



Desjardins Visual Identity Program

www.desjardins.com/identity



Desjardins



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INTRODUCTION

In 2003, Desjardins Group adopted a new brand hierarchy in order to meet new nominal and visual identity needs resulting from its business development activities.

This Guide is addressed to all Group components and their suppliers. It describes the graphic standards that must be followed with respect to use of the Desjardins logo, as well as the signatures of the various Group components. It also contains information required for the production of print documents such as official stationery, among other applications.

These standards can also be found online at www.desjardins.com/identity





INTRODUCTION

IMPORTANT

You may not modify, in part or in whole, any of the elements that make up the Desjardins logo, including the typography, the symbol or any other element. Suppliers for Desjardins Group and its subsidiaries are strongly advised to have all design or printing proofs approved by their clients.

Key logo designs are available on the www.desjardins.com/identity Web site.

More information: For logo applications not covered in this guide, please contact your Business Development Support Division communications advisor or the Fédération des caisses Desjardins du Québec at (418) 835-8444 or 1-866-835-8444, ext. 8585.



GLOSSARY

Align

To line up typeset using a vertical line as the reference point.

Baseline

The imaginary line that characters rest on in a line of text.

Bleed

Part of a layout, type or picture that, when printed, extends beyond the trim marks on a page.

Body size

The height of the type or character as measured in points.

Brand (brand image)

A collective identifier representing a particular company.

Character

Any typographic sign (letter, number, punctuation mark or space) used in printing.

Descender

Any part of a lower case letter that extends below the x-height, as in the case of y and j

Downstroke (or stem)

The main vertical line of a letter.

Font (or fount)

A complete set of characters in a typeface.

Four colour process

Printing in full colour, layer by layer, using four standardized colour separation negatives – yellow, magenta (red), cyan (blue) and black. This technique enables a multitude of shades and colours to be reproduced using these four colours as a base.

Kerning

The adjustment (reduction or increase) of spacing between letter pairs.

Line spacing

The horizontal space between two lines of text.

Logo (or logotype)

A combination of graphic signs designed as part of a corporate brand image. (E.g.: the Desjardins symbol and name.)

Point

The standard unit of typographic character size. Abbreviation: pts.

Pantone

The trademark of a graphic arts multinational and known worldwide as the standard for colour print communication.

Symbol

A drawing identifying an institution. (E.g.: the bee in the hexagonal honeycomb cell for Desjardins.)



MEASUREMENT KEY

Measurement key for logo construction grids

To make it easier to follow the logo construction grids, eight distinct measurements were used. They were calculated on the basis of a certain number of letters and refer to parts of the logo, so that it is always easy to maintain the proper proportions, regardless of the reproduction format used.

- A = width of square
- B = width of hexagon
- C = half of width of hexagon
- D = height of the "D" in "Desjardins" (customized version)
- E = one seventh of width of square
- F = three eights of width of symbol
- G = 5 times width of hexagon
- H = two thirds the height of the "D" (customized version)

