



**Visual Identity
Core Guidelines**

Version 1.01 October 2011

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The RBS Group overview

The following pages will give you an overview of the RBS Group brand. They show the core assets and examples of application.

These provide a ‘toolkit’ to build collateral with. The Group communicates to many different audiences for many different reasons. This therefore provides a new set of elements that can be selected, allowing the creation of a variety of ‘flavours’ while still retaining an underlying consistency.

Brand overview

The RBS Group brand mark



Brand overview

The RBS Group brand mark



RBS

Group

The 'DAISY RBS' element is essentially the brand.

The addition of a clearer 'Group' identifier signifies change. It also aids differentiation of customer-facing and group-level communications:

- When used externally, it is seen as a communication from the holding company or group of companies.
- When used internally, it's a communication relevant to everyone one within the Group and/or specifically for Group Functions.

Asset overview

A snap shot of the core elements toolkit

Typefaces

ITC Charter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Benton Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Georgia

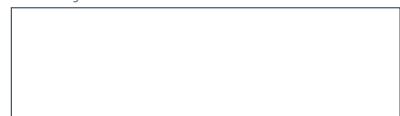
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Colour palette overview

Primary



Secondary – RBS Rich



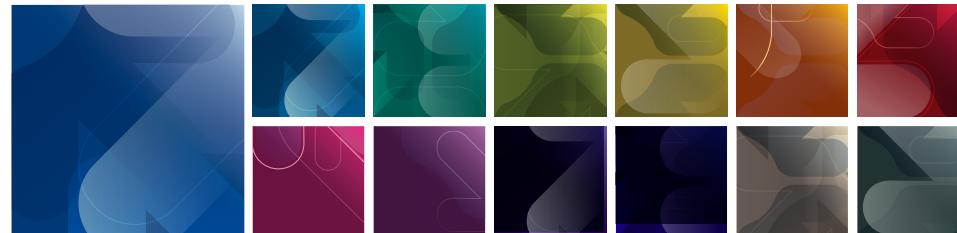
Secondary – RBS Vibrant



Vignette



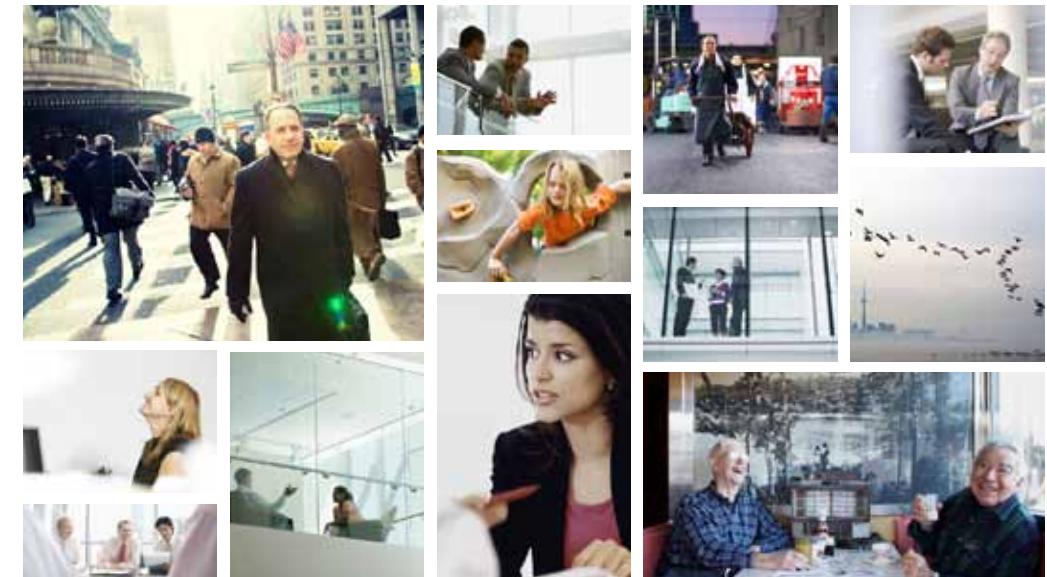
Background pattern



Iconography



Photography

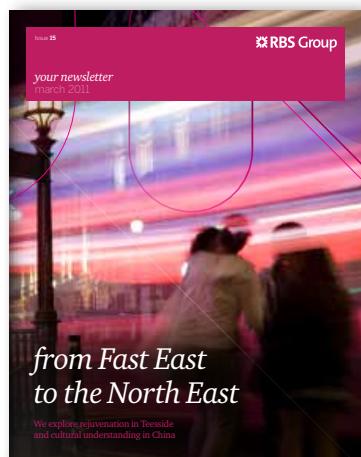
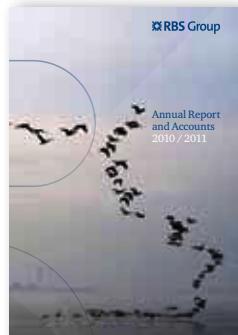


Application of overlay background pattern to photography



Asset application

Some example brochures and reports



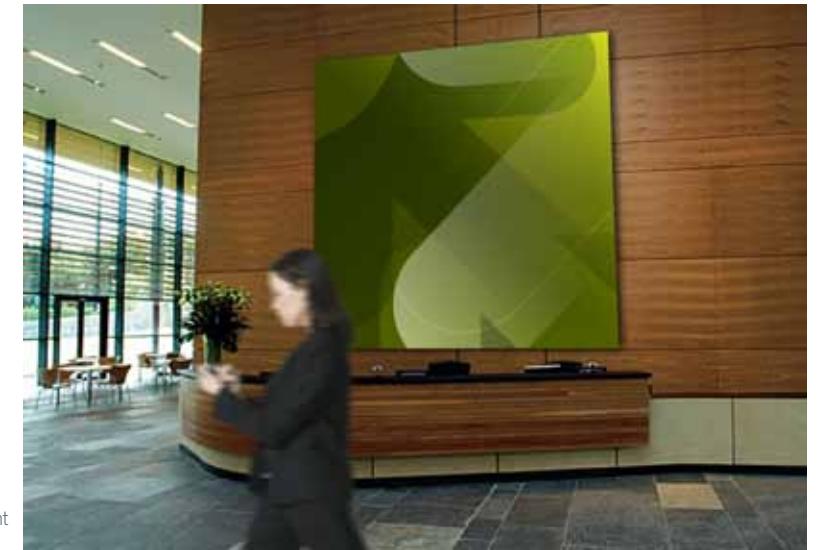
Recruitment



Asset application



Apps



Office environment application



Presentations



RBS Group website

The RBS Group

Our communications reveal our identity – making them one of the principal ways we convey our brand. Expressing our brand values and personality consistently is fundamental to the continued success of our business. Consistency inspires confidence in the brand whenever it is used.

The Group brand facilitates inspiring, relevant and credible communications to its key stakeholders: employees, investors, media and government.

The Group brand is built on sound banking traditions and a long heritage. It represents a stable and secure anchor for our businesses and balances stability and security with enterprise.

The Group brand provides a sense of cohesiveness for the other brands to align to and leverage from. It demonstrates best practice in straightforward, open, transparent and effective communications.

Our tone of voice

The RBS Group creative platform
and tone of voice should be...

Confident.

*Confidence in ourselves, accomplished and professional.
Not Arrogant, self important or over promising.*

Straightforward.

*Clear, uncomplicated, direct and focussed on customers.
Not Dumbed down, patronising or lacking in substance.*

Inspiring.

*Energetic, exciting and worthwhile.
Not Dull, monotone, downbeat or floundering.*

Engaging.

*Knowledgeable, authoritative and intelligent.
Not Whimsical, dictatorial or unbelievable.*

Human.

*Friendly, humble, warm, witty, real and honest.
Not Loud, over-bearing or corporate.*

The RBS Group mark

The RBS Group brand mark defines our business.
It should be used sensitively in all our Group
brand communications.

1.0

1.01

The RBS Group mark

Variants

The RBS Group brand mark is the visual expression of our brand and represents our values and strength.

It is predominantly used by Group functions when communicating to shareholders and employees. It is non-consumer facing.

It is important to retain the quality of our Group brand mark on all communications.

Artwork

To maintain a high standard of quality and consistency, the brand mark must under no circumstances be reproduced from any printed, digital or photocopied source.

Original artwork files should be used.

RBS Blue on white – Pantone 281



Black



Reversed out of a contrasting colour



1.02

The RBS Group brand mark

Exclusion zone

The RBS Group brand mark has been carefully crafted to ensure maximum impact and legibility across all media. Section 1.06 of these guidelines details common infringements to the integrity of our brand mark. The brand mark should never be broken up, restructured or have individual elements of the brand mark used on their own.

Exclusion zone

To ensure the brand mark has maximum impact always keep the area around it clear. This space is called the exclusion zone. The exclusion zone protects the brand mark from other visual and graphics elements.

The exclusion zone is derived from the height of the DAISY wheel as illustrated.

TM and R brand marks

The exclusion zone is always measured as illustrated. When the brand mark includes the ™ or ® symbols these should not be included in your measurements.

Artwork

To maintain a high standard of quality and consistency, the brand mark must under no circumstances be reproduced from any printed, digital or photocopied source.

Original artwork files should be used.

Exclusion zone



Trade marked mark



Registered mark



1.03

The RBS Group brand mark

Usage

To maintain consistency there are a restricted number of colour variants for the Group brand mark. Do not introduce new colours or colour breakdowns to the brand mark.

The RBS Group brand mark may appear on an image, vignette or flat coloured background. In these instances you should ensure the image provides sufficient contrast for the brand mark to retain its presence on the page. Backgrounds should be uncluttered and observe the exclusion zone rules.

Blue version

When appearing on a white or pale background, the brand mark should print in RBS Blue PANTONE 281. When it is not possible to reproduce the mark using special Pantone® inks, a CMYK specification has been carefully chosen to match Pantone colours and should not be altered in any way. (C100 M72 Y0 K38)

White version

When there is a need to show the brand mark on a dark coloured background (preferably Pantone 281), or out of a dark photographic image.

Solid Black version

When reproducing in a single colour, and RBS Blue (Pantone 281) is not available, the brand mark can appear in Black.

RBS Blue on white – Pantone 281



Reversed out of a contrasting colour



Black and white



Applied to images



Applied to vignettes



Applied to coloured backgrounds



Try to keep the background as constant a tonal value as possible to maintain the legibility of the mark.



