

Spring 2025



CANYON VIEW

C R E D I T U N I O N



BRAND IDENTITY GUIDE BOOK

Section



Brand FOUNDATION



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Importance of **Brand**

A strong brand is more than just a logo or tagline—it's the story we tell and the experience we create. It represents our mission, values, and commitment to our members, shaping how we are perceived and remembered. It builds trust, making us a reliable and recognizable presence in the community. When people connect with our brand, they don't just see a financial institution; they see a partner invested in their success.

Every interaction, from our messaging to our member service, should reflect our brand values. A compelling brand fosters loyalty, turning members into advocates who share their positive experiences with others. By staying true to our brand, we continue to grow, attract new members, and solidify our place as a trusted financial partner.

Bringing **Our Brand** to Life

This brand guide is designed to ensure that our message remains clear, consistent, and impactful. It will outline the voice, tone, visuals, and messaging that bring our brand to life. Our brand reflects growth, opportunity, and forward momentum. By staying true to these guidelines, we build trust, strengthen relationships, and continue growing as a recognizable and trusted financial partner. Together, we shape the future of Canyon View Credit Union—one impression at a time.

Who we **Are**

Our Mission Statement

Our mission is to improve the financial well-being of our members while providing world-class service.

Our Brand Statement

Inspired by the constant, yet ever evolving nature of our canyons, Canyon View Credit Union empowers individuals and communities to achieve their financial goals with a stable foundation and a clearer view.

We are more than a financial institution, we are a trusted partner, a dedicated guide, and a proud member of the communities we serve. Like the canyons that shape our landscape, our foundation is strong, and our vision is expansive. We help our members navigate their financial journey with confidence, offering steady support and a clear path forward.

Our Community Promise

Our impact extends beyond finances. We are deeply rooted in the communities we serve, and through personalized service and all-hands efforts, we prioritize both individual and community development. Through relevant financial education and widespread community support, we create a thriving, connected culture.

At Canyon View Credit Union, every interaction is an opportunity to uplift, support, and create lasting change. Together, we shape a future where financial well-being is within reach for all.

"If you don't give the market the story to talk about, they'll define your brand's story for you."

David Brier | Award-winning brand expert and rebranding specialist

Understanding Our Member

Our members are diverse, representing a wide range of backgrounds, lifestyles, and financial needs; they reflect the rich fabric of the communities we serve. What brings them together is their desire for a financial partner who listens, understands, and provides solutions that align with their unique needs. Our members value a personalized experience where they are treated as individuals, not just accountholders.

This understanding of different needs shapes our approach to member service and reminds us that one size does not fit all. Learning about our members enables us to connect with them more deeply and more effectively support their financial futures.

Knowing our members is also key to maintaining a strong and consistent brand. By keeping our community at the heart of everything we do, we create a brand that is relatable, trustworthy, and impactful—one that speaks directly to varied aspirations, and attracts new members to our services.

Boots on the Ground

Knowing our members is about more than data—it's about the way we greet, serve, and interact with members at every single touchpoint. Whether we are face-to-face or engaging through digital services, our approach should feel personalized, and every member should feel seen.

At Canyon View Credit Union, we understand that each member has their own story; we help shape that story by facilitating each member's unique needs, and elevating each member towards achieving their goals.

Brand Emotional Pillars

Our brand is more than just a name, it's a feeling. We embody the confidence of a well-marked trail, the optimism of a clear horizon, and the trust that comes from a steady guide.

The emotions our brand evokes play a critical role in our members' decision-making. At Canyon View Credit Union, our brand evokes a sense of elevation—lifting our members toward their financial goals with a clear view and empowered path forward. We create an emotional connection by making members feel secure, valued, and inspired to reach untapped potential.

Based on key emotions, we have identified the core emotional pillars that drive our members. These help us identify the emotional benefits of our brand, products, and services; they also help us define members' needs, anticipate awareness or adoption barriers, and shape our interactions around the emotional benefits we bring to our members and community.

The core emotional pillars of our brand are Trust, Possibilities, Empowerment, and Belonging.

"You never really understand a person until you consider things from their point of view."
Haper Lee| Author of 'To Kill a Mockingbird'

Brand Emotional Pillars

PILLAR 1 *Trust*

Trust is the bedrock of everything we do. Just as a canyon withstands time and change, we are unwavering in our commitment to honesty, reliability, and financial strength. Our members count on us to provide stability, clear guidance, and a sense of security. We earn and uphold their trust through transparency, integrity, and genuine care.

PILLAR 2 *Possibilities*

We believe every financial journey is filled with potential. We provide the tools, guidance, and support needed to turn dreams into reality. Like standing at the edge of a vast canyon, our members should feel inspired by the opportunities ahead. With us, the path forward is clear, and the possibilities are limitless.

Brand Emotional Pillars

PILLAR 3 *Empowerment*

Empowerment comes from knowing you're on the right path. We don't just provide products, we provide guidance, education, and unwavering support. Like a well-marked trail, we help our members navigate life's financial challenges with clarity and purpose and equip them with the tools needed to move forward boldly with security and confidence.

PILLAR 4 *Belonging*

Belonging isn't just a feeling, it's a promise. We are committed to fostering strong, connected communities where people support one another and grow together. Just as a canyon is shaped by the forces of nature, vibrant communities are built through collaboration, trust, and shared success. We invest in the places we serve, ensuring that every individual, family, neighborhood, business, and organization has the resources to thrive.

Brand Emotional Map

Pillar 1

Trust

A foundation as solid and enduring as the rock beneath our feet.

Sentiments

- Confidence**
Our members feel certain that they are supported by a trustworthy partner.
- Reassurance**
There is a sense of calm knowing one's financial wellbeing is in safe hands.
- Security**
Members are comforted by the reliability and integrity of our organization.
- Loyalty**
Trust fosters reciprocal, long-term, and enriching relationships.

