

Text-based Treatments of Products & Services

This is a quick guide for using text-based (non-graphic or logo-based) references of CU Solutions Group departments, products or services. Note that this does not include stylistic or grammatical considerations.

Acronym Usage

Acronyms can be used for some products and services to reduce the repetitive use of long titles. In such cases, acronyms should be defined at the first point of use in the text with a parenthetical reference after the full title.

Symbol Usage

Trademark and registration symbols should be used on first reference when applicable. It is not necessary to use the symbol after first reference within the same page. If a product or service requiring a symbol is used in multiple areas of a single project, the symbol must be used on the first reference of each new page or section.

Be sure to always superscript symbols when they're included. If the formatted ™ and ® symbol is unavailable, use parentheses to denote trademark designation as (TM) or (R). Do not add a space between the item name and the symbol. Regardless of text style around the symbol, do not bold or italicize the symbol.

Marketing Solutions

Marketing Solutions powered by FocusIQ
FocusIQ
FocusIQ Ad Specialty
Save to Win
CUBE TV®
CUBE TV® Studios
Financial Resource CenterSM (FRC)
Gas Station TV (GSTV®)
Just Getting By (*referring to campaign*)
Just Getting By (*referring to film*)
LifeSteps™
Turnkey Marketing Campaigns

Technology Solutions

Design & Build
Web Enhancements
Scalable Mobile Apps
Website Design & Hosting
Orpheus™
Mobile Finance Manager™
Content Management System (CMS)
Loan Decision+™
BoldChat™
RecoveryPro®
Xpress Membership

Love My Credit Union® Rewards

Sprint®
Sprint® Credit Union Member Cash Rewards
TurboTax®
TurboTax® Credit Union Member Discount
CU Road Pal
DIRECTV®
Love to Shop
ADT®
ADT® Credit Union Member Plan
Allied®
Allied® Van Lines
Love My Credit Union® Campaign
TruStage®

Performance Solutions

Performance Pro™
Compease™
CEO Review
HR Suite
CU Hiring
CU Hiring powered by ApplicantPro
CU BoardNavigator™
CU PlanningPro™

Additional solutions

Small CU Assist™
Destination Compliance™
League InfoSight®
ComplySight®
CU PolicyPro
CU TrendScan™
Auto Financial Group (AFG)
GoldStar CMS™
GoldStar CMS™ guided by Spireon®
RapidAdvance®
Credit Union Vendor Management