

SIGNALING

[JUNE 2014]



Desjardins

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3.1



INTRODUCTION

The main purpose of a sign is to help passersby locate a place of business. It must therefore be visible, clear and readable. Its secondary purpose is to enhance the brand image by being effective and attractive.

This document contains all the information you need to carry out a successful signage project. Whether you are installing a new sign, replacing vinyl or blending a sign in with its surroundings, this guide will help you maximize the effectiveness of your signs.

It is divided into two main parts:

1. Part 1 explains how to design a sign for a service outlet or administrative building.
2. Part 2 is intended for sign manufacturers and contains the technical specifications needed for sign making and installation at Desjardins service outlets.

For any application not covered in this guide, please contact the Brand Management Department team at 514-281-7000 or 1-866-866-7000, ext. 3433.

PART 1 SIGNAGE AT DESJARDINS

This part outlines possible sign configurations, the signage project process and Desjardins signage standards.

1. TYPES OF SIGNS AND MATERIALS

There are two main sign categories: street signs and façade signs. They may be made of a wide variety of materials.

1.1 STREET SIGNS

For building exteriors, we generally recommend pole- or post-mounted illuminated street signs (lit from the inside) positioned perpendicular to the street. This type of sign usually consists of a vinyl film installed on a metal light box. Some municipalities have specific requirements regarding signage and placement.

Sign format may vary, but style may not in order to maintain the visual uniformity of the Desjardins image.

Example of a street sign



1.2 FAÇADE SIGNS

Façade signs are installed right on the building. They can be used on any type of building and may cover a large area to maximize visual impact.

Signs on buildings showcase the Desjardins logo, while light box street signs round out the information with the pillar or identity brand and the ATM icon.

Many types of façade signs may be used.

- **Channel letter signs:** The logotype and symbol are made of cast aluminum, lit with LEDs and mounted on the building. They are highly recommended because they are very chic, modern and eye-catching, and produce a visual impact worthy of a major brand.
- **Light boxes:** This type of sign is usually a square or rectangle lit from the inside. A self-adhesive vinyl film is applied to the sign.
- **Backlit channel letters:** Channel letters are usually visible during the day. At night, backlighting creates a halo behind and around the letters. This type of sign provides less contrast and visibility than channel letter and light box signs, however.
- **Unlighted letters:** Carved and painted letters can be lit with outdoor lamps to ensure visibility and style at a lower cost. This type of sign does offer less contrast and visibility than channel letter and light box signs, however.

Example of a façade sign with individual lettering



Example of a façade sign on a light box



2. SIGNAGE PROJECTS – PROCESS

Signage is needed on many types of projects: new building construction, new facility build-out, caisse or business centre amalgamation, replacement in case of breakage or vandalism, brand update, façade restoration, etc.

Projects like this have multiple steps and involve many different parties.

2.1 PROJECT PLANNING

The following steps must be taken before any decision is made:

- Check municipal posting and signage by-laws.
- Choose the optimal location and position for your sign based on reading distance, angle of view, electrification options and cost.
- Determine sign dimensions based on reading distance and proportionality to the building. For every 10 metres, letter height must be increased at least 38 mm (1.5 in.).

Whether illuminated or not, signs are less costly when installed on the building, however this option is not always possible, effective or advantageous.

We do not recommend installing multiple signs near the building. For clear, effective signage, use one main sign and, if necessary, add a secondary sign in the most appropriate location.

In cases of construction, renovation or move-out, a property management advisor can help you manage the project. This individual can do the following:

- Check municipal by-laws
- Make sure the sign blends in with its surroundings as well as the lot and the building
- Supervise the project

2.2 SIGN DESIGN

Local suppliers usually design, manufacture and install signs, and work with the property management advisor. The Brand Management Department may also provide sign design advice in order to protect and highlight the Desjardins brand.

The supplier produces to-scale sign sketches that adhere to the rules of visual composition. Sometimes it provides mock-up signs so you can visualize how the signs will look once installed.

2.3 PROJECT APPROVAL

All signage projects must be submitted to Brand Management Department before they go into production. That way the caisse or component can highlight its brand as effectively as possible while ensuring that its signs comply with applicable graphic standards.

To get formal approval of your signage project please liaise with the Brand Management Department team at 514-281-7000 or 1-866-866-7000, extension 3433.

2.4 VINYL FILM ORDERS

For signs containing vinyl (channel letters or films), the local supplier must order the material from the Federation.

Only the Federation and its authorized subcontractor can provide vinyl meeting Desjardins's stringent graphic standards.

When you work with the authorized subcontractor, you know the logo and typography will meet all the sign standards and proportionality requirements.

The vinyl purchase order form is usually sent with the sign project approval request. Part 2 explains the vinyl film order process.

2.5 MANUFACTURING AND INSTALLATION

The local supplier builds the sign infrastructure (pole, post, light boxes, channel letters, etc.) and completes the installation (foundation, supports, electrical, lighting, etc.). The technical specifications are provided in Part 2 of this document.

The authorized subcontractor also produces the entire vinyl film for light box signs. For lighted channel letter signs, this company sends the supplier the lengths of vinyl it needs to cut the vinyl on site and glue it to the channel letters.

2.6 INVOICING

The supplier issues an invoice for its design, manufacturing and installation work, and the Federation issues an invoice for the vinyl films.

3. VISUAL COMPOSITION

Though they help protect and enhance our brand image, signs are not intended to feature products or advertise. Good signs are like billboards with minimal content. Less is more.

