

INTRODUCTION

This is a Supplemental Guide to the CIPF Disclosure Policy and defines the prescribed format, as well as interprets certain acceptable practices for complying with the CIPF Disclosure Policy.

CIPF CONTACT

If you have any questions about the information in this guide or how to implement these guidelines, please contact us at info@cipf.ca or call either toll-free at 1 866 243 6981 or 416 866 8366.

1. Display of the CIPF Membership Symbol– guide to requirement to include on “first page” of confirmations and account statements:

- If provided in hard copy, the requirement to include the CIPF Membership Symbol on the “first page” will be met if the CIPF Membership Symbol is included on the front page.
- If provided electronically (html or otherwise), the requirement to include the CIPF Membership Symbol on the “first page” will be met if it is located on the document as it is displayed electronically.

2. CIPF Membership Symbol

The CIPF Membership Symbol shall be in one of the following forms, either the CIPF Member Identifier graphic or text:

a) CIPF Member Identifier

It consists of three elements: the abbreviation of the full name; the full name; and the word Member.



If a Member opts to use the CIPF Member Identifier, the CIPF Member Identifier must:

- Not be redrawn, digitally manipulated or altered.
- If enlarged, be enlarged proportionally in each direction (i.e., the same percentage horizontally and vertically).
- 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:

Format: The appropriate artwork format should be used as follows:

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

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

- black
- reverse white (white on a coloured background, which may be either black or a colour consistent with the colour scheme used in the Member's document)
- black and taupe (PMS 7530)



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

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.



Size: The CIPF Member Identifier must be clearly visible and reproduced consistently.

i) **Print – Unilingual CIPF Member Identifier**

The minimum size for reproduction across print formats is 0.5 inch or 12.7 millimetres measured across the width of the identifier and 0.33 inch or 8.4 millimetres high.



ii) **Print – Bilingual CIPF Member Identifier**

The minimum size for reproduction across print formats is 0.5 inch or 12.7 millimetres measured across the width of the identifier and 0.5 inch or 12.7 millimetres high.



iii) **Electronic Applications – CIPF Member Identifier**

The minimum size for electronic applications (e.g., websites) is 150 pixels wide and 64 pixels high, subject to the “Relative Size” provision described in section iv) below.



iv) **Relative Size – CIPF Member Identifier**

The CIPF Member Identifier in print, visual materials, websites or media shall be in a manner and size such that the visual impact of the official symbol shall not be greater than that of the Member’s name, logo or identifying symbol where used in the same materials, websites or medium or in the same

location within the Member's premises. If the Member identifies other associations or memberships in its materials, the CIPF Membership Symbol shall be of the same print size and/or visual impact.

Incorrect Use of CIPF Member Identifier

Do not attempt to recreate the CIPF Member 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.

b) CIPF Member Text Versions

The acceptable text versions of the CIPF Membership Symbol are as follows:

- i) Member – Canadian Investor Protection Fund
- ii) Member of the Canadian Investor Protection Fund
- iii) <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund
- iv) Member–Canadian Investor Protection Fund / Membre–Fonds canadien de protection des épargnants
- v) Member of the Canadian Investor Protection Fund / Membre Fonds canadien de protection des épargnants
- vi) <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund / Fonds canadien de protection des épargnants

Text versions of the CIPF Membership Symbol must comply with the following standards:

- Font:** ITC Franklin Gothic Medium, OR
Consistent with the predominant font used in the Member's document.
- Minimum Point Size:** 6 pts
- Colour:** black, taupe (PMS 7530), reverse white (white on a coloured background), or a colour consistent with the colour scheme used in the Member's document.

Note: Neither font nor colour changes are permitted for the CIPF Member Identifier described in section 2a).