1.04

The RBS Group mark

Size and minimum positioning

The brand mark should, where possible, appear in the top right corner on the cover of all publications as detailed opposite. Always refer to the sizing table before calculating the position of the brand mark.

The position of the brand mark on stationery, advertising and exhibitions will vary, please refer to the appropriate guidelines when applying the brand mark.

The minimum position of the brand mark is always measured from the edge of the DAISY wheel to the edge of the 'P', and should measure one and a half DAISY wheels from the application edge.

In order to maintain levels of consistency and quality across our communications, we have drawn up specific size constraints for using the brand mark standard formats. Always use the brand mark as detailed in the table opposite.

To maintain legibility, the RBS Group brand mark should never be reproduced any smaller than 33mm.

Minimum positioning of the brand mark



Basis of measurement



Trade mark



Minimum size



RBS brand mark recommended sizing

	Min.	DL	A5	Letterheads	A4	A3
33mm	●	○	○	○	○	○
43mm	○	●	●	●	○	○
48mm	○	○	○	○	●	○
70mm	○	○	○	○	○	●

1.05

The RBS Group brand mark

Trademark usage

In order to help protect our intellectual property rights we need to use the appropriate trade mark symbol.

In essence, within the UK we just use the standard mark (without any symbol). But outside the UK we would use the ™ version.

Where communications cross territories we need to take a view on which version to use depending on the majority audience share. If in doubt, the ™ version should be used.

Standard mark

UK



For all materials in the UK

TM version

Rest of the world



To be used on all advertising, product literature and websites outside the UK (but not UK or USA)

Trade mark notice

Trade mark notice (example)

The DAISY wheel, RBS and RBS Group are all trade marks of The Royal Bank of Scotland Group plc.

A sample of a trade mark notice that would be used on all product literature and websites outside the UK

1.06

The RBS Group mark

Things to avoid

This page shows a number of common errors that can be made when using the Group brand mark.

The examples here show how the Group brand mark should not be used.

In an exception to the rule (see example 8), the DAISY wheel may sometimes be used on its own, e.g. on building signage, but not without consent of the Group Executive. Please contact Group Communications for approval.



1. DO NOT change the colour within the mark.



2. DO NOT use the brand mark in white on a light coloured background.



3. DO NOT reproduce the positive version of the mark on a dark background.



4. DO NOT try and recreate the mark in any way.



5. DO NOT change the arrangement of the mark.



6. DO NOT use the mark on a photographic background that is cluttered and affects legibility.



7. DO NOT change the scale of the brand mark elements.



8. DO NOT use the DAISY wheel on its own.

Do not use the
RBS Group mark
in written text.

9. DO NOT use the RBS Group mark in combination with the RBS endorsement mark.



10. DO NOT rotate/angle the brand mark.



11. DO NOT use the brand mark to create a repeat graphic pattern.



12. DO NOT use the DAISY wheel to create a repeat graphic pattern.

TITLE

- ☒ Bullet point topic

13. DO NOT use the RBS Group mark in written text.
14. DO NOT stretch the brand mark
15. DO NOT use the DAISY wheel as bullet points.

Our colours & vignettes

Our colours and vignettes differentiate us from our competitors and define us as a brand. Our broad range of colours help us to communicate the diversity of the business and to add impact to our communications.

2.0

2.01

Our colours

Colour palette overview

Primary colours

White and RBS Blue define our business, additionally we have two complementary colours, RBS Sky Blue and RBS Silver in the primary palette to add variety and give us flexibility.

Always use the correct Pantone colour. If you need to use CMYK or RGB colours please use the breakdowns shown in the following pages.

Secondary colours

A set of secondary colour palettes has been developed to complement the primary set.

These consist of RBS Rich and RBS Vibrant. There is always a dark and a bright colour within each of the twelve hues.

In addition to the primary colours, there should only be ONE Secondary colour pairing seen per collateral face.

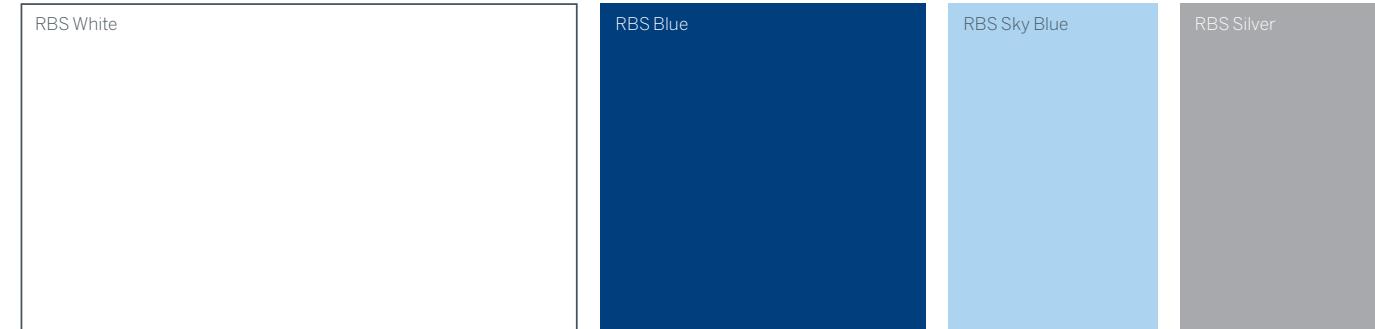
Rich

These colours project a sense of sophistication, warmth, approachability and modernity. They are designed to be used in conjunction with the primary colour to complement, not replace them.

Vibrant

The vibrant set of colours has been introduced to add energy and contrast throughout our communications.

Primary



Secondary – RBS Rich



Secondary – RBS Vibrant



TIP

All secondary colours CAN be used alongside the primary colours and can be tinted at 100, 70 and 30% (see following pages for colour values).

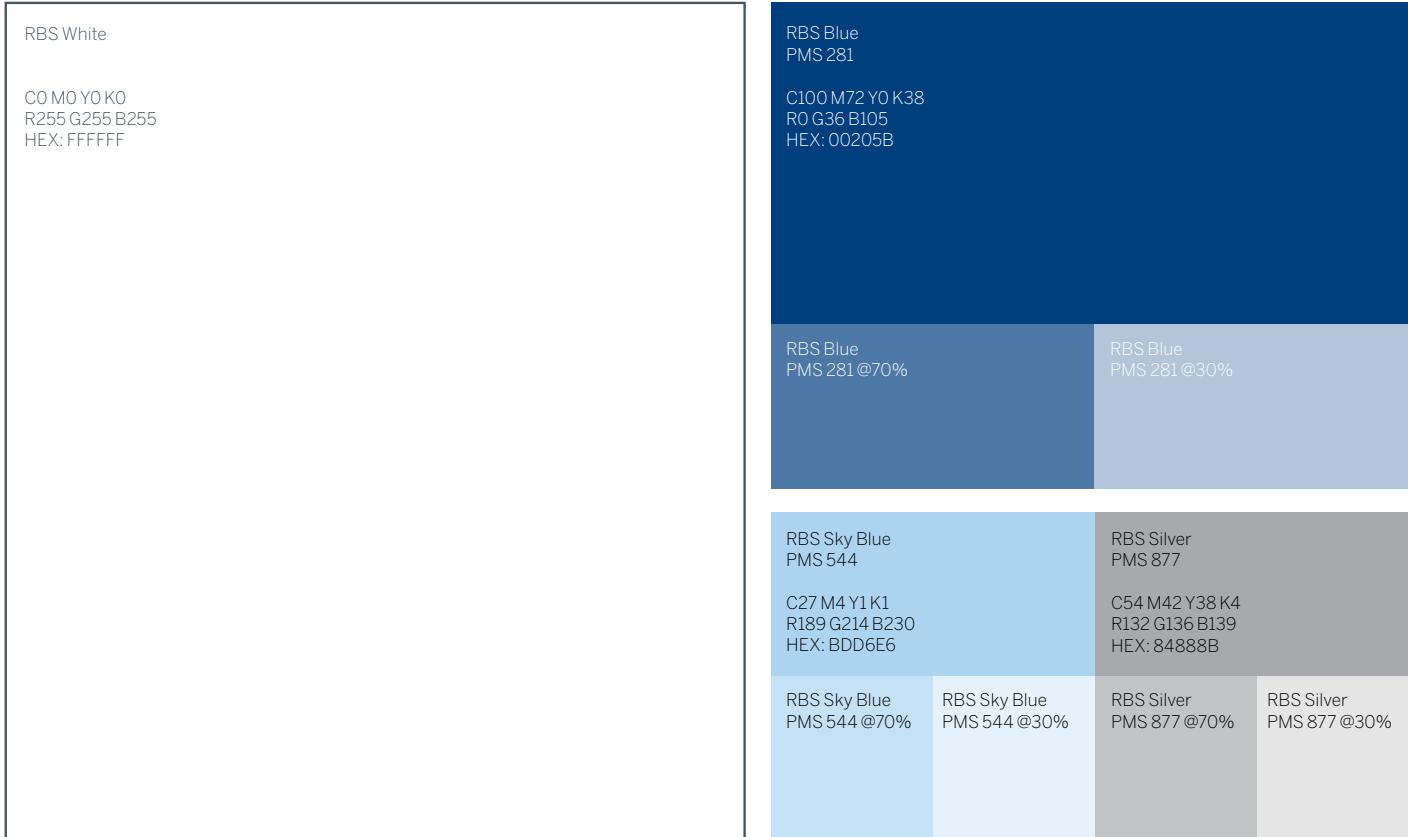
2.02

Our colours

Primary colour palette

Primary colours

All colours are recommended to be used at 100%, 70% and 30% tints. There is a 5% tolerance either side of these percentages if your application requires this i.e. text is not reading out of an above tint.



2.03

Our colours

Secondary colour palette – Rich

Rich colours

All colours are recommended to be used at 100%, 70% and 30% tints. There is a 5% tolerance either side of these percentages if your application requires this i.e. text is not reading out of an above tint.

