

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:

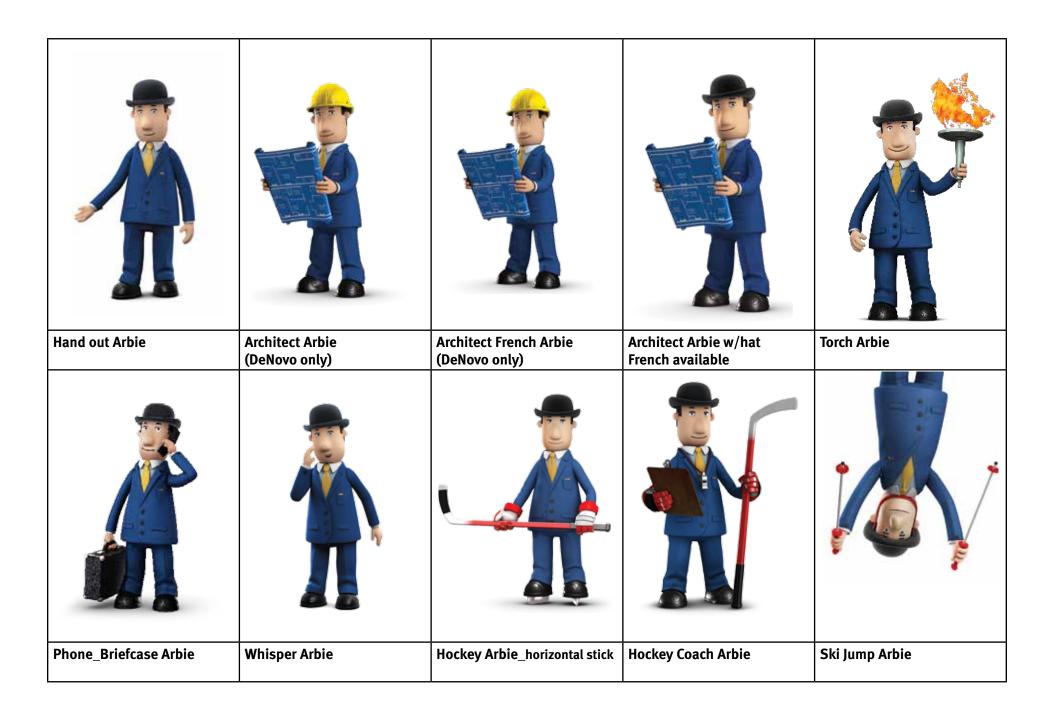
Name and title of person to be given access Company name Phone # and email address

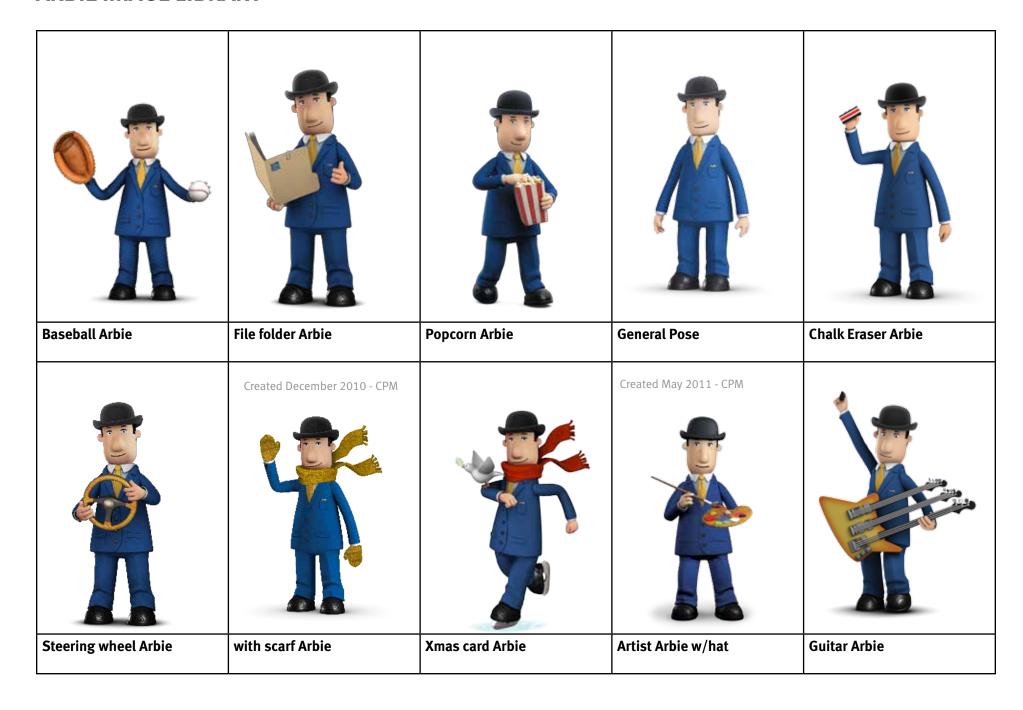
Specify whether this is limited access -- for example, if access is for one image only, or for a time-limited period. For unlimited (all images, no timeframe) access to a supplier, please confirm the date and duration of the contract with this supplier. Access can only be granted to 3rd parties that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

