RBC core brand elements

Using our brand colour palette

Version 3.0
August 2013

RBC ®

Version 1.0	**Published June 2010**
Version 2.0	**Published September 2010**
Version 2.1	**Published November 2011**
Version 3.0	**Published June 2013**

Changes in Version 3.0

Redesign to add breakdown of colours by business

Gold, silver and wine removed from the Corporate colour options

Increased core blue options for all

Contents

Colour is a key identity element that unifies and creates recognition for the RBC brand.

Policy statement:

Developing and communicating a palette of approved colours to be used by all RBC companies is the responsibility of Global Brand Management.

Business may select from the approved colours only. They cannot add colours to the palettes without first discussing with Global Brand Management (brand@rbc.com).

The retail colour palette is for use by our retail banking and insurance businesses – Canadian and international.

The HNW colour palette is for use by our wealth management and capital markets businesses worldwide.

Ownership and responsibilities:

These colour palettes were developed by Global Brand Management with representatives of each business platform at RBC.

The policy is owned and managed by RBC Global Brand Management (brand@rbc.com). The brand representatives of each platform may request changes to the palette at any time. The policy is reviewed every 2 years. The recipes can be modified at any time.

How to use this document:

This document is intended as a reference for designers and production managers to

(1) better understand the role of bright and neutral support colours and when to use them;

(2) provide the "recipes" to convert our colours from the Pantone Matching System (PMS) to the RGB, CMYK and HEX colour systems.

CMYK is used in print production; RGB is used in digital media and with Microsoft Office applications like Powerpoint. Note that we sometimes have 2 RGB recipes: one for Web, one for PowerPoint (or other MS Office software). Make sure you use the right one.

Hex (short for hexadecimal) colours are used mainly on the Web.

Note that business segments may provide additional information or restrictions on the use of their colours. Please make sure that you also consult the business segment standards documentation.

Colour at a glance

Each of our business segments uses colour customized to their business

Corporate

Primary colour
The dominant brand colour in all corporate and global functions materials

Canada	Global
RBC Bright Blue	RBC Dark Blue

Logo colours
The brand colours used in the logo for this business segment

RBC Bright Blue	RBC Yellow

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

Personal & Commercial Banking

Insurance

Primary colour
The dominant brand colour in all materials of these business segments

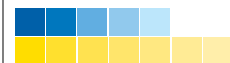| RBC Bright Blue |
|---|

Logo colours
The brand colours used in the logo for this business segment

RBC Bright Blue	RBC Yellow

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

Investor Services

Primary colour
The dominant brand colour in all materials of this business segment

RBC Bright Blue

Logo colours
The brand colours used in the logo for this business segment

RBC Bright Blue	RBC Yellow

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in supporting graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

Capital Markets

Primary colour
The dominant brand colour in all materials of this business segment

RBC Dark Blue

Logo colours
The brand colours used in the logo for this business segment

RBC Bright Blue	RBC Yellow

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

Wealth Management

Primary colour
The dominant brand colour in all materials of this business segment

RBC Dark Blue

Logo colours
The brand colours used in the logo for this business segment

Gold

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

Global Asset Management

Primary colour
The dominant brand colour in all materials of this business segment

RBC Dark Blue

Logo colours
The brand colours used in the logo for this business segment

Gold

Core palette
The core brand colours used in graphics, type and colour blocks for this segment

Support palette
Support palette colours are for use in graphs, tables or minor graphics. Neutral support colours may be used in colour blocks

Bright
Neutral

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Primary colour

RBC Bright Blue is the primary colour for corporate materials in Canada. RBC Dark Blue is the primary colour for Global corporate materials. The dominant colour impression for any materials must be the appropriate version of blue

For Canada	For Global
RBC Bright Blue	RBC Dark Blue

Logo colours

RBC Bright Blue and RBC Yellow are used in the colour logo for these business segments

RBC Bright Blue	RBC Yellow

Core palette

The core brand colours for these business segments consist of tints of RBC Bright Blue and RBC Yellow. These colours are used in graphics, type and colour blocks