Outcomes

- Increased Member Retention**
As members feel more confident and secure, they are more likely to stay for the long term.
- Positive Word of Mouth**
Trust leads to advocacy; satisfied members share their positive experiences with others.
- Stronger Community**
Our foundation of trust allows us to build stronger, more meaningful relationships.
- Higher Member Engagement** When members feel trust in their financial partner, they engage more deeply.

Pillar 3

Empowerment

The confidence of a clear path forward.

Sentiments

- Confidence**
Members feel in control of their financial journey with the tools and knowledge we provide.
- Strength**
There's a sense of personal power, capability to overcome challenges.
- Independence**
Members are empowered to make decisions that lead to financial growth and security.
- Clarity**
A clear understanding of their financial options and opportunities, making decisions feel more assured.

Outcomes

- Improved Financial Literacy**
As members gain confidence, they make smarter, more informed financial decisions.
- Greater Financial Success**
Empowered members are more likely to achieve financial goals and milestones.
- Increased Product Usage**
Knowledge of available resources leads to greater use of empowering financial services.
- Long-term Relationships**
Empowerment fosters trust and deeper, ongoing relationships.

Pillar 2

Possibilities

The promise of new opportunities, just beyond the horizon.

Sentiments

- Excitement**
Members feel a sense of enthusiasm for the opportunities that lie ahead.
- Inspiration**
There's a spark of motivation to pursue their financial goals with ambition and optimism.
- Hope**
Members are encouraged to believe that their goals are within reach.
- Curiosity**
An eagerness to explore new financial possibilities and pathways.

Outcomes

- Goal Achievement**
Members feel confident in their ability to accomplish financial goals with our support.
- Member Satisfaction**
The excitement of new opportunities enhances overall satisfaction and adoption.
- Expansion of Services Used** Members are motivated to explore more products and services.
- Stronger Engagement**
The sense of opportunity drives members to engage with us, seeking advice and solutions.

Pillar 4

Belonging

A community that welcomes, supports, and uplifts.

Sentiments

- Connection**
Members feel part of a larger community that cares about their individual and collective success.
- Support**
A sense that one is backed by a partner that's genuinely invested in their wellbeing.
- Pride**
Members feel proud to be part of a community that values collaboration and growth.
- Inclusion**
There's a sense of being welcomed, understood, and valued.

Outcomes

- Stronger Community Ties**
By fostering connections, we become an integral part of the community.
- Increased Local Engagement**
Community-driven initiatives and outreach result in active participation.
- Enhanced Reputation**
A strong sense of belonging reinforces our reputation as community-focused.
- Member Advocacy**
Members who feel a sense of belonging are more likely to recommend us to others.

Brand Key Themes

Like our emotional pillars, there are certain terms, or themes, that are core to our brand; they shape our messaging, define our identity, and guide how we communicate across all touchpoints including social media, brochures, emails, billboards, and beyond. If you're ever uncertain where to begin a piece of collateral, start here.

These themes are the foundation of our brand's voice. They reflect our goals and values and create consistency in how we support members, connect with them, and inspire them.

By using these key themes, especially in headlines and storytelling, we help members and prospective members instantly recognize who we are and what we represent. These terms guide our approach, ensuring every communication feels authentic, meaningful, and unmistakably Canyon View Credit Union.

"The things that make us different — those are our superpowers."
Lena Waithe | Actor, Producer, and Screenwriter

Key Themes & Member Stories

Our key themes define our identity and serve as the foundation for how we connect with our members. Every interaction should reflect these core values. A financial journey is never just about numbers; it's about real people navigating life's milestones, overcoming obstacles, and achieving dreams. Weaving our themes into these narratives speaks to members on a personal level, ensuring that our messaging is not only informative but also inspiring, relatable, and deeply meaningful.

Using these themes in our storytelling brings consistency, emotion, and authenticity to our brand voice. Every message we craft should reinforce who we are, what we stand for, and how we support our members. When members see their own experiences reflected in our stories, they develop a stronger connection to use, which in turn builds trust, loyalty, and a sense of belonging.

"People do not buy goods and services. They buy relations, stories, and magic."
Seth Godin | Author, Entrepreneur, & Speaker

Brand Key Themes



Confidence

We empower our members with knowledge and trust, giving them the assurance to make sound financial decisions.

"Thanks to Canyon View Credit Union, I have a firm grasp on my finances. I used to feel overwhelmed, but now I feel in control and confident about my future."

Momentum

Progress takes action. Our brand reflects the drive and determination of members moving forward with our guidance.

"I used to feel stuck financially, but Canyon View Credit Union helped me get on a moving track. Now I'm saving, investing, and moving forward toward my goals."

Clarity

Making clear financial decisions shouldn't feel impossible. We simplify the path and illuminate the way, helping members see their options clearly.

"I never realized how streamlined managing my money could be. Canyon View Credit Union explains things in a way that makes sense and aligns with my life and goals; now, I can visualize my next steps, and I feel empowered to make smart choices."

Solutions

Life can be uncertain, but we are a steady, reliable partner who can help navigate each member's unique path. With comprehensive products and services, we are a lifetime solution for member stability and growth.

"No matter what life throws at me, I know Canyon View Credit Union has my back. Their support has given me the peace of mind to make important decisions and focus on what really matters."

Community

Every member is part of something bigger. Our stories highlight real people supporting one another, building a stronger future together.

"I love being part of a credit union that truly cares about its members. Whether it's a community event or just a friendly face at my local branch, I always feel like I belong."

Potential

Whether it's buying a first home or planning for the future, our members are always exploring new possibilities, and we help them reach goals. We create and celebrate members' financial "aha" moments.

"Buying my first home felt impossible—until I found Canyon View Credit Union. They walked me through every step, and now I have a place to call my own. I know I can grow here."

