

Guide to using RBC logos

A large, white, serif capital letter 'R' is centered on a blue background. To its right, a grid of dashed lines extends across the page, with some cells filled with light gray. This grid is used to define the proportions and spacing for the RBC logo and its various applications.

Version 5
November, 2011

POLICY STATEMENT:

RBC logos and descriptors are owned, produced and managed by Global Brand Management exclusively.

No RBC business, supplier or other 3rd party can develop RBC logo or descriptor art, or modify an existing art file, without prior written approval from Global Brand Management.

Third-party users should have written permission to use our logos, and should submit any new art using our logos for approval.

A large, white, lowercase 'rbc' in a serif font is positioned at the bottom right of the page. It is aligned with the grid lines, demonstrating its scale and proportions relative to the other elements.

Version 1.0	Published April 2008
Version 2.0	Published October 2009
Version 3.0	Published May 2010
Version 4.0	Published October 2010

Changes in Version 2.0	
1. Revision to the incorrect usage of the L&G design and business descriptors page	p. 7
2. Addition of a filename convention page	p. 12

Changes in Version 3.0	
1. Revision to the minimum clear space required between descriptor and the L&G design	p. 7
2. Revision to the minimum clear space required between descriptor and the L&G design	p. 8
3. Added “Do Not add additional text” to business descriptors	p. 9
4. Revised minimum spacing on diagram	p. 10, 12
5. Naming convention change	p. 4-14

Changes in Version 4.0	
1. Revisions to copy	p. 1-14

Changes in version 5	
1. The design standards guide is retired and replaced by a usage guide. Information on how to build a descriptor and file nomenclature is removed.	
2. Policy statement, scope, procedures and contact information added	p.iii
3. Corporate identity overview added	p. 1
4. Change to Monochromatic Reverse usage, addition of Reverse Keyline logo	p. 2
5. RGB and CMYK formula for Gold is updated	p. 2
6. Examples of incorrect logo usage updated	p.6
7. Exceptions to the descriptor size text revised	p. 7
8. Text revision to Logo and Descriptor language section 3)	p.8
9. Example of business descriptor with stacked multiple sub-descriptor updated	p.8

Corporate identity overview	1
RBC logo (Lion & Globe design) colour versions	2
Clear space and minimum size for the Lion & Globe design	3
Relationship between the L&G design and business descriptors	4
Incorrect usage of the L&G design and business descriptors	6
Exceptions to the descriptor size	7
Logo and descriptor languages	8

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Purpose:

This document provides details on how to use RBC logos to all employees and 3rd parties worldwide.

Scope:

RBC employees, suppliers and sponsorship partners and any other 3rd parties who are authorized to use RBC logos.

How to get a logo file:

Standard logo files can be downloaded from the brand website at brand.rbc.com

If you can't find the logo you need on the site, email brand@rbc.com.

For more information:

Contact brand@rbc.com

Our corporate identity system consists of:

1. Master brand – RBC – which is visually represented by the Lion & Globe design.



The Lion & Globe design

2. Sub-brands, which are the brand names used by business platforms in their marketing, use a “descriptor” next to the logo to create their own visual symbol.



Example of business descriptor with the RBC logo

3. Lines of business aren't represented visually in most instances. Only RBC Wealth Management and RBC Capital Markets uses them to clarify their product offering in Canada



PH&N Investment Counsel

Example of Wealth Management line of business

4. Product and service names have visual identities only on an exception basis. For more information, visit the product naming section on the global brand website.

This document outlines the usage standards for the RBC logo and business descriptors.

When to use the RBC logo (Lion & Globe design) alone:

The RBC logo is the corporate logo for Royal Bank of Canada and all its subsidiaries.

It should only be used by global functions for enterprise-wide communications and properties – RBC Performance employee recognition program, the Royal Bank of Canada annual report, etc.

Business Platforms should not use the RBC logo on its own. They should only use the RBC logo + descriptors.

All use of the name RBC or the RBC logo on its own must be approved by Brand Management.

The structure of a sub-brand:

RBC + Descriptive Name or Legacy Brand

For example, RBC + Insurance, RBC + Wealth Management or RBC + Royal Bank.

Visually, they are represented by:

- a vertical or horizontal stroke
- the sub-brand name.

Descriptors can be aligned horizontally to the RBC logo, or they can be aligned vertically:



RBC Business Descriptor

Horizontal alignment (preferred)



RBC Business Descriptor

Vertical alignment (alternative)

What is a business descriptor?