Swatch	Specification
RBC Dark Blue	Pantone® 289 CMYK: 100/55/0/60 RGB: 0/33/68 HEX: 002144
Dark Blue Tint	Pantone® 288 CMYK: 100/60/0/40 RGB: 0/37/103 HEX: 002567
RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

100% Pantone® 289	100% Pantone® 286	100% Pantone® 116 CMYK: 0/10/100/0 RGB: 254/223/1 HEX: #FEDF01
90% Pantone® 289	90% Pantone® 286	90% Pantone® 116
80% Pantone® 289	80% Pantone® 286	80% Pantone® 116
70% Pantone® 289	70% Pantone® 286	70% Pantone® 116
60% Pantone® 289	60% Pantone® 286	60% Pantone® 116
50% Pantone® 289	50% Pantone® 286	50% Pantone® 116
40% Pantone® 289	40% Pantone® 286	40% Pantone® 116
30% Pantone® 289	30% Pantone® 286	
20% Pantone® 289	20% Pantone® 286	
10% Pantone® 289	10% Pantone® 286	

If printing a single spot colour, tints of Pantone® 286 or 289 may be used to reproduce RBC Dark Blue or RBC Bright Blue

The use of RBC Yellow should be limited to small coverage areas and instances where adequate contrast exists for the yellow to be easily read. Do not use tints of RBC Yellow lighter than 40%

Tints of RBC Dark and RBC Bright Blue
Tints (screens) of Pantone® 286 and 289 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286 and 289

RBC Bright Blue to Dark Blue Gradation
Pantone® 286 plus a black screen. For the right gradation, download a working file from brand.rbc.com

Support palette

The secondary colours shown below are used by this business segment in graphs, tables or minor supporting graphics. See page 10 for colour specifications

	Bright
Warm red	
Sun	
Pear	
Apple	
Seaweed	
Sky	

	Neutral
Tundra	
Carbon	
Light gray	
Beige	
Slate	
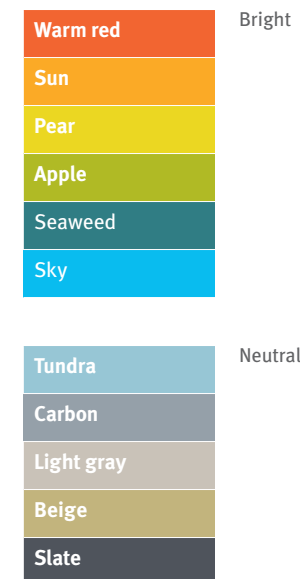
Only the secondary colours shown above are used for Corporate and Global Functions materials

Primary colour

RBC Bright Blue is the primary colour for Personal & Commercial Banking and Insurance business segments. The dominant colour impression for any materials for these segments must be RBC Bright Blue

RBC Bright Blue

Logo colours

RBC Bright Blue and RBC Yellow are used in the colour logo for these business segments

RBC Bright Blue | **RBC Yellow**

RBC **RBC Royal Bank**

RBC **RBC Bank**

RBC **RBC Insurance**

Core palette

The core brand colours for these business segments consist of tints of RBC Bright Blue and RBC Yellow. These colours are used in graphics, type and colour blocks

RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

Tints of RBC Bright Blue

Tints (screens) of Pantone® 286 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286

100% Pantone® 286
90% Pantone® 286
80% Pantone® 286
70% Pantone® 286
60% Pantone® 286
50% Pantone® 286
40% Pantone® 286
30% Pantone® 286
20% Pantone® 286
10% Pantone® 286

If printing a single spot colour, tints of Pantone® 286 may be used to reproduce RBC Bright Blue

100% Pantone® 116
CMYK: 0/10/100/0
RGB: 254/223/1
HEX: #FEDF01

90% Pantone® 116
80% Pantone® 116
70% Pantone® 116
60% Pantone® 116
50% Pantone® 116
40% Pantone® 116