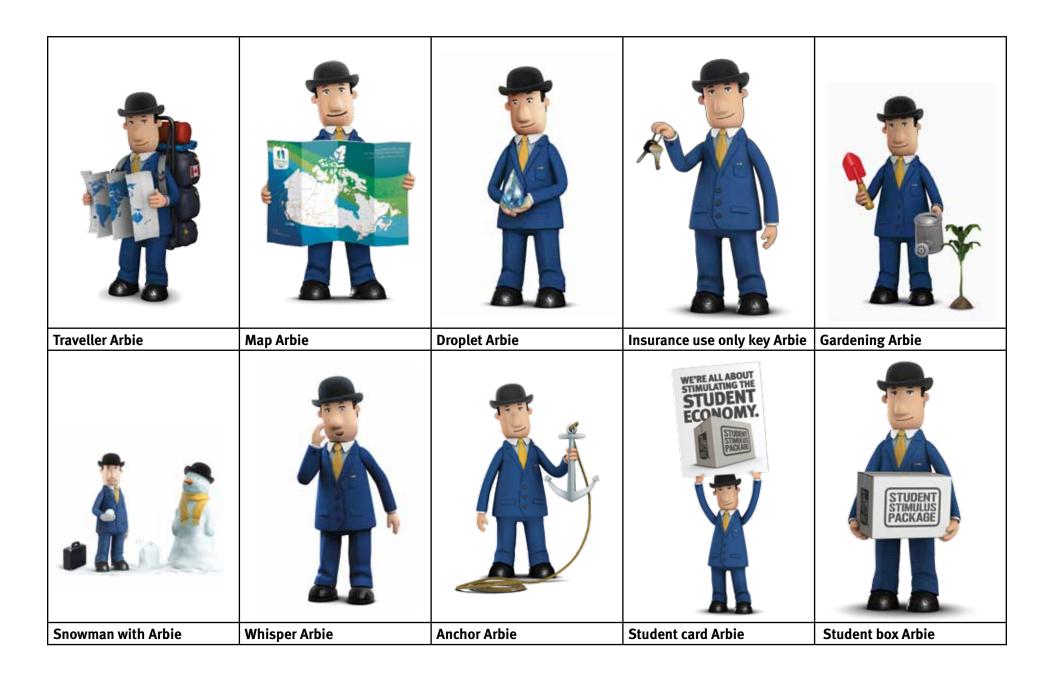
File formats of Arbie images

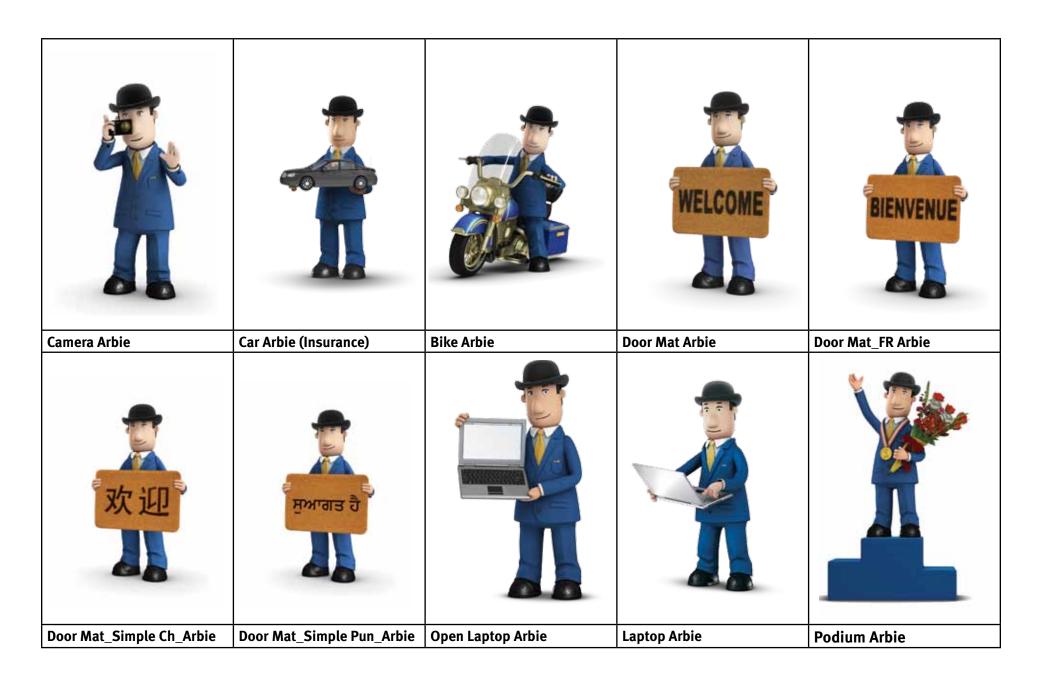
Arbie images in the Library are in high-resolution PSD format (Photoshop Document). The files are quite large to allow large format reproduction.

