

Arbie usage guidelines



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- › Arbie is an RBC icon that acts as a brand-linking device
- › Arbie represents the human side of our company
- › He's a representation of a helpful employee
 - He does not replace an employee: he doesn't speak to clients, no speech bubble with tips, no accompanying text that could imply he's the one who's offering advice.
 - Think of him as a master of ceremonies – he introduces the main attraction.
- › He is a nod to the banker stereotype— blue suit, bowler hat. In effect, RBC is showing our human side by making fun of ourselves in a friendly and non-threatening way.

Why do we need him?



On its own, RBC is perceived as being:

- › serious, solid, corporate
- › aloof, distant: “the office tower,” “the bank of big business, not the little guy”

Arbie helps us evolve these perceptions to add:

- › approachable
- › welcoming
- › open
- › relaxed, helpful

When Arbie is paired with the RBC logo, the message is
RBC is approachable as well as strong

Dos

- › Arbie has an engaging personality: he is a simple guy, with simple pleasures
- › He can have fun, smile
- › He is always calm and collected
- › He's always helpful

Don'ts

- › He is not a salesperson, nor an advisor
- › He does not recommend, we don't have "Arbie's advice"
- › He is not aggressive, and he doesn't engage in reckless behaviour (e.g. his hat is tied under his chin helmet-style in hockey Arbie)
- › He is not a comic figure, a comedian
- › He never appears angry or frustrated
- › He doesn't denigrate our competitors

- › In **product advertising**, he plays a supporting role.
 - In television, he always appears at the end of the commercial as the sign-off. He may also appear at the beginning of a TV spot.
 - He is never the star of the commercial.
 - He appears on print ads, direct mail and branch merchandising as outlined in the appropriate standards.
 - He does not appear on long-term collateral. Only on short-term, promotional collateral.
 - He does not appear on materials where the employee's photo appears.
 - He does not appear on operational materials (e.g. application forms, service pricing announcements, business cards, etc.)
- › In **corporate and sponsorship advertising**, he can play a more significant role and be the main focus.

- › In digital merchandising, he is the bridge between segments, not the spokesperson or announcer. No Arbie says ...
- › Arbie can appear on promotional messages or on the "primary LOB campaigns" being featured in-branch. He should not appear on every campaign spot.
- › He can either be animated or used in a still format.
- › Arbie's role on an entertainment spot is to engage the audience. The message would not be to sell anything but rather to support/wish our clients well. Examples include Happy Holidays, Back to School or Happy Canada Day.

- › He always wears the same suit, tie and bowler hat.
 - He doesn't remove his hat, tie or jacket.
 - While the preference is to always have him wear a bowler hat, if there is a solid case to have him wear a different hat – for example, de Novo Arbie wears a hard hat to show we're conscious of security needs on building sites, we will consider it. Requests should be submitted to Tracy Hackett, Alan Depencier or James McGuire, who will consult with Brand Management to reach a final decision.
 - Changing hats is the only change to his appearance that is flexible.
- › He can add accessories (e.g. hockey gloves, watering can, popcorn bag) when appropriate, and he can hold a "product" (like a credit card or gift card). Accessories should:
 - Related to the product/advice theme of the ad (i.e. Arbie with credit card, with tire for auto insurance, etc.)
 - Related to an RBC sponsorship or cause property (Water, Popcorn for TIFF, etc.)
- › Accessories should never be associated with a competitor's sponsorship or cause property, e.g. Jazz Arbie (TD), Soccer Arbie (BMO), Pink Ribbon (breast cancer) Arbie (CIBC)
- › He can move, walk, point, jump, dance, show facial expressions like surprise or joy.
 - But only in positive contexts. He doesn't have accidents, get sick, cry
- › He's always a 3D figure, never flat
- › He never talks: no speech bubbles, no "Arbie says..."
- › He doesn't have to appear full length. You can crop him to show him from waist or shoulders up.

- › Nothing obstructs him.
 - He can hold something in front of himself, but we can't put an object in front of him. E.g. he can hold the Welcome mat, but we won't park a car in front of him
 - In print, we don't overlay words on him. In video or online, a line or object can scroll by, but should not stop over him.
 - We can overlay him on other images, i.e. he can stand in front of a house, a billboard, even the RBC logo.
- › He can't be used as a watermark, a ghosted image or any other type of background image
- › He can't be used as computer wallpaper or a "button" to click on.
- › He can be used in black & white
- › He doesn't have a family – no kids, no pets, no family photos on his desk.

What's the process to make a new Arbie or get an existing image of him?



- › All new images of Arbie must be vetted before development begins.
 - For CB, requests can only be approved by Tracy Hackett, Alan Depencier and James McGuire.
- › All Arbie images are developed by the agencies that have been approved to develop him -- BBDO and Creative Partners -- to maintain consistency and integrity in the reproduction quality.
- › All Arbies are developed in a large size to ensure good reproduction on very large posters.
- › The developing agency forwards a PSD/animated file of each Arbie they create to brand@rbc.com, which uploads it to the appropriate digital image library.
- › Marketing managers are given browsing access to view available Arbies.
- › Approved creative agencies are given browsing and downloading access.
- › Access requests should be made to brand@rbc.com.

- › No promotional can be developed locally. All promo items must be ordered through the Accolade catalog. Accolade will only develop promotional items at the request of National Office. Submit your ideas to your community marketing managers.
- › He can appear on promotional items like pins, cups.
- › He is not a mascot: there won't be an Arbie costume. If you need a mascot, use Leo the Lion.
- › Promotional items featuring Arbie cannot be used for fundraisers, as we do not own merchandising rights for Arbie.
- › Arbie cannot be used in any manner by a 3rd party. Only Royal Bank of Canada and its subsidiaries can use Arbie.

- › Arbie is 5'11" tall.
- › His birthday is August 8, 2008. That's the opening day the Beijing Olympics, where he made his first public appearance.

- › Version 1.0 published
- › Version 1.1 published September 2, 2010
- › Version 1.2 published October 27, 2011
 - Added digital information on page 7
 - Added Arbie fun facts on page 12
 - Added document history on page 13