company partners.

Persona 1



The Wide-Eyed Idealist

Now that I am out of college, with my first real job and bills to pay, I know what it means to be an adult. But even with the additional responsibility, I only continue to be excited about what new adventure each day will bring.

Persona 2



The Empathetic Leader

I have recently re-located for a new job, and have amicably settled into to my new community. Everyone has been so welcoming and I'm already finding ways to get involved. Getting ingrained my new world at the ground level will only lead to more success in my life.

Persona 3



The Accountable Caregiver

As I watch my kids experience different life stages, I hope to foster inclusion and humanity throughout their lives. Parents are accountable for building communities of collaboration and respecting of differences.

Company Partners Persona



The Do-Our-People-Right SEG

As a company, we strive to take care of our employees in the best way we can. As life-long learners, we always work to uncover and discover new ways we can better provide for them. We create balance between being in the business of numbers and the business of people.



09

Brand Identity

The strength of our brand rests in the emotion and confidence it evokes, which makes the visual representation equally as important as the narrative for triggering a positive impression. The logos and colors are reminders of that emotion. They will be used independently or combined, depending on what's being conveyed.



10

Brand Identity

The Logo

The Logo

Our logo is inclusive, approachable, modern and friendly—a reflection of where we’ve been and a promise of where we’re headed. A vibrant refresh of our signature blue color carries forward current brand equity and the authenticity of the organization, and is a nod to our humble beginnings with Baxter.

The geometrically-constructed letterforms are based on a circle, symbolizing a member-centric service culture. Hard edges reinforce stability and trustworthiness. The friendliness of these lowercase letters is an approach many companies take today.



Logo + Tagline

The BCU tagline is “Here Today For Your Tomorrow.” It is the outward, verbal manifestation of our brand and is a tagline which every employee should be expected to know and recite.

The tagline means that we are here for our members’ entire life journey, delivering products, services and caring support to help them discover their financial freedom. As a BCU employee, you’re here for them today, and will be there for them tomorrow.



The tagline typeface is Freight Sans Compressed Pro

Logo Rules

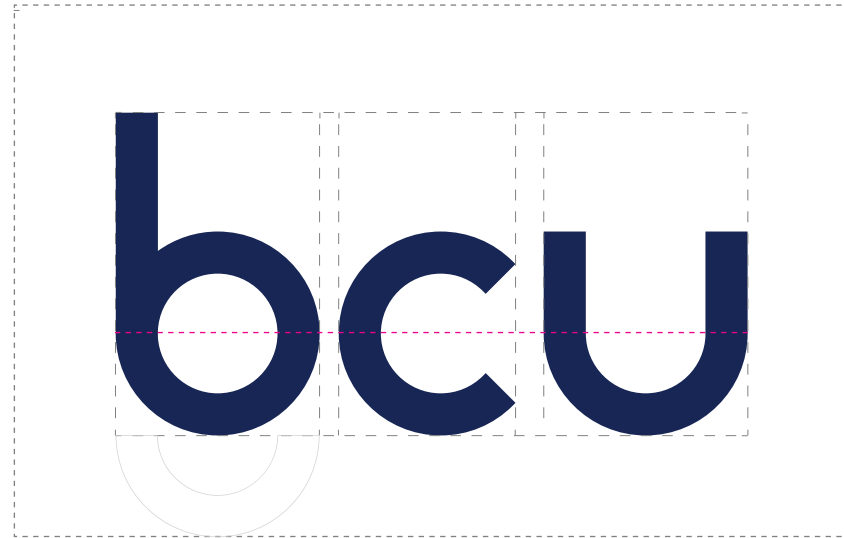
To guarantee maximum impact, our logo should be given plenty of space to breathe.

The safe area frames the logo, keeping it separated from other elements such as patterns, imagery and the edge of printed materials. The safe area should always be one third the size of the letters in the mark itself.

The safe area for endorsed brand logos not containing the BCU lettering should be one third the size of the overall logo.