Simplicity

Comprehensive financial services should never feel out of reach. We're here to provide essential guidance and easy-to-use resources to ensure financial confidence is attainable for all.

"I'm busy, so having access to digital services and friendly experts that can help me manage my money, stick to a budget, plan for the future, and quickly pay bills makes life so much easier."

Elevation

Financial growth is a journey. Our brand shows how we can help members embark on an upward trajectory, rise to new opportunities, and achieve their dreams.

"When I started my small business, I wasn't sure if I could make it. Canyon View Credit Union believed in me and my goals. With their help, I've grown more than I ever imagined."

Stability

Life brings challenges but, with our support, our members persevere. We facilitate their stories of overcoming obstacles and finding financial strength.

"Canyon View Credit Union worked with me when I needed it most, and now, I'm stronger than ever."



Section



Brand MESSAGING



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Brand Narrative

A strong brand narrative is more than just a marketing tool, it's the story that defines who we are, what we stand for, and why we matter to our members. It creates an emotional connection, turning financial services from transactions into meaningful experiences. When members see themselves reflected in our story, they feel understood, valued, and confident that they are in the right place.

A well-crafted narrative builds trust, loyalty, and a sense of belonging by showing how we empower, support, and uplift our members at every stage of their financial journey. It also ensures consistency across all communications, reinforcing our values and making our brand instantly recognizable.

Brand Narrative “in the Wild”

Our brand impacts the story of each and every member. Here are some ways you can see that in real-world scenarios.

A First-Time Homebuyer's Journey

A young couple dreams of owning their first home but feels unsure of how to take the first steps. We offer them educational resources, provide one-on-one guidance, and celebrate their milestone. This reinforces our brand narrative of confidence, clarity, and assurance, showing that we're partners in their journey.

Helping Through Hardship

A longtime member faces unexpected financial hardship due to a medical emergency. We work with them on a repayment plan, offer financial counseling, and support. By demonstrating empathy, understanding, and by sharing guidance, we strengthen our brand's story of standing by our members in both good times and difficult times.

Elevating Entrepreneurs

A small business owner turns to Canyon View Credit Union for a loan to expand their operations. Beyond providing funding, we discuss other business products to help their business grow and succeed. This exemplifies elevation, momentum, and potential, proving that we're invested in helping members build something bigger than themselves.

Brand Voice and Writing Style

Our brand voice is the unique personality of our brand; it's how we present and communicate our identity and values across all platforms.

Our brand voice is empowering: we are professional yet approachable, and educational yet friendly. Though some channels may lean on a more professional or more friendly tone, our consistent, authentic brand voice maintains an identifiable style across all communication channels. This consistency builds recognition and trust.

Brand Writing Style

Our writing is clear, engaging, and member-focused. We prioritize accessibility and simplicity, ensuring that every message is easy to understand while still being informative and impactful. We create resources that highlight emotional benefits and confidence in the future. We avoid unnecessary complexity and use everyday language that makes financial topics feel approachable. Our writing should always reflect our commitment to guidance, trust, and empowerment, helping members feel informed and confident in their financial decisions.

Our Tone of Voice

Our brand voice is warm, knowledgeable, and encouraging, reflecting the supportive and expert guidance we offer to our members. We communicate with clarity, assurance and empathy, creating an authentic connection while ensuring our communications are informative and trustworthy. Our voice conveys a sense of partnership, showing members we're here to help them succeed.

Our tone may shift depending on channel or audience, but it always remains genuine and approachable. We adopt an uplifting and optimistic tone when celebrating achievements, a calm and reassuring tone during times of uncertainty, and a clear and straightforward tone when explaining financial concepts or processes. Regardless of context, our tone is consistent in its focus on creating trust, conveying respect and understanding, and nurturing member empowerment.

"Your brand voice is the heart and soul of your business. It's how you speak to the world, how you connect with your audience, and how you differentiate yourself in a crowded marketplace."

Jenny Weatherall | CEO, Eminent SEO

Brand Taglines

Our taglines use our voice to emphasize our key themes in short, memorable phrases. Both our global tagline and campaign taglines should capture the essence of our brand, conveying our core values and identity in a concise and impactful way.

Our global tagline is:

Shaping your financial journey.

Our supporting taglines are:

- Your financial journey with a clearer view.
- Together, we have a clear path forward.
- A trusted path for your financial journey.
- Advancing your financial journey.
- Shaping your path, together.
- Reaching your financial potential, together.
- Your path to greater possibilities.

Campaign taglines should draw on these themes to present clear, motivating, and actionable statements about our products, services, and promotions.

Shaping your
financial journey.

Section



Brand

STYLE GUIDE



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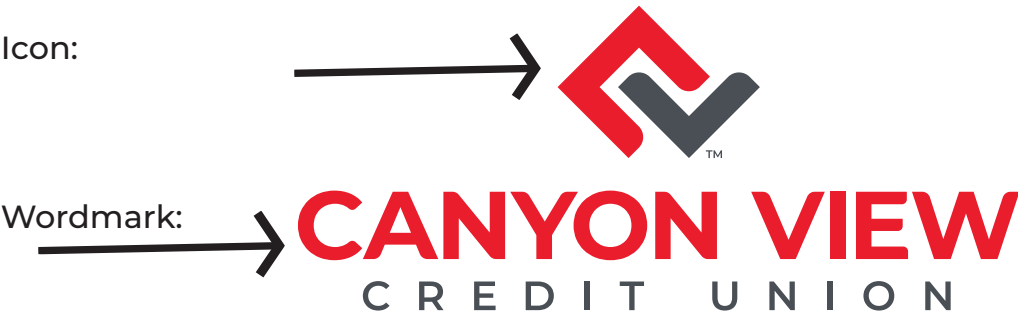
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Our Logo

The Canyon View Credit Union logo is a bold representation of our brand; like our brand voice, it’s designed to reflect our key themes. Our logo unites each of our brand elements to create a powerful, visual identity that embodies our brand and purpose.

