



# CATALOGUE OF ARBIE IMAGE LIBRARY



## CATALOGUE OF ARBIE IMAGE LIBRARY

This catalogue lists every Arbie image that is currently available for use in employee or client communications. The catalogue is updated regularly.

### Who can use Arbie images?

Each business platform determines if it wants to use Arbie in its communications – internal or client-facing. The platform's brand & marketing department manages this decision.

Employees must first obtain permission from the platform's brand & marketing department before requesting an Arbie image, and proof that permission is granted should be forwarded with the image request.

RBC Wealth Management and RBC Capital Markets have confirmed that employees in both those platforms should not use Arbie. If you work in those platforms and would like to request an exception, contact:

RBC Capital Markets: Debra Bar  
RBC Wealth Management: Patricia Crawford

Global Functions employees may use Arbie for internal communications. Use in client communications or events must be approved by Global Brand Management (brand@rbc.com).

### How to request an Arbie image

Send an email to brand@rbc.com with the subject line "Arbie image request." Make sure you include proof that you have authorization to use the Arbie image requested.

Canadian Banking employees should forward their request to their Community Marketing Managers. CMMs can authorize for internal use, but they will require National Office approval for client-facing use.

### Access to the Arbie image library

Access to the library is given on request only, and only to approved staff and suppliers.

Only designers can have download access. All others will be granted browsing access. (Reason: only designers need the actual image files, and the files are too big to email.)

Requests for library access must be made by the business platforms brand & marketing department. Send an email to brand@rbc.com the following information:

Name and title of person to be given access  
Company name  
Phone # and email address











Specify whether this is limited access -- for example, if access is for one image only, or for a time-limited period. For unlimited (all images, no timeframe) access to a supplier, please confirm the date and duration of the contract with this supplier. Access can only be granted to 3rd parties that have a valid contract with RBC, and for the duration of the contract. Access will be terminated on the day the contract expires.

### File formats of Arbie images











Arbie images in the Library are in high-resolution PSD format (Photoshop Document). The files are quite large to allow large format reproduction.

Alternate formats are available on request at brand@rbc.com. Please specify resolution (72 or 300 ppi) and image size. If not specified, the image size will be 6 inches high. For GIF files, we need the maximum height and width in pixels.









ARBIE IMAGE LIBRARY

				
Hand out Arbie	Architect Arbie (DeNovo only)	Architect French Arbie (DeNovo only)	Architect Arbie w/hat French available	Torch Arbie
				
Phone_Briefcase Arbie	Whisper Arbie	Hockey Arbie_horizontal stick	Hockey Coach Arbie	Ski Jump Arbie

ARBIE IMAGE LIBRARY











				
Baseball Arbie	File folder Arbie	Popcorn Arbie	General Pose	Chalk Eraser Arbie
	Created December 2010 - CPM 		Created May 2011 - CPM 	
Steering wheel Arbie	with scarf Arbie	Xmas card Arbie	Artist Arbie w/hat	Guitar Arbie

ARBIE IMAGE LIBRARY











				
Traveller Arbie	Map Arbie	Droplet Arbie	Insurance use only key Arbie	Gardening Arbie
				
Snowman with Arbie	Whisper Arbie	Anchor Arbie	Student card Arbie	Student box Arbie













ARBIE IMAGE LIBRARY

				
Camera Arbie	Car Arbie (Insurance)	Bike Arbie	Door Mat Arbie	Door Mat_FR Arbie
				
Door Mat_Simple Ch_Arbie	Door Mat_Simple Pun_Arbie	Open Laptop Arbie	Laptop Arbie	Podium Arbie

ARBIE IMAGE LIBRARY











				
Film fest Arbie	Holding UP card Arbie	Gold Picture Frame Right Arbie	Gold Picture Frame Left Arbie	Wood Picture Frame Left Arbie
				
Recycle card Arbie	Gold key Arbie	Maple leaf Arbie	Tea pot Arbie	House Arbie Insurance use only

ARBIE IMAGE LIBRARY

				
Canada flag Arbie	Story book Arbie	Tire Arbie	Wave Arbie	Visa Gift Card Arbie
				
Visa Gift Card w/bow Arbie	Convenience Arbie (for use on convenience messaging only)	Yield Arbie	Globe Arbie Avion	Stethoscope Arbie













**ARBIE IMAGE LIBRARY**

				
Insurance desk Arbie	Magnify Arbie	Mobile_BB Arbie ENG	Mobile_BB Arbie FR	Canada Flag Arbie Olympic use only
				
Mobile_iphone Arbie ENG	Mobile_iphone Arbie FR	Kite Arbie Children's mental health	Golf Arbie	Grocery/shopping Arbie











ARBIE IMAGE LIBRARY

				 <div>Created 2011 - CPM</div>
French Open sign Arbie	Open sign Arbie	Laptop pie chart Arbie	French Laptop pie chart Arbie	Wellness_Apple Arbie for internal use only
 <div>Created 2011 - CPM</div>			 <div>Created 2011 - CPM</div>	 <div>Created 2011 - CPM</div>
Wellness_Orange Arbie for internal use only	Chinese New Year Arbie	Airport Arbie	Kitchen box Arbie	French Kitchen box Arbie