When referring to the company name in written text, the copy should read BCU (uppercase), not bcu (lowercase).

Safe Area



Maximum Size: 3"

Minimum Size: 1"

Allowable Colors: BCU Blue, Black, White, Light Gray, Dark Gray

Safe Area



Safe Area



If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Summer 2023

Logo Usage

The integrity of the BCU logo must be maintained at all times. Please observe the appropriate use of our logo, color logo in holding shape/pattern, and knocked out logo within a holding shape.

The BCU logo is displayed in a dark blue color. The letters are lowercase and have a bold, rounded, sans-serif typeface.

Logo



Logo knocked out on Black



Logo on gray pattern



Logo knocked out on blue pattern

Logo Misusage

Do not stretch, re-color or manipulate the logo. Any modification of the logo confuses its meaning and diminishes its impact. Never directly attach other elements such as names, logos or symbols to our logo.



Do not place the logo within a holding shape or on a background that contrasts the logo mark or limits legibility.



Do not alter the color of the logo.



Do not modify the scale, shape or location of the elements of the logo.



Do not use graphic effects (such as drop shadows and glows) on the logo.



Do not distort the logo to force it into a particular space.



Do not modify the scale, shape or location of the tagline.

Wholly-Owned Brands

Wealth Advisors, LLC

Refer to page 13 for safe area guide.

The logo for bcu, featuring the lowercase letters 'bcu' in a bold, dark blue, sans-serif font.

Wealth Advisors, LLC

Financial Planning | Wealth Management

The logo for bcu, featuring the lowercase letters 'bcu' in a bold, dark blue, sans-serif font.

Wealth Advisors, LLC

If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Wholly-Owned Brands

Life. Money. You. and MoneyTracks

Refer to page 13 for safe area guide.



If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.



18

Brand Identity

Endorsed Brands

This system of endorsed brands strengthens the BCU brand and serves as the predominant component of the endorsed logos, and “Credit Union services for” along with the company partner name beneath.

Endorsed Brands

GEICO Credit Union Logo

Refer to page 13 for safe area guide.



If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Endorsed Brands

HCA Healthcare Credit Union Logo

Refer to page 13 for safe area guide.



If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Endorsed Brands

Target Credit Union Logo

Refer to page 13 for safe area guide.

TARGET CREDIT UNION
A DIVISION OF bCU

**TARGET
CREDIT
UNION**
A DIVISION OF bCU

If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Endorsed Brands

UnitedHealth Group Credit Union Logo

Refer to page 13 for safe area guide.

NOTE: UnitedHealth should appear as one word.



If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Endorsed Brands

BCU/Boston Scientific Credit Union Logo

Refer to page 13 for safe area guide.

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font. The 'b' and 'c' are connected, and the 'u' is separate.

Credit Union Services for **Boston Scientific**

*Large Scale Format

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font. The 'b' and 'c' are connected, and the 'u' is separate.

Credit Union Services for
Boston Scientific

*Medium Scale Format

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font. The 'b' and 'c' are connected, and the 'u' is separate.

Credit Union Services
for **Boston Scientific**

*Small Scale Format

If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.

Endorsed Brands

BCU/Cardinal Health Credit Union Logo

Refer to page 13 for safe area guide.

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font. The letters are closely spaced and have a modern, rounded appearance.

Credit Union Services for **Cardinal Health**

*Large Scale Format

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font, scaled down from the large format.

Credit Union Services for
Cardinal Health

*Medium Scale Format

The logo consists of the lowercase letters 'bcu' in a bold, dark blue, sans-serif font, scaled down to the smallest format shown.

Credit Union Services
for **Cardinal Health**

*Small Scale Format

If you have questions about logo usage or need electronic logo files, please contact Sarah Johnson in the marketing department at sarah.johnson@bcu.org.