RBS Teal PMS 3035 C100 M30 Y19 K76 R0 G62 B81 HEX: 003E51	RBS Pine PMS 329 C100 M14 Y60 K49 R0 G104 B94 HEX: 00685E	RBS Forest PMS 7498 C46 M23 Y84 K68 R91 G98 B54 HEX: 5B6236	RBS Highland PMS 7755 C0 M14 Y78 K62 R137 G118 B48 HEX: 897630
RBS Teal PMS 3035 @70%	RBS Teal PMS 3035 @30%	RBS Pine PMS 329 @70%	RBS Pine PMS 329 @30%
RBS Clay PMS 1685 C11 M82 Y100 K48 R131 G57 B33 HEX: 833921	RBS Scarlet PMS 1815 C16 M97 Y86 K54 R124 G37 B41 HEX: 7C2529	RBS Claret PMS 7643 C0 M84 Y02 K70 R103 G46 B69 HEX: 672E45	RBS Burgundy PMS 518 C55 M86 Y20 K63 R75 G48 B72 HEX: 4B3048
RBS Clay PMS 1685 @70%	RBS Clay PMS 1685 @30%	RBS Scarlet PMS 1815 @70%	RBS Scarlet PMS 1815 @30%
RBS Orchid PMS 2695 C91 M100 Y8 K59 R46 G26 B71 HEX: 2E1A47	RBS Imperial PMS 2766 C100 M100 Y6 K60 R20 G27 B77 HEX: 141B4D	RBS Oak PMS 405 C26 M31 Y35 K72 R105 G97 B88 HEX: 696158	RBS Slate PMS 446 C54 M27 Y36 K82 R63 G68 B68 HEX: 3F4444
RBS Orchid PMS 2695 @70%	RBS Orchid PMS 2695 @30%	RBS Imperial PMS 2766 @70%	RBS Imperial PMS 2766 @30%
RBS Oak PMS 405 @70%	RBS Oak PMS 405 @30%	RBS Oak PMS 405 @70%	RBS Oak PMS 405 @30%
RBS Slate PMS 446 @70%	RBS Slate PMS 446 @30%	RBS Slate PMS 446 @70%	RBS Slate PMS 446 @30%

2.04

Our colours

Secondary colour palette – Vibrant

Vibrant colours

All colours are recommended to be used at 100%, 70% and 30% tints. There is a 5% tolerance either side of these percentages if your application requires this i.e. text is not reading out of an above tint.

RBS Aqua PMS 312 C88 M0 Y11 K0 R0 G169 B206 HEX: 00A9CE	RBS Jade PMS 7467 C97 M0 Y30 K0 R0 G163 B173 HEX: 00A3AD	RBS Lime PMS 396 C10 M0 Y95 K0 R225 G224 B0 HEX: E1E000	RBS Citrus PMS 109 C0 M9 Y100 K0 R255 G209 B0 HEX: FFD100
RBS Teal PMS 3035 @70% RBS Teal PMS 3035 @30%	RBS Jade PMS 7467 @70% RBS Jade PMS 7467 @30%	RBS Lime PMS 396 @70% RBS Lime PMS 396 @30%	RBS Citrus PMS 109 @70% RBS Citrus PMS 109 @30%
RBS Amber PMS 7409 C0 M31 Y100 K0 R240 G179 B35 HEX: F0B323	RBS Red PMS 199 C0 M100 Y72 K0 R213 G0 B50 HEX: D50032	RBS Cherry PMS Rubine Red C0 M100 Y22 K03 R206 G0 B88 HEX: CE0058	RBS Plum PMS 7655 C33 M72 Y0 K0 R161 G90 B149 HEX: A15A95
RBS Amber PMS 7409 @70% RBS Amber PMS 7409 @30%	RBS Red PMS 199 @70% RBS Red PMS 199 @30%	RBS Cherry PMS Rubine Red @70% RBS Cherry PMS Rubine Red @30%	RBS Plum PMS 7656 @70% RBS Plum PMS 7656 @30%
RBS Heather PMS 2665 C70 M76 Y0 K0 R125 G85 B199 HEX: 7D55C7	RBS Sapphire PMS 2738 C100 M92 Y0 K1 R6 G3 B141 HEX: 06038D	RBS Fawn PMS 7501 C6 M10 Y30 K2 R217 G200 B158 HEX: D9C89E	RBS Pebble PMS 442 C25 M7 Y19 K20 R162 G172 B171 HEX: A2ACAB
RBS Heather PMS 2665 @70% RBS Heather PMS 2665 @30%	RBS Sapphire PMS 2738 @70% RBS Sapphire PMS 2738 @30%	RBS Fawn PMS 7501 @70% RBS Fawn PMS 7501 @30%	RBS Pebble PMS 442 @70% RBS Pebble PMS 442 @30%

2.05

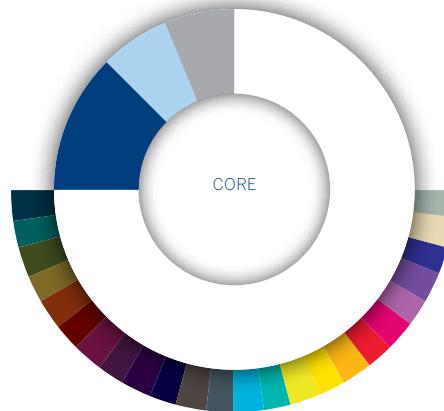
Our colours

Getting the right balance

The following charts show how the colour usage ratio should be applied across the three different audience communications.

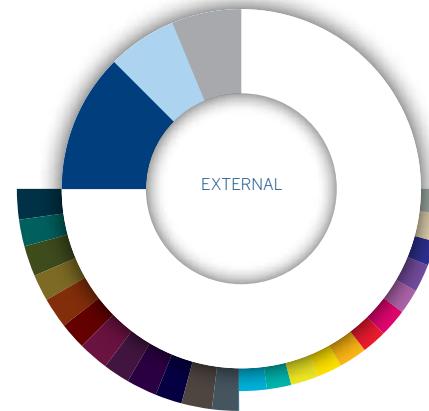
Core

The Core palette consists of all the secondary colours at equal amounts. It demonstrates that all communications from the RBS Group will be seen by both external and internal audiences so they should retain a balanced appearance.



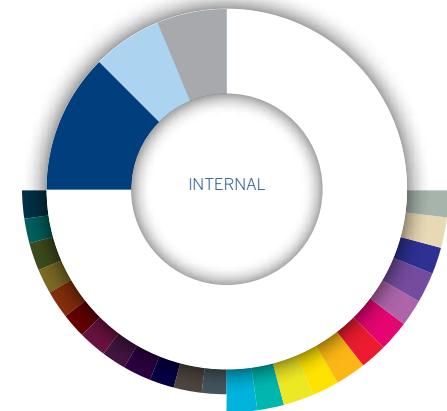
External

The External palette is bias towards the rich secondary colours to give the collateral a sophisticated and intelligent feel. The vibrant colours should only be used as highlights and accents to give impact to communications.



Internal

The Internal palette plays towards the vibrant secondary colours to give the internal collateral energy and positivity. Rich colours are used as accents and add a varied pace to communications.



TIP

Try not to use too large a selection of colours from the range. It will vary, of course, depending upon what you are producing but try to pick one or two key colour pairs to accent the primary colours.

2.06

Our vignettes

How to use vignettes

We have created a series of vignettes: The RBS Hero vignette together with a set of Standard vignettes from the secondary colour palette. These are intended to add pace and depth to our communications.

All vignettes are created to a strict 45 degree rule and work from dark to light to allow for consistency across all our communications. This 45 degree rule can also be applied in certain circumstances as -45 degrees where logo or text standout is needed.

RBS Hero vignette

The RBS Hero vignette is made up from RBS Blue and RBS Sky Blue.

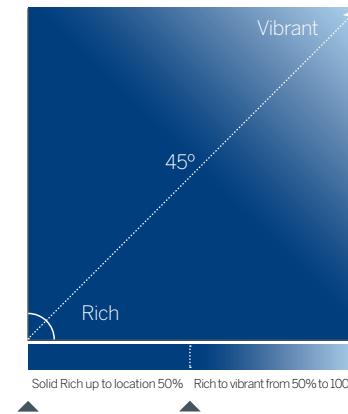
RBS Standard vignette

Each vignette from the Standard set is made up from a complementing colour pair from the secondary Rich and Vibrant colour palettes. Secondary colours should only be used in their hue families and never mixed e.g RBS Teal should not be seen with RBS Cherry.

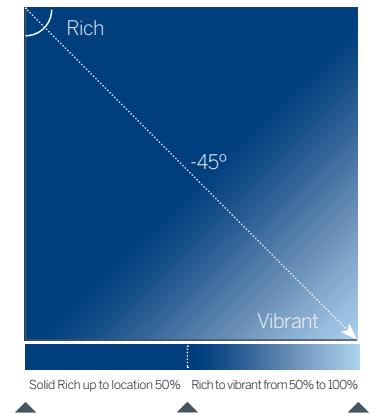
RBS Hero vignette



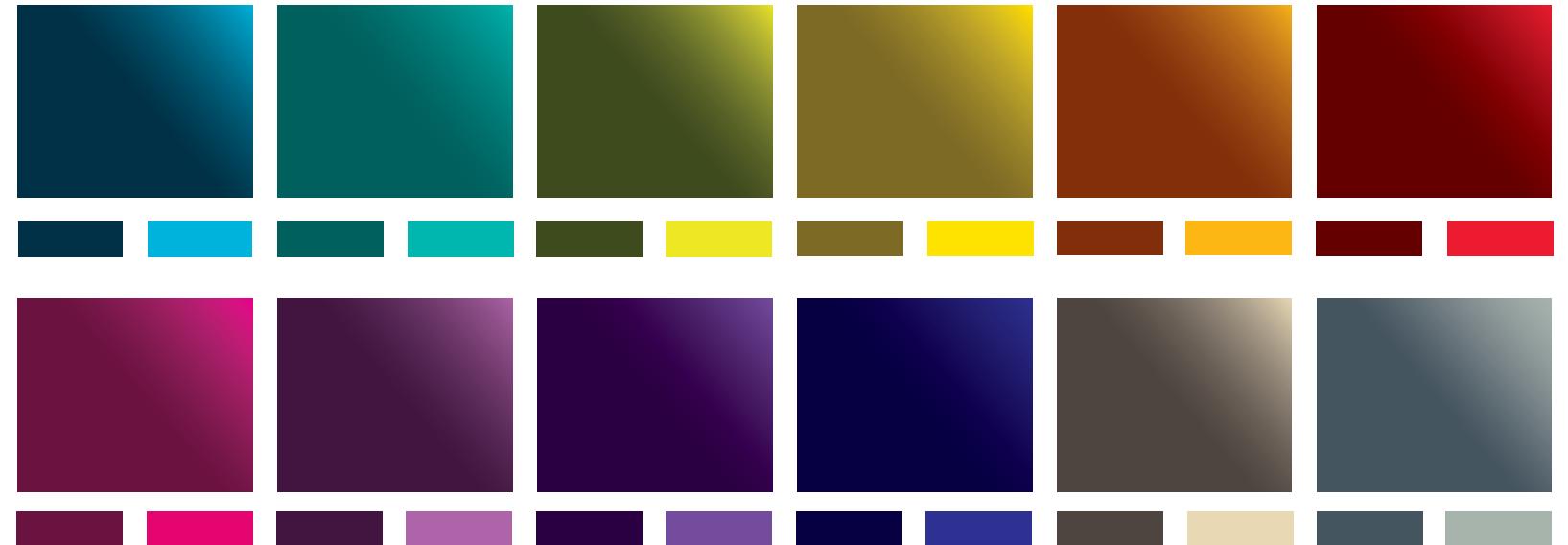
45° Vignette application



-45° Vignette application



RBS Standard vignettes



2.07

Our colours

Using our colours

Achieving the right colour balance across our communications will establish a dynamic but consistent brand image.