The use of RBC Yellow should be limited to small coverage areas and instances where adequate contrast exists for the yellow to be easily read. Do not use tints of RBC Yellow lighter than 40%

RBC Bright Blue to Dark Blue Gradation
Pantone® 286 plus a black screen. For the right gradation, download a working file from brand.rbc.com

Support palette

The secondary colours shown below are used by these business segments in graphs, tables or minor supporting graphics. See page 10 for colour specifications

Bright

Wine
Warm red
Sun
Pear
Apple
Seaweed
Sky

Neutral

Tundra
Carbon
Light gray
Beige
Slate
Silver*
Gold*

Only the secondary colours shown above are used for Personal & Commercial Banking and Insurance business segments

* Gold and Silver are to be used only in marketing materials for products with the words "Gold", "Platinum" or "Silver" in the product name.

Colour palettes by business –
Investor & Treasury Services

Primary colour

RBC Bright Blue is the primary colour for Investor & Treasury Services. The dominant colour impression for any materials must be RBC Bright Blue

RBC Bright Blue

Logo colours

RBC Bright Blue and RBC Yellow are used in the colour logo for Investor Services

RBC Bright Blue | **RBC Yellow**

RBC Investor & Treasury Services

Core palette

The core brand colours for Investor Services consist of tints of RBC Bright Blue and RBC Yellow. These colours are used in graphics, type and colour blocks

RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

Tints of RBC Bright Blue
Tints (screens) of Pantone® 286 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286

100% Pantone® 286
90% Pantone® 286
80% Pantone® 286
70% Pantone® 286
60% Pantone® 286
50% Pantone® 286
40% Pantone® 286
30% Pantone® 286
20% Pantone® 286
10% Pantone® 286

If printing a single spot colour, tints of Pantone® 286 may be used to reproduce RBC Bright Blue

100% Pantone® 116
CMYK: 0/10/100/0
RGB: 254/223/1
HEX: #FEDF01

90% Pantone® 116
80% Pantone® 116
70% Pantone® 116
60% Pantone® 116
50% Pantone® 116
40% Pantone® 116

The use of RBC Yellow should be limited to small coverage areas and instances where adequate contrast exists for the yellow to be easily read. Do not use tints of RBC Yellow lighter than 40%

Support palette

The secondary colours shown below are used by this business segment in graphs, tables or minor supporting graphics. See page 10 for colour specifications

Sun	Bright
Pear	
Sky	

Tundra	Neutral
Light gray	
Beige	
Slate	

Only the secondary colours shown above are used by Investor & Treasury Services.

Colour palettes by business – Capital Markets

Primary colour

RBC Dark Blue is the primary colour for RBC Capital Markets. The dominant colour impression for any materials must be RBC Dark Blue

RBC Dark Blue

Logo colours

RBC Bright Blue and RBC Yellow are used in the colour logo for RBC Capital Markets

RBC Bright Blue | **RBC Yellow**

RBC Capital Markets

Core palette

The core brand colours for RBC Capital Markets consist of tints of RBC Dark Blue, RBC Dark Grey, RBC Bright Blue and RBC Yellow. These colours are used in graphics, type and colour blocks

RBC Dark Blue	Pantone® 289 CMYK: 100/55/0/60 RGB: 0/33/68 HEX: 002144
Dark Blue Tint	Pantone® 288 CMYK: 100/60/0/40 RGB: 0/37/103 HEX: 002567
RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

Tints of RBC Dark and RBC Bright Blue
Tints (screens) of Pantone® 286 and 289 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286 and 289

100% Pantone® 289
90% Pantone® 289
80% Pantone® 289
70% Pantone® 289
60% Pantone® 289
50% Pantone® 289
40% Pantone® 289
30% Pantone® 289
20% Pantone® 289
10% Pantone® 289

100% Pantone® 286
90% Pantone® 286
80% Pantone® 286
70% Pantone® 286
60% Pantone® 286
50% Pantone® 286
40% Pantone® 286
30% Pantone® 286
20% Pantone® 286
10% Pantone® 286

