

An overview of the key elements
that drive the decisions behind all our standards

VERSION 3.1
November 2011

RBC

POLICY STATEMENT:

All RBC-branded applications must follow our design standards without exception. Co-branded materials that use our design standards must also follow them without exception. However, some co-branded materials do not need to use RBC standards at all. To discuss these exceptions, please contact Lise Buisson in Global Brand Marketing by email at lise.buisson@rbc.com or by phone at 416-974-3995.



Document history

		April 2006
VERSION 1		August 2009
VERSION 2		
CHANGES IN VERSION 2		
1. Added information on business descriptors	6	
2. Core blue is enhanced with an option to used a gradated blue	7	
3. Bookman Old Style font for Microsoft applications is retired	8	
4. Lucida Sans Unicode font for Microsoft applications is replaced with Arial	8	
5. Imagery standards are defined	9	
6. Added examples of RBC scoop use	10	
VERSION 3		
CHANGES IN VERSION 3		
1. Text change in description of gradation	7	
2. Text updated to include foreign language	8	
3. Image samples updated	9	
CHANGES IN VERSION 3.1		
1. Changed gold CMYK formula	5	
2. Updated reverse gold logo samples	5	
3. Changed contact web address	6	
4. Replaced descriptor examples with new size	6	
5. Changed RGB formulas for RBC Bright Blue and RBC Dark Blue	7	

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Overview

What is a design system?

A design system consists of a number of visual elements that are specific to a brand and lead to visual consistency.

The RBC design system informs all decisions that have a visual impact. Whether the design of branches and sales office, a television commercial or the layout of an application form, our design system has a role to play in each application.

Why a design system?

Visual consistency leads consumers to immediate brand recognition. It helps you maximize the presence of your brand and it enhances the experience consumers have with your brand.

How do we use this system?

Basically, our design system informs decisions when developing new standards or applications. It identifies the visual elements we must use consistently.

Questions?

Email brand@rbc.com

RBC logo

The RBC logo is the most important element of our design elements.

The logo should appear on everything we do.

The Lion & Globe design (L&G design) is the logo for RBC.

The 2-colour version is the preferred L&G design. If colour is unavailable, the black version can be used.

The gold version can only be used by RBC Dominion Securities and RBC Wealth Management. RBC Capital Markets uses gold for office signage only.

Reverse application

When the L&G design appears on a dark background, it must have a white keyline around the shield shape. The minimum width is .2 mm.

The gold reverse L&G design has a gold keyline and transparent interior.

For more information on our logo and how to use it, go to www.rbc.com/brand and select RBC Corporate Identity.



Clear space



Minimum size
9.5 mm



2-colour version

RBC Bright Blue

Pantone® 286

CMYK 100/60/0/6

RGB / Web RGB 0/40/136

RBC Yellow

Pantone® 116 Coated / 115 Uncoated

CMYK 0/10/100/0

RGB / Web RGB 254/223/1



Positive



Reverse

1-colour version

CMYK 0/0/0/100

RGB / Web RGB 0/0/0



Positive



Reverse

Gold version

Pantone® 873

CMYK 30/30/60/10

RGB 157/137/84

Web RGB 110/86/14



Positive



Reverse Fill

The fill colour in the shield is gold



Reverse Keyline

There is no fill colour in the shield

L&G design and business descriptors

Along with our logo, businesses often use descriptors to identify their specific area of expertise.

What is a business descriptor?
A business descriptor is a design that consists of:

- › a vertical or horizontal stroke
- › the descriptive name or the specialist brand name set in the Meta font

This design is used instead of a separate logo or wordmark to communicate our business offering to clients.

For more information on business descriptors and how to use them, go to brand.rbc.com

RBC Business Descriptor

Horizontal alignment (preferred)

RBC Business Descriptor

Vertical alignment (alternate)

Core colour

Next to our logo, the most important visual element is the consistent use of colour.

RBC Bright Blue is the signature colour. It can be used on its own, or in combination with black to create a richer, gradated blue.

For HNW brands, use a solid RBC Dark Blue – Pantone® 289.

For Retail



RBC Bright Blue – Pantone® 286
CMYK – 100/60/0/6
RGB – 0/40/136



**RBC Bright Blue to Dark Blue
Gradation**

For HNW



RBC Dark Blue – Pantone® 289
CMYK – 100/55/0/60
RGB – 0/33/68

PANTONE® COLOURS ARE INDICATED THROUGHOUT THIS DOCUMENT. PLEASE USE CMYK EQUIVALENT WHEN APPROPRIATE.

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc.

Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Typography

RBC uses two primary typefaces.

FF Meta is a bold flexible sans-serif typeface that's available in a number of different weights.