Panels and backgrounds

The use of the Group background assets as panels or full-bleed textures gives communications striking emphasis. The colour of the background should be echoed in the text and charts used on the same communication face.

Using colour with type

Colour within headlines, statements and body copy adds interest to collateral and can aid message hierarchy.



Background graphic

Our background graphic wheel has our essence at its heart, expressing our brand essence and values. It conveys cohesion and working together at many levels and faceted business areas.

3.0

3.01

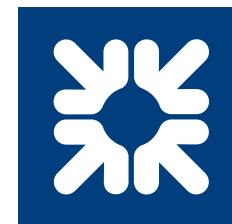
Background graphic Composition

The Group background graphic was born from the multiple layers to the business and people within RBS. These layers are represented by converging and overlaying DAISY wheels.

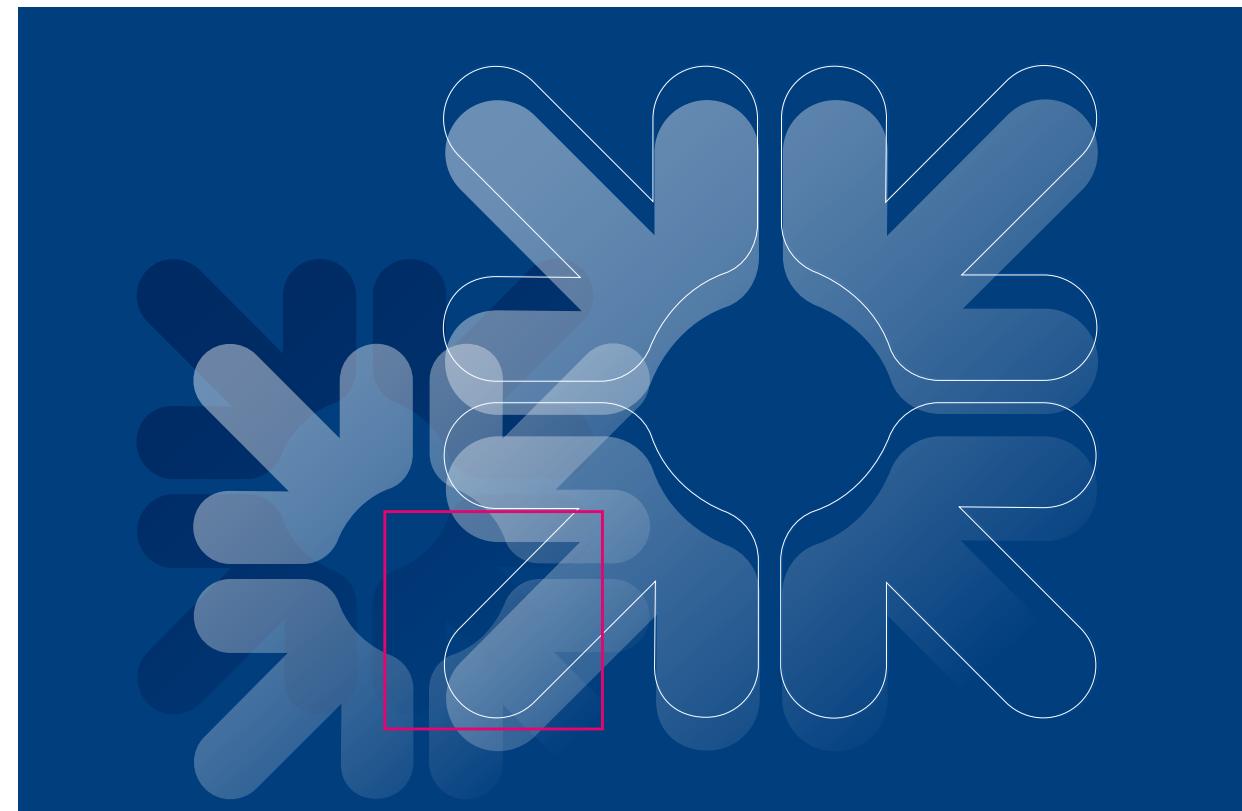
We have developed various versions of the graphic to be used as cover graphic, background textures and also as moving image.

For more information on the library of static and moving images files please contact:
group.brand@rbs.co.uk

RBS DAISY wheel



Graphic composition example



3.02

Background graphic Composition variants

There are eight composition variations of the Group background assets. They have been designed to suit most application scenarios with varying amounts of complexity.

The different variations have also been produced in every colour grouping as seen overleaf.

All files are available through the RBS Group Brand Centre.

Graphic wheel composition variations



TIP

Try not to over use the graphic background. It has more impact if used sparingly.

Remember that it is just one element of a large toolkit.

3.03

Background graphic Orientation & colour variants

Layout application

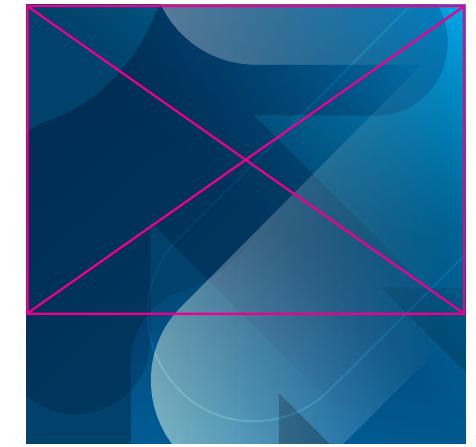
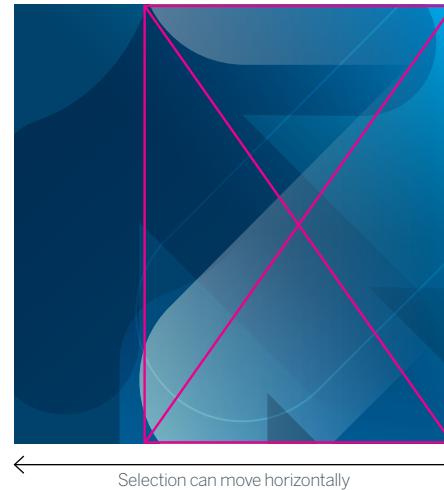
The Group background assets have been designed in a square format for greater flexibility across different applications, whether portrait, landscape, square or other shape.

When using the backgrounds, there should be no tight cropping of the asset and where possible the full length or width just be used (taking into consideration bleed restrictions where needed).

Colour variants

There are twelve colour sets of background assets with all eight compositions variations within each set.

Portrait & landscape applications



Graphic wheel colour variations



Our typefaces

The typefaces used are Charter and Benton Sans. Both have simple characteristics that make them highly legible and clear.

For general PC use and online applications, we alternatively use Georgia and Arial.

All external advertising will use RBS Lola and Arial to maintain consistency with other RBS advertising. (See advertising guidelines).

Consistently applying the correct weights and sizes will help give a unified look across all applications.

4.0

4.01

Our typefaces

Print applications / use by designers and agencies

These are the typefaces used in professionally designed applications (except advertising*).

Most of us will use PC alternatives (see 4.02).

Headlines

ITC Charter is our chosen font for all headlines. It comes in three weights, Regular, Bold and Black to give our communications variety and pace. Charter Italic can be used for facts and pull out captions along with being used for larger statements and pull-out quotes.

Body copy

Benton Sans is our chosen font for all body copy. It comes in three weights, Light, Regular, Bold and Italics.

Emphasis

Telephone numbers and URLs can be emphasized using Benton Sans Bold. You may also use Bold to emphasize individual words or phrases, but never entire paragraphs.

Headlines

ITC Charter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(& @ £ \$ % ! ?) 1 2 3 4 5 6 7 8 9 0

Headline weights

Regular
Regular Italic

Bold
Bold Italic

Black
Black Italic

TIP

Do not alter these fonts in any way, such as adding drop shadows, outlining, glows, etc.

Body copy

Benton Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(& @ £ \$ % ! ?) 1 2 3 4 5 6 7 8 9 0

Body copy weights

Light
Light Italic

Regular
Regular Italic

Bold
Bold Italic

4.02

Our typefaces

PC produced communications and online applications

Most of us are not designers so when we use our PCs we will not have the previous fonts available.

So, in this situation we use Georgia and Arial.

Georgia Regular, Regular Italic, Bold and Bold italic for headlines and display copy. Arial Regular and Bold is used for body copy. Both are reflective of our primary typefaces chosen for print applications and promote a united front.

Headlines

Georgia is our chosen font for all headlines. It comes in two weights, Regular and Bold to give our communications variety and pace. Georgia Italic can be used for facts and pull out captions along with being used for larger statements and pull-out quotes.

Body copy

Arial is our chosen font for all body copy. It comes in two weights, Regular, Bold and Italics.

Headlines

Georgia

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Headline weights

Regular
Regular Italic

Bold
Bold Italic

Body copy

Arial

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Body copy weights

Regular
Regular Italic

Bold
Bold Italic

4.03

Our typefaces

Using type

Our identity system needs to work hard to communicate a large amount of information clearly and efficiently. There are rules for using typography to ensure clear and constant messaging. These should be adhered to at all times to ensure the integrity of our identity.

All copy should be ranged left and set with standard capitalisation. Headlines should be set in ITC Charter (or Georgia). All body copy should be set in Benton Sans (or Arial), again this depends on your output platform.

Type should not be distorted in any way. This includes stretching or condensing.

