Self Service Channel Custom Branding Options

It'sMe247
Online Banking

It'sMe247
Mobile Web Banking

It'sMe247
Mobile App Banking

It'sMe247
Online Banking
Community

CU*ANSWERS
A Credit Union Service Organization

It's Me 247 Online Banking Branding Concepts

Custom **It's Me 247** Theme, Custom Logo, Custom Photo Album

Our graphic designers have some creative freedom and will strive to give each custom theme some unique flair.

■ Introduction

For years, members who use the **It's Me 247** online banking channel have enjoyed features that allowed them to personalize the site to their preferences. The very name, **It's Me 247**, was targeted at making every individual member feel like they were the central focus.

But options for customizing the online channel were relatively limited when it came to identifying the credit union. The assumption was that the member came from the credit union's site, and would remember that. There's no doubt that this allowed for quicker development of the CUSO's self-service channel, at amazing price points.

With the look-and-feel upgrades to **It's Me 247** in January of 2013, we launched a new platform to improve navigation and also allow for credit union-level customization. In this booklet you will find our 2014 options for branding and customizing online banking and future mobile solutions to fit your credit union's unique style and brand. From making your logo the marquee on every page, to creating a unique color scheme and uploading custom photo albums, your credit union can now take advantage of the next evolution for our self-service channel solutions.

■ Custom It's Me 247 Online Banking Desktop Theme

Brand it to your own corporate colors. Pick your corporate colors using an HTML color picker.   This works best when you pick a darker base color and a lighter accent color.

> *Tip: COMING SOON: Use our online tool at ws.cuanswers.com/self-service-branding to assist in picking the proper HTML colors.*

How it Works
Once you have approved your new color theme, you can set this theme to become the default theme for any member who has not selected their own personal theme. That is, any member still using the theme you selected at conversion, will now be using your custom corporate theme. In addition, all members may elect to change to use your theme as their own. Finally, all new members will receive your custom theme as the default.

All monitors render colors a little differently, so your choices will not look exactly the same on every single computer. Also, we recommend you stay away from browns, as they tend to get muddy and unattractive on certain displays.

CU*BASE Help is available for showing you how to set the default theme for It's Me 247 Online Banking members.   See http://www.cuanswers.com/doc/ gold/gold.htm#3804g.htm for details.

Also, make sure you notify your membership first. Many members use the color theme as a security feature.

Once you sponsor a color theme for **It's Me 247** Online Banking, it becomes available for every credit union in the network. Thanks for contributing to everyone's success!

Because your sponsored theme becomes available network wide, CU*Answers will choose a creative name for your theme based on the colors.

What You Get
Custom primary color for main elements

Custom accent color for icons and other elements

Our graphic designers have some creative freedom and will strive to give each custom theme some unique flair.

Blue Steel Default Theme

Custom It's Me 247 Online Banking Theme
(Green and Navy)

Costs
One time set up...$2,000

Monthly Maintenance $0

■ Custom It's Me 247 Mobile Web Banking Theme

Apply the colors you selected for your **It's Me 247** custom desktop theme to mobile web too.

> *Tip: COMING SOON: Use our online tool at ws.cuanswers.com/self-service-branding to assist in picking the proper HTML colors.*

How it Works

Once you have approved your new color theme, this theme will become the default theme for your **It's Me 247** Mobile Web. Also, since most mobile app providers embed It's Me 247 Mobile Web into your application, this theme will automatically be deployed through your mobile web.

Since most mobile apps embed It's Me 247 Mobile Web, your custom theme will automatically be updated through your mobile app provider.

An **It's Me 247** Mobile Web theme is selected by the credit union for all members. That is, **all** members will have the same color theme that the credit union chooses. Make sure you notify your membership prior to making this change.

Because your sponsored theme becomes available network wide, CU*Answers will choose a creative name for your theme based on the colors.

Default Mobile Theme
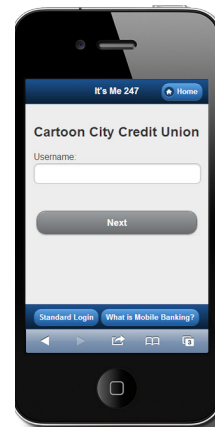
Custom Mobile Theme
(Orange and Navy)
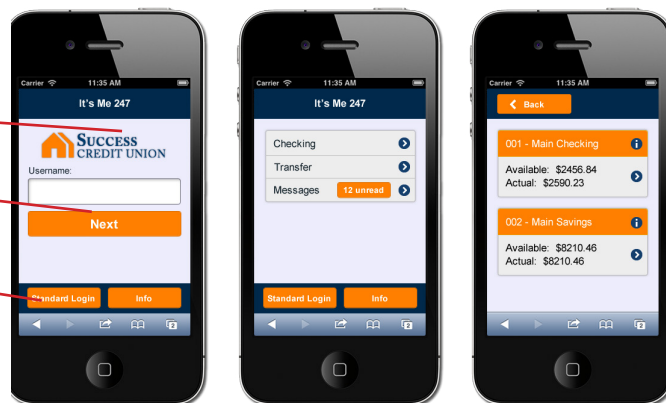
What You Get

Your logo[1]

Custom primary color selected

Custom accent color

[1] For certain Mobile App vendors, your logo will not be included in order to provide a more app-like experience for your members.