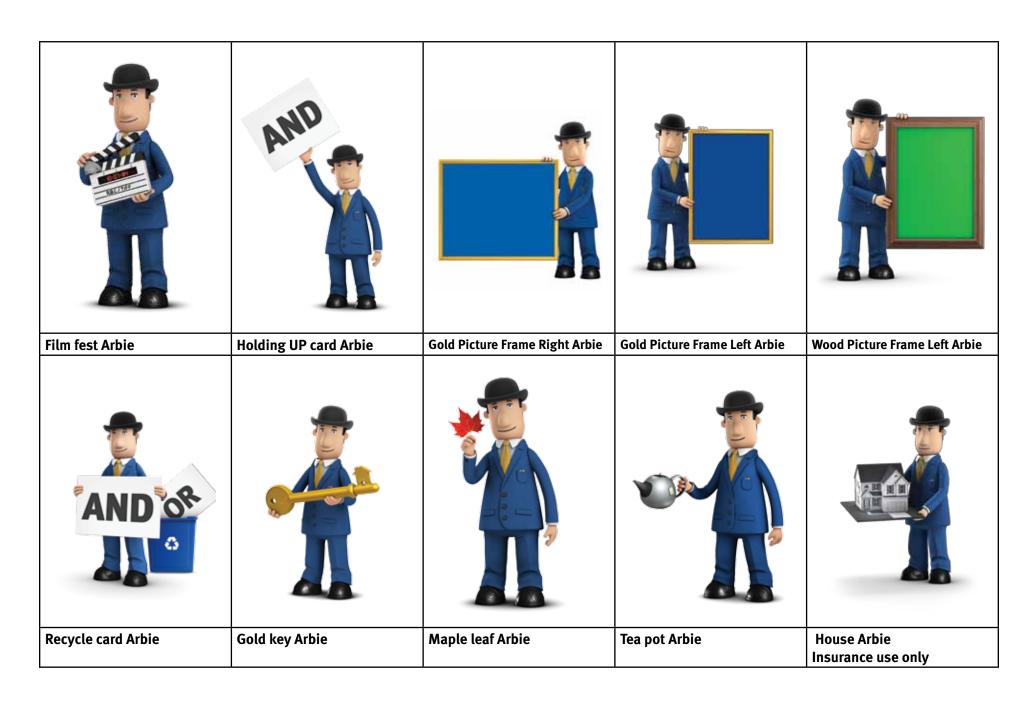
Alternate formats are available on request at brand@rbc.com. Please specify resolution (72 or 300 ppi) and image size. If not specified, the image size will be 6 inches high. For GIF files, we need the maximum height and width in pixels.