Signs with too much information have the following drawbacks:

- Passersby don't have time to read them
- Individual elements are smaller, minimizing their impact and effectiveness
- They give the impression of complexity and chaos

When evaluating a sign, imagine you are a motorist in a vehicle going 50 or 60 km/h.

The logo should appear on square and rectangular signs only. The Desjardins logotype is always green, and the pillar brand and identity brand should be black on a white background, except for signs with metal channel letters.

For questions about terminology, go to the visual identification section in the guide to the Desjardins Brand.

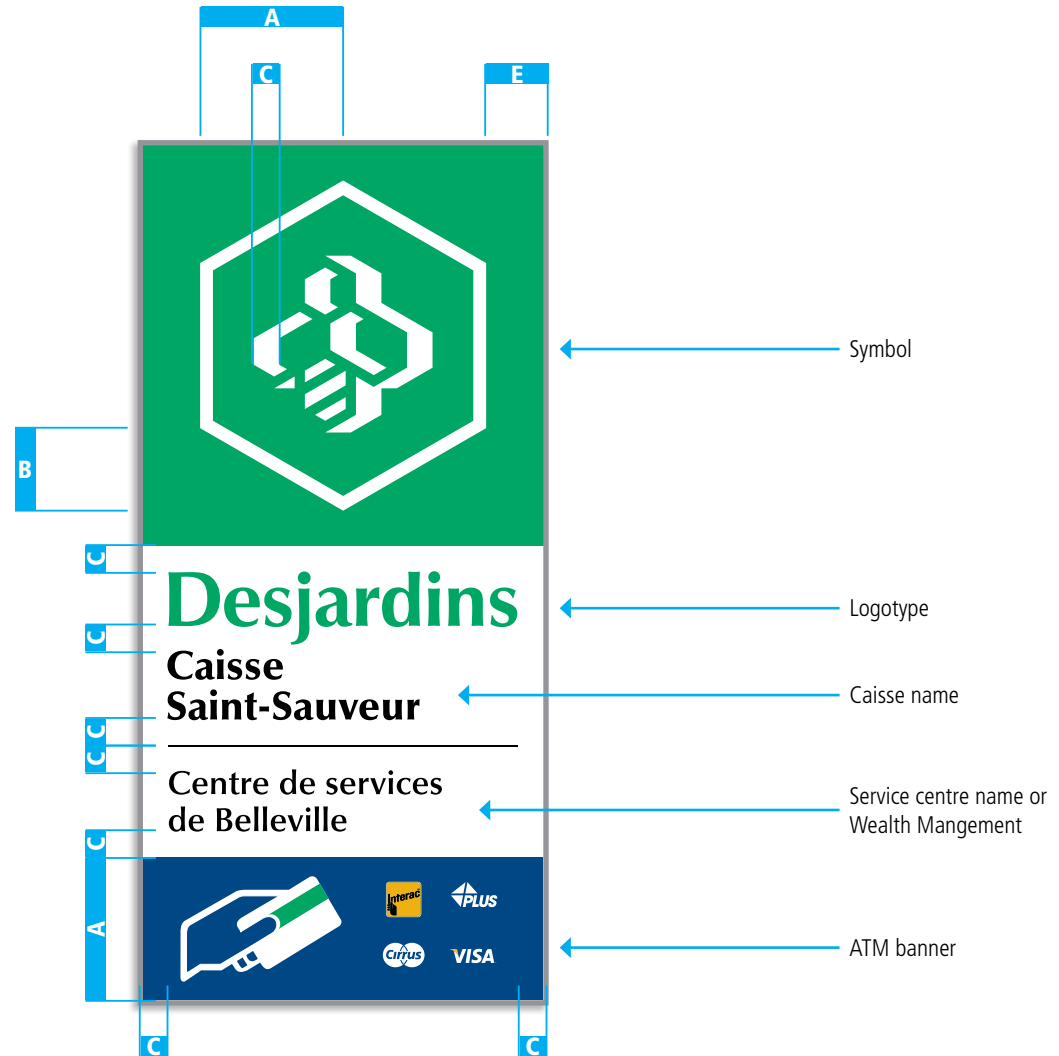
A : Equals half the width of the hexagon

B : Equals the height of the inside or the outside of the hexagon

C : Equals the thickness of the left wing of the bee

E : Equals the thickness between the hexagon and the square in the symbol

Example of the visual composition for a vertical street sign on a light box for a caisse



3.1 SINGLE-PURPOSE SERVICE OUTLETS

When a building houses just one component, the street sign displays the brand (caisse name, service centre name or pillar or identity brand name) and has an ATM band. The building façade should not be cluttered with other logos than the Desjardins or the pillar brand logo.

If there is no street sign, the brand (caisse name, service centre name or pillar or identity brand name) is installed on the building, preferably on the façade. The ATM sign and the caisse sign are separate.



Please note



Don't confuse the signage for ATMs and the signage for the caisse



3.1.1 Vertical signs

A sign with individual lettering is recommended first because it creates the visual impact for a big brand. When it is impractical or impossible because of the building, a sign on a light box is a good alternative.

When there is no service centre to indicate, the box reserved for the Desjardins name, the pillar brand or the caisse name takes up a third of the sign's height. The horizontal and vertical margins here correspond to Distance C.

The pillar brand or the caisse name must never exceed a ratio of 60:40. The name of the pillar brand or the name of the caisse must never exceed the ratio of 60:40 compared to the Desjardins name. The font used for the component name is Optima Black.