If printing a single spot colour, tints of Pantone® 286 or 289 may be used to reproduce tints of RBC Dark Blue or RBC Bright Blue

100% Pantone® 403
CMYK: 0/7/17/43
RGB: 150/141/128
HEX: #685B4E
90% Pantone® 403
80% Pantone® 403
70% Pantone® 403
60% Pantone® 403
50% Pantone® 403
40% Pantone® 403
30% Pantone® 403
20% Pantone® 403
10% Pantone® 403

Tints of RBC Dark Grey

100% Pantone® 116
CMYK: 0/10/100/0
RGB: 254/223/1
HEX: #FEDF01
90% Pantone® 116
80% Pantone® 116
70% Pantone® 116
60% Pantone® 116
50% Pantone® 116
40% Pantone® 116

The use of RBC Yellow should be limited to small coverage areas and instances where adequate contrast exists for the yellow to be easily read. Do not use tints of RBC Yellow lighter than 40%

Support palette

The secondary colours shown below are used by this business segment in graphs, tables or minor supporting graphics. See page 10 for colour specifications

Red	Bright
Green	

Blue-gray	Neutral
Silver	
Gold	
Beige	

Only the secondary colours shown above are used by Capital Markets

Colour palettes by business –
RBC Wealth Management

Primary colour
RBC Dark Blue is the primary colour for RBC Wealth Management. The dominant colour impression for any materials for this segment must be RBC Dark Blue

RBC Dark Blue

Logo colours
RBC Bright Blue and RBC Yellow are used in the colour logo for these business segments

RBC Gold

RBC Wealth Management

Core palette
The core brand colours for RBC Wealth Management consist of tints of RBC Dark Blue and RBC Gold. These colours are used in graphics, type and colour blocks

Swatch	Details
RBC Dark Blue	Pantone® 289 CMYK: 100/55/0/60 RGB: 0/33/68 HEX: 002144
Dark Blue Tint	Pantone® 288 CMYK: 100/60/0/40 RGB: 0/37/103 HEX: 002567
RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

Tints of RBC Dark and RBC Bright Blue
Tints (screens) of Pantone® 286 and 289 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286 and 289

100% Pantone® 289 / 90% / 80% / 70% / 60% / 50% / 40% / 30% / 20% / 10% Pantone® 289

100% Pantone® 286 / 90% / 80% / 70% / 60% / 50% / 40% / 30% / 20% / 10% Pantone® 286

If printing a single spot colour, tints of Pantone® 286 or 289 may be used to reproduce tints of RBC Dark Blue or RBC Bright Blue

100% Pantone® 873 CMYK: 30/30/60/10 RGB: 157/137/84 HEX: #6E560E / 90% / 80% / 70% / 60% / 50% / 40% / 30% / 20% / 10% Pantone® 873

Tints of Gold

Support palette
The secondary colours shown below are used by this business segment in graphs, tables or minor supporting graphics. See page 10 for colour specifications

Bright: **Violet**, **Red**, **Deep Gold**, **Moss**, **Green**, **Seaweed**, **Teal**

Neutral: **Blue-gray**, **Carbon**, **Silver**, **Beige**, **Brown**, **Dark gray**, **Process gray**, **Process black**

Only the secondary colours shown above are used by RBC Wealth Management

Colour palettes by business –
RBC Global Asset Management

Primary colour

RBC Dark Blue is the primary colour for RBC Global Asset Management. The dominant colour impression for any materials for this segment must be RBC Dark Blue

RBC Dark Blue

Logo colours

RBC Bright Blue and RBC Yellow are used in the colour logo for these business segments

RBC Gold

RBC Global Asset Management

Core palette

The core brand colours for RBC Global Asset Management consist of tints of RBC Dark Blue and RBC Gold. These colours are used in graphics, type and colour blocks