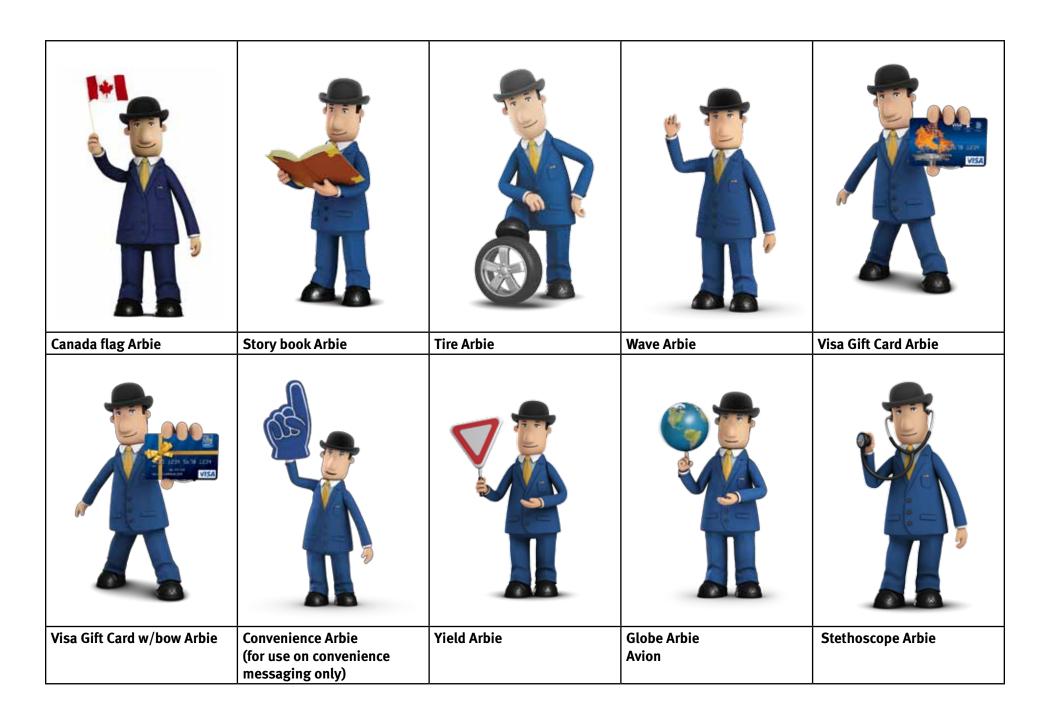


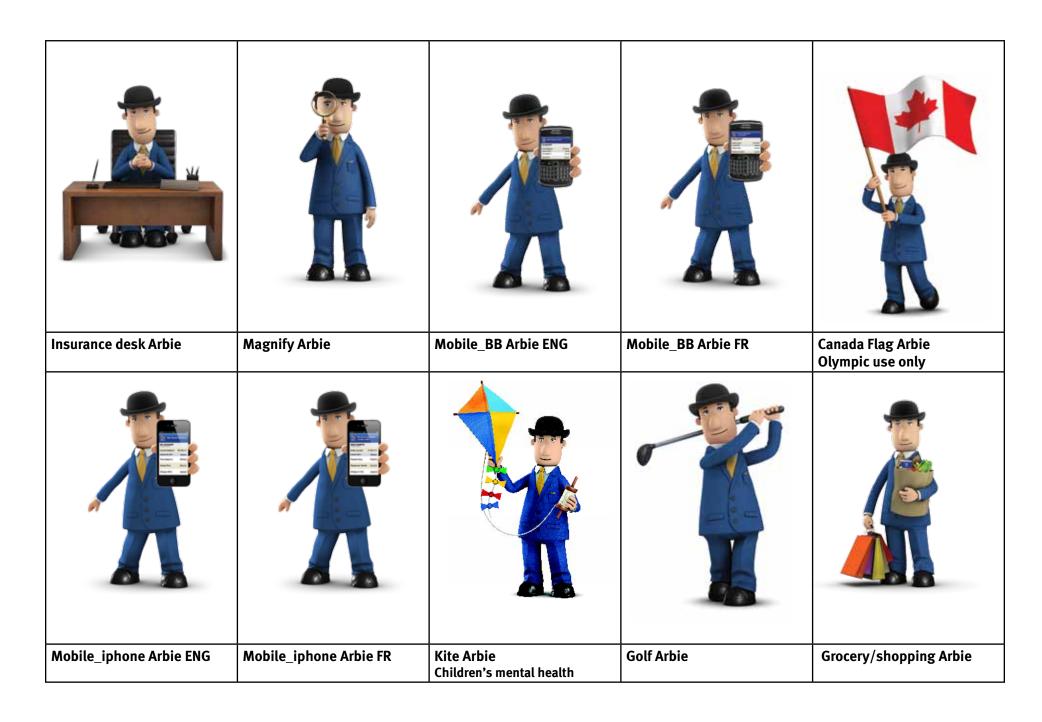


