

1.0



DESJARDINS LOGO

Desjardins logo

Desjardins' visual identity or logo consists of a square block which houses the Desjardins symbol, with the Desjardins name to the right. Desjardins green is to be used for both parts. Specific parameters apply to the logo when used alone.



Desjardins

1.1



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Logo design

The colour, design and type specifications were selected to strengthen the brand impact. This distinctive identification is representative of the true Desjardins spirit.

The space (F) between the symbol and the Desjardins name is equal to three-eighths the width of the hexagon.

The length of the Desjardins name (G) is equal to five times the width of the hexagon. Vertically, it must be centred vis-à-vis the symbol.



1.2

Customized signatures

Any time a customized signature with the name of a Desjardins caisse or company is used, the size of the type used for the Desjardins name must be larger than that of the component. The proportion used should be 60/40. Emphasizing the Desjardins name in this way serves to strengthen the brand image of the institution.

The customized signature must always be placed at the right of the symbol, below the Desjardins name, aligned with the latter at the left. The name of the component may take up more than one line.

The Desjardins name must not be repeated in the designation of the component.

The structural hierarchy is also demonstrated through colour; Desjardins green is used for the symbol and Desjardins name, while the component's name is in black.

NB: Under the new partnership between the FCDQ and the FCPO, the Ontario caisses will maintain their graphic standards, which will evolve in harmony with those of the Group over time.



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Desjardins
Domglas Inc. Employees
Credit Union



Desjardins
Financial Security



Desjardins
Montréal Lithuanian
Credit Union "Litas"

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Creating customized signatures

The space (F) between the symbol and the signature is equal to three-eighths the width of the hexagon. The maximum space allowed for the name of the component is equal to twice the length of the Desjardins name.

The signature must always be placed to the right of the symbol and aligned with the Desjardins name. The first line, not counting descenders, should rest on the baseline. There should be a 3-point difference between body size and line spacing (e.g.: 12 pts/15, 20 pts/23).



1.3.1



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Business Centres

There are specific standards for Business Centre signatures. The 60/40 proportion applies as well, but the expression “Business Centre” or “Business Centres” must be the same width as the word Desjardins. The letter-spacing must be adjusted so that all the elements form a block.

If the name includes a description, it is separated by a line of the same length as the signature block. The character size used for the description is 75% of the “D” of Desjardins, broken down into one, two or three lines, so that the block width does not go beyond the word Desjardins. The font used is Optima bold.

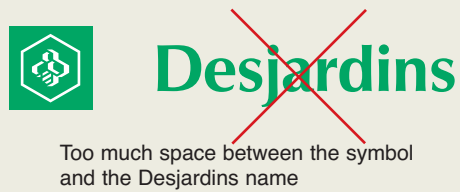


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Examples that do not meet visual identity criteria



1.5



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Multiple signatures

In order to maintain the Desjardins brand impact, multiple signatures should not be combined in a single logo. They should rather be incorporated into the body of the text, in the case of an advertisement, or be listed above or to the left of the logo. The 60/40 ratio must not be exceeded and the signature buffer zone must be maintained.

Even if there are several signatures, the logo is only used once.

As with signatures, the name of each component must be black. Optima Bold is the recommended font.



1.6



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Buffer zone

In order to maintain the full impact of the Desjardins signature, a minimum buffer zone must be preserved, in which nothing that may distract the reader's attention, such as text, graphics, illustrations or photographs, may be placed.

This buffer zone is equal to half the width of the hexagon (C).



1.7



DESJARDINS LOGO

Examples that do and do not meet buffer zone criteria

The signature may not be placed in the bleed area. It may, however, be placed on an image or photo, if it contrasts well.

The logo is never repeated in an advertisement.

Meets buffer zone criteria



Does not meet buffer zone criteria

