

Logo Quick Reference Guide



**City National
Bank**

Logo Quick Reference Guide

Our City National Bank trademark is the graphical representation of our company and embodies the values we stand for — strength, modernity and confidence. To maintain brand integrity and keep it looking sharp and consistent, the size, color and proportions are fixed and may not be altered in any way.

- All uses of the City National Bank logo must strictly adhere to the guidelines outlined in this document.
- Unauthorized adjustments, alterations or distortions are prohibited.
- For external vendors and partners, prior written approval from City National's Brand and Creative Team is required before using the logo in any collateral or marketing materials. Non-compliance may result in the withdrawal of logo usage rights.

- The "Member FDIC" logo signifies that the bank is insured by the Federal Deposit Insurance Corporation (FDIC). It indicates that depositors are protected by the U.S. government up to applicable limits and helps provide peace of mind for depositors. **Refer to the logos page on the style guide website for more details.**

City National Bank



**City National
Bank**

City National Bank with Member FDIC



**City National
Bank**

Member FDIC

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Color Options

Primary Positive

Our logo is almost always used in full color. When it appears on a light-toned background, it does not have a white keyline around the outer edge. This is the **primary positive** version of the RBC logo.



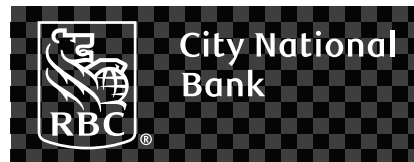
Primary Reverse

When the Shield logo appears on a darker-toned background, a white keyline helps to distinguish the graphic from its surroundings. This is the **primary reverse** version of the RBC logo.



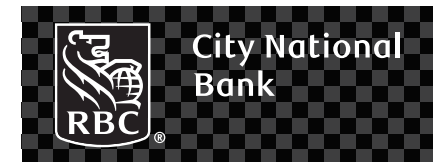
Secondary Outline

The outlined, one-color versions of the CNB logo are only to be used when the full color (primary) logo cannot be used. Do **not** default to this version for use over video footage.



Secondary Black & White

Black & white versions of the RBC logo are only to be used when color reproduction is not available. They are very limited in use.



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Do Not



Do not rotate, stretch, condense, or **distort the Shield**



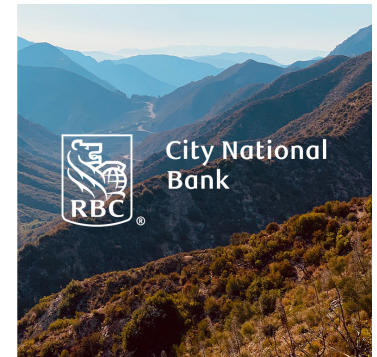
Do not **change any color**, or add gradients and **effects**



Do not use the **reverse logo on light colors** or the **positive logo on dark colors**



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



Do not use an **outlined logo** over a 4-color background, **even in video**

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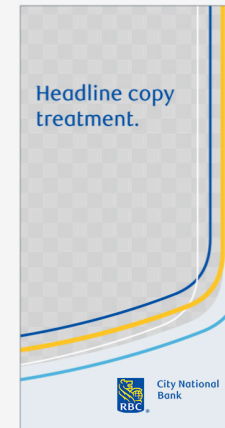
Clear Space

The minimum clear space around the City National Bank logo is defined by doubling the height of the “R” as it appears in the logo. This 2-R height becomes a square unit referred to as “1x.”