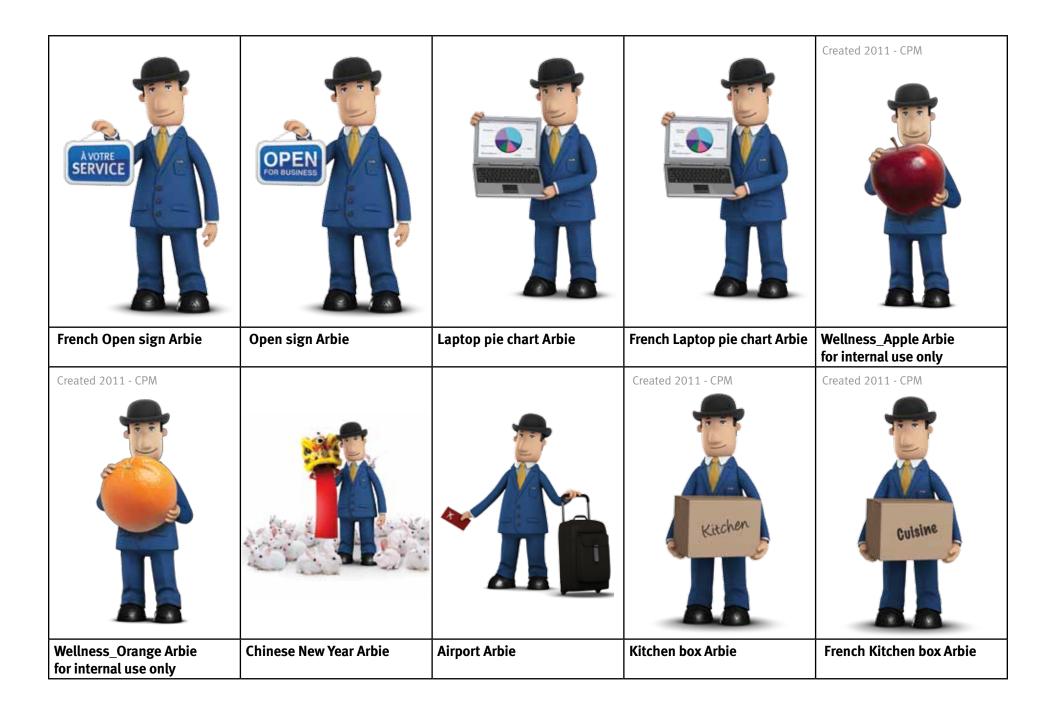