# ARBIE IMAGE LIBRARY










		<p>Created 2011 - CPM</p> 		
<b>Compass_Arbie</b>	<b>FR_Compass_Arbie</b>	<b>Presentation_Arbie</b>	<b>Briefcase Arbie</b>	<b>Water glass Arbie</b>
<p>Created 2011 CPM</p> 	<p>Created 2011 CPM</p> 		<p>Created April 2011 - CPM</p> 	<p>Created August 2011 - CPM</p> 
<b>Curtain_Arbie</b> RBD Branch Opening	<b>Curtain_Arbie_RBD DeNovo</b>	<b>Tipping Hat_Arbie</b>	<b>Got it_Arbie</b> Core Accounts - end of July	<b>Large Check Mark Got it_Arbie</b> Core Accounts -

# ARBIE IMAGE LIBRARY

Created May 2011	Created May 2011	Created May 2011	Created April 2011	
				
<b>Slinky_Arbie</b> Life Insurance - in market till July 18	<b>Yellow Slinky_Arbie</b> Life Insurance - in market till July 18	<b>HoldingUp_House_Arbie</b> HEF - in market until the end of May	<b>WTC_Arbie</b> Available in French	<b>Yo Yo_Arbie</b> Life Insurance - in market till July 18
Created May 2011 - CPM	Created April 2011 - CPM	Created May 2011 - CPM	Created May 2011 - CPM	Created May 2011 - CPM
				
<b>Photo album_Arbie</b> Insurance	<b>Open Saturday_Arbie</b> French	<b>Advice laptop_Arbie</b>	<b>Celebration_Arbie</b> Branch events	<b>Bicycle_Arbie</b> GrandFondo - May 2011













# ARBIE IMAGE LIBRARY







<p>Created July 2011 - CPM</p> 	<p>Created July 2011 - CPM</p> 	<p>Created June 2011- CPM</p> 	<p>Created May 2011</p> 	
<p><b>Dalbar_Arbie</b> Direct Investing</p>	<p><b>Gift_Arbie</b> Visa Gift Cards</p>	<p><b>Moving Box_Arbie</b> Insurance</p>	<p><b>Sold_Arbie</b> HEF</p>	<p><b>Ribbon_Arbie</b></p>
<p>Created June 2011 - CPM</p> 	<p>Created June 2011 - CPM</p> 	<p>Created July 2011 - CPM</p> 	<p>Created August 2011 - CPM</p> 	
<p><b>Cricket_Arbie</b> Cultural markets</p>	<p><b>ATM_Arbie</b> Convenience</p>	<p><b>Sunglass_Arbie</b> Exterior Banner - RBD</p>	<p><b>Scissors_Arbie</b> RBD grand opening</p>	<p><b>Toolbelt_Arbie</b></p>













ARBIE IMAGE LIBRARY

<p>Created August 2011 - CPM</p> 			<p>Created Sept 2011 - CPM</p> 	<p>Created August 2011</p> 
<b>Agricultural_Arbie</b>	<b>Pie chart_Arbie</b> <b>My Finance Tracker</b>	<b>Colour Wheel_Arbie</b>	<b>Chalkboard_Arbie</b> <b>Direct Investing</b>	<b>Movie_Arbie</b> <b>Tiff</b>
<p>Created August 2011</p> 	<p>Created August 2011</p> 	<p>Created February 2011</p> 		
<b>Limo_Arbie</b> <b>Tiff</b>	<b>Autograph_Arbie</b>	<b>Rubiks_Arbie</b> <b>HEF</b>	<b>Visa Chip_Arbie</b>	<b>Large Car_Arbie</b>


# ARBIE IMAGE LIBRARY

	Created Sept 2011 - CPM		Created Sept 2011	
<b>7flags_Arbie</b>	<b>Tablet_Arbie</b>	<b>Sparkle_Arbie</b> <b>Diwali Cultural Markets</b>	<b>Android_Arbie</b>	<b>Wheat_Arbie</b> <b>(Vaisakhi) Cultural Markets</b>
	Created Sept 2011		Created Sept 2011	
<b>Tape measure_Arbie</b> <b>Mortgage</b>	<b>Hike_Arbie</b> <b>Fall Investments</b>	<b>Now Open_Arbie</b> <b>Fall Investments</b>	<b>Swim_Arbie</b> <b>Fall Investments</b>	<b>Kite_Arbie</b> <b>Fall Investments</b>

# ARBIE IMAGE LIBRARY

<p>Created Jan. 2012 _ CPM</p> 	<p>Created Jan. 2012 _ CPM</p> 	<p>Created Jan. 2012 _ CPM</p> 	<p>Created Jan. 2012 _ CPM</p> 	<p>Created Jan. 2012 _ CPM</p> 
<b>SDM_bag_card_Arbie</b>	<b>SDM_bag_lrg.card_Arbie</b>	<b>SDM_fingers_lrg.card_Arbie</b>	<b>SDM_lrgCard_Arbie</b>	<b>SDM_lrgCard_wideleg_Arbie</b>
<p>Created Jan. 2012</p> 	<p>Created Jan. 2012</p> 	<p>Created Jan. 2012 _ CPM</p> 	<p>Created Feb. 2012 _ CPM</p> 	<p>Created Feb. 2012 _ CPM</p> 
<b>Driving_Arbie</b>	<b>Leaning on Car_Arbie</b> RBC Insurance	<b>House Key_Arbie</b> Ngen	<b>SDM_blowing bubbles_Arbie</b>	<b>SDM_running w/bubbles_Arbie</b>

ARBIE IMAGE LIBRARY

				
CNY_Arbie				