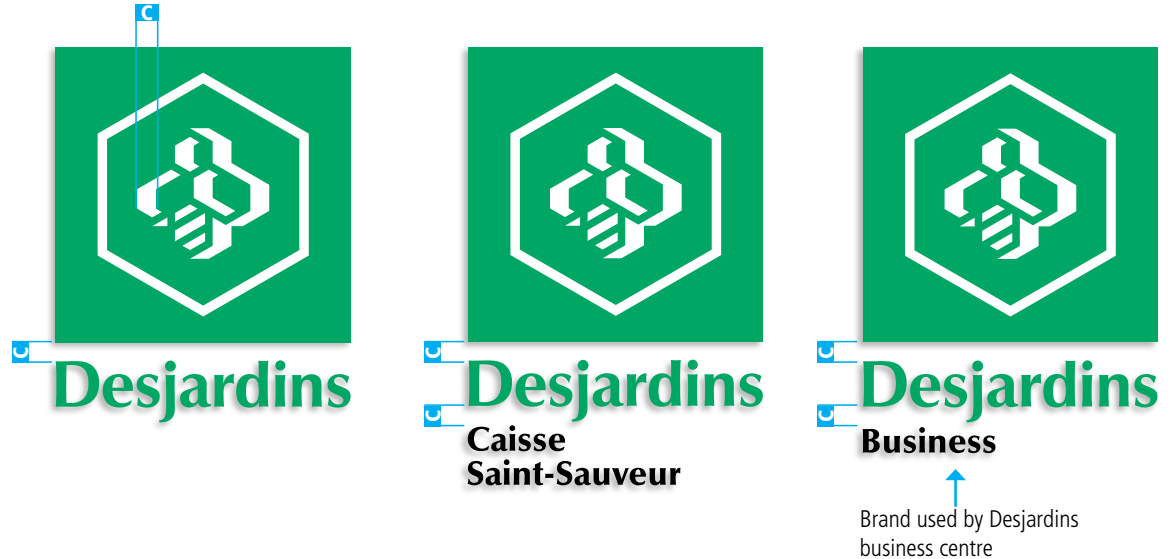
For street signs:

- When a service centre name, "Wealth Management" or an identity brand must be added, it must be separated from the caisse or the pillar brand name by a horizontal line. The thickness of the line must equal 2% of the font size used for the caisse or the pillar brand name (6 pt. line for 300 pt. font). It must be as long as the Desjardins name. The font used must be Optima Demi Bold. Its size must equal 50% of the Desjardins D, and the font size must never exceed the size used for the caisse or the pillar brand name.
- The ATM icon must be in a horizontal band under the caisse name, service centre name or mention of "Wealth Management." This band must be as wide as the logo, and its height must be equal to Distance A.
- The items in the ATM band must be left- and right-aligned with the Desjardins name.

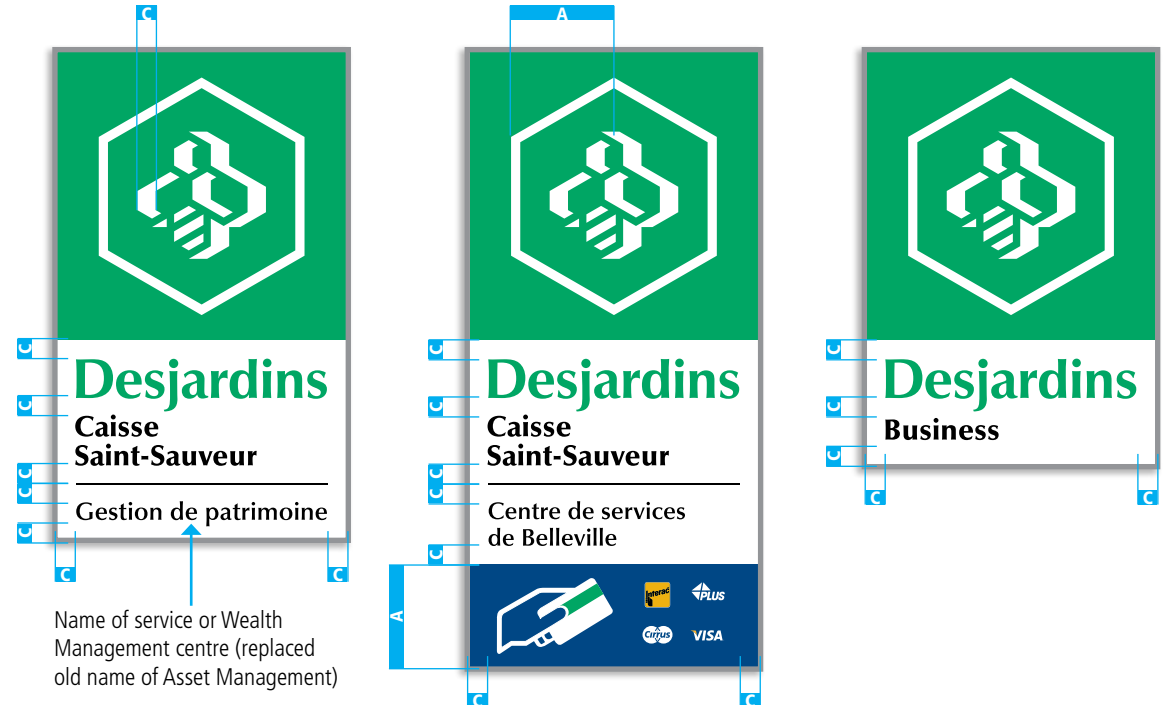
A : Equals half the width of the hexagon

C : Equals the thickness of the left wing of the bee

Examples of building signs with individual lettering



Examples of street signs on light boxes



When this is impossible due to the sign's format:

- You can leave a blank space above and on both sides of the symbol. The Desjardins name is then as wide as the square. The caisse name, service centre name or mention of "Wealth Management" must be left-aligned under the Desjardins name and must not extend beyond it on the right.
- The minimum margins correspond to Distance C. If a service centre or "Wealth Management" is mentioned, the thickness of the line must equal 2% of the font size used for the caisse or the pillar brand name (6 pt. line for 300 pt. font). It must be as long as the Desjardins name.
- The minimum margins at the top and bottom of the sign must correspond to Distance C.
- The ATM band must be as wide as the square.
- The height of the ATM band must equal Distance A.
- The pictogram and the network logos are vertically centered and respect the same margins as those of the symbol.