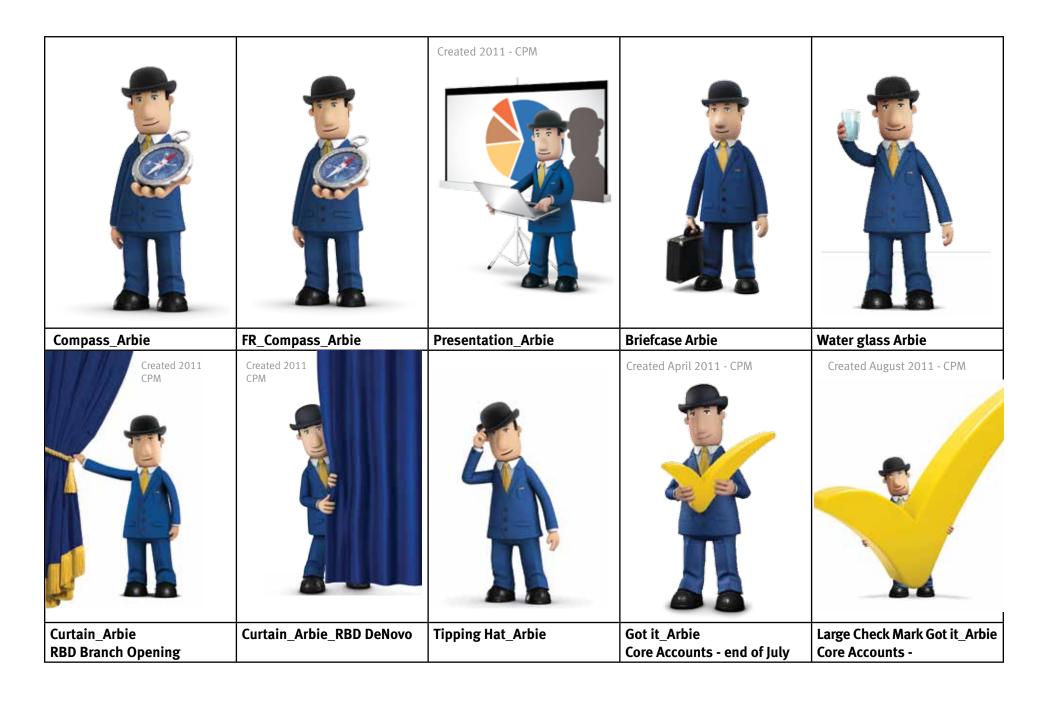


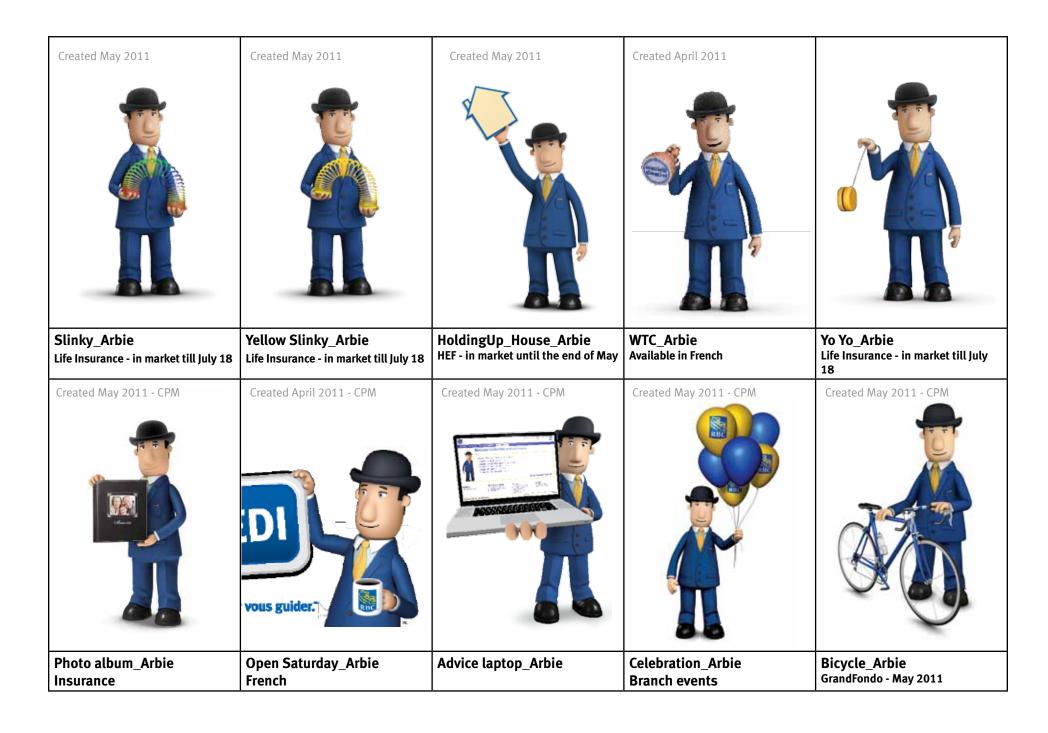