RBC Dark Blue	Pantone® 289 CMYK: 100/55/0/60 RGB: 0/33/68 HEX: 002144
Dark Blue Tint	Pantone® 288 CMYK: 100/60/0/40 RGB: 0/37/103 HEX: 002567
RBC Bright Blue	Pantone® 286 CMYK: 100/60/0/6 RGB: 0/40/136 HEX: #002888
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/0/0/0 RGB: 194/222/234 HEX: C2DEEA

Tints of RBC Dark and RBC Bright Blue
Tints (screens) of Pantone® 286 and 289 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown above instead of actual tints of Pantone® 286 and 289

100% Pantone® 289	100% Pantone® 286	100% Pantone® 873 CMYK: 30/30/60/10 RGB: 157/137/84 HEX: #6E560E
90% Pantone® 289	90% Pantone® 286	90% Pantone® 873
80% Pantone® 289	80% Pantone® 286	80% Pantone® 873
70% Pantone® 289	70% Pantone® 286	70% Pantone® 873
60% Pantone® 289	60% Pantone® 286	60% Pantone® 873
50% Pantone® 289	50% Pantone® 286	50% Pantone® 873
40% Pantone® 289	40% Pantone® 286	40% Pantone® 873
30% Pantone® 289	30% Pantone® 286	30% Pantone® 873
20% Pantone® 289	20% Pantone® 286	20% Pantone® 873
10% Pantone® 289	10% Pantone® 286	10% Pantone® 873

If printing a single spot colour, tints of Pantone® 286 or 289 may be used to reproduce tints of RBC Dark Blue or RBC Bright Blue

Tints of Gold

Support palette

The secondary colours shown below are used by this business segment in graphs, tables or minor supporting graphics. See page 10 for colour specifications

Bright

Violet
Red
Deep Gold
Moss
Green
Teal

Neutral

Blue-gray
Carbon
Silver
Beige
Brown
Dark gray
Process black

Only the secondary colours shown above are used by RBC Global Asset Management

Colour specifications –
Primary Colours

	Pantone®	CMYK	RGB*	HEX	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
RBC Blue	Pantone® 286	100/60/0/6	0/40/136*	#002888										
RBC Yellow	Pantone® 116	0/10/100/0	254/223/1	#FEDF01										
RBC Dark Blue	Pantone® 289	100/55/0/60	0/33/68	#002144										
RBC Gold	Pantone® 873	30/30/60/10	157/137/84	#6E560E										

RBC Blue: White → Black / RBC Dark Blue / RBC Bright Blue
RBC Yellow: Black / RBC Dark Blue / RBC Bright Blue
RBC Dark Blue: White → Black / RBC Dark Blue / RBC Bright Blue
RBC Gold: White → Black / RBC Dark Blue / RBC Bright Blue

Paint colours

RBC Bright Blue	Benjamin Moore Brilliant Blue 2065-30
RBC Yellow	Benjamin Moore Bright Yellow 2022-30

www.benjaminmoore.com

Metallic Foils

RBC Bright Blue	API foil 2812g Lapis
RBC Gold	API foil 750 Egyptian gold

www.apigroup.com

Tints of RBC Dark and RBC Bright Blue

Tints (screens) of Pantone® 286 and 289 look very purple and should be avoided if printing CMYK or with multiple spot colours. Whenever possible, use the colours shown here instead of actual tints of Pantone® 286 and 289

Dark Blue Tint	Pantone® 288 CMYK: 100/60/0/40 RGB: 0/37/103 HEX: 002567
Bright Blue Tint 1	Pantone® 285 CMYK: 90/48/0/0 RGB: 0/115/207 HEX: 0073CF
Bright Blue Tint 2	Pantone® 284 CMYK: 58/17/0/0 RGB: 106/173/228 HEX: 6AADE4
Bright Blue Tint 3	Pantone® 283 CMYK: 40/8/0/0 RGB: 152/198/234 HEX: 98C6EA
Bright Blue Tint 4	Pantone® 290 CMYK: 24/1/1/0 RGB: 194/222/234 HEX: C2DEEA