Leading

Our recommended line spacing (also called leading) can have a big effect on legibility. It should be carefully considered and well executed to retain clean and legible communications. We generally apply a rule that the leading or line spacing, should be 2pt more than the size of the copy used. For example 10pt body copy will require 12pt line space.

Preferred

Ranged left

Generally large amounts of body copy are ranged left. This provides the eye with a constant initial character and allows the reader to move onto the next line.

Standard capitalisation

Standard capitalisation rules should be used for all communications.

Line spacing

Our recommended line spacing, also called leading, can have a big effect on legibility. It should be carefully considered and well executed to retain clean and legible communications.

Alternative

Ranged right

Ranging text right, centering or justifying type is less legible but can be used in certain circumstances.

All uppercase

USING CONTINUOUS UPPERCASE OR LOWERCASE IN ANY BODY COPY CAN BE USED IN CERTAIN CIRCUMSTANCES.

Not recommended

Centered

Ranging text right, centering or justifying type is less legible and is not recommended.

All lowercase

using continuous uppercase or lowercase in any body copy is not recommended.

Too tight

Creating an incorrect amount of line spacing between lines of copy reduces legibility and is not recommended.

Justified

Ranging text right, centering or justifying type is less legible and is not recommended.

Too long

Creating an incorrect amount of line spacing between lines of copy reduces legibility and is not recommended.

Photography

Imagery plays a vital role in our brand identity, communicating our global reach and commitment to the communities in which we live and work.

5.0

5.01

Photography Overview

Our photographic style is defined through our global presence, customers, employees and the communities in which we live and work.

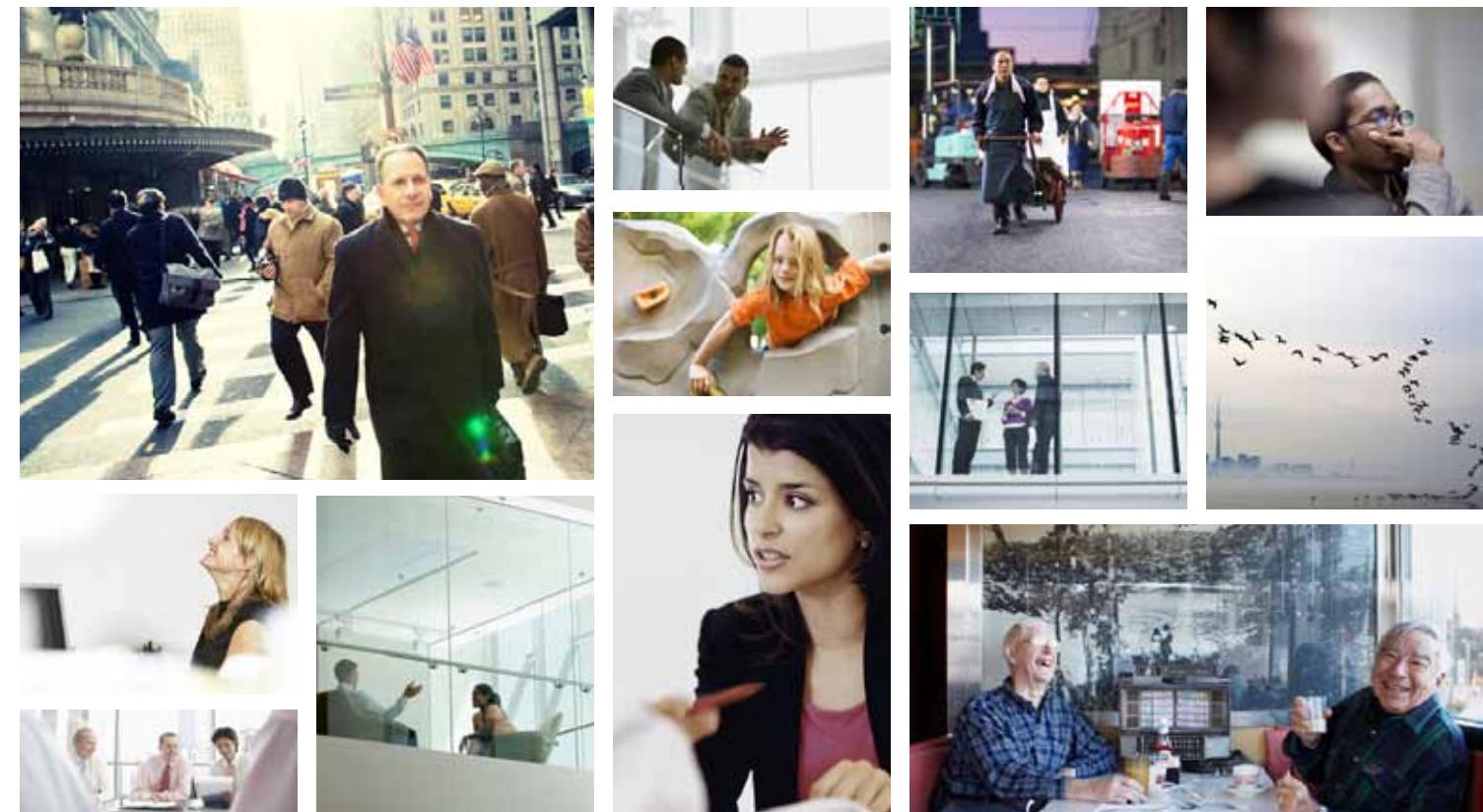
Our imagery is iconic and genuine depicting dynamic shots at varying angles. They feature real people in real situations throughout the world provoking thought through honesty and positivity.

Within our library we have five styles that all help tell the RBS Group story:

Iconic
Reportage
Where we work
Our people
People cut-outs

The styles are taken from different view points depending on the theme of your subject matter and communication piece.

These view points range from the 'iconic', bigger picture distance images to the up close imagery for 'our people'.



IMPORTANT:

All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.02

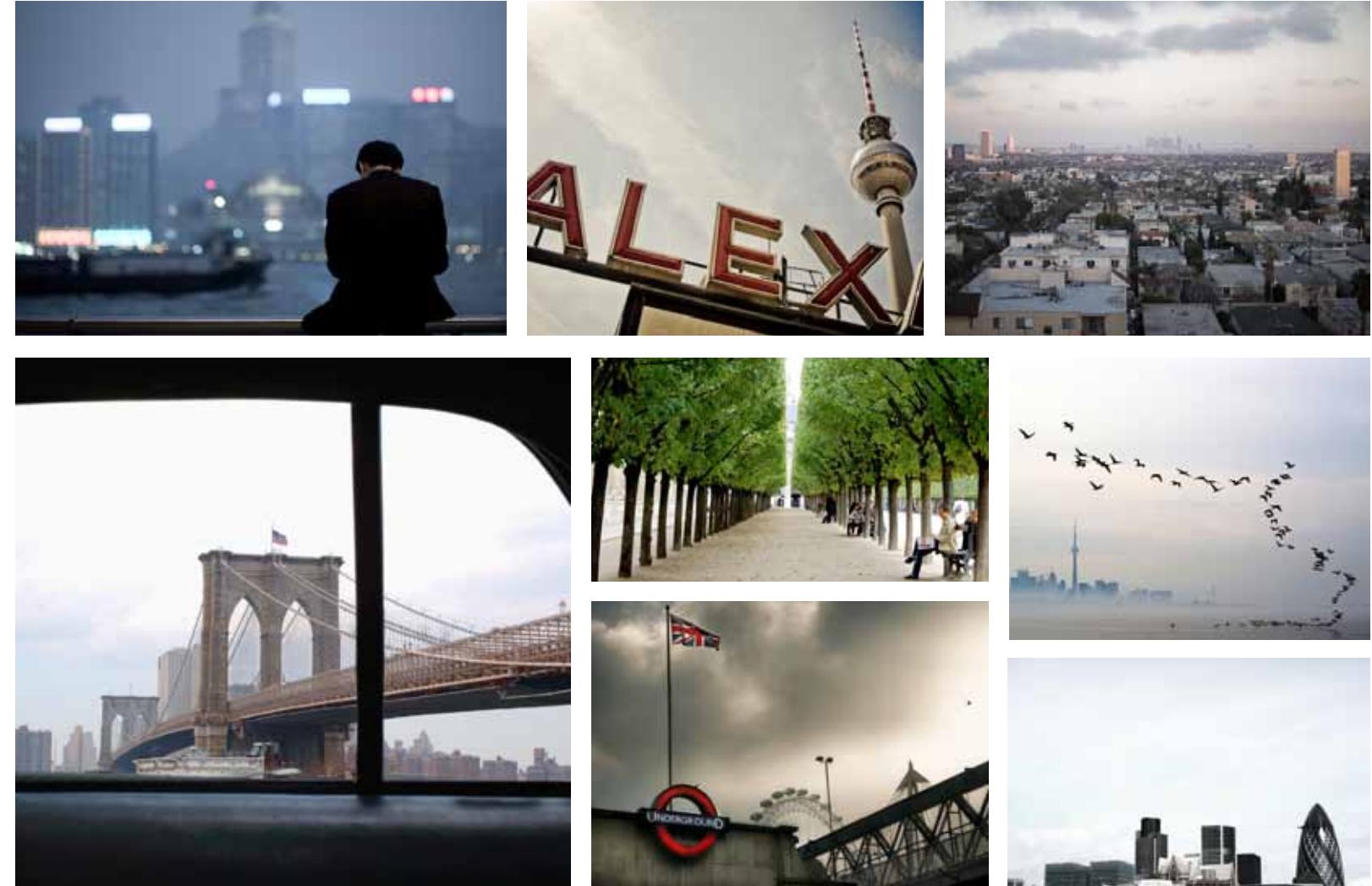
Photography

Iconic

The **Iconic** selection of images is used to communicate the big story about a city, topic or business region. These are meant to feel striking but not over polished. The reality of the image makes it more human, as if the audience is there and seen a special moment in time.

The image themes are

Powerful
Engaging
Thought provoking
Beautiful
Global



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.03

Photography Reportage

Our **Reportage** selection of images takes the audience closer to the action, meeting the people we are talking about and feeling the reality of our customers, investors and employees.

These images give an honest view of life and show the business region or subject's environment with enough familiarity that the audience can recognise and connect with it.