25

Brand Identity

Colors

Brand Color Palette

<div>BCU Blue</div> <div>ADA Compliant Contrast Color</div> <div>C 100 M 90 Y 31 K 36 R 29 G 39 B 88 PMS 281C HEX #1d2758</div>	<div>Medium Blue</div> <div>ADA Compliant Contrast Color</div> <div>C 80 M 32 Y 7 K 0 R 20 G 141 B 195 PMS 7689C HEX #148dc3</div>	<div>Light Blue</div> <div>ADA Compliant Contrast Color</div> <div>C 58 M 14 Y 0 K 0 R 92 G 179 B 230 PMS 2915C HEX #5cb3e6</div>	<div>Dark Green</div> <div>ADA Compliant Contrast Color</div> <div>C 76 M 4 Y 100 K 0 R 58 G 173 B 73 PMS 361C HEX #3aad49</div>	<div>Light Green</div> <div>ADA Compliant Contrast Color</div> <div>C 41 M 0 Y 63 K 0 R 157 G 208 B 132 PMS 359C HEX #9dd084</div>	<div>Dark Gray</div> <div>ADA Compliant Contrast Color</div> <div>C 66 M 56 Y 53 K 29 R 83 G 87 B 90 PMS 425C HEX #54575a</div>	<div>Light Gray</div> <div>ADA Compliant Contrast Color</div> <div>C 41 M 32 Y 32 K 0 R 157 G 160 B 161 PMS 422C HEX #9da0a1</div>	<div>Light Red</div> <div>ADA Compliant Contrast Color</div> <div>C 0 M 92 Y 80 K 0 R 235 G 59 B 62 PMS 2034C HEX #eb3b3e</div>	<div>Medium Red</div> <div>ADA Compliant Contrast Color</div> <div>C 13 M 100 Y 93 K 4 R 204 G 17 B 44 PMS 186C HEX #cc112c</div>	<div>Dark Red</div> <div>ADA Compliant Contrast Color</div> <div>C 37 M 91 Y 73 K 39 R 120 G 37 B 46 PMS 188C HEX #78252e</div>	<div>HCA Orange</div> <div>ADA Compliant Contrast Color</div> <div>C 5 M 78 Y 100 K 0 R 230 G 94 B 37 PMS 021C HEX #e65e25</div>
--	---	--	---	---	--	---	--	--	--	---

Above you'll find the full spectrum of BCU brand colors. Color names appear in the ADA compliant contrasting color for web use.

Brand Permissible Color Combinations

Reds will never be used with Greens.



Paint Color Palette

Paint must be orderd through Benjamin Moore. To find a local authorized dealer, visit: benjaminmoore.com.

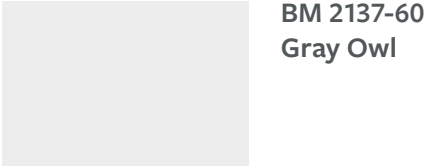
BCU Primary Paint Colors:



BM 2066-10
Blue*



BM 2064-10
Bold Blue**



BM 2137-60
Gray Owl

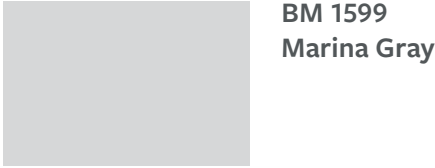
BCU Secondary Paint Colors:



BM 2066-50
True Blue

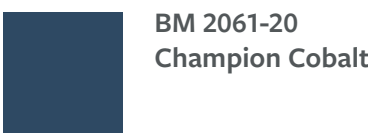


BM 1600
Timber Wolf

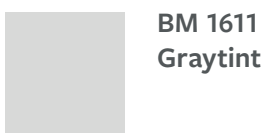


BM 1599
Marina Gray

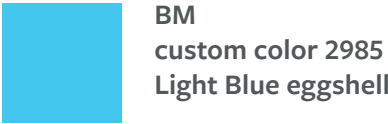
UnitedHealth Group Credit Union Paint Colors:



BM 2061-20
Champion Cobalt



BM 1611
Graytint



BM
custom color 2985
Light Blue eggshell



BM 1616
Stormy Sky

Target Credit Union Paint Colors:

Specified by Target Real Estate Services.

