

Accord D Desjardins Financing

Advertising Standards Guide

October 2019



Introduction

Accord D Desjardins Financing, Desjardins Financing outside Quebec, is a quick and easy solution with some of the best interest rates on the market, and it's currently available at over 10,500 merchants across Canada. We've created this advertising standards guide to project a unified, consistent and easily recognizable brand identity.

Visual identity

We recommend always printing the Accord D Desjardins logo in colour, using these specifications:

Element	Color
• "Accord"	■ Black 100%
• Letter "D"	■ Pantone green 7725c 100%
• Desjardins logo	■ Pantone green 7725c 100%

Minimum size to ensure clear logos is 3 cm/1.25" wide. The logo must be surrounded by a clear space equal to 3 times the width of the honeycomb cell (see image at right).

Outside Quebec, the name Desjardins Financing is not identified by a logo. Only use text.



Important
It is strictly prohibited to alter, in whole or in part, any of the elements that make up the Accord D Desjardins logo, such as the font or symbol.

Brand name

The name of the product is written as follows:
Accord D Desjardins Financing.

Legal notes

Regardless of the type of advertising (flyer, store display, online, highway billboard, television, radio, etc.), Desjardins recommends the full legal note (as required by section 85 of Quebec's *Regulation respecting the application of the Consumer Protection Act*) for the financing plan, including the financing table, to be included in your ad.

You remain solely liable for the legality of your advertising content. The Fédération des caisses Desjardins du Québec assumes no liability in this regard. This means that your particular details or details specific to your advertising must be included by you and amended as required. Please consult your legal adviser.

Where to find legal notes and the Accord D Desjardins logos

Visit desjardins.com/financing-ad for the Accord D Desjardins logo and legal notes required for everything published with regard to the Accord D financing solution.

Creative component

Merchants are responsible for the creative content of their advertisements, and for ensuring they comply with all applicable regulations. Desjardins is responsible for ensuring the Accord D branding is used properly.

End of Accord D financing

Any advertisements that refer to the end of Accord D financing services or create a sense of urgency in consumers is prohibited.

Questions concerning advertisements

For any question related to the Accord D logo, please communicate with the Desjardins financing team at: **marketing.accordd@desjardins.com**. Turnaround time is five business days.