In our logo, members can see strength, stability, potential, and forward momentum. The interwoven geometric shapes symbolize connection and guidance; the balanced design reflects reliability and innovation, and the clean, modern typography conveys professionalism and trust.

Our logo is the culmination of our brand and a sacred mark that signifies: Canyon View Credit Union.



CREDIT UNION must always appear under the workmark

“A logo is the period at the end of a sentence, not the sentence itself.”
Sagi Haviv | Partner, Chermayeff & Geismar & Haviv

Proper Logo Usage

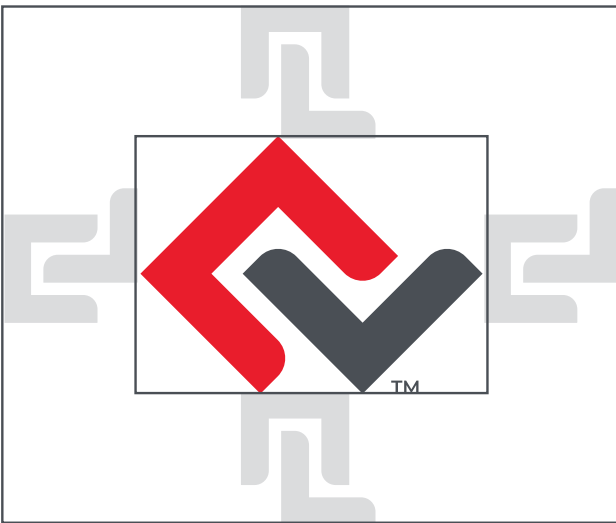
Usage of Negative Space Around Our Logo

Our logo is powerful and needs room to breathe. Negative space should always be used around the logo to ensure it stands out clearly; negative space helps reduce visual clutter and allows the viewer to easily recognize our brand.

FULL LOGO



LOGOMARK



Logo Color Guide

The two-color version of the logo is preferred for optimal brand representation; however, a one-color version is available when needed. Please follow the color guidelines outlined below to ensure consistency and proper usage.



Logo Versions

There are three orientations of the brand identity to be used to fit specific spaces. The stacked version is preferred but the square and horizontal versions can be used as need. For one-color application, the black or reverse versions can be used.

Stacked:



Square:



Horizontal:



Improper *Logo Use*

The logo should only be used as outlined in this guide to maintain brand consistency and professionalism. Altering it in any way can weaken our brand identity and reduce recognition. Proper usage ensures a cohesive and trustworthy image across all platforms.

Here are examples of improper logo usage and modifications that are prohibited.



Brand Colors

Our brand identity is built around a primary color palette of red and gray, representing strength and trust. Our secondary colors complement the brand, allowing for flexibility across sub-categories while maintaining a clear and inviting feel. To ensure consistency, PMS colors should be used whenever possible. When PMS colors are unavailable, CMYK is the preferred alternative for print, while RGB should be used for web and mobile applications.

Primary Colors

PMS 185 C	Berry Red HEX: E91D2C CMYK: C2 M100 Y93 K0 Our Berry Red color is inspired by Utah's rich minerals and the vibrant hues of native plants and berries.
	Snow White HEX: FFFFFFFF CMYK: C0 M0 Y100 K0 Our Snow White color is inspired by Utah's world-famous powder and the pristine alpine snowfields of the Wasatch Mountains.
PMS 1 C	Ash Grey HEX: D9DBDB CMYK C14 M10 Y11 K0 Our Ash Grey color evokes the soft ones of ancient rock formations and campfires.

PMS 7540 UP	Storm Grey HEX: BBBBBB CMYK: C27 M21 Y22 K0 Our Storm Grey color is inspired by Utah's big skies and the dramatic clouds that roll over Utah's desert plateaus and mountain peaks.
PMS 7540 C	Charcoal Grey HEX: 4A4F55 CMYK: C69 M59 Y52 K 33 Our Charcoal Grey color is a tribute to Utah's rugged geological formations and the powerful shadows cast by our canyons.
PMS Neutral Black C	Dark Sky HEX: 333132 CMYK: C0 M0 Y0 K95 Our Dark Sky color is near-black, a nod to Utah's dark sky parks where the night sky glows with endless stars. .

Secondary Color

PMS 569 C	Glacier Teal HEX: 0D8272 CMYK: C100 M22 Y65 K7 Our Glacier Teal color is inspired by Utah's great lakes and alpine waters.
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Our Brand Typography

Using only approved fonts is essential to maintaining a consistent and professional brand identity. Typography plays a key role in brand recognition, ensuring that all communications are visually cohesive and easily recognizable. Unauthorized fonts can dilute our brand's impact, create inconsistencies, and reduce readability.

By adhering to the approved font guidelines, we strengthen our brand's credibility, enhance clarity, and create a unified experience across all member touchpoints.

"Fonts turn words into stories."
Sara Hyndman | Graphic Designer, Author, Speaker

Primary Font

MONTSERRAT

Our primary font is Montserrat; this clean font honors our brand legacy, enhances brand recognition, and evokes clarity and professionalism.