The image themes are

Global
Engaging
Honest
Real
People



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.04

Photography

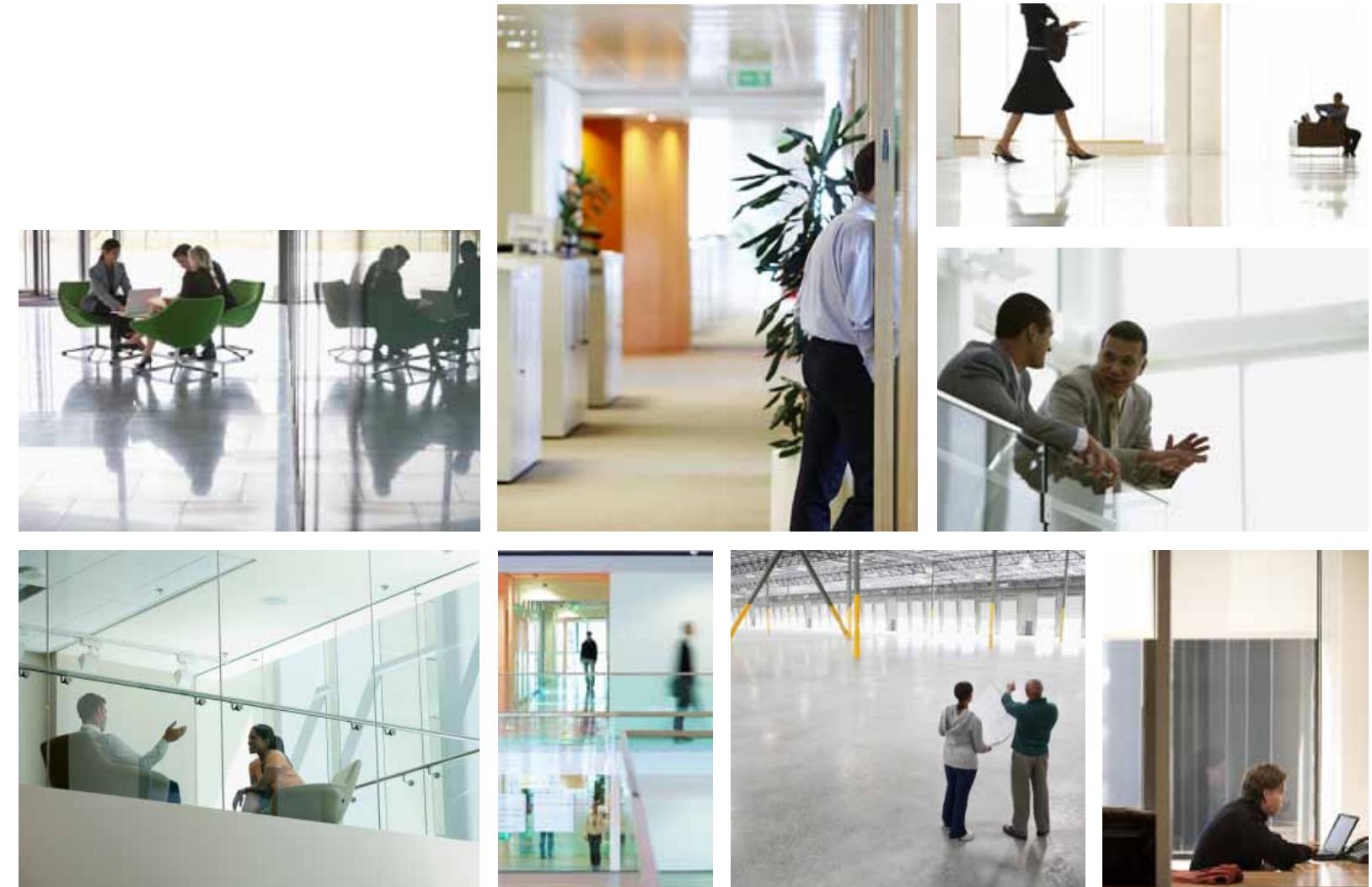
Where we work

Our in-office and on-site imagery of **Where we work** shows how we work together with our customers, investors and employees.

The style is clean with emphasis on natural light and uncluttered scenes. The use of interesting and quirky crops helps add honest character to our library and a real transparency of our communications.

The image themes are

Energised
Transparent
Contemporary
Real



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.05

Photography

Our people

Honest, not posed images capture **Our people** in a true representation. We are a human organisation and our people are what makes us tick.

We are passionate about what we do and we need to show this. Being clear that we are is illustrated by such people imagery.

The image themes are

Responsive
Focussed
Passionate
Emotive



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.06

Photography

People cut-outs

We've included **People cut-outs** to add more flexibility to the image library. This image style is ideal for use when talking about an individual or group but are looking for a cleaner layout or where it is not possible to find an image of the whole group.

The image themes are

Confident
Engaging
Intellectual
Well informed



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.07

Photography

Community

Our CSR image style is set to feel very moment-in-time and show the human causes and impact of the social initiatives and charities that we help and support.

The images should always use natural lighting and never feel dark or oppressive.

The image themes are

People
Sincere
Real
Positive
Results



**FAIR
BRIDGE**
INSPIRING YOUNG LIVES




Prince's Trust

IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.08

Photography

How to apply the background graphic

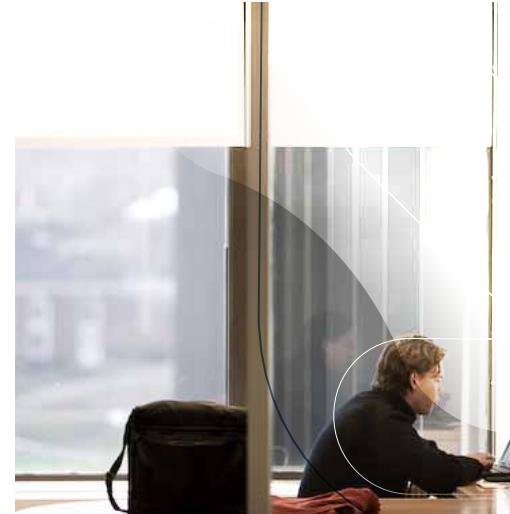
We can use our graphic background as an overlay to photography to give an identifiable sense of ownership to imagery.

DO NOT over use this technique. Keep it to one or two key images in your communications, e.g. brochure covers and hero spreads.

There are eight styles of the background graphic. These are supplied as vector Illustrator files.

Choose the background graphic that you think works best with the background image you have chosen. Overlay the background graphic onto your image and adjust the keylines to a colour from the Group Core colour palette which best suits your background image. The shape (white) opacity can be adjusted but the colour should never change.

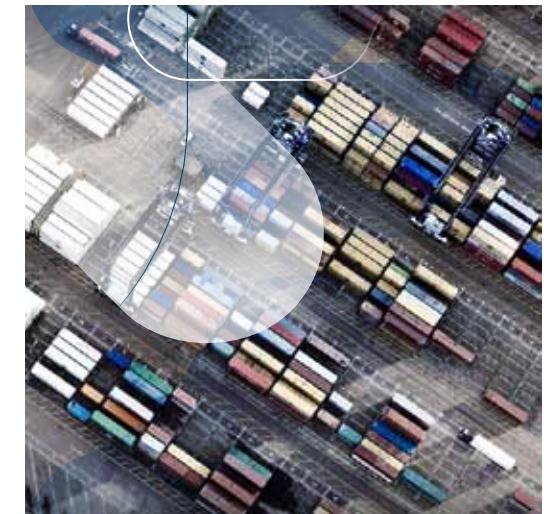
These graphics can only be scaled proportionately. Never move or scale individual elements.



TIP

The overlay background vector files are set up with elements that can be coloured to enhance the images. Use parts of the graphic to highlight complementary colours within the image and add more interest to your communications.

All files are available through the RBS Group Brand Centre.



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

5.09

Photography

How to apply the background graphic

Further examples of image and graphic applications.



IMPORTANT: All the above images are for visual purposes only and are not necessarily licensed to RBS Group. Go to the RBS Group Brand Centre for a range of imagery.

Illustration

In addition and instead of photography, we use illustration to visually express a point or story. It's easier to have something drawn that can depict exactly what you wish to show rather than finding an image.