A : Equals half the width of the hexagon

C : Equals the thickness of the left wing of the bee

Examples of street signs



3.1.2 Horizontal signs

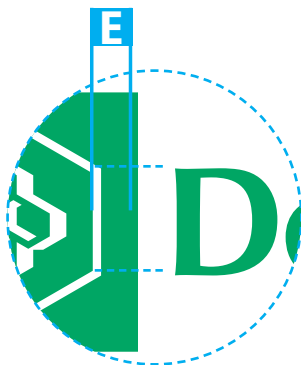
A sign with individual lettering is recommended first because it creates the visual impact for a big brand. When it is impractical or impossible because of the building, a sign on a light box is a good alternative.

For this sign format, the Desjardins logotype is slightly smaller because the logo bleeds over the margins. The “D” must be as tall as the side of the hexagon so the descenders do not touch the bottom edge of the sign.

- The space between the symbol and the Desjardins logotype must correspond to Distance E. The pillar brand or caisse name must be in Optima Black font and must not exceed a ratio of 40:60 in comparison to the Desjardins name.
- When the caisse name is on a single line, it is separated from the Desjardins name by a space equal to 2 times Distance E. It shares the same baseline as the Desjardins name. It is lined up along the base line of the Desjardins name without taking the downstrokes into account. If the name covers 2 or more lines, the space separating it from Desjardins must be 3 times Distance E, and the name must be centred height-wise.
- When a service centre name, “Wealth Management” or an identity brand must be added, it must be separated from the caisse name by a vertical line. The font used must be Optima Demi Bold, and the font size must never exceed the size used for the caisse name. The thickness of the line must equal 2% of the font size used for the caisse or the pillar brand name (6 pt. line for 300 pt. font).
- The length of the ATM band equals 3 times the width of the square in the symbol.

A : Equals half the width of the hexagon

E : Equals the thickness between the hexagon and the square in the symbol



Examples of building signs with individual lettering



Using the horizontal format for the identity brand is only possible if there is a lack of space and if it's impossible to use the vertical version

Example of a sign on a light box



The addition of 'Service centre' or 'Wealth Management' is only possible on a street sign or a visual business directory in a window or on a building.

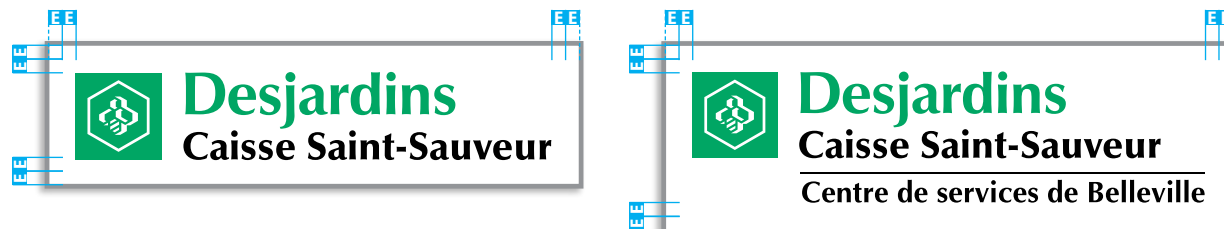


The addition of the ATM banner is only possible on street signs, on individual posters on the building or stickers on the door.

When this is impossible due to the sign's format:

- A white margin is kept on the inside edge of the sign. This brand equals distance E.
- The height of the banner reserved for identifying ATMs is the same as that of the square.
- The length of the ATM band must equal 3 times the width of the square of the symbol.

E : Equals the thickness between the hexagon and the square in the symbol



The addition of 'Service centre' or 'Wealth Management' is only possible on a street sign or a visual business directory in a window or on a building.



The addition of the ATM banner is only possible on street signs, on individual posters on the building or stickers on the door.

3.1.3 Square signs with only the logo

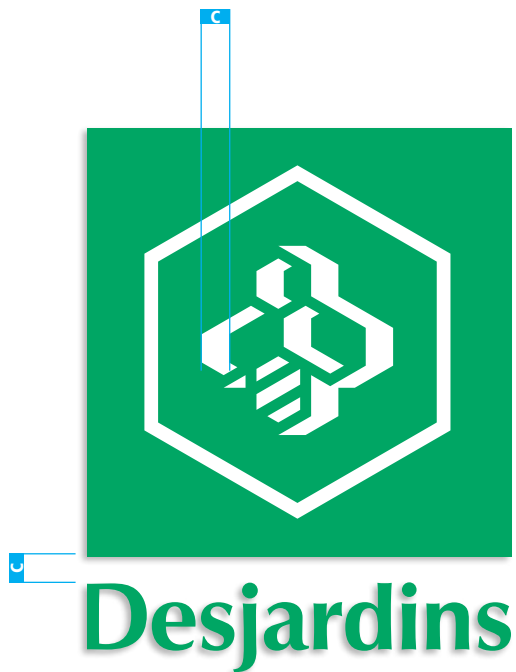
When a sign has only the Desjardins logo, the vertical sign rules apply.