Styles

Extra light / *Extra light italic*
light / *Light Italic*
Regular / **Regular Italic**
Meduim / **Medium Italic**
Bold / Bold Italic
Extra Bold / Extra Bold Italic
Black / Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Secondary Font

Veronica

Our secondary font is Veronica; this carefully selected font is inspired by the National Forest Service who, like us, oversees our canyon views. The font adds emphasis to our messaging and evokes both simplicity and excitement

Styles

Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

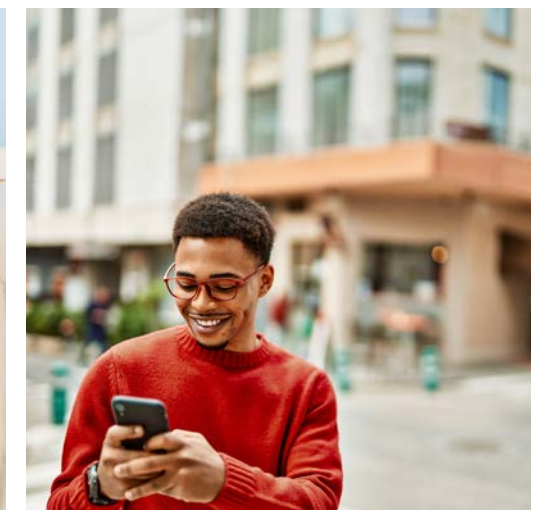


A trusted path
for your financial
journey.

Brand Photo Styling

When selecting photography, choose images that are friendly, warm, and welcoming. Photos should reflect diversity and inclusion, featuring people who are naturally engaged in interactions with others or their surroundings. Subjects should have a pleasant, authentic expression without looking directly at the camera, ensuring a candid and natural feel. Lighting should be bright and natural, enhancing the warmth and realism of the image. A variety of environments should be represented to showcase different aspects of our community. Additionally, photos should authentically reflect both our members and employees, reinforcing a strong connection to our brand and values.

Where appropriate, our brand may also include landscape photography or canyon views. Where possible, people should be included in all imagery (i.e. a hiker, biker, driver, camper, reader, dog walker, etc), even at a distance, to help our members see themselves in our designs. Having people's joy, achievements, and experiences reflected in our photography evokes emotion and action in our members.



"Photography takes an instant out of time, altering life by holding it still."

Dorothea Lange | Photographer & Photojournalist

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Brand VISUALIZATION



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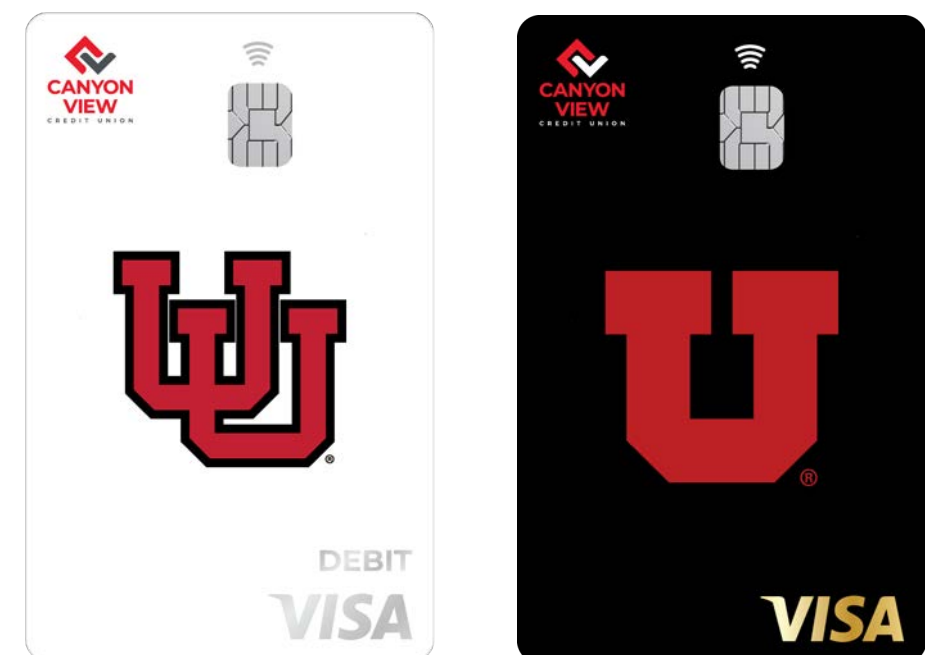
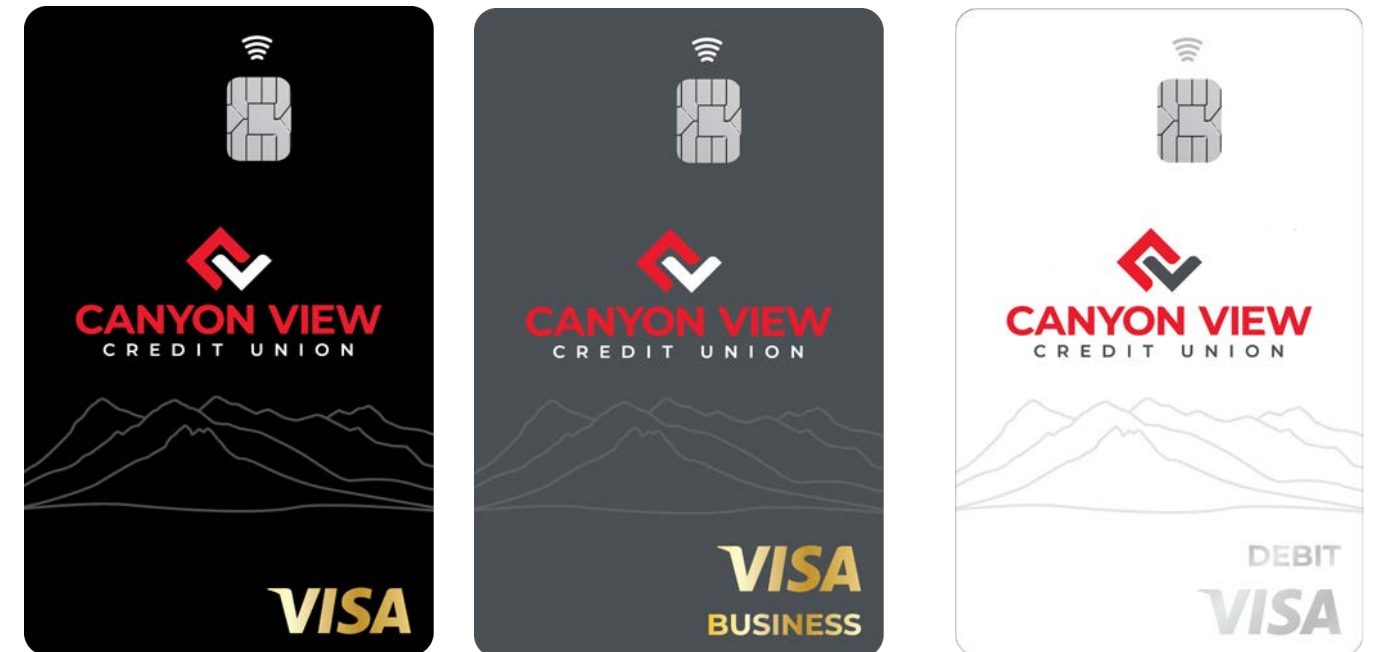
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Brand Consistency