***BM Blue** Use BM Blue in new construction or locations with bright natural light.

****BM Bold Blue** Use BM Bold Blue in older branches or locations without natural light.

Please contact the Martketing Dept. for more information.



28

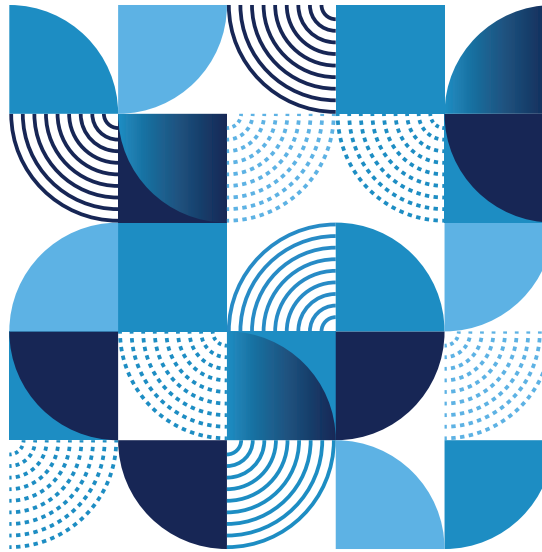
Brand Identity

Pattern

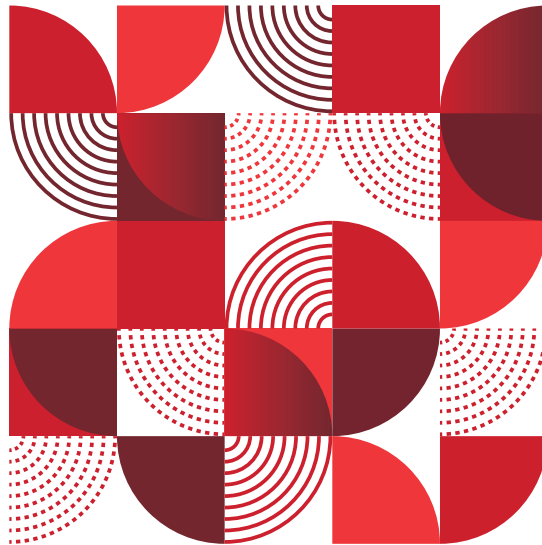
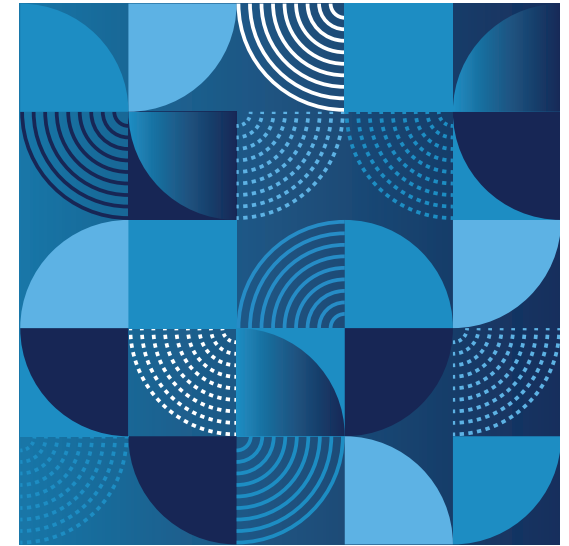
Brand Pattern

Our brand pattern is part of the brand identity's full expression, It's flexible and adaptive to a host of applications. The pattern reflects the brand personality, balancing altruistic optimism with responsible expertise, and a hint of playfulness. The dynamic, replicable pattern suggests that BCU is everywhere our members need us to be.

