

## Guide to using Secondary Graphics

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## Overview

People register colours and images much faster than they do words – so the more visual cues we can associate with our brand, the better. Ideally, you want people to recognize you even if you don't see the logo.

Think of Coca Cola. One look at the bottle, even without the logo, and you know it's Coke. That's one powerful brand icon.

At RBC, we have a number of visual elements that we use as often as we can, and we plan to continue to add to this library with time.

You don't have to use all these icons, but we strongly encourage you to look for ways to incorporate these in your activities where appropriate.

**Arbie:**

Arbie is a great example of a brand-linking device. With clients, we use him primarily in Canada, and our research shows that in 2011, after barely 3 years, more than 60% of Canadians recognize RBC when they see him.

He represents the human side of our company – representation of a helpful employee – and helps make us appear more approachable.

Every RBC business can use Arbie. It's up to each business to decide if using him is appropriate and how they want to use him. Arbie images are therefore restricted, and employees need to check with their platforms brand or marketing department to find out if they can use him and how.

Global Functions employees should contact [brand@rbc.com](mailto:brand@rbc.com).

If you're planning to use Arbie, make sure you read the usage guidelines – available on Brand Central – first.



Arbie

TM

## The Shield Shape:

Our logo has a distinctive shape which we can and should leverage. We launched this logo in 2001, and a mere 4 years later 28% of Canadians recognized it and identified it with RBC. It can easily become a powerful icon, and can be used in many ways.

As you're developing materials, signs, websites, etc., look for ways that you can incorporate our shield shape.



RBC Wealth Management ad



Newsletters



Bank and Rewards cards



Standard RBC Pylon

## The Chevron:

The chevron has been used at RBC in lieu of standard bullets, and as a graphic device, for nearly 10 years. It continues to be the preferred way to show bullets, and a preferred graphic device when you need a visual break or need to draw attention to an item.

Our chevron is created using the Meta font. If you want to use a chevron as a graphic device, download the chevron graphic file. It's a zipped file that contains chevrons in various brand colours that you can use on your materials.



- › If a legal entity name is required, you can use both the brand name and the legal name. If yes, use the brand name.
- › If not, place the legal name below the RBC logo. See the legal name section for more details.

## Interior signage

- › Most FI regulations require that the legal entity be disclosed when the signage is conducted.

The Chevron

## Leo the Lion:

Leo the Lion is our mascot and a preferred icon in all activities that target children or where children are likely to be present.

Every business can use our mascot. If you need a print interpretation of Leo for children's activity materials, contact [brand@rbc.com](mailto:brand@rbc.com) for the design requirements. (More detailed guidelines will be released in 2012.)



Leo the Lion in print



Leo the Lion as mascot



## Deconstructing the RBC logo:

Removing the Lion & Globe from the shield is **strictly forbidden** as it's a trademark infringement.

If you want to use our logo as a design element, you can choose to crop into the logo, but you cannot remove elements from the design.

## Using the logo as a design element



DO use the 1 colour reverse keyline logo as the basis for design elements



DO crop in on details of the approved Lion & Globe symbol



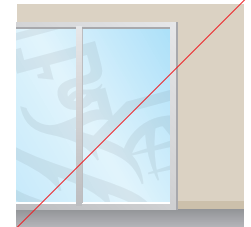
DO NOT remove elements Lion & Globe symbol, such as the shield



DO use the logo at a dynamic angle when appropriate



DO use the design element as a decorative piece to support main branding graphics



DO NOT use the design element in the absence of branding graphics unless in a known RBC context, such as within an RBC branch.



DO create designs that are subtle in contrast and feel like supporting graphics



DO NOT create designs with bold contrast that may be mistaken for a branding piece.

## Exemptions:

On occasion, under very specific strict parameters, exemptions may be granted.

This deconstructed design has been approved for use once only in an RBC interior environment.

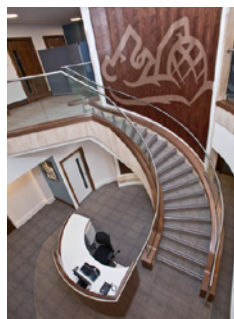


Image: Naish Waddington Interiors