

RBC visual identity system

Guide to RBC Brand Colours

Version 5.1

July 2016



Document history

Version 1.0	Published July 2010
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[Changes in Version 5.1](#)

1. Corrected error in RGB value for RBC Bright Blue p. 3



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Purpose

This document is intended as a reference for designers and production managers to:

- (1) clarify RBC's colour hierarchy
- (2) provide the "recipes" to convert our colours from the Pantone Matching System (PMS) to the RGB, CMYK and HEX colour systems;
- (3) better understand the role of bright and neutral support colours and when to use them.

CMYK is used in print production; RGB is used in digital media and with Microsoft Office applications like PowerPoint. Hex (short for hexadecimal) colours are used mainly on the web.

Business segments each publish their own standards and guidelines on which colours to use and when. Please consult these when developing materials for a specific LOB. You'll find them on Brand Central under Design Standards for Business Segments.

Policy and procedures

Policy Statement

The enterprise colour palette contains all the colours that are approved for use by RBC companies. Businesses may elect to use fewer colours than those available, but they cannot use colours that don't appear in this document.

Businesses determine specific ways to use our colours in their respective standards documentation which can be found on brand.rbc.com

Scope

All RBC employees and authorized vendors.

Governance

Requests to add colours or change colour values must be approved by Brand Council. Submit your request by email at brand@rbc.com or to your LOB brand representative.

For more informaton:

Contact brand@rbc.com

Colour is a key identity element that unifies and creates recognition for the RBC brand.

Overview of RBC colour palette

RBC's colour palette consists of two components: core and accent colours.

Core colours create visual cohesion across communications and strong linkage to our brand. The consistent use of our core colours is essential to achieve our goal of One RBC.

Accent colours have three purposes:

- (1) they provide visual relief
- (2) they help draw attention to important information—special offers, CTAs, etc.
- (3) they provide needed contrast in charts, graphs, tables, etc.

RBC Bright Blue

Pantone® 286
CMYK: 100/60/0/6
RGB: 0/81/165
HEX: #0051A5

RBC Yellow

Pantone® 116
CMYK: 0/10/100/0
RGB: 254/223/1
HEX: #FEDF01

RBC Dark Blue

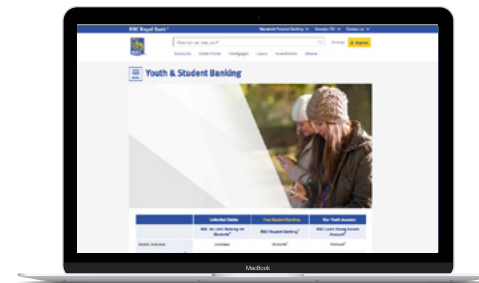
Pantone® 289
CMYK: 100/55/0/60
RGB: 0/39/80
HEX: #002750

Core colour palette

RBC core colours are based on our logo:

- dominant RBC Bright Blue
- supporting RBC Yellow and white

Businesses that target High Net Worth (HNW) and Corporate and Institutional (C&I) clients can substitute RBC Bright Blue with RBC Dark Blue.



Not including the RBC logo, the dominant colour in materials should always be blue.

RBC Dark Blue

Pantone® 289
CMYK: 100/55/0/60
RGB: 0/39/80
HEX: #002750

RBC Dark Blue Tint

Pantone® 288
CMYK: 100/60/0/40
RGB: 0/49/104
HEX: #003168

RBC Bright Blue

Pantone® 286
CMYK: 100/60/0/6
RGB: 0/81/165
HEX: #0051A5

RBC Bright Blue Tint 1

Pantone® 285
CMYK: 90/48/0/0
RGB: 0/106/195
HEX: #006AC3

RBC Bright Blue Tint 2

Pantone® 284
CMYK: 58/17/0/0
RGB: 115/176/227
HEX: #73B0E3

RBC Bright Blue Tint 3

Pantone® 283
CMYK: 40/8/0/0
RGB: 195/226/250
HEX: #C3E2FA

RBC Bright Blue Tint 4

Pantone® 290
CMYK: 24/1/1/0
RGB: 227/244/255
HEX: #E3F4FF

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Tints of RBC Dark and RBC Bright Blue

Avoid using tints of Pantone® 286 and 289 which can look purple. If you would like to use a lighter shade of blue, use the colours shown here instead of tints of Pantone® 286 and 289.

Violet

Pantone® 5265 CMYK: 84/79/10/38 RGB: 73/61/99 HEX: #493D63

Wine

Pantone® 7435 CMYK: 13/94/19/45 RGB: 139/33/75 HEX: #8B214B

Red

Pantone® 484 CMYK: 8/87/73/30 RGB: 155/48/27 HEX: #9B301B

Warm red

Pantone® Warm red CMYK: 0/75/90/0 RGB: 249/63/38 HEX: #F93F26

Sun

Pantone® 137 CMYK: 0/38/95/0 RGB: 252/163/17 HEX: #FCA311

Pear

Pantone® 611 CMYK: 0/1/92/11 RGB: 214/206/73 HEX: #D6CE49

Deep Gold

Pantone® 606 CMYK: 0/4/100/12 RGB: 232/207/0 HEX: #E8CF00

Moss

Pantone® 3975 CMYK: 6/9/100/22 RGB: 181/168/12 HEX: #B5A80C

Apple

Pantone® 583 CMYK: 25/3/100/14 RGB: 170/186/10 HEX: #AABA0A

Green

Pantone® 5757 CMYK: 43/17/95/40 RGB: 107/112/43 HEX: #6B702B

Seaweed

Pantone® 7475 CMYK: 68/12/28/35 RGB: 88/136/134 HEX: #588886

Teal

Pantone® 7467 CMYK: 100/0/29/0 RGB: 0/174/181 HEX: #00AEB5

Sky

Pantone® 298 CMYK: 68/3/0/0 RGB: 81/181/224 HEX: #51B5E0

Neutral colours

Tundra

Pantone® 550 CMYK: 35/3/8/7 RGB: 135/175/191 HEX: #87AFBF

Blue-gray

Pantone® 5425 CMYK: 30/5/0/30 RGB: 132/153/166 HEX: #8499A6

Carbon

Pantone® 7544 CMYK: 10/1/0/40 RGB: 137/146/153 HEX: #899299

Silver

Pantone® 877 CMYK: 46/33/33/7 RGB: 112/122/120 HEX: #707A78

Light gray

Pantone® Warm gray 4 CMYK: 0/4/9/24 RGB: 193/181/165 HEX: #C1B5A5

Beige

Pantone® 4515 CMYK: 5/9/47/23 RGB: 184/169/112 HEX: #B8A970

Brown

Pantone® 876 CMYK: 30/50/85/0 RGB: 144/102/70 HEX: #906646

Dark gray

Pantone® 405 CMYK: 0/10/30/68 RGB: 104/91/78 HEX: #685B4E

Slate

Pantone® 7540 CMYK: 40/30/22/60 RGB: 111/110/111 HEX: #6F6E6F

Accent colour palette

The accent colour palette provides a wide range of colours to add visual interest and highlight key information.

The accent palette has been designed to work harmoniously with the core colours to help avoid visual monotony. Both bright and neutral colours are part of the accent palette.