6.0

6.01

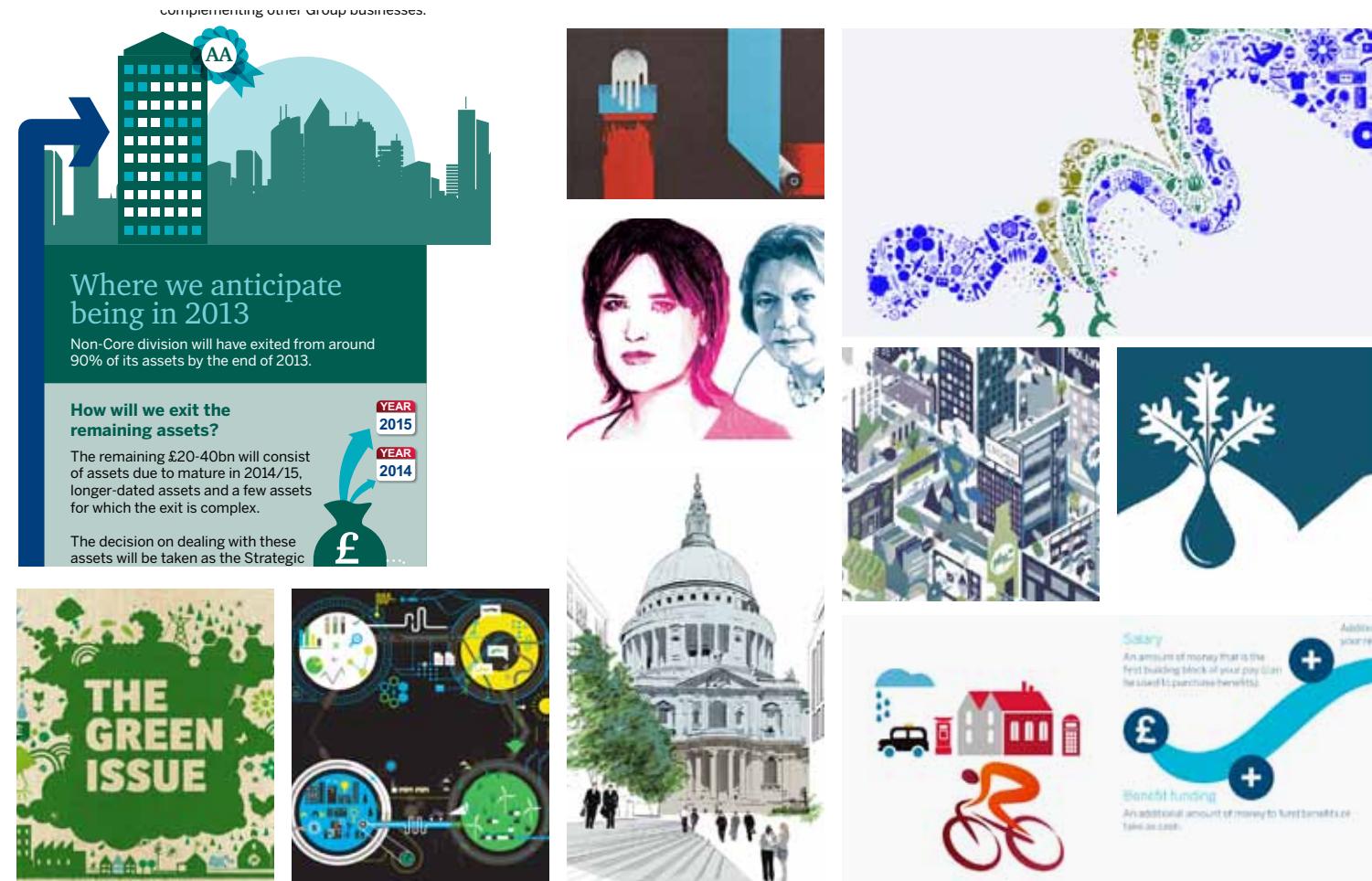
Illustration Overview

Illustration lends itself to making your communication feel individual while still being on brand.

Your team, service or initiative can own a style to give your message greater stand-out.

Here we show a selection of illustration styles that give you an idea of the diversity levels while being intelligent, sophisticated and not childish.

Illustrators should use the new Group colour palette.



IMPORTANT: All the above images are for visual purposes only and not all are licensed to RBS Group.

Maps & charts

Charts, diagrams and maps are used extensively in all our communications. We have created two levels for different usage; print and on-screen presentations offering us effective flexibility.

7.0

7.01

Maps & charts

Map styles overview

We have two levels that use four different styles for our regional and global maps; to give us flexibility and depth throughout our communications.

Level one

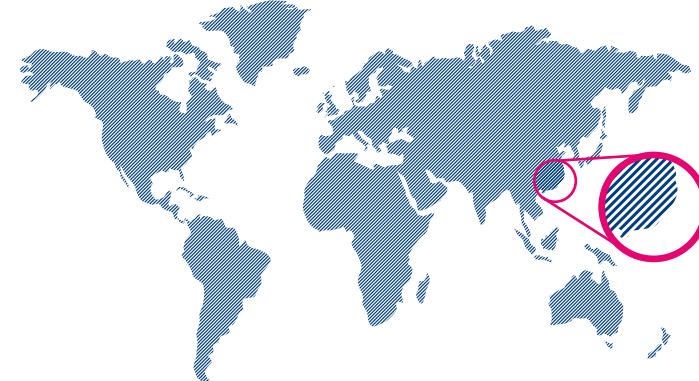
Level one is for key communication documents and are compiled using either the 45° line or dot style.

The maps should only be used in key documents for example Annual Reports.

Level two

Level two maps that are styled more simply to appear as either a filled graphic or outline are used only in on-screen or internal presentations.

Level one - 45° line



Level one - Dots



Level two - Outline



Level two - Filled



TIP

Filled maps can be with or without country borders.

A vignette background can also be applied.



7.02

Maps & charts

Regional maps

As a global banking group RBS Group have locations and interests across the world. To communicate these locations clearly and efficiently we have created a series of regional maps covering Europe, Middle East and Africa, North America and Canada, Latin America and Asia Pacific. Our regional maps must be styled appropriately. For example 45° line or dot style for level one and outlined or filled for all level two communications.

The examples shown here should only be used in level two communications materials.

Europe, Middle East & Africa



North America & Canada



Latin America



Asia Pacific



7.03

Maps & charts

Chart styles overview

Illustrated here are two levels for our charts and diagrams;

Level one

Level one is for key communications documents, Annual Reports for example. These can be designed and built using professional graphics software.

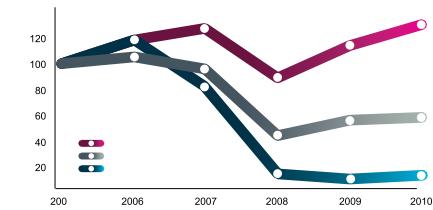
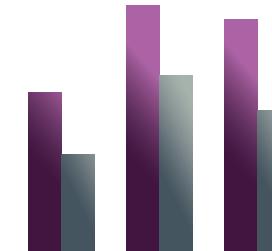
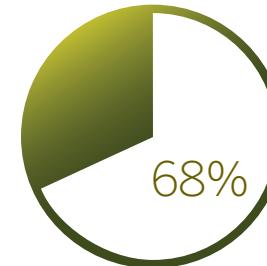
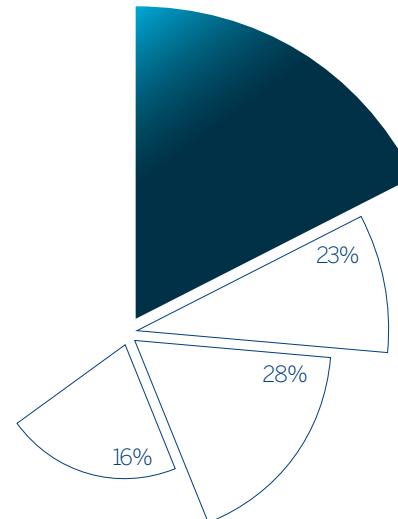
Level two

Level two charts are used in on-screen or internal presentations. These charts and diagrams can be compiled in spread sheet and presentation software.

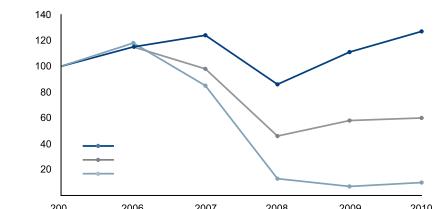
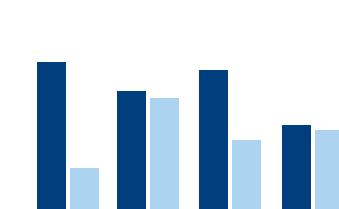
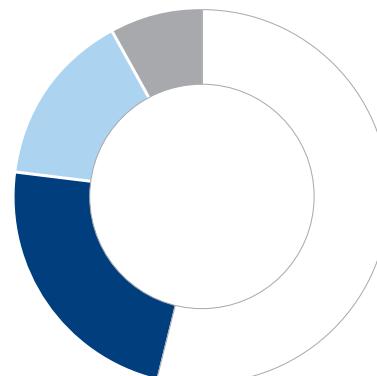
When producing charts and diagrams, if there is a requirement to highlight a specific element, RBS Blue should be used, supported by RBS Sky Blue.

For charts and diagrams that require three or more colours always ensure contrast is retained between the data sets and use as few colours as possible. When using maps, charts and diagrams the full extent of the colour palette can be used. Charts should be created to convey the relevant information simply and effectively.

Level one



Level two



7.04

Maps & Charts

Using maps and charts

Here are some examples of how the maps and charts could be used through various communication methods.

Level one



Level two



Iconography

We've created a palette of our own unique set of icons which are distinctive to the RBS Group. They allow us to be flexible in the way they are styled and used across all our communications, both on and off-screen.



8.01

Iconography

Icon styles

We have created a set of icons to work across our range of communications whether on or off-screen.

Line and solid colour fill style

The icons can be used in any colour from the Group palette to add interest and pace to documents, applications and online, while also being able to differentiate programme communications. The colours must adhere to the colour usage specifications from section 2.0.

Vignette colour fill

Where more depth is needed from an icon then a graduated fill can be used.

This should **ONLY** be applied to the fill icon option and **NOT** to the line style.

The palette of gradients that can be used are laid out in section 2.06.