RBC Dark Blue	Dark Blue Tint	286 Bright Blue	Bright Blue Tint 1	Bright Blue Tint 2	Bright Blue Tint 3	Bright Blue Tint 4

White → Black / RBC Dark Blue / RBC Bright Blue

* Note the RGB formulation shown here is not a true match to Pantone® 286, but has been intentionally adjusted to meet UOS standards for onscreen visibility for the visual impaired. Always use the RGB values shown above and do not use standard RGB values for Pantone® 286

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Colour specifications – Secondary Colours

	Pantone®	CMYK	RGB	HEX
Violet	Pantone® 5265	84/79/10/38	73/61/99	#493D63
Wine	Pantone® 7435	13/94/19/45	139/33/75	#8B214B
Red	Pantone® 484	8/87/73/30	155/48/27	#9B301B
Warm red	Pantone® Warm red	0/75/90/0	249/63/38	#F93F26
Sun	Pantone® 137	0/38/95/0	252/163/17	#FCA311
Pear	Pantone® 611	0/1/92/11	214/206/73	#D6CE49
Deep Gold	Pantone® 606	0/4/100/12	232/207/0	#E8CF00
Moss	Pantone® 3975	6/9/100/22	181/168/12	#B5A80C
Apple	Pantone® 583	25/3/100/14	170/186/10	#AABA0A
Green	Pantone® 5757	43/17/95/40	107/112/43	#6B702B
Seaweed	Pantone® 7475	68/12/28/35	88/136/134	#588886
Teal	Pantone® 7467	100/0/29/0	0/174/181	#00AEB5
Sky	Pantone® 298	68/3/0/0	81/181/224	#51B5E0
Tundra	Pantone® 550	35/3/8/7	135/175/191	#87AFBF
Blue-gray	Pantone® 5425	30/5/0/30	132/153/166	#8499A6
Carbon	Pantone® 7544	10/1/0/40	137/146/153	#899299
Silver	Pantone® 877	46/33/33/7	112/122/120	#707A78
Light gray	Pantone® Warm gray 4	0/4/9/24	193/181/165	#C1B5A5
Beige	Pantone® 4515	5/9/47/23	184/169/112	#B8A970
Brown	Pantone® 876	30/50/85/0	144/102/70	#906646
Dark gray	Pantone® 405	0/10/30/68	104/91/78	#685B4E
Process gray	—	0/0/0/70	110/110/110	#6E6E6E
Slate	Pantone® 7540	40/30/22/60	111/110/111	#6F6E6F
Process black	—	0/0/0/100	0/0/0	#000000

Tint columns: 100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Bright colours / Neutral colours

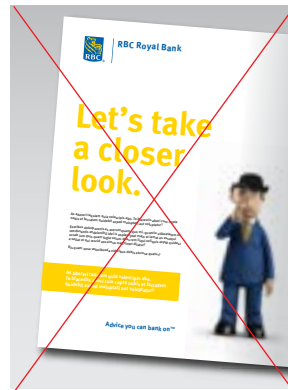**DO** use the proper palette designed for your business unit

DO ensure the dominant colour impression of any piece is the primary brand colour appropriate to your business unit

DO use the primary brand colour for a full-page colour field

DO NOT use colours from palettes of other business segments

**DO NOT** use yellow, gold or a support colour be the dominant colour impression of any piece

DO NOT use the core colours or support colours for a full-page colour field, only use the primary blue appropriate to the business unit

Using colour

DO use the core palette or Neutral secondary support colours in colour fields

DO use the core palette colours if you need to colour-code sections of a document or presentation
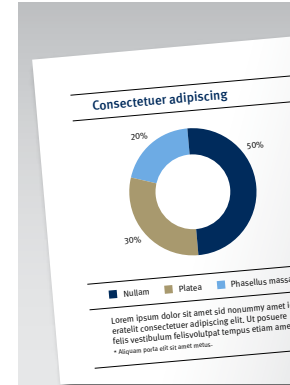
DO use the core palette in graphs and tables if a limited number of colours are required

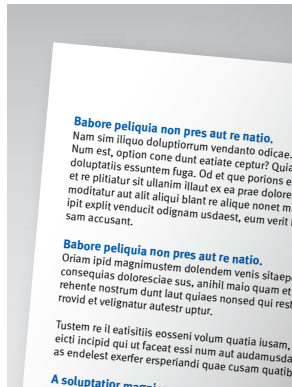**DO NOT** not use bright support colours in colour fields.