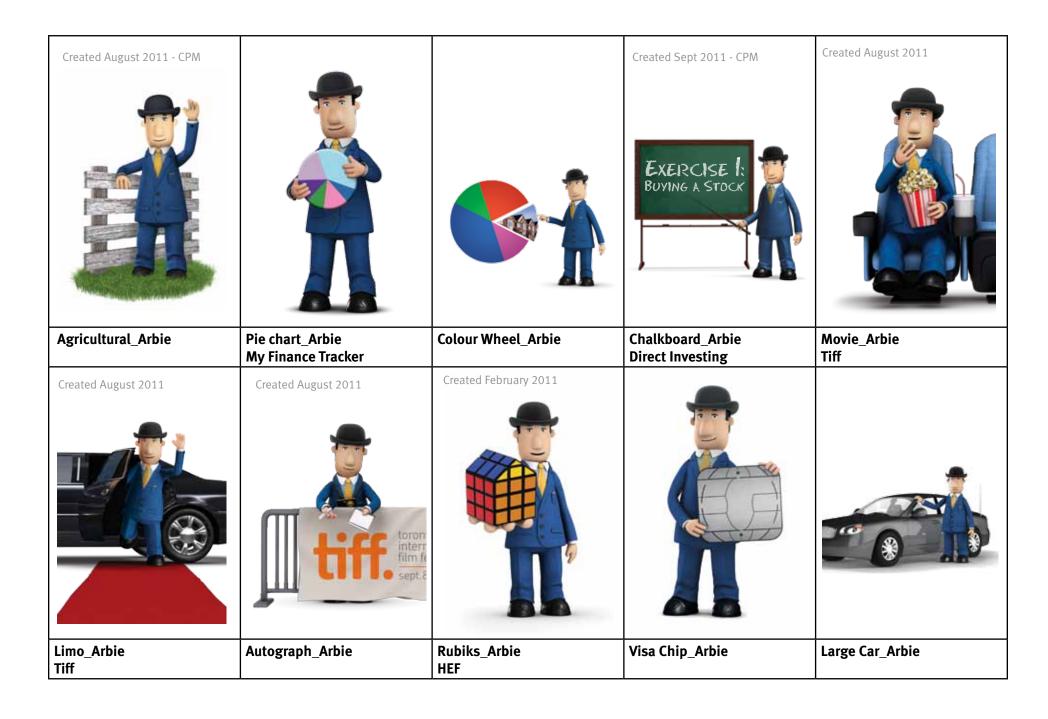


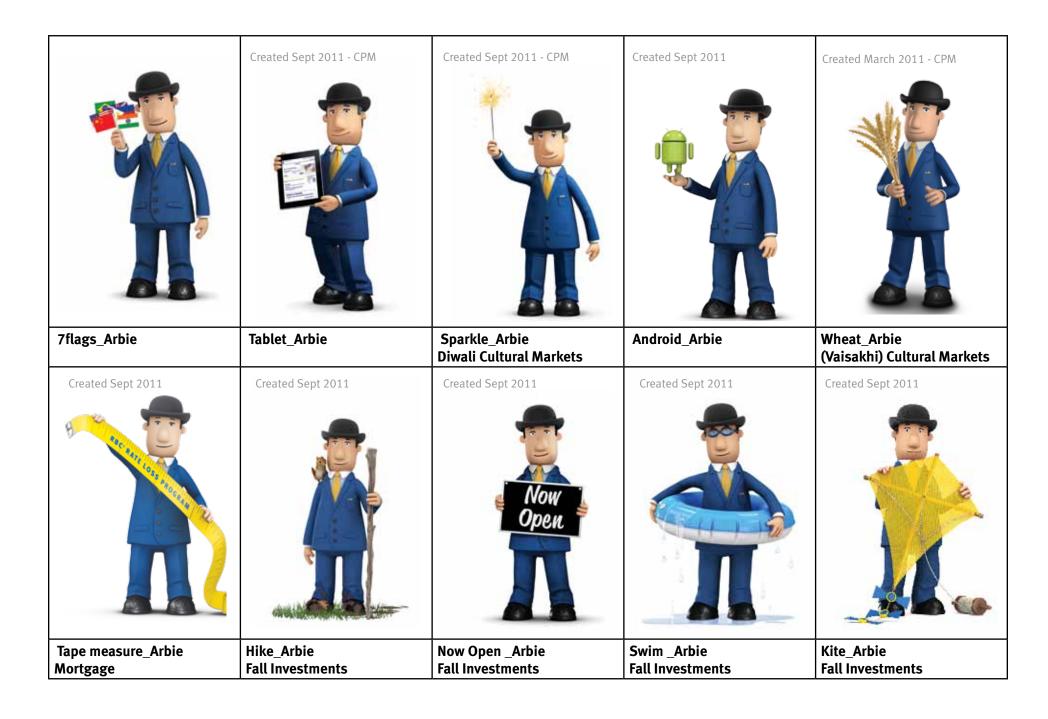