A business descriptor is a design that represents our sub-brands. It consists of:

- a vertical or horizontal stroke
- the sub-brand name

The descriptor design cannot be altered without prior written approval from Brand Management.

Trademark application

The RBC logo design is a registered trademark and therefore always has the ® symbol next to it.

Exceptions are outlined in the RBC Law Groups trademark policy on RBCnet.

Sub-brands are usually trademarked. If they are, use the trademark symbol at first mention in text, but do not use the symbol on the visual marker itself.

RBC logo (Lion & Globe design) colour versions

[Return to Contents](#)[< Previous](#)[Next >](#)

Using the colour logo is the preferred option. If colour is not possible, use the black & white version.

The RBC logo alone should never be used in gold. It can only be in gold when used with the RBC Wealth Management and RBC Global Asset Management descriptors.

Exception: the RBC logo can be used in gold on the Executive Floor and the 40th Floor at Royal Bank Plaza, our head office location.

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
-------------	-----------

Black version

CMYK	0/0/0/100
------	-----------

RGB	0/0/0
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Gold version (For use by RBC Wealth Management only)

Pantone® 873

CMYK	30/30/60/10
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RGB	157/137/84
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RBC websites only use RGB 0/33/68.

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.

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

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.



Positive



Reverse



Positive



Reverse Keyline

The fill colour in the shield is black



DO NOT use the shield with a solid white fill



Positive



Reverse Fill

The fill colour in the shield is gold



Reverse Keyline

There is no fill colour in the shield

Clear space

Always follow the clearspace requirements. This protects the integrity and clarity of the logo by separating it from other elements like imagery, text, slogans or any other content.



Minimum size

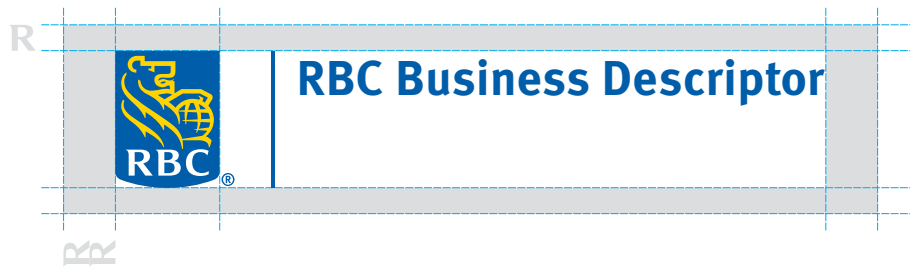
The minimum size is 9.5 mm (height). There is no maximum size.

Minimum size
9.5 mm



Clear space

The minimum clear space to separate the L&G design and descriptor from other elements.



Horizontal alignment



Vertical alignment

Relationship between the L&G design and business descriptors

[Return to Contents](#)

[◀ Previous](#)

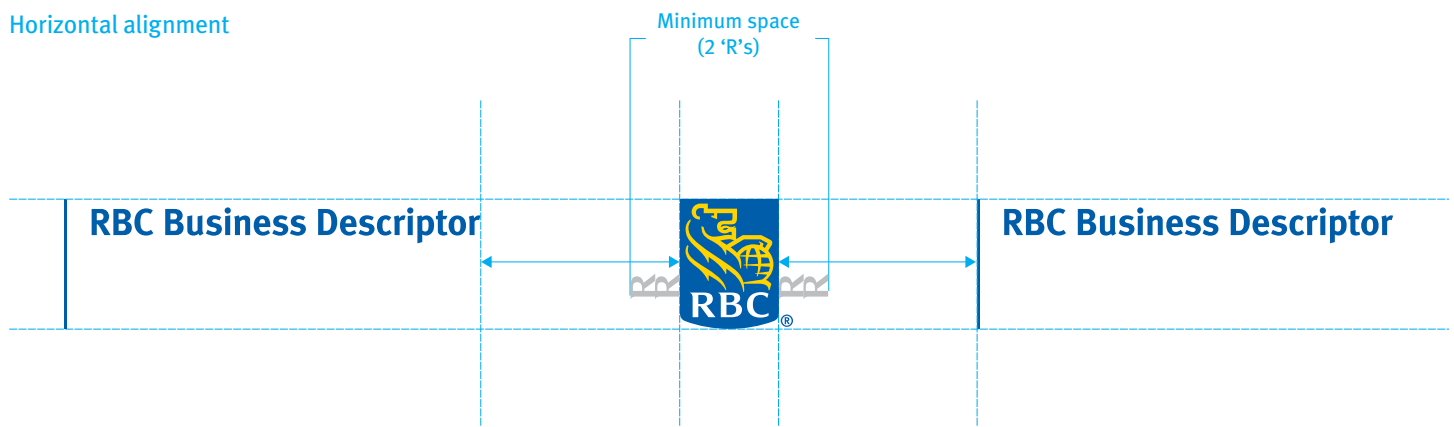
[Next ▶](#)

