

3.1



COLOURS

Official colour and matches

When reproducing the Desjardins brand name, only black or Desjardins green may be used.

Most of all, ensure good visibility for the logo. There should always be a colour contrast between the background and the printed items. If the paper colour might cause the official colour to change significantly when printed, it is best to use black. However, whenever possible, it is preferable to reproduce the image using the Desjardins green.

Colour requirements apply to all printing methods.

There are, however, some exceptions that apply only to prestige items (see section 5.1).

Desjardins green



Desjardins
Strathcona
Credit Union

100% black

COLOUR MATCH**Monotone offset printing:**

Pantone 347

Four-colour process printing:

C (cyan): 100% M (magenta): 0%

Y (yellow): 85% K (black): 0%

The above colour matches must be used, rather than desktop publishing software colours.

RGB colour composition (screen):

R: 0 G: 140 B: 83

Newspaper printing:

Anpa-Color 739

Sico:

Ming Green (4016-63)

3M Vinyl:

VQ 8642

3.2



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Permissible use of colour

To the right are a few examples of use of colour that meet the Desjardins signature requirements. The contrast must always emphasize the Desjardins green and/or the black.

Avoid using reverse signatures. When necessary, use them carefully in order to avoid creating an image that deforms the logo. Particular attention must be given to paper colour and the colour background on which the signature appears in reverse. Reverse signatures are reserved for sponsorships.

Preferred colours



1. Black and green on pale or white background

Other colour options



2. Green on pale or white background



3. Black on pale or white background



4. In exceptional cases such as sponsorships, reverse in white when signature is applied to dark or black background.

3.3



COLOURS

Examples of non-recommended use of colour



1. Use of unauthorized colours



2. Insufficient contrast



3. Reverse may only be used with black



4. Insufficient contrast between logo and background colour



5. Symbol inside the square must be white