3. CIPF Decal

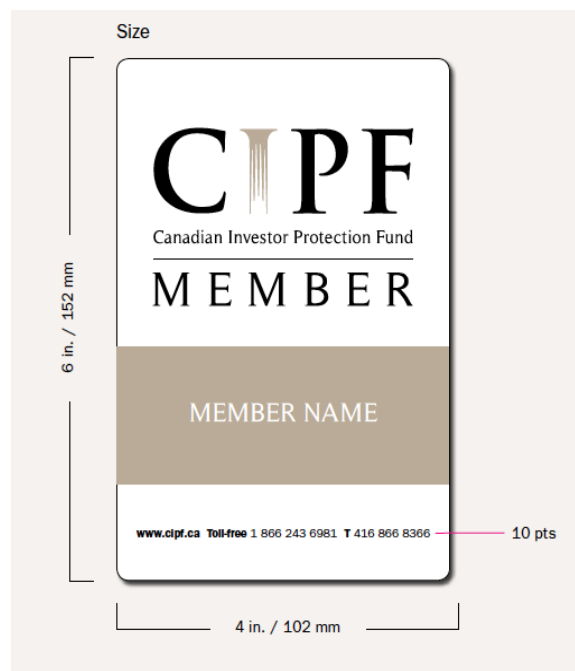
Order instructions for CIPF Decals are available on CIPF's website, under the Members section.

a) Prescribed Information

The CIPF Decal contains the CIPF Member Identifier and an area for imprinting the Member's legal entity name.

b) Size

The CIPF Decal is 4 inches or 102 millimetres wide by 6 inches or 152 millimetres high.



c) **Display and Placement**

- The CIPF Decal may be placed on a door, window, in a plaque on a counter or other similar visible surface.
- If in any location the Member also displays a sign or symbol of membership or affiliation with an SRO, the CIPF Decal should be displayed in the same manner and adjacent to such other sign or symbol.
- Members should ensure that the display and placement of the CIPF Decal shall not cause, or be reasonably expected to cause, clients of another financial intermediary or institution to believe that they are entitled to CIPF protection if they are not.

Example of Acceptable Display of the CIPF Decal



d) **Member Responsibility to Remove the CIPF Decal**

When vacating a place of business, the Member is responsible for ensuring the CIPF Decal is removed from the vacated premises.

4. CIPF Official Brochure

a) **Format**

Members must provide the CIPF Official Brochure to clients in one of the following formats:

- i) **Electronic** – A Member must purchase a PDF version imprinted with the legal name of the IIROC-regulated firm from the CIPF designated printer. A Member must not change any aspect of the imprinted PDF version received from the CIPF designated printer.

- ii) Hard copy – A Member has the option of printing the PDF version described in subsection 4(a)(i), or purchasing either blank or imprinted hard copies from the CIPF designated printer.
- A Member must not change any aspect of the printed hard copy of the PDF version described in subsection 4(a)(i).
 - Blank hard copies purchased from the CIPF designated printer must be stamped or printed by the Member with the legal name of the IIROC-regulated firm, in the white space on the back of the CIPF Official Brochure.
 - Imprinted hard copies purchased from the CIPF designated printer must include the legal name of the IIROC-regulated firm. The imprinting may also include the Member's logo and/or address.

b) Client Application Package

Members may provide clients with an electronic or hard copy of the CIPF Official Brochure as part of a client application package if:

- i) The Member does not change any aspect of the CIPF Official Brochure;
- ii) The pages of the CIPF Official Brochure are not presented on the same page as other content in the client application package; and
- iii) The CIPF Official Brochure is imprinted, stamped or printed with the legal name of the IIROC-regulated firm.

c) CIPF Approval of Changes

Changes made by Members to any aspect of the CIPF Official Brochure must be approved by CIPF in advance.

d) Ordering CIPF Official Brochure

Instructions for ordering electronic or hard copies of the CIPF Official Brochure from the CIPF designated printer are available on CIPF's website. The CIPF designated printer is:

Avant Imaging & Integrated Media Inc. (AIIM)

Email: cipf@aiim.com

Fax: 905 841 6678 • Tel: 416 798 7110 ext 342