Consistent application of the Canyon View Credit Union brand, across all mediums, is essential to maintaining a strong and recognizable brand identity. All materials should adhere to our established logo, color, and typography guidelines. Printed materials should use high-quality, brand-approved colors and fonts, while digital and web assets should be optimized for clarity and accessibility. Social media graphics and video content should align with our brand's tone and visual style, ensuring a cohesive look across all platforms.

By maintaining consistency in every medium, we reinforce trust, enhance brand recognition, and create a seamless experience for our members.

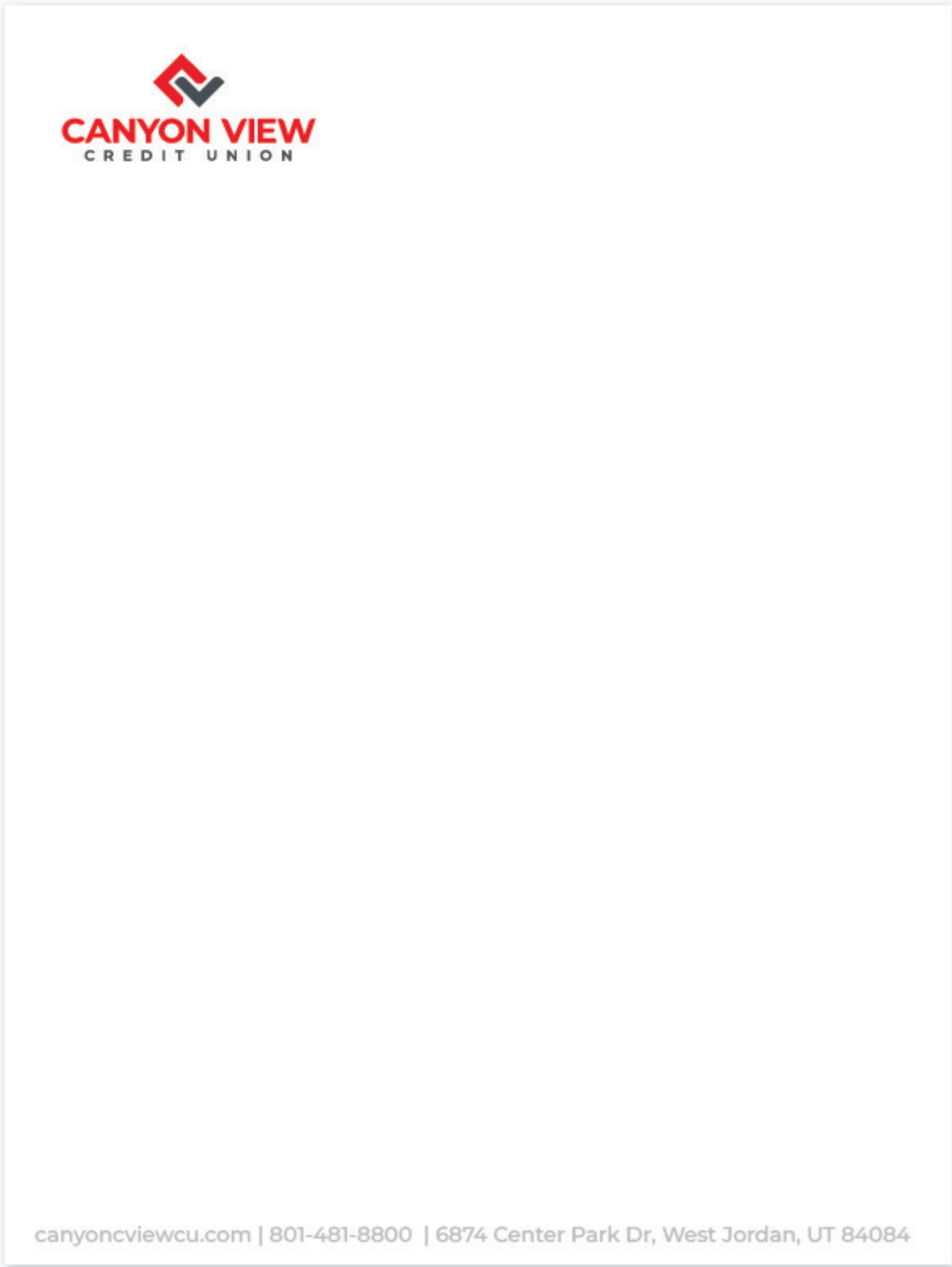
Visa Cards



"Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability."

