

# Brand architecture

Some subsidiaries have their own logo, and sometimes even their own third-level nomenclature to describe their industry. The application of each subsidiary's naming scheme must comply with the stated standards regarding font size, choice and positioning in the signature, as shown opposite.

## Applications for the Financial Group



## Applications for subsidiaries



\*These logotypes are used as examples. They have not been officially produced.

# Colours



## Official colours

The signature's two official colours are: blue 293 (coated and uncoated) and grey 430 (coated and uncoated). Pantone® colours, CMYK recipes for coated and uncoated paper, and RGB recipes appear below.



## BLACK AND WHITE

For the black and white version of the logo, the grey of the elephant is 62% black fill.



## Colour usage

The official colour version of the logo should be used whenever possible—it is the purest expression of the brand. Use of this version is mandatory whenever the logo is used on a white background.

Depending on the background behind the logotype, it's important to choose the version that provides the best contrast:

- 1 — On a black background, always use the all-white or white and grey logo.
- 2 — On a grey background, always use the inverted white logo.
- 3 — On a blue background, always use the white font and grey elephant or the inverted white logo.



## Minimum size



0.75 in. / 1.9 cm / 54 px



0.1875 in. / 0.47 cm / 13 px



1.125 in. / 2.8 cm / 81 px

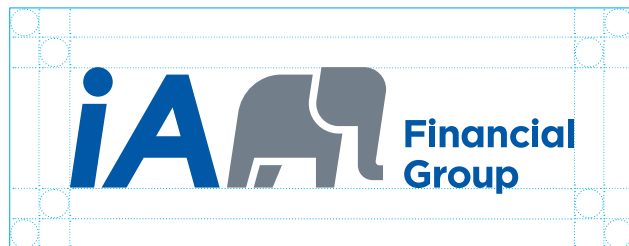


0.375 in. / 0.95 cm / 27 px

For optimum visibility, the minimum signature size must be followed at all times: 1.9 cm for the horizontal signature and 2.8 cm for the vertical.

# Clear space

To maximize legibility and maintain the brand's integrity, the logotype's clear space must be respected. This clear space is twice the size of the dot on the "i" in "iA" and must be free of any graphical, typographical or other visual elements. This standard must be followed on all sides of the signature.



# Incorrect usage

Any change to the signature diminishes its impact and risks compromising the iA brand image. Below are a few examples of incorrect signature usage for the iA Financial Group signature and those of subsidiaries. The basic principles should be followed at all times for all versions of the logo. When in doubt as to how to use the iA signature or that of a subsidiary, please contact the iA Financial Group Communications Department.

Changing the font



Stretching, distorting or altering the logo's proportions



Using the logo in outline form



Surrounding the logo with a halo



Adding a shadow to the logo



Using the colour on a textured or coloured background



Putting the logo in a shape



Changing the colours



Changing the size and location of the logo's elements