When this is impossible due to the sign's format:

- The horizontal margins between the top of the sign and the symbol, and between the symbol and the Desjardins logotype must correspond to Distance C.
- The space between the bottom of the "D" and the bottom of the sign must be 1.5 times Distance C. The logo must be centred in the middle of the sign.

C: Equals the thickness of the left wing of the bee

Example of a building sign with individual lettering



Example of a building sign or on a light box



Example of a building sign or on a light box when the format doesn't allow for it



3.2 MULTI-PURPOSE POINTS OF SERVICE

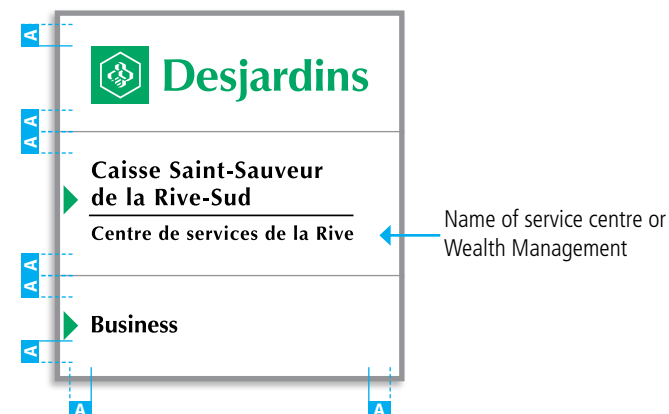
For multi-purpose buildings, i.e., when multiple components are housed under the same roof, only the master brand logo is featured on the street sign and on the building so the sign is not cluttered. The components (pillar brands or identity brands) are indicated on a visual directory to specify the services available.

3.2.1 Visual business directory in a building window

For buildings housing multiple Desjardins components, we recommend hanging a visual business directory in a window so the façade sign or pole-mounted sign is not cluttered. Component names are listed under the logo, left-justified with the symbol and separated by lines. The thickness of the line must equal 1% of the font size used for the caisse name.

The vertical space between the Desjardins logo or the component names (pillar brands or the caisse) and the lines must correspond to Distance A.

A : Equals half the width of the hexagon

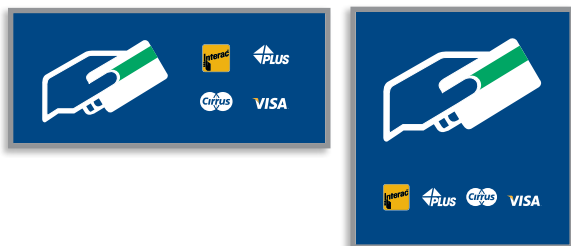
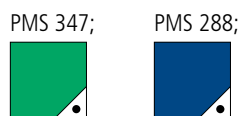


3.3 ATMs

The street sign is used to indicate ATMs in order to free up space on the façade sign. If there is no street sign, an additional individual sign is installed on the building or a small poster is hung in the window to denote ATMs.

3.3.1 Individual signs

The ATM graphic is a pictogram of a hand holding a magnetic card and logos of banking networks. The ratio of the pictogram to the banking network logos is 60:40. The official ATM colours are Pantone green 347 and blue 288.



3.3.2 Additional elements

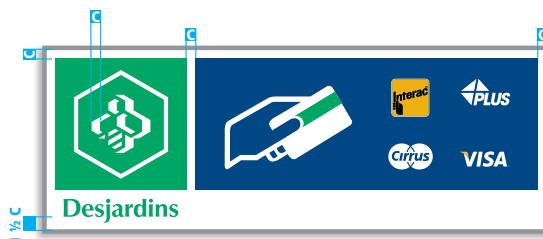
The following elements round out the ATM wayfinding system:

- An illuminated sign with only the Desjardins logo and the banking network logos in order to highlight the networks, where justified by traffic and tourism
- In addition to the main sign, a sign displaying the ATM symbol and the banking network logos
- Stickers of the Desjardins logo and the banking network logos at the entrance to the facility, usually on a door or window
- An unlighted directional sign to guide people to self-service terminals inside a building

3.3.3 ATM-only signs

On a building or a street sign when there are only ATMs at the location a white margin must be left along the inside perimeter of the sign. This minimum margin must correspond to Distance C. The ATM band must be as tall as the square so the Desjardins brand name dominates. The pictograms must be spread out evenly over the band.

C : Equals the thickness of the left wing of the bee

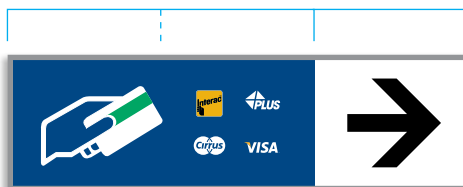


The same type of sign can also be put on a door as a sticker.

3.3.4 Directional ATM signs

When the self-service terminal is located far from the main sign, directions to it must be indicated by adding a white band with an arrow and a short text.

The white band equals half of the blue rectangle width.



3.3.5 Drive-through ATM signs

To indicate the entrance to drive-through ATMs, the sign must have a blue band and pictograms. A white band must be added with an arrow and the words "Drive-through ATM."

The white band must equal half of the blue rectangle height.