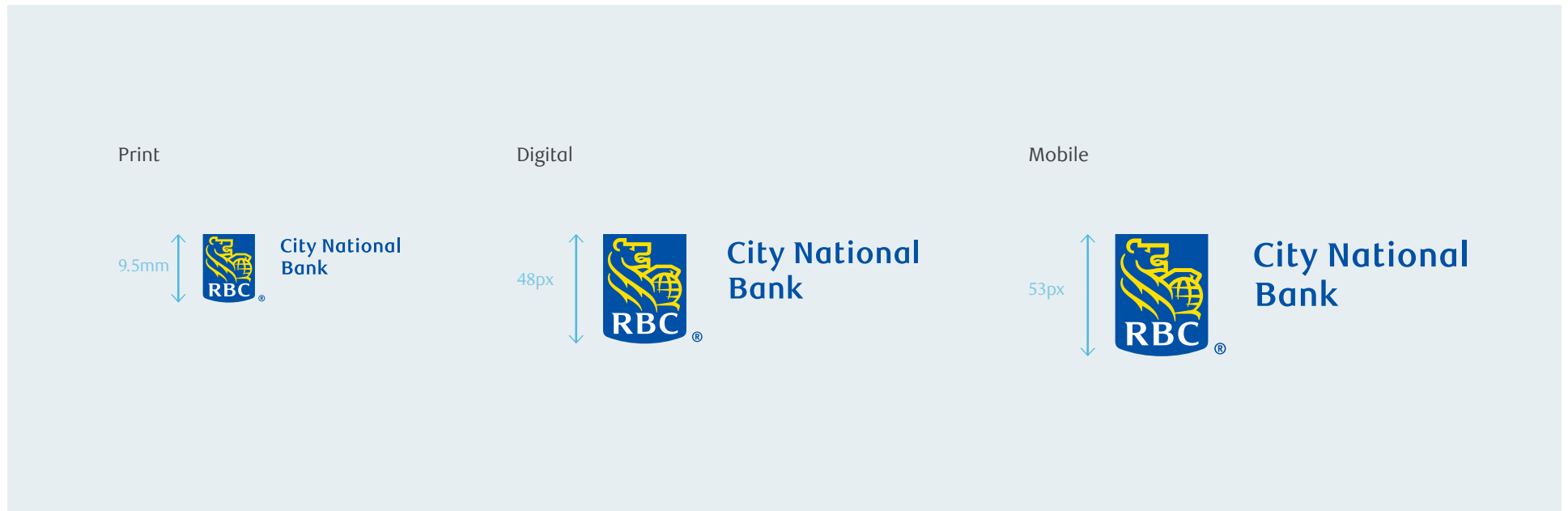
Position and Placement

The primary placement position for the City National Bank logo is in the bottom right corner of a layout. It is important to use this placement consistently. Exceptions apply to unique channels and formats such as our website, letterheads and traditional business cards.



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Sizing

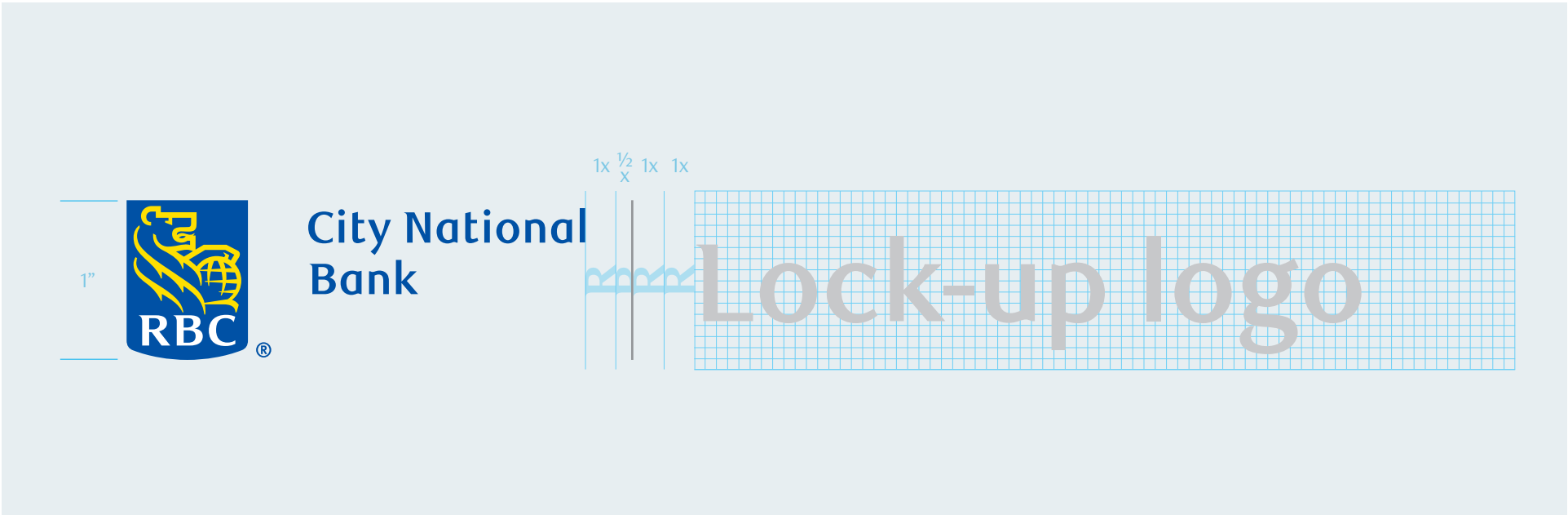


Minimum

The minimum size for the RBC logo is 9.5 mm (height) for print, 48px (height) for digital and 53px or 52dp (height) for mobile.

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Partner Lock-ups



RBC Shield

With City National Bank at-left (first in the sequence) is our preferred location in the lock-up.

Spacing

Leverage increments using the “R” from the Shield as the unit of measure between the dividing line and RBC and Partner logos. Note: 1“R” on its side equals “1x”.

Dividing Line

A 1pt Grey line (50% Black) is used to separate the RBC and Partner logos. Note: the 1pt thickness reflects the thickness of the line when the RBC Shield is 1” tall.

Partner Logo

Sits within the partner-logo grid, and is sized to achieve optical balance with the RBC Shield.

Grid

Since the partner logos come in many shapes and sizes, the Partner Lock-up template comes with a grid that is to be used to help size partner logos when creating new lock-ups.