

Accord D Desjardins Financing

Standards guide

May 2018

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. Ads with an incomplete legal note will not be approved.

In a situation where the legal note may not be read or understood easily by the consumer, Desjardins suggests adapting your ad by clearly indicating where and how to gain access to the full disclosures (at the counter, online, etc.).

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 Desjardins logo.

Validating advertisements

All advertisements must be approved. Turnaround time is five business days. If your request is urgent, make sure to include "URGENT" in the email subject line, and we'll get back to you as soon as possible.

Send all Accord D Desjardins advertising approval requests to: marketing.accordd@desjardins.com.