3.4 SIGNAGE FOR ATMS

In recent years, Desjardins ATMs have changed, particularly in terms of their features. Also, we've updated and standardized ATM signage to make it easier to identify the different types of ATMs and their features.

3.4.1 Types of ATMs

Four types of ATMs are currently available.

- Regular ATMs: all features available
- Express ATMs: limited features (no passbook updates, no deposits)
- Foreign Currency ATMs: Euros and U.S. dollars only
- Touch screen ATMs: all features with a touch screen (pilot project)

3.4.2 Display zones

There are 4 clearly indicated display zones which inform members which type of ATM they are using.



1-Light panel

This zone calls attention to the Desjardins brand and lets you quickly identify the type of ATM you are using. The Desjardins brand is visible, along with logos from the payment card network (Interac, Plus, Cirrus and Visa). These logos and the Desjardins brand must appear on all our ATMs, whether located in caisses and credit unions or on independent sites. Note: the Desjardins Online Solutions brand was removed from brand architecture and is no longer used on ATMs.

Regular ATM



Express ATM



Foreign Currency ATM



Touch screen ATM (pilot project)



2-3D display

This type of display allows users to identify the type of ATM and its features from an angle and from a greater distance.

Express ATM



Foreign Currency ATM



Touch screen ATM (pilot project)



3-Mini-poster (advertising)

This space is generally used to display current promotions. However, information about the ATM features or other details may appear here, as well.

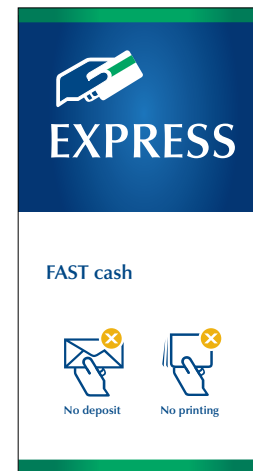
Regular ATM



Foreign Currency ATM



Express ATM



Touch screen ATM (pilot project)

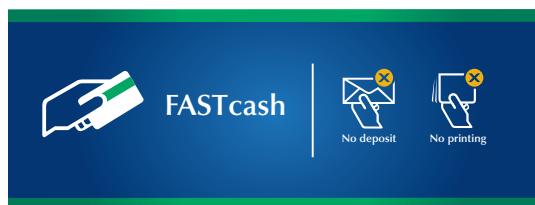


4-Features banner

This space can be used to specify ATM features and promote member advantages. It must not be used to advertise promotions.

Note: It is not necessary to use all 4 display zones. Zones 2 and 4 are generally used to inform members of any ATM limitations, particularly for the Express ATM.

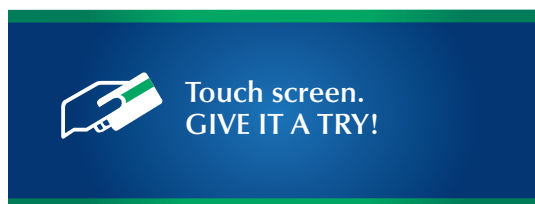
Express ATM



Foreign Currency ATM



Touch screen ATM (pilot project)



3.4.3 Display language

In Ontario, only English text appears on ATMs, as the clientele is essentially English-speaking. Generally, French is the only language that appears on ATMs in Quebec. In certain cases, 2 languages are necessary, with English (or French) as the predominant text, depending on the geographic location of the ATM and the user clientele.

Note: For the sake of brevity, this document only contains examples of English-language displays. The appendix includes examples of other types of ATM and language displays.

3.4.4 To place an order

To order ATM display supplies, contact the ATM and Desktop Support Administrative Department at conseils.ga@desjardins.com

3.4 SPECIAL APPLICATIONS

3.4.1 Digital screens in conjunction with street signs

When a street sign has a static part and a digital screen, the following rules apply:

- Only the Desjardins logo may be displayed.
- The size of the screen must not reduce the impact and visibility of the logo.
- The digital content must be advertising provided by caisses and use the network's advertising graphics platforms.
- The screen must not be used to extend the sign to include brands or products in text form.
- Most of their content must be in image form so that the main sign is not cluttered with too much information.

When a digital band is used with an existing sign, it is added beneath the sign but does not touch it. The content is short advertising text, but does not list Desjardins brands.



3.4.2 Administrative buildings

Administrative buildings are not member service outlets. The use of materials other than vinyl is therefore recommended to avoid any confusion with caisses and commercial facilities of other business sectors.

New indoor and outdoor signage standards are in effect for administrative buildings. Complexe Desjardins is one example of a building that meets these standards.

Specific standards – silver signage material:

- XL Blend S stainless steel (No. 304 polished/brushed)
- Used in conjunction with white acrylic No. 7328
- Channel letters
- LED lighting



3.4.3 Tall buildings

For signs on top of buildings, the green Desjardins symbol is always recommended because it provides the best visibility. Installing a metal sign on top of a building diminishes the sign's visual impact and does not highlight the brand. Only street-level signs can be made using other materials.



3.4.4 Group caisses

Group caisses serve members affiliated with a group. They are often associated with organizations or associations in a specific workplace. They each have an identity and a culture separate from that of the local caisses. Unless there is confusion between a group caisse and a local caisse (e.g., they are located across from one another), we recommend using the same signage standards as for administrative buildings.

3.4.5 Signs and their surroundings

The Desjardins sign can be adapted for other locations, like shopping streets and neighbourhoods where all signs must be in the same style. In special cases where there are architectural or municipal constraints, the standards may be adapted but must remain as true to their original intent as possible.