The space between the L&G design and the business descriptor is flexible. The minimum (and standard) space is: 2 Rs width for the horizontal version, 1 R height for the vertical version. The maximum space is flexible to fit different applications.

Available space and other layout considerations will help determine the appropriate spacing in different applications. For example, print collateral standards and signage standards use different spacing.

If you have problems fitting the L&G design and the business descriptor in a particular situation, please contact brand@rbc.com.

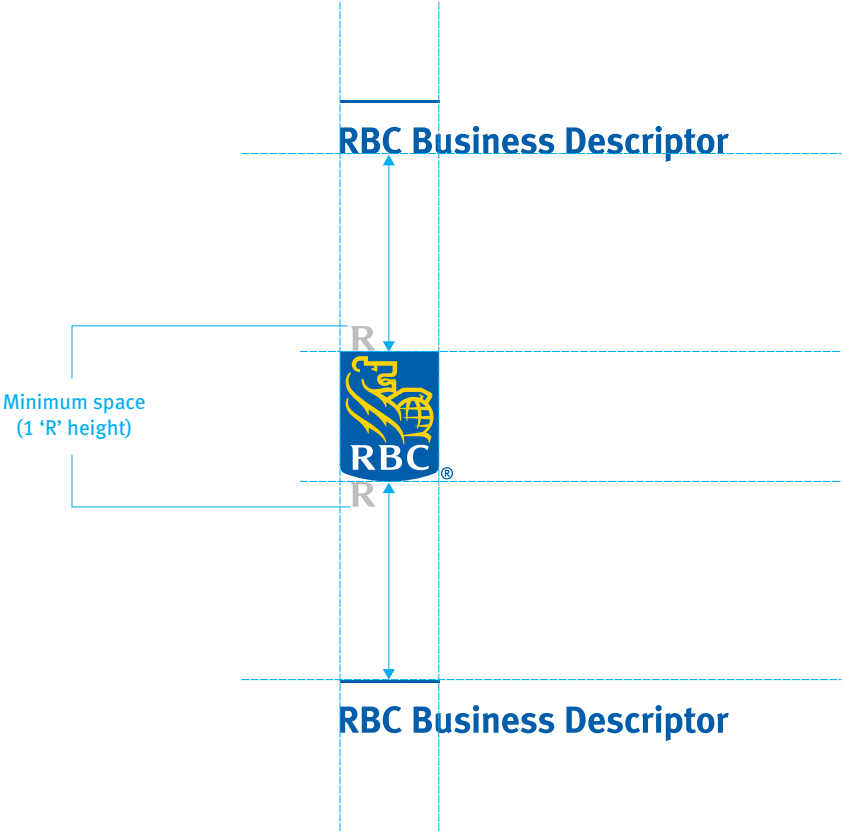
Horizontal alignment



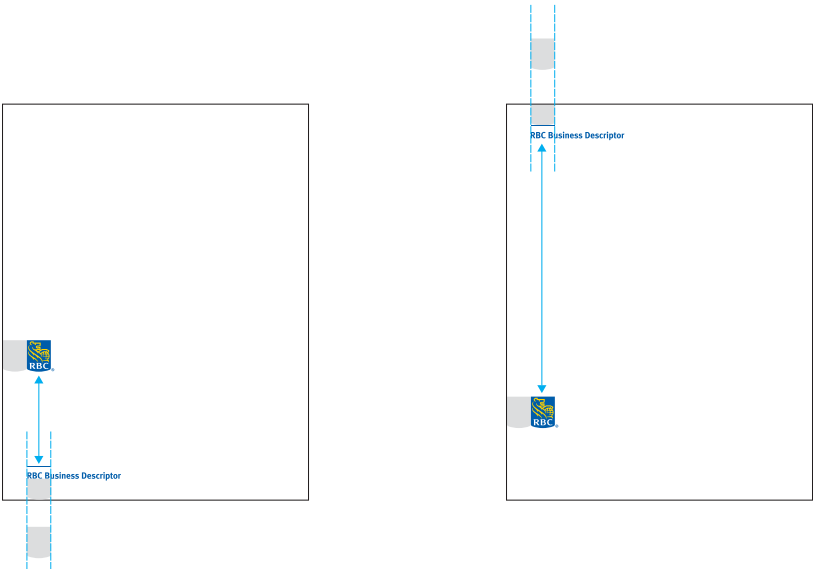
Examples of the horizontal spatial relationship