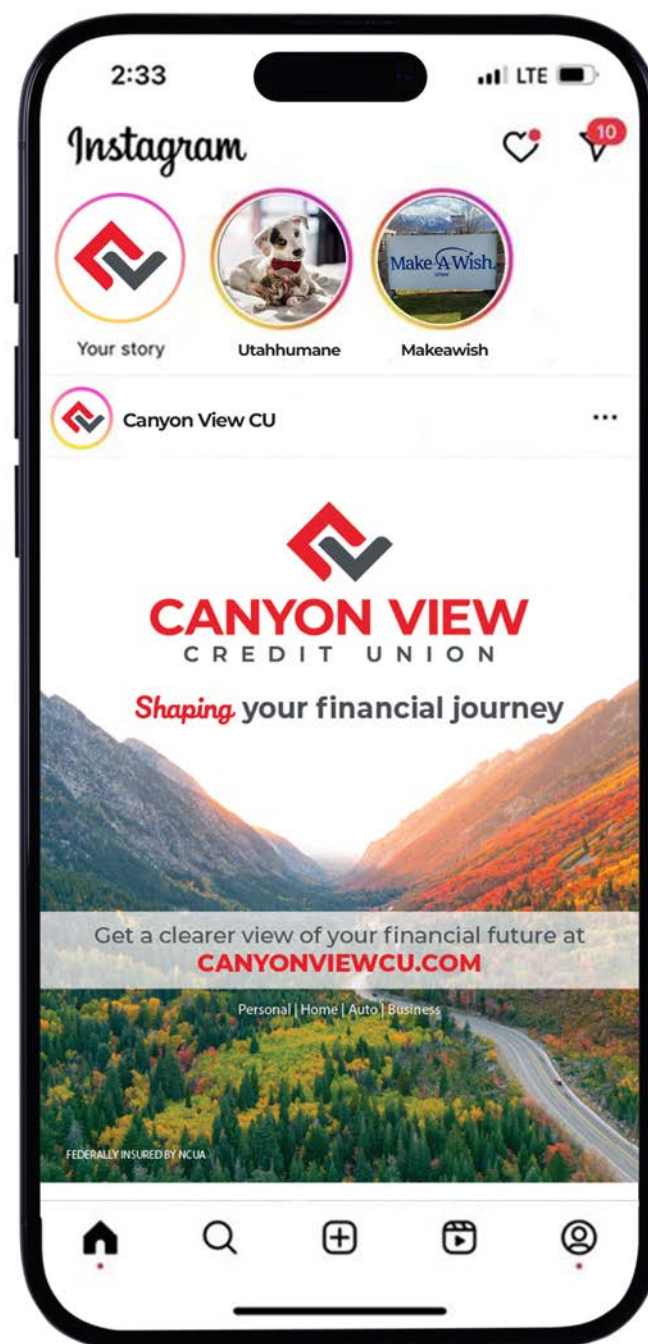
Jason Hartman | Entrepreneur, Speaker, Author

Branded Stationary



Social Media

We use social media as a powerful tool to connect with our community, share meaningful financial insights, and build lasting relationships with our members. Our social platforms serve as a resource for valuable information, updates, and community engagement, reinforcing our commitment to member success. We strive to create content that is informative, engaging, and reflective of our brand key themes and values.



