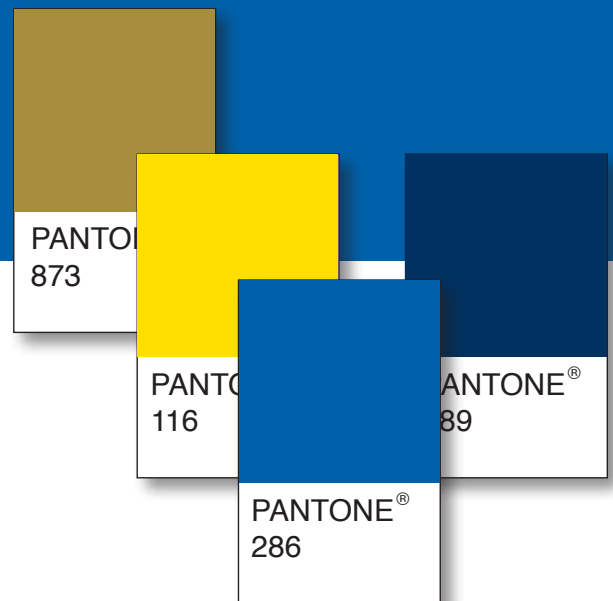


Designer's Guide to Colour Values

Version 2.1
November 2011



POLICY STATEMENT:

RBC has a retail and corporate colour palette.

Platforms can choose which colours they want to use from these colour palettes. They do not have to use all of them, but they cannot add to the palettes without consulting Brand Management. For full details, see page 1



Version 1.0	Published June, 2010
Version 2.0	Published September, 2010
Version 2.1	Published November, 2011

Changes in Version 2.0	
1. New policy and procedure section	p. iii
2. Modified HEX colour for RBC Bright Blue and RBC Yellow	p. 2
3. Modified CMYK colour values for Gold	p. 2,3
4. Modified RGB and HEX colour values for RBC Dark Blue	p. 3
5. Added deep gold to the HNW palette	p. 3
Changes in Version 2.1	
1. Correct RGB value for Deep gold	p. 3

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Colour Standards

About the RBC colour palette

To accommodate the needs of our varied businesses, RBC has two colour palettes:

- 1) The retail colour palette, a selection of warm and cheerful colours suited to our retail businesses.
- 2) The high-net-worth colour palette, which had deeper, richer colours more suited to a wealthier and more conservative audience.

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 for use by designers and production managers.

It is not a document of colour standards – it simply gives the “recipes” to convert our colours from the Pantone Matching System (PMS) to the RGB, CMYK and HEX colour systems.

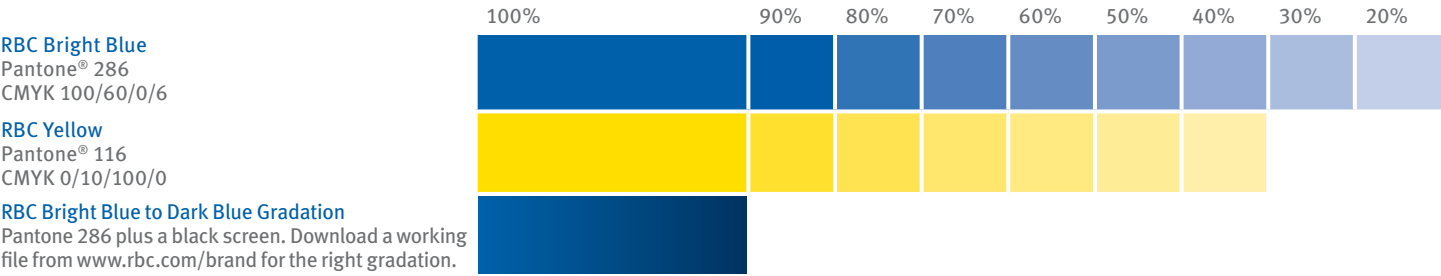
CMYK is used in print production; RGB is used in digital media and with Microsoft Office applications like Powerpoint. Note that we sometimes have 2 RGB recipes: one for Web, one for PowerPoint (or other MS Office software). Make sure you use the right one.

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

Each platform has selected which colours they use from the appropriate palette, and uses only those colours. These are the standards that designers should follow. If you're not sure, check with your platform's marketing or brand department.