- We recommend silver (stainless steel) for new, modern buildings and buildings with gray cladding.
- For heritage buildings with gold, bronze, brass or copper details, we recommend using the same type of material in order to blend in.
- For historic buildings and buildings in heritage zoning, a wooden sign may be the best solution.

Prohibited uses



Do not employ any other uses for the ATM banners than those permitted



Do not use the logo vertically



Do not use a logo that is a part of the brand architecture



Do not use a logo that is a part of the brand architecture



Do not use the brand signature in signage

3.5 INDOOR SIGNAGE

For Desjardins building construction and renovation projects, we recommend discreet colours that blend in with the environment.

We highly recommend reserving Desjardins green for signage in and on the building.

We recommend using the logo judiciously, as its purpose is to allow users to easily identify Desjardins services. It would be redundant to display it throughout the building interior and premises. Desjardins indoor signage must, above all, be readable and visible, and blend in with the interior layout and design.

Materials

Indoors, the logo may be reproduced in a metallic colour like gold, silver or bronze, or in a monochromatic 3-D version with a varnished or textured surface.

These same materials should be used for directional signage, for example to indicate offices and conference rooms. The text must be in Optima font.

Because Desjardins is an established, accessible and welcoming company, use of the following types of materials is encouraged:

- Noble materials like stone and marble
- Glass
- Wood

Colour palette

Green and white: the colours of our logo

Using green and white in our internal and external communications is important because these are the colours people associate us with and recognize us by. Indoors, the goal is not to cover the place in green, but rather to make sure green is used.

Other colours – Examples of use:

- Black for its high-end, modern, expert look
- Gray and beige for neutrality
- Yellow to add excitement
- Turquoise blue to complement green
- Metallic colours (e.g., stainless steel) for their high-end, modern look

Note

Avoid using colours associated with other financial institutions (e.g., BMO or RBC blue, National Bank red—especially the red carpet).

PART 2

TECHNICAL SPECIFICATIONS FOR SUPPLIERS

Sign procurement procedure

For all your signage projects, we recommend contacting a Desjardins Brand Management advisor for cost estimate validation and approval. The team will make sure that the graphic standards are being met and that the brand is being highlighted appropriately. Once the estimate is approved, the team will then send the purchase order form duly completed by the supplier to Procurement to have the vinyl films made.

Channel letters

It is important to make sure that the sign is highly visible by ensuring adequate contrast with the building.

Channel letters may be lit from the front with floodlights or lit from behind with neon tubes in the shape of the letters (reverse channel letters).

Symbol

The symbol is printed on vinyl covered with a white acrylic luminous face. The sign is installed in an extruded aluminum box painted PMS 347 C green and lit with HO fluorescent or LED tubes.

Desjardins logotype letters

The supplier makes the channel letters. It orders the vinyl needed, cuts the letters out of the vinyl and then installs them on a luminous acrylic surface. The letters are made up of green Silvatrim moulding with aluminum returns painted PMS 347 C green. Letters are lit from behind with white LEDs.

Lettering for a pillar brand or caisse name

Black and white vinyl is installed on a luminous acrylic surface. Letters consist of black Silvatrim moulding with aluminum returns painted black. Letters are lit from behind with white LEDs.

Stand-offs must be painted to blend in with the building façade.

Posts or poles

Metal signposts are best. If posts are made of another material, they must be painted or stained gray (Sico Acrythane T-11100) or black to achieve visual unity.

The colour and material used for poles must blend with the building. Otherwise, poles should be gray (Sico Acrythane T-11100) or black.

Boxes

Boxes are made of anodized extruded aluminum (Sign Pro and Tech). Signs have hinges so sign faces can be opened to replace fluorescent tubes and perform maintenance. A secure support system must be provided to hold the sign face open. A safety lock must also be provided to keep the face secured at all other times.

Boxes are ventilated by means of a screen-covered aluminum grill.

Signs with no visible frame are best because they maximize the amount of Desjardins green and project a modern look.

If the frame must be painted, we recommend using Sico Acrythane T-11100 paint (Pantone Cool Gray 10 C).

Drill holes

All holes drilled into the exterior wall must be caulked with silicone to prevent water infiltration.

Electrical

All interior electrical wiring must be done by the sign manufacturer in accordance with applicable CSA standards.

Lighting

Lighting is integrated and consists of HO daylight fluorescent tubes spaced 6 inches centre to centre for optimal output. Fluorescent tubes are powered by Allanson ballasts. All signs are equipped with a photoelectric cell that meets U.S. or equivalent standards.

Light-diffusing film

We recommend Scotchcal 3635-100 diffuser film. This film provides optimal light diffusion and helps minimize the effects of electrical current variation caused by changing weather conditions.

Graphic reproduction techniques

Many techniques can be used to reproduce a graphic image on illuminated signs, but we do not recommend spray painting or screen printing because of their unreliable durability, colour accuracy and coverage uniformity.

We recommend cutting the image out of self-adhesive vinyl film because it is the most reliable technique. It ensures that the desired colour is obtained, applied evenly and reproduced precisely using computer technology and robotics. It is the only technique that can be used to reproduce graphic images for light applications. And because it is UV resistant, it extends sign life.

Self-adhesive vinyl must be applied to outdoor acrylic panels to prevent reflections caused by the sun. This also makes it easier to change the sign later. If the sign is at eye level, however, the vinyl may be applied on the inside of the panel so it cannot be damaged.

3M makes films that match the Desjardins colours:

- Desjardins green = VQ 8642
- ATM blue = VQ 8641
- VISA and Interac yellow = VQ 8707
- black = VQ 3580

These colours look the same day and night.