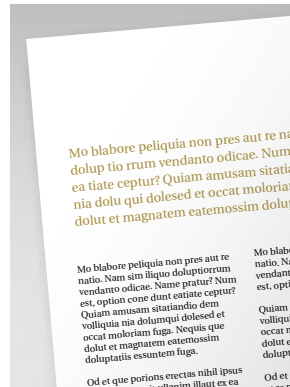Note: Bright colours are approved for colour fields in the Caribbean only.

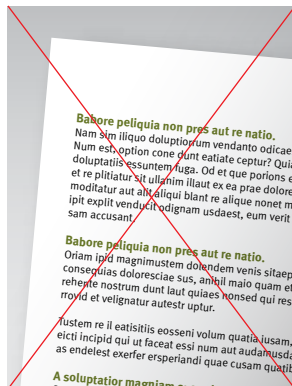**DO NOT** use the support palette to colour-code sections of a document or presentation
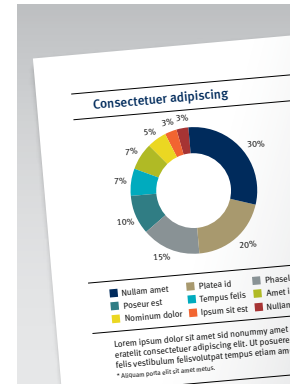
DO use the support palette in graphs and tables if a broad range of colours are required
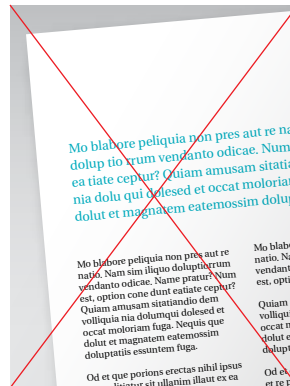
DO use the core palette for coloured text headlines

DO use the core palette in call-outs or large copy

DO NOT use the support palette for type headlines or body copy

DO NOT use the support palette in call-outs or large copy

It is important to keep in mind how and where our colours will appear.

For print
Matching colours
It is essential that our colours be reproduced accurately and consistently. Use the listed Pantone® or CMYK values in this guide.

Whenever possible, use the Pantone® inks when printing the core RBC blues (RBC Bright Blue and RBC Dark Blue). This is preferred when materials are printed with offset lithography. Where digital colour printing is used, CMYK equivalents of RBC Bright Blue and RBC Dark Blue are acceptable.

Secondary palettes for print
Secondary colours are meant to be used as CMYK colours, not special inks. They are sometimes custom blends that do not have a Pantone® equivalent. We have included the closest equivalent Pantone® match – but please note that this may not be a true match.

For onscreen
Make sure you follow the UOS standards for colour contrast between backgrounds and text.

RBC designations
The colour names are RBC designations, not Pantone® or other colour system names. RBC designations have been provided to facilitate communication.

PANTONE® is a registered trademark of Pantone, Inc.

Note on CMYK and RGB conversions of PANTONE® colours
Note that CMYK, RGB and Hex values for Pantone colours are not consistent across different sofware versions and Pantone libraries. For example, the CMYK breakdowns for Pantone colours differ significantly from InDesign CS5 to InDesign CS6.

Because of this, it is vital to use CMYK, RGB and Hex values shown in this guide to ensure consistency across materials. Do not use software's default values when converting Pantone colours to RGB or CMYK.

Always check the conversions of colours and manually edit CMYK and RGB values for Pantone colours if required.