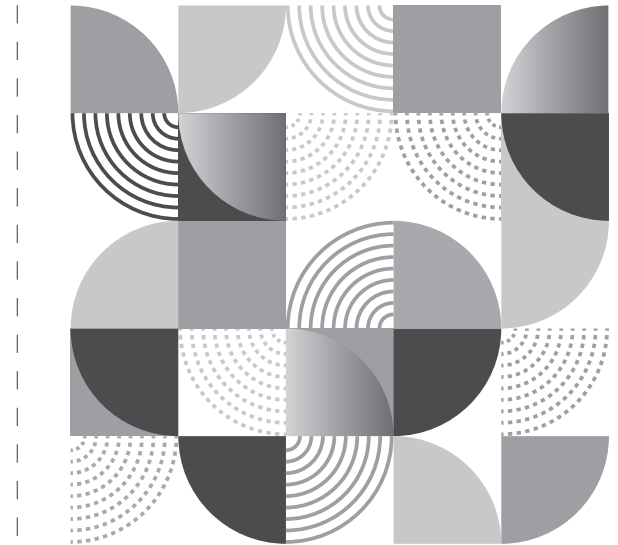
Patterns serve the dual purpose to also unify our endorsed brands with one common pattern.



Primary Blue Pattern



Optional Red Pattern



Optional Gray Pattern



30

Brand Identity

Typography

Typography

To ensure brand compliance with written communication and presentations, please make sure these fonts are installed locally on your devices. Contact the Service Desk for assistance.

Freight Sans Pro Light
Freight Sans Pro Book
Freight Sans Pro Bold

Accent Fonts

Adobe Garamond
Adobe Garamond Italic

Headline Font

FREIGHT SANS PRO BOLD

Endorsed Branding Logo Fonts

Freight Sans Compressed Med
Freight Sans Compressed Semi Bold

Open Sans Light
Open Sans Regular
Open Sans Bold

Accent Fonts

EB Garamond
Adobe Garamond Italic

Headline Font

OPEN SANS BOLD



32

Brand Identity

Photography

Photography

The BCU brand is uniquely expressed through vivid, realistic, and engaging photography. As a member-centric organization, compositions should include representatives of our membership true to who they are, where they live and how they may be engaging with our products and services.

Tone wise, any interactions between BCU members and its employees should convey a happy, fulfilling, and supportive experience. All treatments should be bright, clean, and as singular-focused as possible. Strong filtering is discouraged. Despite our blue-focused brand, photography should feel warm.

Our imagery will reflect BCU's Values. It will be inclusive and depict collaboration. Empowerment and Wow will also shine through in the images we select.





34

Brand Identity

Brand Expressions

Small Space Logo

The BCU small space logos allow for an abbreviation in short-form applications, such as mobile apps, social media and the URL bar within internet browsers. The use of the pattern and a very distinguishable “b” or “bcu” make our icons stand apart.



Primary App Logo



Primary App Logo



The small space b is a **registered trademark** of BCU

BCU Plastics

The BCU Visa® Credit and Debit Cards



Travel Rewards Visa Signature® Card



Cash Rewards Visa Signature® Card



Debit Card



Simply Visa® & LAUNCH™ Visa® Card



Business Visa® Card




Business Visa® Debit

eMail Signature


Desktop/Network

Optional add-on: It is acceptable to add your StrengthsFinder(R) Top 5 to your signature. Strengths should be placed beneath your title.

Optional add-on: It is acceptable to add your pronouns to your signature. Pronouns should be placed the right of your name.

Open Sans Semi Bold, 11pt R83 G87 B90	_____	Name (pronouns)	_____	Open Sans Semi Bold, 8pt R157 G160 B161
Open Sans Semi Bold, 10pt R157 G160 B161	_____	Title		
Open Sans Semi Bold, 10pt R20 G141 B195	_____	p 000-000-0000 m 000-000-0000	_____	Open Sans Regular, 10pt R83 G87 B90
Open Sans Semi Bold, 8pt R157 G160 B161	_____	top 5 strengths or NMLS#		
BCU Logo Link to: BCU.org	_____	bcu		GALLUP EXCEPTIONAL WORKPLACE AWARD _____ Gallup Exceptional Workplace Logo