Utopia is a highly legible yet elegant serif typeface most appropriate for body text, but can also be utilized as headings or call-outs.

Arial is used with all Microsoft desktop applications. On systems where Arial is not available, use the closest font possible.

Typeface choices for foreign languages that don't use the Latin alphabet can be found in the PDF document "Typeface choices for foreign languages."

FF META

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Specifically:

FF META BOLD LF
FF Meta Book LF
FF Meta Normal LF

Utopia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Specifically:

Utopia Regular
Utopia Bold

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Specifically:

Arial Regular
Arial Bold

Imagery

Imagery is a key component of the brand.

Imagery content:

Imagery content should:

- › have a sense of progress and movement
- › communicate engaging relationships
- › have subjects that appear naturally posed
- › spark a connection with the viewer
- › convey a sense of optimism

Imagery look & feel should:

- › have rich, high contrast colours
- › integrate dynamic angles and cropping
- › can be in-situ or silhouetted (close cropped)



RBC shield shape

The RBC logo shape lends itself well to being used as a visual device, and we encourage its use where it makes sense.

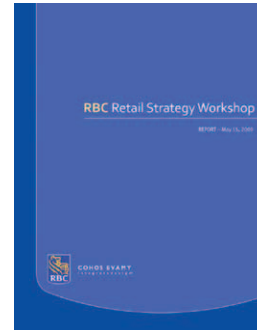
The logo shape can be used in full or in part. The RBC scoop is a commonly used example, but is not the only acceptable use of the shield shape as a visual device.

While the public at large may not realize the shape is inspired by our logo, the repetitive use of the shape gives us a new visual icon.

Use of the shield shape is restricted to client communications only to make it easy to differentiate between client and employee communications.



Newsletters



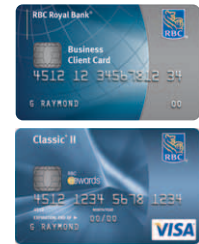
Report cover



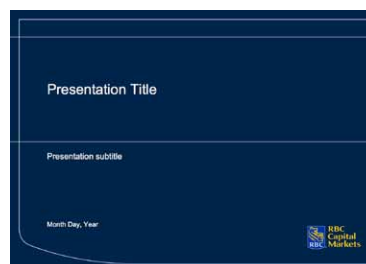
HNW brochure



Kit folder



Bank and Visa cards



PowerPoint presentations



Brochure rack

Use of white space

An important but subtle element of the RBC design system is the use of white space.

White space, also referred to as negative space, is essentially the portion of a page or format that is left unmarked by type, images or graphics. Gutters and page margins are a part of the white space of a page.

White space should not be thought of as merely blank or unused parts of the page.

White space should be employed to:

- › direct the attention of the viewer by creating contrast and emphasis.
- › make copy more inviting and easier to read.
- › make materials more approachable by reducing visual clutter

The use of white space reinforces our brand character and conveys that we are easy to do business with.



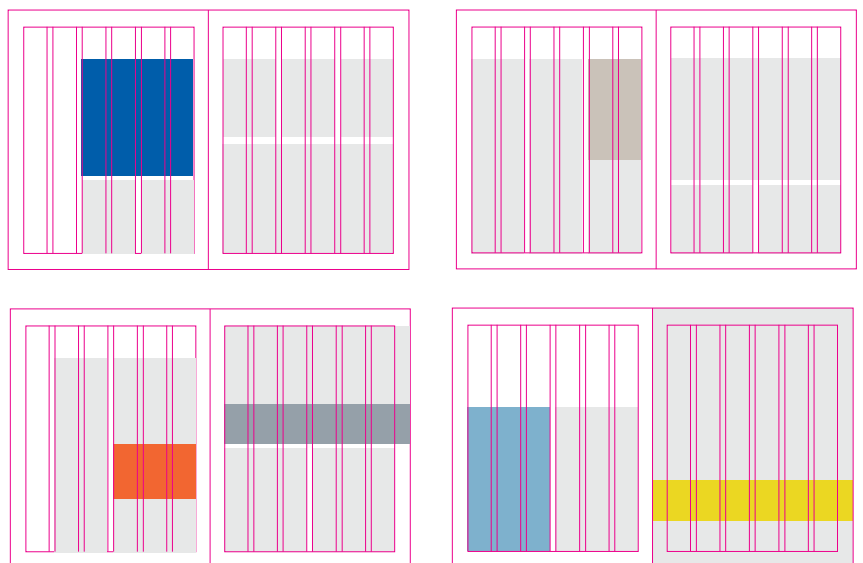
White space is used to provide emphasis to titles and indicate beginning of a new section



White space in a layout creates a visual resting spot for the reader



A clean, inviting feel can be created using whitespace even in small formats



Examples of white space within page formats