Technical questions about the 3M products referred to in this document should be sent to Lawrence Aird at 3M Commercial Graphics Customer Service. You can reach him at 1-800-361-4488 or 514-386-6919.

Application

It is generally better to apply the film to the outside of a white translucent panel than to the inside of a transparent panel (see Graphic reproduction techniques). If the film is applied to the inside of a transparent panel, it must be cut in reverse because the film is adhesive on only one side. It is therefore very important to specify on the purchase order whether the film will be applied on the inside or outside of the panel. The sign manufacturer must then add a diffuser to the film (e.g., a white translucent vinyl film).

Self-adhesive vinyl films are designed for easy application. They need to be handled with great care, however, and the immediate surroundings must be spotless. The film may be cold or hot transferred. Cold transfers require only soapy water and a scraper, while hot transfers require specialized equipment.

Films must be applied in accordance with film manufacturer's specifications. If the sign manufacturer does not have experience applying this type of vinyl film, it can contact Lawrence Aird at 3M by calling 1-800-361-4488, and request a demonstration.

Every shipment of cut-out vinyl films comes with an instruction sheet for the sign manufacturer, describing how to apply the vinyl film to the sign.

Durability and warranty

According to 3M, the film is equally durable whether cold or hot transferred. 3M also guarantees that it is equally wear-resistant whether applied to the inside or outside of an acrylic panel.

3M provides an 11-year graphic defect warranty for films used in indoor and outdoor signs (4-year warranty for parts and labour following installation).

Opaque directional signs

Self-adhesive vinyl films for illuminated signs may be used on opaque directional signs. Other less-costly techniques like screen printing and painting may also be used.

We recommend using a non-reflective material for the support, like acrylic or Lexan. If you use a glossy material, you must spray a special matte varnish on the surface. If a vinyl film is used, you must specify in the order whether it will be applied to the inside or outside of the support. If another printing technique is used, it is best to print on the inside of the material.

Some manufacturers distribute modular systems designed especially for indoor directional signage. These products may be used on certain sites.

If vinyl film is appropriate, you can order it from Procurement by sending a purchase order to a Brand Management advisor. If you choose another technique, you must contact a local manufacturer. Digital files are used to put these signs together. Access to these files is granted upon request.

Rigid and flexible panels

We recommend the following panel types:

- **Rigid panels:** Acrylic or polycarbonate (Lexan). Rigid panels are mounted in front of the box frame so the entire image is displayed. Make sure the box frame is as thin as possible (usually 1.25 in.) to limit colour variation along the perimeter of the image.
- **Flexible panels:** PVC (3M Panaflex 945 GPS or 3M Panaflex 645 EI). These fabric substrates are extremely weather resistant. They are better than rigid substrates for large signs. Flexible 3M Panaflex 645 EI panels are used for eye-level signs.

APPENDIX

SIGNAGE FOR ATMs

FOREIGN CURRENCY ATM

1- SIGNS IN FRENCH

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



2- SIGNS IN ENGLISH

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



3- BILINGUAL SIGNS (PREDOMINANTLY FRENCH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



4- BILINGUAL SIGNS (PREDOMINANTLY ENGLISH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



EXPRESS ATM

1- SIGNS IN FRENCH

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY

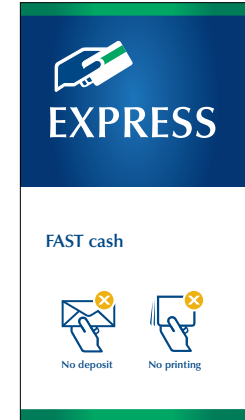


2- SIGNS IN ENGLISH

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY

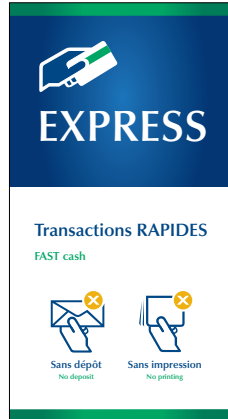


3- BILINGUAL SIGNS (PREDOMINANTLY FRENCH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY

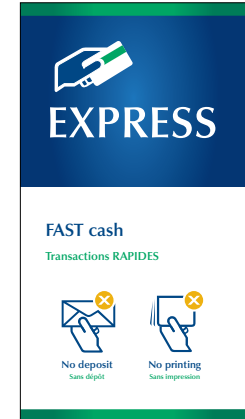


4- BILINGUAL SIGNS (PREDOMINANTLY ENGLISH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



TOUCH SCREEN ATM (PILOT PROJECT)

1- SIGNS IN FRENCH

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY

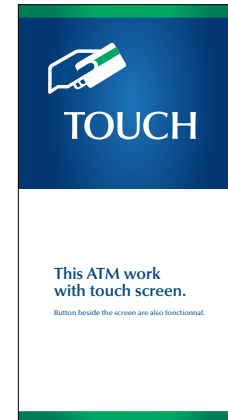


2- SIGNS IN ENGLISH

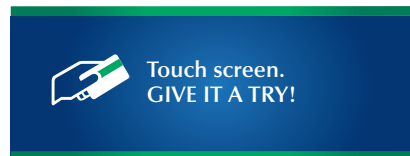
LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



3- BILINGUAL SIGNS (PREDOMINANTLY FRENCH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY



4- BILINGUAL SIGNS (PREDOMINANTLY ENGLISH)

LIGHT PANEL



MINI-POSTER



FEATURES BANNER



3D DISPLAY

