

In This Issue:

Holiday Closing Posters
 Holiday Greeting Cards
 International Credit Union Day
 Effective Logos
 CUAdvantage VIP

Compliance Corner:
 Updates to Advertising Rules
 Quick Response (QR) Codes
 Client Spotlight:
 Allegis Credit Union

FALL 11



2012 Holiday Closing Posters

Get yours for
\$5.00 each!

Your professionally designed 2012 holiday closing posters are here. Simply provide us with your logo, and we'll send you your personalized 8.5x11 posters. *

Be an early bird and place your order today!

For your convenience, please place your order with your CUAdvantage representative or online at www.cuadvantage.com.

*Other sizes available. Contact your CUAdvantage representative for details.

The Weather is Still Warm But We're Already Thinking "Holidays"

Ask us about our Christmas Card designs. Simply pick your favorite design, send us your logo, and have a nice greeting card ready to send for the holidays from your credit union.

For pricing and order details, please contact your CUAdvantage representative.



CREDIT UNIONS
BUILD
 A BETTER
WORLD™

INTERNATIONAL CREDIT UNION DAY

Thursday, October 20, 2011

This year's theme supports the social contributions made by credit unions that impact the entire cooperative community. In association with the United Nations' International Year of Cooperatives in 2012, International Credit Union Day 2011 aims to highlight services that improve the lives of members, and their families and communities, in countries around the world.

Let's build a plan together!

With the theme in mind, now is a good time to plan a special activity or giveaway. Call upon us at CUAdvantage and we can create a personalized insert, postcard, banner or poster that shines a spotlight on your big event. Speak with us about ordering personalized promotional items, too!

DESIGN POINT: Simplicity is Key for Effective Logos

Effective visual representation breeds brand awareness, which is measured by how well customers recognize a certain brand. A significant factor of brand awareness is an organization's logo. A logo holds tremendous importance with credit unions because it is incorporated into all business activities. Whether in business cards, brochures, online, promotions or other business dealings, logos are always used to represent the credit union on each and every communication level.

KEEP IT SIMPLE – A logo must be functional; it is not a piece of art. Remember, logos will need to be altered to fit on anything. Small logos with a lot of detail turn into blobs.

EXAMINE FONT AND COLOR CHOICES CAREFULLY – Again, it's all about function. Using lots of color will look OK for digital pieces, but will it look the same when you send a fax? The answer is not likely. Also, fun and fancy fonts might look good, but regular fonts are easier to work with when you get your logo printed on promotional items.

QUESTIONS? We can help! Simply call your CUAdvantage representative or contact us at 877.799.0784 or solutions@cuadvantage.com.



Welcome to the newest VIPs at CUA:

Allegis Credit Union, MI | Norfolk Federal Credit Union, VA | Portsmouth Police Credit Union, VA
Portsmouth Virginia City Employees Credit Union, VA | Post Community Credit Union, MI
Prime Care Credit Union, VA | St. Matthews Federal Credit Union, VA
Federal Employees of Chippewa County Credit Union, MI | Fallon County Federal Credit Union, MT
Park View Federal Credit Union, VA | Richmond Postal Credit Union, VA | Community Alliance Credit Union, MI
Port of Hampton Roads ILA Federal Credit Union, VA

Thank you for choosing CUAdvantage.
We look forward to completing more
marketing solutions with you!

To our veteran VIPs:

Thank you for using CUAdvantage.
We could not be where we are today without you!



ideas at work

Some people entertain ideas; others put them to work.
~Anonymous



Updates to Advertising Rules

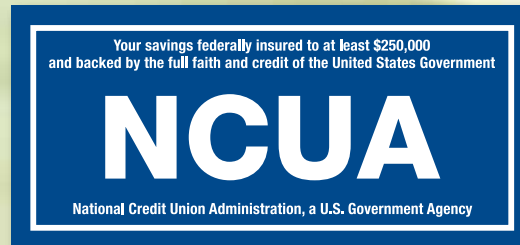
January 1, 2012 is the mandatory compliance deadline for adhering to updates to the use of the NCUA official advertising statement and logo. Should your promotion begin in 2011 and extend into 2012, the following advertising rule updates must be demonstrated in your promotion.

The Official NCUA Advertising Statement & Alternatives

The current advertising statement reads, "This credit union is federally insured by the National Credit Union Administration" and must be included on all insured credit union advertising. Credit unions may use alternate advertising statements in lieu of the official statement. Alternates include the short title "Federally insured by NCUA" or the NCUA's official logo.¹

Font Size

The regulations do not dictate a specific font or size. "The font size for the official advertising statement may be no smaller than the smallest font size used in other portions of the advertisement intended to convey information to the consumer."¹



Use in Radio & Television Ads

This NCUA rule update requires "use of the official advertising statement for all radio and television advertisements 15 seconds in length or longer."¹

Use in Annual Reports & Statements of Condition

NCUA supports the inclusion of the official advertising statement on these documents. The official advertising statement must be legible and placed on the front cover of the document or on the first page readers see if no cover page exists.¹

¹ Michigan Credit Union League. (2011, July. Vol. 12., Issue 3). FAQ: Accuracy of Advertising. Retrieved from www.mcul.org.

CUAdvantage leverages compliance information we obtain through research. In order to ensure compliance is met, we encourage you to consult with your personal compliance coordinator.

Information Shorts: Instant Access with Quick Response (QR) Codes

Similar to retail barcodes, these two-dimensional codes allow your members instant access to information you want them to see. When you scan or read a QR code with your iPhone, Android or other camera-enabled smartphone, you can link to digital content on the web; activate a number of phone functions including email, IM and SMS; and connect the mobile device to a web browser.



Connect instantly to CUAdvantage.com! Simply scan this QR code to begin. Look for this QR code in future newsletters.



QR codes are a valuable, quick communication tool that is gaining popularity in the U.S. Several of our clients have opted to incorporate QR codes into their marketing pieces. Contact us to learn how QR codes can benefit you.

I have only known CUAdvantage since February and already they have made my life so much easier and given me back so much time! That one, ten-letter word on my to-do list evoked so many emotions, from panic to dread to an overwhelming feeling of wanting to hide under my desk: NEWSLETTER. I am a much saner and happier person to have the quarterly task of putting together our newsletter off my plate. As a one-person marketing department, I was responsible for coming up with content, researching articles, writing articles, finding pictures, and trying to decide if I had enough or too much! And in true credit union marketer fashion, I would start it the day before it was due at the printer, and inevitably there were 16 other things that had to be done that same day!

Now, CUAdvantage sends me an email well in advance and I print out my idea sheet. I relax with my feet up on my desk as I mark off the topics that are relevant. Then, we get together and discuss what is coming up at the credit union. Next thing I know, I am proofing a beautiful, completely laid out newsletter that is practically ready for print! I feel like I have been given a magic wand! The only thing I have to worry about is that my writing skills might get a little rusty, but trust me; I am not too worried about that!

Lindsay Smith
Director of Marketing
 Allegis Credit Union



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 cuadvantage.com



As a full-service marketing company, CUAdvantage Marketing Solutions specializes in the credit union industry. Whether it's a quarterly newsletter or a corporate identity package, we'll create a look that complements your image and informs your membership.

We are committed to giving each and every credit union their own identity and custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work.

If you've got an idea that you'd like to bring to life, call us today or send us an email.

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CUADVANTAGE
 PAID
 U.S. POSTAGE
 PERMIT NO. 100
 SAGINAW, MI 48603



Connect instantly to
 CUAdvantage.com! Simply
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ideas at work