



PROMOTIONAL ITEMS

Promotional items

Promotional items carry and promote the Desjardins name. The signature on these items must therefore be consistent and uniform. It must be integrated smoothly and used tastefully.

In general, the rules for using the brand image must be respected for all promotional items. In order to preserve the homogeneity of the image and maximize its impact, items should be selected from among the following colours: green, black, white, grey or any other dark colour that contrasts well with the Desjardins colours.



5.1



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Use of colour and texture

On prestige promotional items, the signature may be reproduced in metallic colours such as gold, silver or bronze. If the signature is to be printed in relief (engraved or embossed), the green portion of the symbol and the word Desjardins must be highlighted.

For visibility reasons, the official Desjardins pin will retain its hexagonal shape.

In certain exceptional cases, the symbol may be used alone, such as on small items or items whose shape is not conducive to printing the Desjardins name (e.g.: golf balls, etc.).