Costs

One time set up..$1,600
Monthly Maintenance $20/month

■ It's Me 247 Online Banking Desktop Logo Swap

Swap the placement of the It's Me 247 Online Banking Logo and your credit union name.

How it Works

You must provide an Adobe Illustrator or EPS color version of your logo. This ensures we can create the proper format with transparency for the **It's Me 247** Online Banking.   We will swap the location inside online banking of the **It's Me 247** logo with your credit union logo.

All themes have a dark grey or dark primary color background. Please provide your logo in a light color scheme so that it will render legibly on a dark background. Notice how the standard *It's Me 247* Online Banking logo is mostly white or light colored.

Submitted logos must be in true vector format, either Adobe Illustrator or EPS with all fonts converted to outlines.

Our graphic designers will work to make your logo look good on as many themes as possible, however every combination cannot be tested.

Blue Steel Default Logo
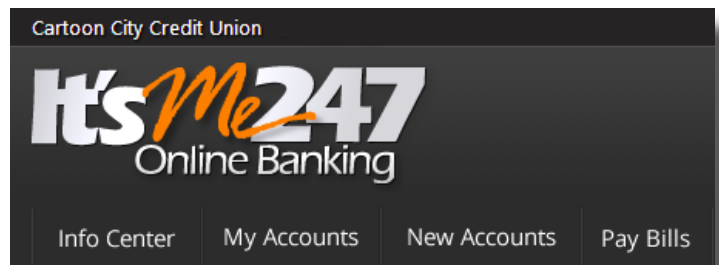
What You Get

It's Me 247 branding moved to top. This allows you to continue to use collaborative marketing and documentation.

Your logo and brand front and center

It's Me 247 Online Banking Logo Swap

Costs

One time set up...$750
Monthly Maintenance $20/month

■ Custom It's Me 247 Online Banking Desktop Photo Album

Let your members choose a photo album that reflects your credit union's values and membership. Choose 1-6 photos to be incorporated into a custom photo album for your members. Note, you must have copyright permissions to use the photos you submit. Also, please note that photos must fit into the proper aspect ratio, that is, photo albums are wider than they are tall.

> *Tip:* *COMING SOON: Use our online tool at http://ws.cuanswers.com/self-service-branding to assist in choosing the cropping of your photos.*

How it Works

Once you have approved your new photo album, you can set this album to the default album for any member who has not selected their own personal album. That is, any member still using the album you selected at conversion, will now be using your custom album. In addition, all members may elect to change to use your album as their own. Finally, all new members will receive your custom album as their default.

Choose 1-6 photos for your album. Photos must be landscape orientation. Use our online cropping tool to size them properly. Images must be JPG or PNG, min. 72 DPI, 400px wide by 100 px tall. Also note the focal point of your image should be on the right hand side. When published, the left hand side will have a fade in gradient to match the theme.

CU*BASE Help is available for showing you how to set the default photo album for It's Me 247 Online Banking members. See http://www.cuanswers. com/doc/gold/gold.htm#3804g.htm for details.

Also, make sure you notify your membership first. Many members use the photo album as a security feature.

Once you sponsor a photo album for **It's Me 247** Online Banking, it becomes available for every credit union in the network. Thanks for contributing to everyone's success!

Because your sponsored album becomes available network wide, CU*Answers will choose a creative name for your album based on the content.

What You Get

Your custom photo album in rotation

Your Credit Union must have copyright permissions to use any photos you submit. Also, photos must fit into the proper dimensions, that is, photo albums are wider than they are tall.

Stock Nature Photo Album

Custom Western Photo Album

Costs

One time set up...$750
Monthly Maintenance $20/month

It's Me 247 OBC Branding Concepts

Custom Logo, Custom Background Color, Custom Social Media Connections

■ Online Banking Community Logo Replacement

Replace the **It's Me 247** Online Banking Community Logo and your credit union name.

How it Works
You must provide an Adobe Illustrator or EPS color version of your logo. This ensures we can create the proper format with transparency for the It's Me 247 Online Banking Community.

The Online Banking Community mast area is white, please provide your logo in a dark or full color scheme so that it will render properly on a white background. Our graphic designers will work to make your logo look good.

Costs
One time set up..$750
Monthly Maintenance $20/month

FREE Options!

■ OBC Custom Background Color
■ OBC Custom Website Links
■ OBC Custom Social Media Links

These customization options are all available today for free! Simply complete an OBC Customization form and fax or scan and email it in. The form is available online at http://cuanswers.com/pdf/im247/OBC_Customization_Form.pdf.