Web-based (Office365)/Mobile

Open Sans Semi Bold, 11pt R83 G87 B90	_____	Name		
Open Sans Semi Bold, 10pt R157 G160 B161	_____	Title		
Open Sans Semi Bold, 10pt R20 G141 B195	_____	p 000-000-0000	_____	Open Sans Regular, 10pt R83 G87 B90
Open Sans Semi Bold, 10pt R20 G141 B195	_____	m 000-000-0000		
	_____	BCU.org		
		bcu		GALLUP EXCEPTIONAL WORKPLACE AWARD

Visit **The Point** for directions on how to update your email signature.



38

Brand Identity

Web Style Guide

Web Style Guide

Logo

Use the BCU color logo when possible, but alternately can use reversed logo in white. Do not include tagline in logo lockup.



Typography

Open Sans Regular or Bold
Body Copy: - #54575a or #1d2758
Headline Copy: - #54575a or #1d2758
Linked Text: - #148dc3

Branding Colors

Typography

Aa	Aa	Aa	Aa	Aa
#000000	#54575A	#1D2758	#1175A2	#417C2A

Tints

#000000 #54575A #1D2758 #1175A2	#000000 #54575A #1D2758 #1175A2
#E7F4FC	#F1F1F1

Buttons / Backgrounds

#000000 #1D2758	#000000 #1D2758	#FFFFFF #5CB3E6 #6CC24A	#000000 #1D2758	#000000 #54575A #1D2758
#6CC24A	#5CB3E6	#1D2758	#9DA0A1	#D7D7D7

CTA Buttons

Labels: Open Sans Bold

Primary Button:

Background: #6cc24a
Label: #1d2758

Button Label

Default

Background: #9DA0a1
Label: #1d2758

Button Label

Hover State

Background: #ffffff
Border: #9da0a1
Label: #1d2758

Button Label

Active State

Background: #6cc24a
Border: #1d2758
Label: #1d2758

Button Label

Focus State

Background: #d7d7d7
Label: #54575a

Button Label

Disabled

Secondary Button:

Background: #5cb3e6
Label: #1d2758

Button Label

Default

Background: #9DA0a1
Label: #1d2758

Button Label

Hover State

Background: #ffffff
Border: #9da0a1
Label: #1d2758

Button Label

Active State

Background: #5cb3e6
Border: #1d2758
Label: #1d2758

Button Label

Focus State

Background: #d7d7d7
Label: #54575a

Button Label

Disabled

Tertiary Button:

Background: #1d2758
Label: #ffffff

Button Label

Default

Background: #54575a
Label: #ffffff

Button Label

Hover State

Background: #ffffff
Border: #54575a
Label: #000000

Button Label

Active State

Background: #1d2758
Border: #1d2758
Label: #ffffff

Button Label

Focus State

Background: #d7d7d7
Label: #54575a

Button Label

Disabled

Links:

