
Introduction

The CIPF Disclosure Policy dated September 22, 2009 introduces a new Official CIPF Symbol that must be implemented by May 31, 2011. This is a Supplemental Guide to the Disclosure Policy and defines the prescribed format, as well as interprets certain acceptable practices for complying with the Policy.

Compliance with the Supplemental Guide is mandatory only where disclosure of the Official CIPF Symbol is required by the Disclosure Policy. Questions regarding the application of the Disclosure Policy or Supplemental Guide should be forwarded to CIPF.

These guidelines also provide guidance on the use of the CIPF Brochure.

1. Official CIPF Symbol

The Official CIPF Symbol shall be either text or the CIPF Member identifier graphic, as follows:

1.1. CIPF Member Identifier



If a Member opts to use the Member identifier, instead of the text version of the Official CIPF Symbol, the identifier must:

- Not be redrawn, digitally manipulated or altered.
- Always be reproduced from a digital master reference, which is available from CIPF in eps, jpeg and gif formats.

- Comply with the following format, colour and size requirements:

a) Format

The appropriate artwork format should be used as follows:

- eps – all professionally printed applications
- jpeg – Microsoft programs
- gif – online usage

b) Colour

The CIPF Member identifier must only appear in the three colour variants:

- black
- reverse white (white on a coloured background)

The colour must be consistent with the existing colour scheme used within a Member's document.¹

- black and taupe (PMS 7530)



Contrast: The identifier must always have good contrast with the background to ensure maximum impact and accessibility.

¹ Updated June 16, 2010 to clarify the definition of reverse white.

Exclusive Zone: In order to maximize its visual presence, the CIPF Member identifier requires a surrounding area clear of any other graphic elements or text. The exclusion zone is equal to or greater than the top part of the capital letter P in the identifier.



c) Size

The identifier must be clearly visible and reproduced consistently.

i) Unilingual CIPF Member Identifier - Print

The minimum size for reproduction across print formats is .5 inch or 12.7 millimetres measured across the width of the identifier and 0.33 inch or 8.4 millimetres high.



ii) Bilingual CIPF Member Identifier - Print

The minimum size for reproduction across print formats is .5 inch or 12.7 millimetres measured across the width of the identifier and .5 inch or 12.7 millimetres high.

iii) CIPF Member Identifier - Electronic Applications

The minimum size for electronic applications (e.g., websites) is 150 pixels wide and 64 pixels high.



Incorrect Use of the Member Identifier

Do not attempt to recreate the CIPF identifier or make changes to the final art file.



Do Not:

- Change colours of the identifier.
- Change the typeface of the identifier.
- Distort the identifier by scaling it disproportionately.
- Enclose the identifier in a box or a shape.
- Show only a partial identifier.
- Shift the organization's name.
- Reproduce the identifier over photography.
- Use any artistic fillers on the identifier such as embossing.
- Stretch, rotate or distort the identifier.

1.2. Text

Text versions of the Official CIPF Symbol must comply with the following specifications:

Font: ITC Franklin Gothic Medium. The font may be adjusted to be consistent with the font that is predominant in the Member's document. No font changes are permitted for the Member identifier in Section 1.1.

Minimum Point Size: 6 pts

Colour: Black, taupe (PMS 7530) or reverse white (white on a coloured background). The text colour may be adjusted to be consistent with the existing colour scheme used within a Member's document. No colour changes are permitted for the Member identifier in Section 1.1.

Please note: Effective May 31, 2011 acceptable text versions of the Official CIPF Symbol will be as follows:

- a. Member-Canadian Investor Protection Fund
- b. Member of the Canadian Investor Protection Fund
- c. <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund
- d. Member-Canadian Investor Protection Fund / Membre-Fonds canadien de protection des épargnants
- e. Member of the Canadian Investor Protection Fund / Membre du Fonds canadien de protection des épargnants
- f. <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund / Fonds canadien de protection des épargnants

Please note: “Member CIPF” will no longer be permitted effective May 2011.

2. Official CIPF Brochure

The brochure is the official publication of CIPF for distribution to the public to describe the protection offered by CIPF. It is important the brochure be associated with the legal entity whose customers are eligible for CIPF protection and therefore the following guidelines must be followed:

- a. Brochures must be purchased from the printer contracted by CIPF to produce the brochures, unless the Member integrates the brochure into a comprehensive new client account application booklet produced by a third party that has been approved by CIPF.
- b. Brochures must indicate the name of the Member as registered by IIROC.
- c. Brochures may include the Member’s logo or other identifier, and the address of the branch or head office.
- d. The registered name and, if desired, logo and/or address may be imprinted by CIPF’s printer at the time the brochures are ordered, or the Member can insert this information in the blank space allocated on the back of the brochure.