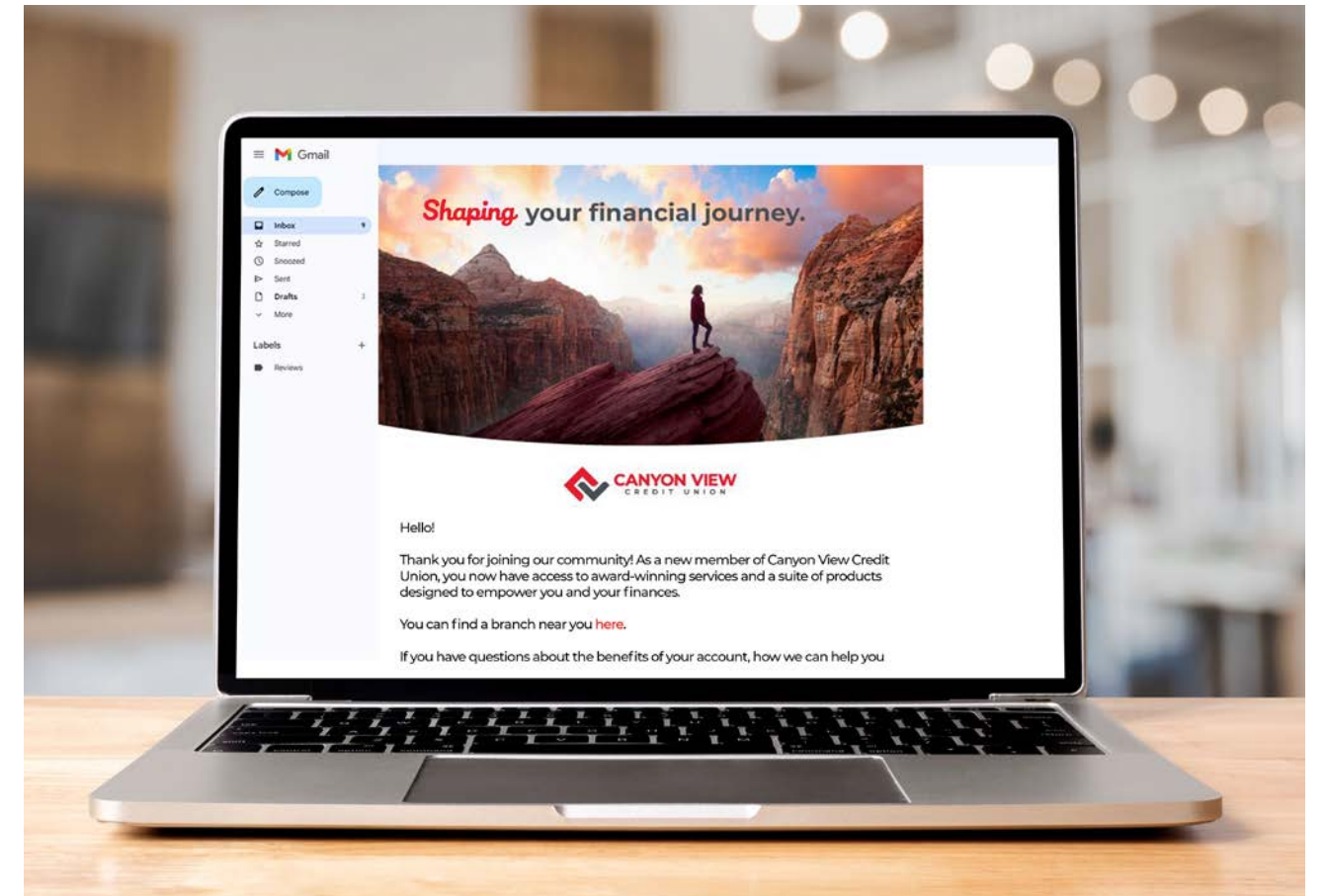
Email Campaigns

Our email campaigns are designed to create meaningful, personalized journeys for each member. Our goal is to communicate in a way that enhances their inbox experience, never oversaturating, and always adding value.

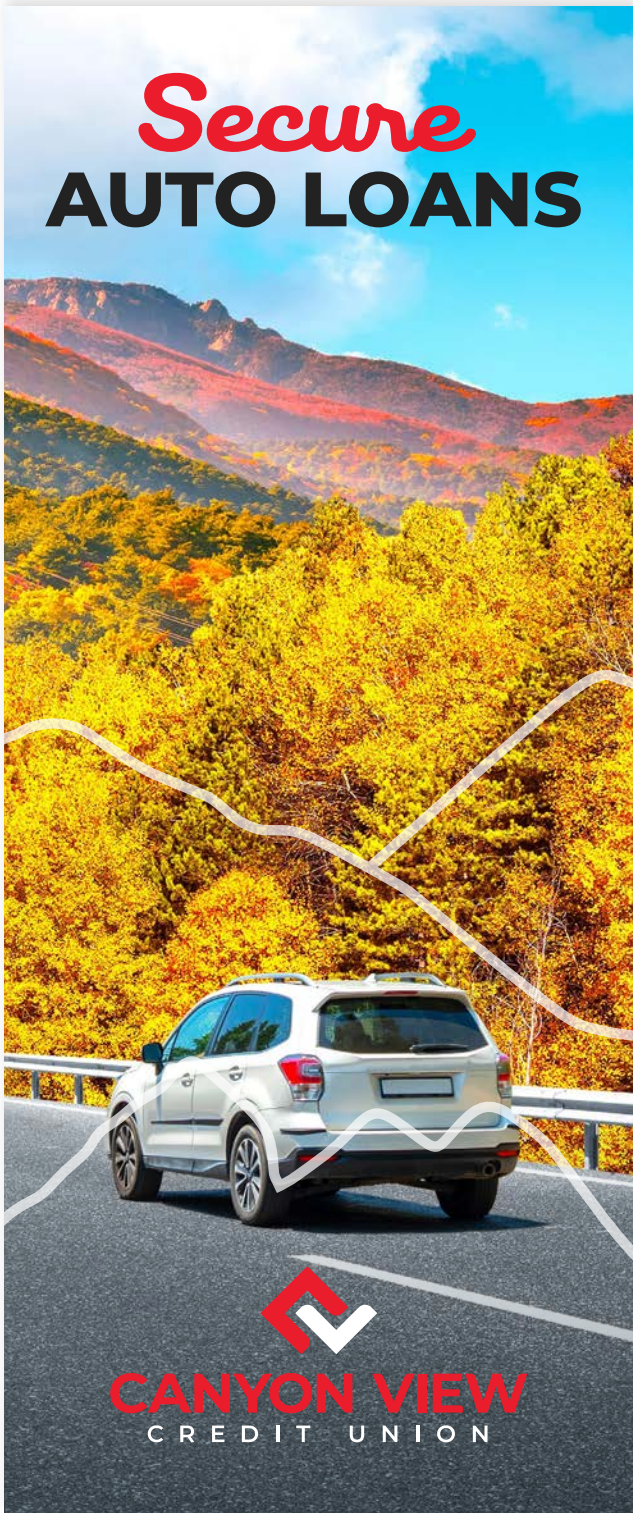
Our email approach includes:

- Creating personalized journeys
- Respecting inbox space
- Building human connections and engagement
- Curated, value-driven content

By following these principles, we ensure that every email strengthens our connection with members and reinforces our role as a trusted financial partner.



Branded Flyers



Branded Advertisements



Branded Vehicle Wraps



Branded Swag



Our Brand “in the Wild”



The Canyon View Credit Union brand is more than just a logo or a color palette, it's the essence of who we are and the promise we make to our members. Every element, from our typography and photography to the way we communicate across different platforms, plays a vital role in shaping how our brand is perceived. By maintaining consistency in our visual identity and messaging, we reinforce trust, and the deep sense of community that defines us. Our brand tells a story of strength, guidance, and commitment to helping our members achieve financial success.

As stewards of this brand, we are all brand ambassadors. Every interaction, every piece of content, and every communication is an opportunity to strengthen our identity and ensure that we remain recognizable, respected, and valued. By adhering to these brand guidelines, we keep our message clear, our presence strong, and our impact meaningful. Together, we uphold the integrity of our brand, ensuring that it continues to inspire confidence and connection for years to come.

Together, we're shaping the journey.



CANYON VIEW
CREDIT UNION

For brand inquiries:

Marketing@canyonviewcu.com