Link Name

#1175a2

Default

Link Name

#54575a

Hover

Link Name

#1175a2

Active

Link Name

#1175a2

Focus



41 **Appendix**

Marketing Templates

Direct Mail - Postcard



Marketing Templates

Modular Mailer



Marketing Templates

Digital Posters - 1080x1920



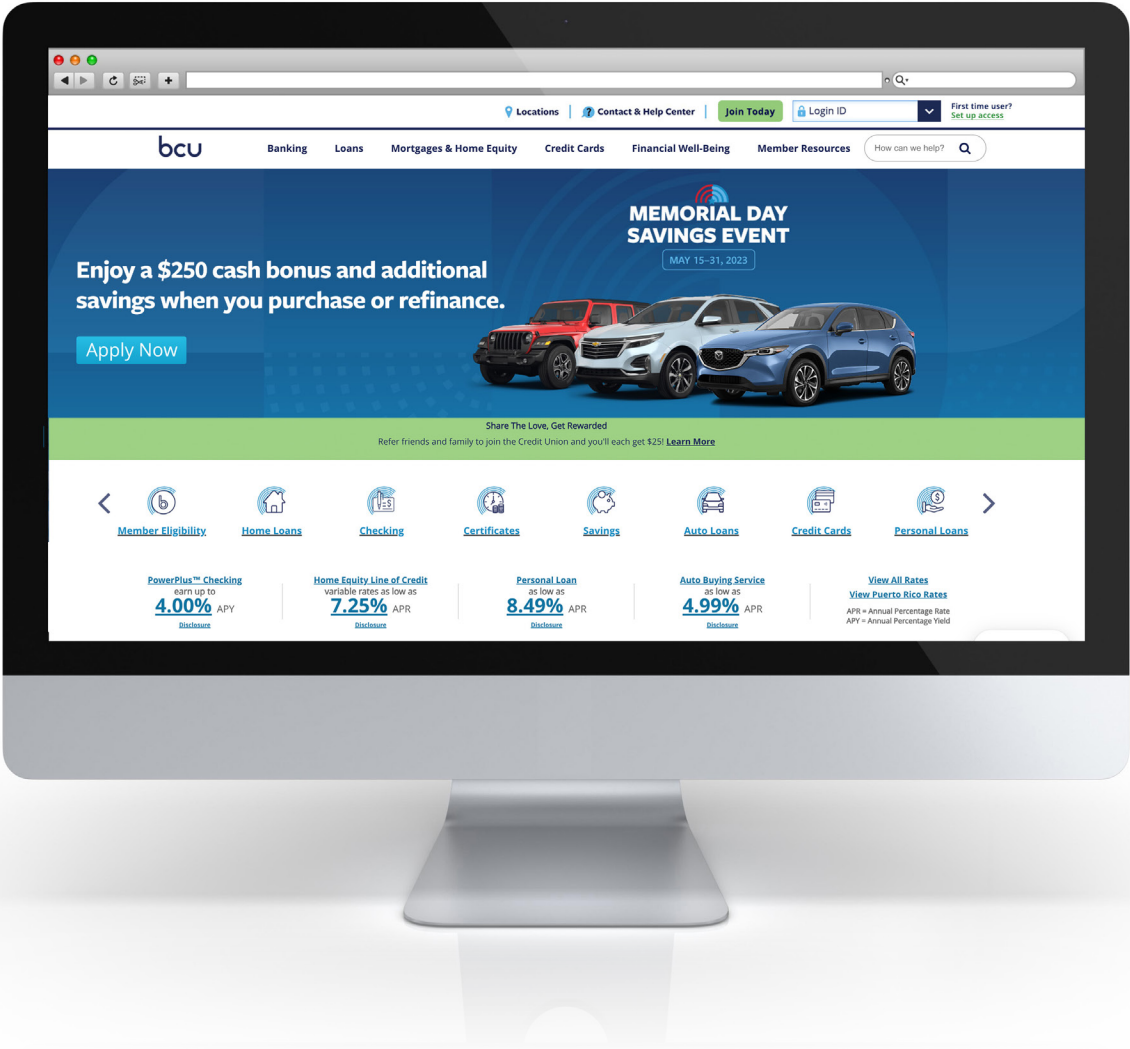
Marketing Templates

Plasma - 1920x1080




Marketing Templates

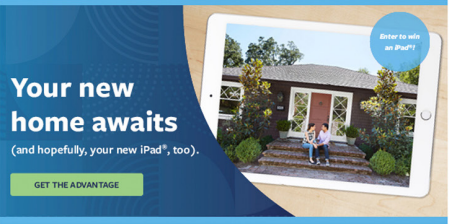
Homepage Banner - 1920x540



Marketing Templates

eMail Templates

[View in browser](#)
HOMEADVANTAGE® | SCHEDULE APPOINTMENT



GET THE ADVANTAGE

The 3 steps of house hunting with BCU:
Sign up for HomeAdvantage®. Find your dream home. Save big.

