

**Typography**

The Desjardins name is written in Zapf Desjardins type. This font was especially designed for Desjardins Group and is similar to Optima, the recommended type for all customized signatures. The descender is slightly shorter, the letter edges are thinner and the contrast between thick and thin strokes is stronger than in Optima, giving it a nice visual balance. In order to further stabilize the signature, the kerning was also specially adjusted.

NOTE: It is strictly forbidden to modify the typography of the Desjardins name in any way, or to attempt to reproduce it from any document other than those created especially for that purpose and available either on CD-ROM or on the Desjardins Web site.

Desjardins

2.1



TYPOGRAPHY

Official font

The Optima font was chosen for its legibility, purity and elegance, to be used on all stationery, forms and official documents issued by Desjardins components.

Optima Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
 âàèèêëïîôûçœæfifl%\$¢#@.,-:;'""""!/?)/&*

Optima Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
*âàèèêëïîôûçœæfifl%\$¢#@.,-:;'""""!/?)/&**

Optima Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
âàèèêëïîôûçœæfifl%\$¢#@.,-:;'""""!/?)/&*

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
âàèèêëïîôûçœæfifl%\$¢#@.,-:;'""""!/?)/&*

Optima Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
âàèèêëïîôûçœæfifl%\$¢#@.,-:;'""""!/?)/&*