Vertical alignment



Examples of the vertical spatial relationship



Incorrect usage of the L&G design and business descriptors

[Return to Contents](#)

[◀ Previous](#)

[Next ▶](#)

While not an exhaustive list, the examples illustrate some typical incorrect uses and variations to avoid.

Only reproduce the L&G design or business descriptors from approved electronic artwork.



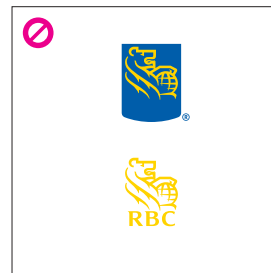
Do not stretch, condense or distort



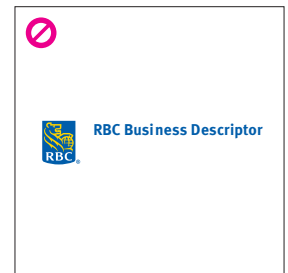
Do not rotate or change the orientation



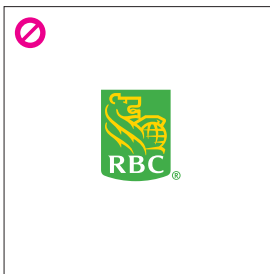
Do not alter proportions of any component



Do not deconstruct or remove any component of the L&G design or business descriptor



Do not remove or alter the vertical stroke.



Do not change the colour or add colour gradients and effects



Do not add graphic effects (such as drop shadows) or any other graphics, clipart or type



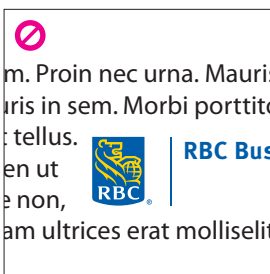
Do not use on a background that impairs readability



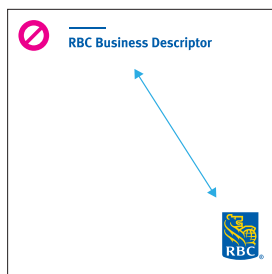
Do not place on complex images or backgrounds where contrast is insufficient



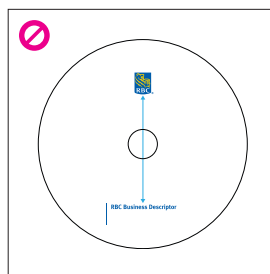
Do not place on or underneath text



Do not use in body text or violate the clear space



Do not place the business descriptor diagonally to the L&G design



Do not centre the L&G design and business descriptor



Do not retype, recreate new logos or substitute other fonts in the L&G design and business descriptor



Do not scale JPG or PNG artwork beyond its original file size

Two-line formats:

Where space is limited, you can split the descriptor on 2 or 3 lines.

You must obtain prior written approval from Brand Management, and brand management will provide you with the logo file. (Refer to Policy statement on page 4.)



**RBC
Business Descriptor**

Larger size:

The descriptor can be sized up for exterior signage and banners to achieve optimal visibility. Figure 1 illustrates the maximum size allowed. For more information on signage standards, refer to RBC Signage Standards document.



1

Logo and descriptor languages:

- 1) The RBC logo is unilingual. The name RBC is never translated and the order of the letters is never changed.
- 2) The default language for descriptors is English. Other languages are available on demand, generally where required by law (e.g. French in Quebec).
- 3) Descriptors can be bilingual, with English appearing first (in Quebec, French can appear first). For example, in Canada, descriptors are available in English/French, English/Chinese and English/Inuktitut. The Platform's management team decides which languages are available.
- 4) Descriptors can be stacked when multiple business join forces.



RBC Direct Investing
RBC Placements en direct

Bilingual descriptor



RBC Royal Bank
RBC Capital Markets

Stacked multiple business descriptor



RBC Wealth Management
Dominion Securities
Private Banking
PH&N Investment Counsel
Trust and Estate Services

Business descriptor with stacked multiple sub-descriptor