

## **Direction 1: Teachable moments. For your unique story.**

**Photography:** Source photography that has vivid colors that enhance the brand elements of the site. For example, in panel 1, we are using an image with lots of yellow, that really pops on the darker color and helps the subheadline to pop. Photos should also be used to tell a unique story and evoke some emotion, not just smiling at the camera while using their debit card.

### ***Panel 1: Welcome to Educators Credit Union***

#### **Hero**

Rather than using white as a background color for the whole site, we are using a light grey, this will help content to flow from one component to the next, without breaking up the content. The hero image here has no defining separating from the component below.

The headline for the hero would be broken up into two lines, with an accent on a few words to make them pop, ie: We can achieve more TOGETHER. Together is really highlighted on this page, by being larger, all caps, and burgundy. Supporting text will be in the brand dark grey color.

Yellow is used as the primary button and text link color, this will help draw attention to these key elements on the site.

#### **Blog Feature Component**

Since the background color of the site will be light grey, we are using white as a background color for the blog feature, this breaks up the content on the page, and the light background with the stark font contrast allows for easier readability. The colors from the images also pop more on this background. A light drop shadow highlights the content.

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### ***Panel 2: Low Rates, so you can achieve more***

#### **Rates**

Featured rates were something stakeholders asked to highlight, so on the page with a grey background, rates would be placed on a burgundy background, with the Educators logo large - yet subtle in the background. Rates use large numbers to showcase the rate, with big headlines above, making it really easy to see the featured rate, but still let the brand elements show through. It is very easy to see the yellow links and buttons on this dark background.

#### **Testimonial**

A large headline tells users what this content is about, and breaks up content heavy pages. This allows testimonials to be longer or shorter, but still draw users attention to them. A smaller photo used in this testimonial, so we have the option to not require photos, as it's not the feature of the component

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**Panel 3: Low Rates, so you can achieve more**

### **CTA**

We are reserving the purple color for things like Call to actions or alerts, this will help draw attention to these areas of the site. Again here we are breaking up copy with smaller text, followed by big bold words.

### **Quick Links / Icons**

Icons are simplified to just one color, on hover a pop of a second element will show, to add some excitement, Apply for a loan shows a yellow seal on hover, calculate shows some coins on hover.

The hover state of the buttons is a gradient washover of black, with yellow text. Keeping the yellow as cta color.

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**Panel 4: Don't stop what you are doing**

### **Brand Message**

The navy color can be used for brand messages. Will help content to stand out on content-dense pages. Shown here is how we could feature WeCu on a page, drawing attention to this component.

### **FAQs**

Yellow open and close 'arrows' make it easy for users to know this content is clickable. Once an FAQ is open the area will turn white, highlighting the open accordion, shown here is also how text links would appear on the site.

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**Panel 5: Everything Checking**

### **Hero**

The colors of the image are not exact, but are very complimentary of the brand colors. A big headline highlights the product page name, followed by some supporting text.

### **Text with Image**

Big headlines will make it easier to break up content on pages. Featured images are square to add some uniqueness to the site.

## Direction 2: Knowledge Transfer

**Photography:** Source photography that either compliments the brand colors, or are customized with them. Photos should also be used to tell a unique story and evoke some emotion, with the subjects looking toward the text, when possible, further tying copy to imagery. For some situations, this direction is 'breaking out of the box' with images, by clipping them out of their backgrounds, setting them on a complimentary brand background color, and allow them to emerge from the top of their container.

*Panel 1: We can achieve more together*

### Hero

This direction combines the angled edges of the Educators brand identity with soft, rounded corners. Large, bold type is softened with approachable script type treatments. Rounded button edges are combined with bold, uppercase button text, as demonstrated in the Brand Guidelines.

Light and airy, the vast use of white space and backgrounds allows the focus to be on the content and imagery, with few distractions, a hallmark of many of the inspirational websites shared by the Educators team.

Yellow is used as the primary button color, while text links stand out with and meet ADA compliance standards with bold, underlined text in a contrasting brand color.

### Blog Feature Component

Subtle shadows on rounded-cornered content containers set the content off of the page, with creating distractions, and offer a timeless style which focuses on content and usability.

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*Panel 2: Check out today's rates*

### Rates

Featured rates use large numbers to showcase the rate, with big headlines above, making it really easy to see the featured rate. Subtle treatments for the rate containers and eye-catching numbers, allow the content to shine through, and for visitors to be able to quickly scan for information.

### Testimonial

The conversational style of the script typeface being used in the Educators branding invites the visitor in, along with dynamic color combinations that pop off the page. While this treatment succeeds even without photos, keeping a consistent style of photos cut out of backgrounds allows the testimonial images to captivate visitors and engage with the content.

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***Panel 3: Become a member-owner***

**CTA**

Bold, brand color combinations, a script typeface addition, and minimalist design once again engage visitors in a more conversational-yet-professional way. Bright buttons pop off the page, and allow the visitor to quickly click or tap on call to action buttons.

**Quick Links / Icons**

Icons are simplified to just one color, on hover a pop of a second color will show, to add some excitement, while maintaining the minimalist styling of the Educators brand elements.

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***Panel 4: Don't stop what you are doing***

**Brand Message**

The purple color can be used for brand messages and testimonial content. Will help content to stand out on content-dense pages.

**FAQs**

Open and close 'arrows' make it easy for users to know this content is clickable. Once an FAQ is open the area will turn yellow, highlighting the open accordion, shown here is also how text links would appear on the site.

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***Panel 5: Everything Checking***

**Hero**

As shown in the testimonial, an option for product pages to increase visitor interest and engagement could feature cut-out images, with subjects facing the content, and encapsulated on brand color background combinations, once again in a container with angles and rounded corners.

**Text with Image**

Big headlines will make it easier to break up content on pages. Featured images are rounded for consistency across the site.