Use our online tool at http://ws.cuanswers.com/2011/01/17/new-its-me-247-obc-color-selector-tool/ to assist in picking the proper HTML colors.

The Online Banking Community includes Security Training and other information that allows you to fulfill auditor requirements.

What You Get
Custom HTML color

Custom links to your social media profiles

Custom website links back to your webpage

Default Online Banking Community

Customized Online Banking Community

Costs
One time set up...FREE!

Technical Details and Specifications

All logo files must be provided as true vector format in Adobe Illustrator or EPS format. Color logos only. All fonts must be converted to outlines. This allows us to use your logo with proper formatting and transparency. Logos not conforming to these specifications will be rejected.

All colors must be provided in HTML (hex) or RGB format. Use the online tool at (coming soon) http://ws.cuanswers.com/self-service-branding to assist in picking the proper HTML colors. Also note that every monitor displays colos differently. PMS color approximations are possible, but not guaranteed.

Photos provided must be in JPG or PNG format. Photo dimensions are 400 pixels wide by 100 pixels tall. Minimum of 72 DPI at actual size. Photographs must be landscape oriented and in proper 4:1 aspect ratio.

You must have copyright permission for any photographs or artwork used. CU*Answers may reject images where copyright is deemed questionable. At our sole discretion, CU*Answers may also reject images for inappropriate content.

CU*Answers will choose a name for your theme or photo album based on the colors or content. Themes and albums will not be named after credit unions because they are available network wide to all members.

Because **It's Me 247** Online Banking is a valuable asset to every member in our cooperative, our graphic designers are allowed some creative freedom in order to keep the consistent quality our members expect.

Credit Union Intellectual Property Warranty & Indemnification

CREDIT UNION warrants that it owns or has the right to license the rights granted under this Agreement to use photographs and other materials, etc., that it has obtained any and all necessary permissions from third parties to license the photographs and other materials, etc., and that use of photographs and other materials, etc. by CU*ANSWERS in accordance with the terms of this Agreement shall not infringe the copyright of any third party.

CU*ANSWERS shall not be liable for any indirect, special, incidental, punitive or consequential damages, including but not limited to loss of data, business interruption, or loss of profits, arising out of the use of or the inability to use the photographs and other materials, etc.

CREDIT UNION shall indemnify and hold CU*ANSWERS and its Affiliates, Officers, Directors, and Employees ("Authorized Users") harmless for any losses, claims, damages, awards, penalties, or injuries incurred, including reasonable attorney's fees, which arise from any claim by any third party including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts, arising out of the use of the [photographs and other materials, etc.] by CU*ANSWERS or any Authorized User in accordance with the terms of this Agreement. This indemnity shall survive the termination of this Agreement. NO LIMITATION OF LIABILITY SET FORTH ELSEWHERE IN THIS AGREEMENT IS APPLICABLE TO THIS INDEMNIFICATION.

Self Service Channel Branding Options Order Form

Name: _____   Date: _____

Credit Union: _____   Online Banking ID: _____

Email: _____   Telephone: _____

☐ **Custom It's Me 247 Online Banking Desktop Theme**
Primary HTML Color: #__ __ __ __ __ __
Accent HTML Color: #__ __ __ __ __ __
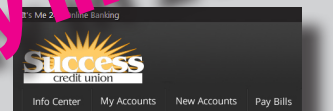Suggested Theme Name:[1]   _____

☐ **Custom It's Me 247 Mobile Banking Theme**
☐ Same as above
Primary HTML Color: #__ __ __ __ __ __
Accent HTML Color: #__ __ __ __ __ __
Suggested Theme Name: [1]   _____

☐ **It's Me 247 Online Banking Desktop Logo Swap**
Please email your logo in Adobe Illustrator or EPS format to
web_services@cuanswers.com.

☐ **Custom It's Me 247 Online Banking Desktop Photo Album**
Please email your 1-6 photo album images in JPG or PNG format to
web_services@cuanswers.com.
Suggested Album Name: [1]   _____

☐ **It's Me 247 Online Banking Community Logo Replacement**
Please email your logo in Adobe Illustrator or EPS format to
web_services@cuanswers.com.

*For **It's Me 247** Online Banking Community Custom Background, It's Me 247 Online Banking Community Custom Website Links or It's Me 247 Online Banking Community Custom Social Media Links please complete an OBC Customization form available online at cuanswers.com.*

☐ **I have read and agree to the Technical Details and Specifications as well as the Credit Union Intellectual Property and Indemnification.**
Signature: _____   Date: _____

Return the completed form to CU*Answers
Fax to CU*Answers Web Services at 616-285-7241

[1] CU*Answers will choose a name for your theme or photo album based on the colors or content. Themes and albums will not be named after credit unions because they are available network wide.

For internal use only:

	Signature	Date
CU contacted form received:		
CSR verified security officer and approves for processing:	_____	_____
CU contacted for design review:	_____	_____
Implementaton scheduled:	_____	_____

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