Automatically enter to win one of three iPads® when you register for HomeAdvantage® by March 31, 2019¹. Once registered, you can search for homes, get connected with a trusted agent and earn an average of \$1,545 in Cash Rewards—BCU members have earned over \$3 million with this program².


Plus, when you've found your home and are ready to finance, we're here for you too. Receive \$350 off closing costs³ when you apply for a mortgage by May 31, 2019 and mention this offer.


So even if you don't win that iPad, you're still coming out a winner.

Get the Advantage

Or call 800-388-7000 ext. 8167

PRODUCTS & SERVICES | FINANCIAL WELL-BEING | ABOUT US | CONTACT & HELP





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The HomeAdvantage® program is made available to you through a relationship between BCU and CU Realty Services. Program Cash Rewards are awarded by CU Realty Services to buyers and sellers who select and use a real estate agent in the HomeAdvantage network. Home buyers or sellers are not eligible for Cash Rewards if they use an agent outside this network. Using BCU for a mortgage is not a requirement to win Cash Rewards. Cash Rewards amounts are dependent on the commissions paid to the agent. BCU may have specific rules on how you Cash Rewards will be paid out. Cash Rewards incentives are available in most states; however, are void where prohibited by law or by the lender. Please consult with your credit union to get details that may affect you. States and/or major metropolitan areas included in the HomeAdvantage program include: AL, AZ, CA, CO, DC, DE, FL, GA, IL, IN, KS, MA, MD, MI, MN, MO, NC, NH, NM, NY, OH, PA, TN, TX, VA, WI, and WV. New cities, states and real estate agents continuously join the program. If you do not see the area you're interested in, contact HomeAdvantage at 800-388-7000. Terms and disbursement of cash rewards vary by state. HomeAdvantage® is a registered trademark of CU Realty Services, LLC. HomeAdvantage® is a registered trademark of CU Realty Services, LLC.


1. Open to members of BCU; must be 18 years or older to enter. No purchase necessary to enter or win. Purchase will not improve chance of winning. Limit one (1) entry per person, per household and per email address for the entire Promotion Period. Offer begins at 12:01 am CST on January 1, 2019, and ends at 11:59 p.m. CST on March 31, 2019. (Offer Period). Only registrations submitted during the Offer Period will be accepted. Odds of winning depend on the number of eligible entries received. Void where prohibited. One potential winner will be determined from among all eligible entries received in three (3) random drawings to be conducted on or about Feb 13, 2019, March 1, 2019 and April 15, 2019 by BCU whose decisions are final and binding on all matters relating to this giveaway. Potential winners will be notified by phone or email with additional materials provided by email or courier service. Prizes are 3 Apple - iPad (Latest Model) with WiFi - 128GB - Space Gray (one per winner/per month). Retail Value \$329-\$559. BCU reserves the right to validate the winning entries. BCU employees and immediate family members are not eligible to participate.

2. Combined cash reward savings calculated based on 2,028 home closings with a real estate agent in the HomeAdvantage network of approved agents between 03/01/2011-12/17/18.

3. Must mention this promo offer to your BCU Representative to qualify for the \$350 credit at closing. First Mortgage Purchase or Refinance application must be submitted and approved by 5/31/19 and closed by 7/31/19. Excludes home equity loans and lines of credit.

Apple® is not a sponsor or participant in this contest. iPad is a registered trademark of Apple, Inc.

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Important information about your ATM deposits.

Upcoming change to the ATM network.


We have noticed that you've recently used a STAR ATM. As of February 28, these ATMs will no longer accept deposits or offer surcharge-free services to BCU members. But don't worry! You can access thousands of in-network ATMs nationwide to complete deposits and surcharge-free transactions.


See how easy it is to find your nearest Service Center, in-network ATMs and Shared Branches[®].

Watch Video

You can also deposit your checks anywhere, anytime when you use [Deposit Anywhere](#) in the BCU Mobile app.

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*Please contact the Shared Branch you wish to visit for confirmation of services delivered prior to traveling to conduct transactions.

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For questions regarding these guidelines, please contact:

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