Core colours for Corporate and Retail

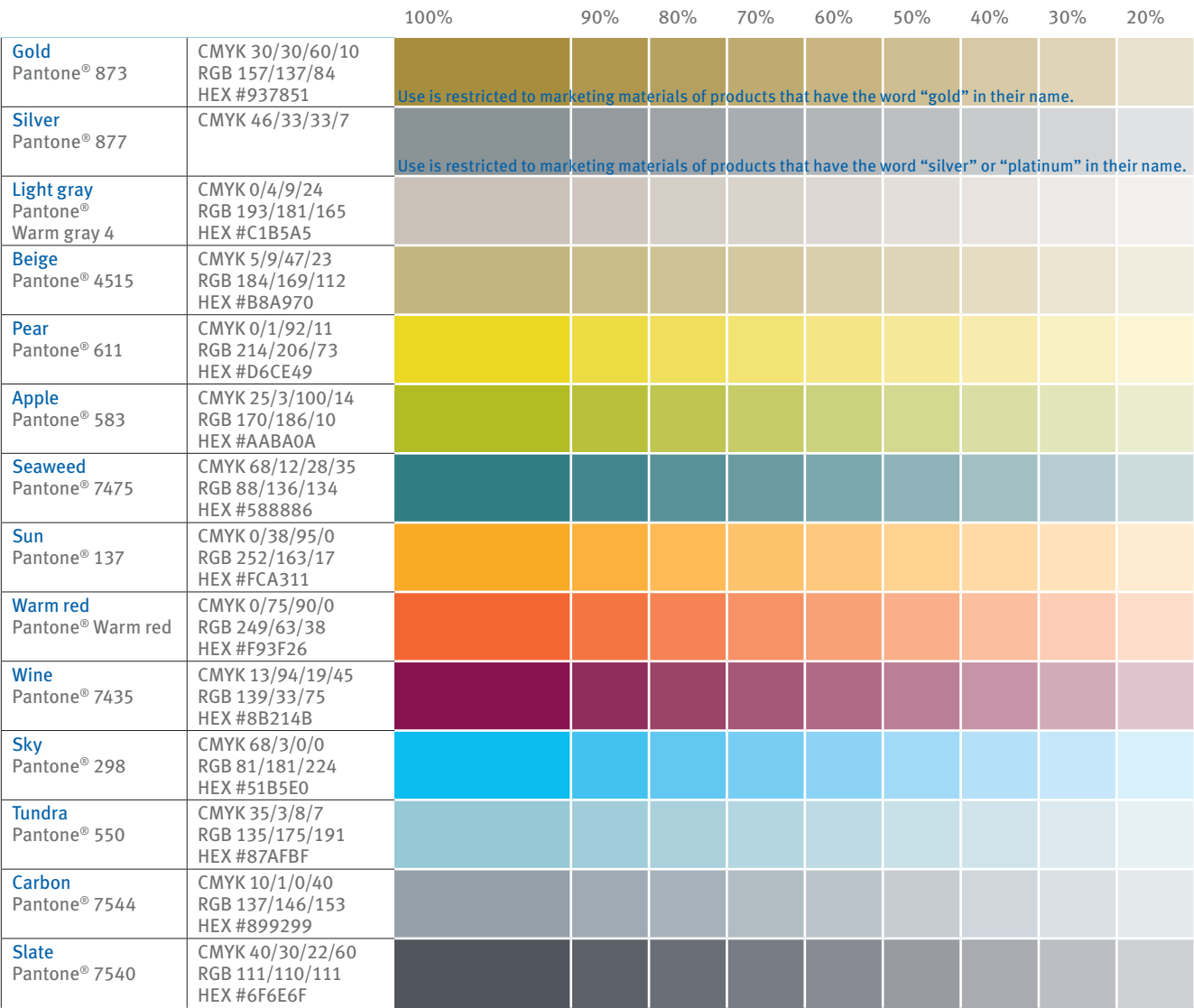
For Print



For Onscreen

	For PowerPoint presentations or any other Microsoft software applications, use these values:	Core colours for actual RBC websites, web logos, email marketing, eNewsletters, etc. For other colour options for RBC websites, visit www.rbconlinestandards.com .	
RBC Bright Blue	RGB 0/40/136	RGB 0/40/136	HEX #002888
RBC Yellow	RGB 254/223/1	RGB 254/223/1	HEX #FEDF01

Secondary palette for Corporate and Retail



Core colours for High Net Worth and Corporate & Institutional

For Print

	100%	90%	80%	70%	60%	50%	40%	30%	20%
RBC Dark Blue Pantone® 289 CMYK 100/55/0/60									
Gold Pantone® 873 CMYK 30/30/60/10									

For Onscreen

	For PowerPoint presentations or any other Microsoft software applications, use these values:	Core colours for actual RBC websites, web logos, email marketing, eNewsletters, etc. For the colour options for RBC websites, visit www.rbconlinestandards.com .	
RBC Dark Blue	RGB 0/33/68	RGB 0/33/68	HEX #002144
Gold	RGB 157/137/84	RGB 110/86/14	HEX #6E560E

Secondary palette for High Net Worth and Corporate & Institutional

		100%	90%	80%	70%	60%	50%	40%	30%	20%
Silver Pantone® 877	CMYK 46/33/33/7									
Beige Pantone® 4515	CMYK 5/9/47/23 RGB 184/169/112 HEX #B8A970									
Brown Pantone® 876	CMYK 30/50/85/0 RGB 144/102/70 HEX #906646									
Moss Pantone® 3975	CMYK 6/9/100/22 RGB 181/168/12 HEX #B5A80C									
Dark gray Pantone® 405	CMYK 0/10/30/68 RGB 104/91/78 HEX #685B4E									
Green Pantone® 5757	CMYK 43/17/95/40 RGB 107/112/43 HEX #6B702B									
Blue-gray Pantone® 5425	CMYK 30/5/0/30 RGB 132/153/166 HEX #8499A6									
Carbon Pantone® 7544	CMYK 10/1/0/40 RGB 137/146/153 HEX #899299									
Teal Pantone® 7467	CMYK 100/0/29/0 RGB 0/174/181 HEX #00AEB5									
Red Pantone® 484	CMYK 8/87/73/30 RGB 155/48/27 HEX #9B301B									
Violet Pantone® 5265	CMYK 84/79/10/38 RGB 73/61/99 HEX #493D63									
Process black	CMYK 0/0/0/100 RGB 0/0/0 HEX #000000									
Deep Gold Pantone® 606	CMYK 0/4/100/12 RGB 232/207/0									

Considerations

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.