Line style



Solid colour



Vignette colour



TIP

Go to the RBS Group Brand Centre to download icon files in Mac and PC format

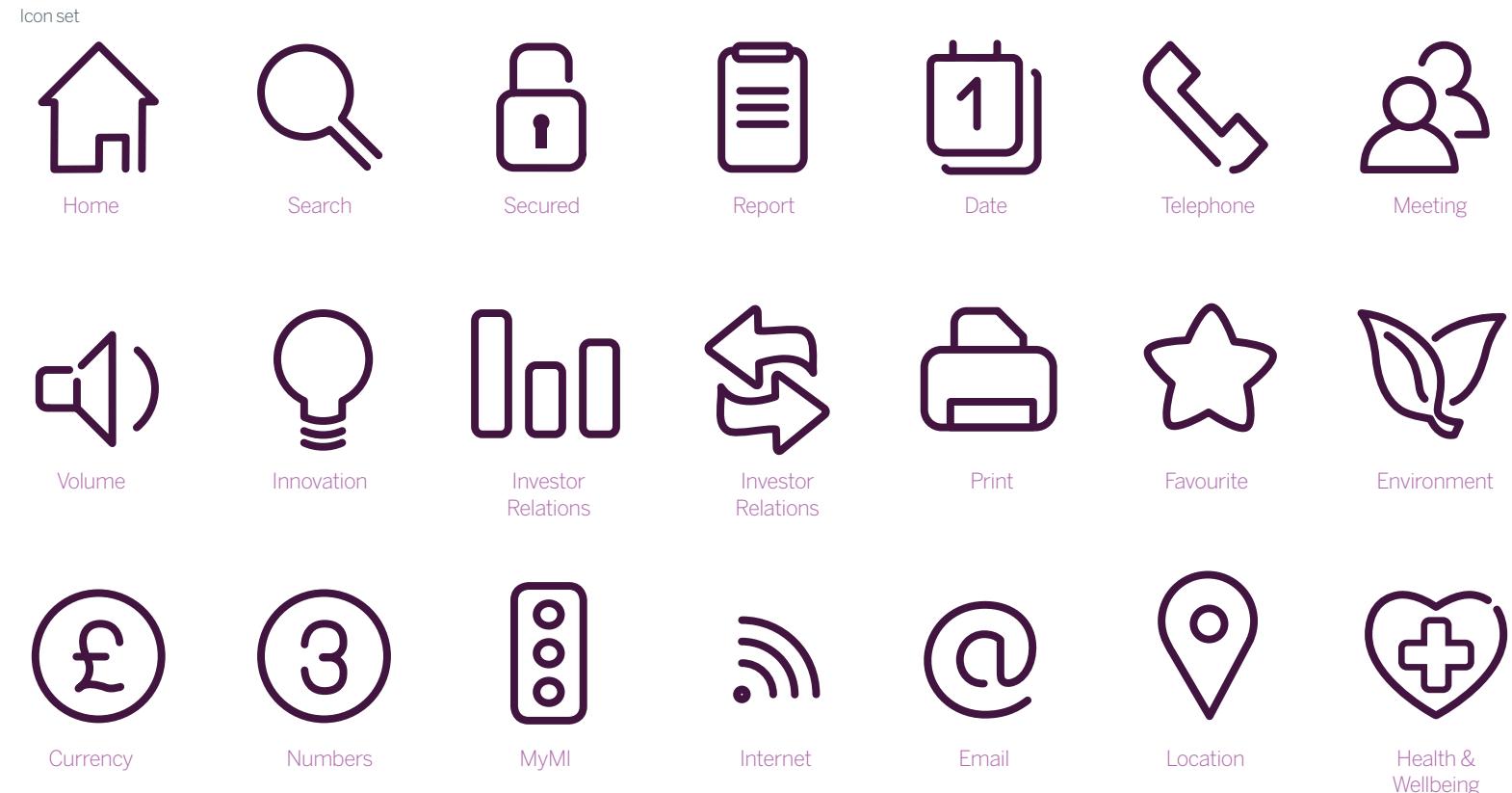
8.02

Iconography

Icon set overview – outline

Our broad range of icons cover a multitude of uses, from mobile phone apps and internet icons right through to internal and external communications.

A sample of our icon set is shown here and use our broken line style. All icons are also available as filled, please see overleaf.



8.03

Iconography

Icon set overview – solid shape

A sample of our icon set is shown here as solid shapes.

Icon set



Home



Search



Secured



Report



Date



Telephone



Meeting



Volume



Innovation



Investor
Relations



Investor
Relations



Print



Favourite



Environment



Currency



Numbers



MyMI



Internet



Email



Location



Health &
Wellbeing

8.04

Iconography

Icons within shapes

Our icons can be used as free items but they can also be held within 'buttons' for applications, diagrams and signage.

The buttons can be of varying style, colour, shape and content.

Always use the icon style that allows for the clearest legibility at the size of use.

Line style



Solid shape



3D glass button



Colour graduation



RBS Group background

Solid shape style



Solid shape



3D glass button



Colour graduation



RBS Group background

Other shape examples



8.05

Iconography

Using our icons

Here are some examples of how the icons can be used through various communication methods.



Writing style

We use the fewest words possible to convey our meaning with clarity, completeness and conviction.

9.0

9.01

Writing style

External communications copy style

For us achieving clarity in our communications is important. We deal with people who have a high level of expertise themselves, so we have to manage our tone carefully – getting to the point but never patronising our audience.

We remember that our clients are busy and under pressure, so our information is always relevant, insightful and useful.

We structure our documents and communications simply. We get to actions quickly and clarify goals. We use summaries, bulleted lines and tables to help get the message across.

We shape information to strengthen and support the relationships that are vital to our business. We need to demonstrate what our clients are interested in, what they already know and what they need to know next.

We use we and you rather than it and they. We're clear about who does what. We make it clear whether information is based on statistical evidence or whether it includes our own opinion.

Our tone tells us what we're like to deal with as a company. There's a big difference between dealing with a distant, authoritarian bank and an accessible, direct one.

Following these principles for developing our content tone and style will ensure that the impact and effectiveness of our brand communications are kept in tact.

9.02

Writing style

Internal communications copy style

We always need to think about our audience when we write but when we're writing for ourselves we need to consider some specific issues.

Key pointers:

Think about the appropriate channel – does your communications need to be written down? Some communications are better face to face or through audio or visual channels.

In general we try not to use abbreviations and we spell out acronyms, but we can use technical language if we know our audience is familiar with it.

Think carefully before including sensitive information information. Any Communications- including e mail, could be leaked to the public.

If we are giving instructions be careful with the tone. Be clear direct and specific. Simply give the facts and if possible include the rationale as people are more likely to comply if they understand the reasons.

Try to celebrate success and share good news when possible.

Make every word count.

9.03

Writing style

Translating for Global audiences

It's important that we use translators who can not only translate the literal meaning of our copy, but have a good understanding of the subtle nuances of the language that they are translating from and the language they are translating to.

Key pointers:

Think of translators as copywriters. They need to have the creativity to rewrite and reword in a way that matches our tone of voice.

It helps if the translator works into their own language. For example; if they are translating into Spanish it helps if they are Spanish.

Choose a translation agency that has experience in the financial services industry.

Provide the translator with a full brief as you would a copywriter and these guidelines.

9.04

Writing style

Writing our name

The following examples demonstrate what is and isn't permitted when writing and structuring our name.

The Royal Bank of Scotland Group	Line breaks	RBS	The RBS Group	The Group
The preferred writing of 'The Royal Bank of Scotland Group' is to write the name in full. (Please note use of initial capitals.)	Wherever possible the full name should not be broken over two or more lines. If the breaking of the name is unavoidable the following rules are set on permitted line breaks.	The abbreviation 'RBS' can be used as long as 'The Royal Bank of Scotland Group' or 'The Royal Bank of Scotland' are written in full for the first time in any one communication. However if 'RBS' is used then it should be clear to the reader as to whether this acronym refers to the Group or the customer facing brand.	If you want to shorten The Royal Bank of Scotland Group, you can write 'the RBS Group' (please note the lower case 't' on 'the' and upper case 'g' on 'group').	If you want to shorten The Royal Bank of Scotland Group, you can write 'the Group' (please note the lower case 't' on 'the' and upper case 'G' on 'group').
The first instance of 'The Royal Bank of Scotland Group' should always be written in full. Thereafter a number of options are available on shortening the name.	Recommended line break: The Royal Bank of Scotland Group	The name can be abbreviated to: 'the RBS Group' or 'the Group'. Please do not use 'the Bank' as it is likely to be confused with The Bank of England.	You cannot write: 'The RBS group' – you must not use a capital 'T' nor a lower case 'G'.	You cannot write: 'The Group' – you must not use a capital 'T' unless at start of a sentence.
Note that 'The' always retains an initial capital when the Group's title is used in full.	Recommended line break: The Royal Bank of Scotland Group	Acceptable line break: The Royal Bank of Scotland Group	In copy: Lorum ipsum dior the Group Lorum ipsum dior the RBS Group	Line breaks: Never break 'the RBS Group' or 'the Group' over two lines.
For example: Contact The Royal Bank of Scotland Group for further information.	Not acceptable: The Royal Bank of Scotland Group	You cannot write: 'RBSG' – there is no such company. Likewise RBOS; there is no such company.	Do not use: The correct title of the Bank is: The Royal Bank of Scotland and The Royal Bank of Scotland plc. Use the former in copy.	The Bank is always singular: The Royal Bank of Scotland Group is one of the UK's leading banks. The Royal Bank has branches throughout the UK. The shortening of the 'The Royal Bank' is only permissible after full use of the title.
		Please note that headlines always begin with a capital letter and business names (such as Streamline, Bankline) or a company name will also all begin with a capital; all other words should begin with lower case letters.		

9.05

Writing style

Abbreviations

All abbreviations should be spelt out in full before they are used in the body text with the exception of widely-used and understood acronyms and abbreviations such as IT and UK; company names such as BG and BT (formerly British Gas and British Telecom) or acronyms which have replaced the previous full title such as BACS. No full stops are required.

Note that abbreviations are singular, even if they are plural when written in full.

Numbers

£2 million is only abbreviated to £2m and £2 billion to £2bn when used in a table. Omit full stops unless the abbreviation could be mistaken for a word: in. = inches, no. = number.

Spell out all numbers from one to ten in headlines and body copy and use numerals elsewhere where appropriate, for example, guidelines, tables or number intensive copy.

Try to avoid Latin abbreviations:

eg. Use 'for example'
etc. Conclude the list or write
'and so on'
i.e. Use 'that is'
NB. Use 'Note that'

Public limited company

In general use plc rather than PLC, but follow a company's style as a matter of courtesy.

Percentages

Use 'per cent' in text but '%' in tables.

Abbreviations

Client Cash Management Services (CCMS) give you the ability to monitor and control your clients' funds simply and cost-effectively. It is possible because CCMS offers a wide range of solutions.

Numbers

£2 million not £2m
£2 billion not £2bn
one, two, three...
...nine, ten, 11, 12...

Avoid Latin abbreviations

Note that not NB.
for example not eg.
that is not i.e

Public limited company

plc rather than PLC

Percentages

Per cent not %

9.06

Writing style

Standard formatting

Dates

Dates should always be expressed in the following sequence: day-month-year.

(Beware of confusion resulting from the US format which is normally month-day-year.)

Decades

Write decades as: The twenties or the 1920s. But not: The Twenties, the 1920's or the '20s.

Centuries

Use: The 21st century or the twenty-first century. But not: The 21st Century or the Twenty-first Century.

Email and internet

Within the Group email is written Email (at the start of a sentence) or email (if it appears within a sentence). E-mail, E mail, e-mail and e mail should not be used.

Our web address should be quoted on all advertisements, press releases and promotional material: www.rbs.co.uk

It is also possible to direct readers to a specific URL, for example care home sector information.

These start with a / for example: www.rbs.co.uk/carehome

Time

Write times in the 24 hour format: 09.00 and 13.00

Presenting dates

Day:Month:Year

Standard formating

Thursday 23 April 2011
4 July 2011

Do not write

23rd April 2011
April 23rd 2011
23rd of April 2011

Writing email

Email not E-mail
email not e-mail

Web addresses

rbs.com
not www.rbs.com*
or <http://www.rbs.com>

*except stationery

Time

24 hour format

Contacts

When you're responding quickly to an opportunity and time is against you it can be easy to print communications without checking them against the brand standards. Always allow some time to check that your work is on-brand. That way you'll be playing your part in ensuring that we continue to present a consistent image.

Below are the details of contacts who can help you if you need it:

Contacts:

group.brand@rbs.co.uk

Graeme Smith

Group Communications
Telephone: 0131 626 4178
Email: graeme.a.smith@rbs.co.uk