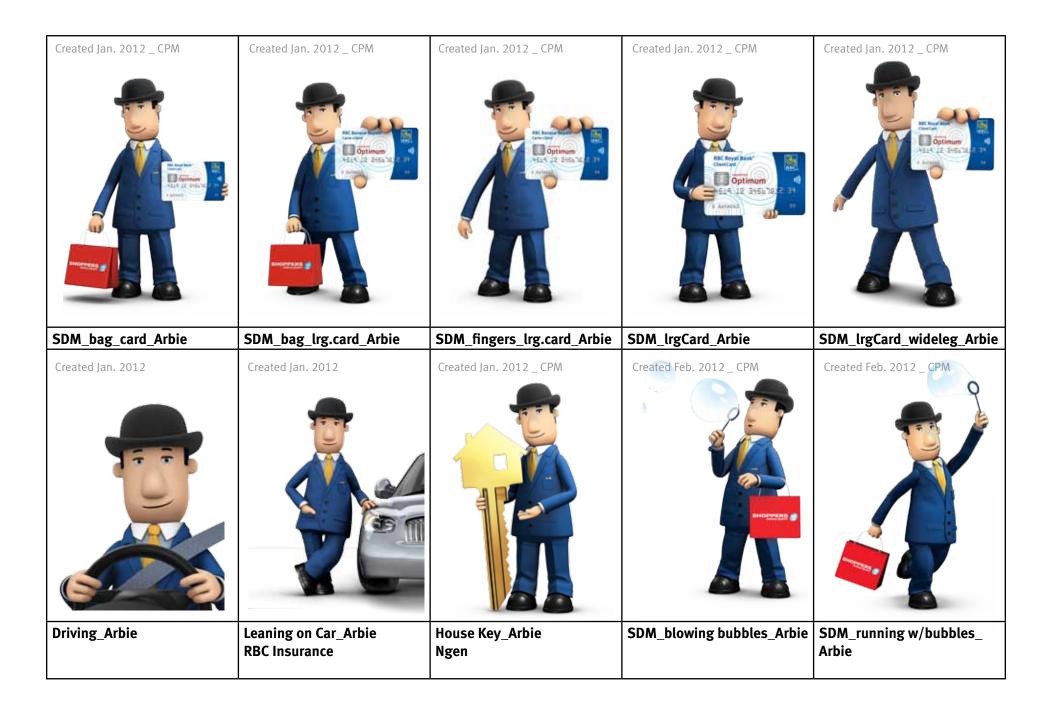












CNY_Arbie		