CITY NATIONAL BANK
RBC AN RBC COMPANY

SOCIAL MEDIA STYLE GUIDE

SEPTEMBER 3, 2025
MARKETING, COMMUNITY & COMMUNICATIONS

REMOVE COVER PAGE PRIOR TO COMPLIANCE/LEGAL REVIEW

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Overview

Social media is where City National's brand personality meets our audiences—one post, comment or share at a time. And in an industry built on trust, every word and image matters. This guide is your starting point for crafting content that's not just compliant, but also compelling.

As we enter FY25, we aim to deepen our connections with clients and communities, meeting them where they are and speaking to what matters most. Whether you're creating content for individuals or businesses seeking financial support and guidance, this guide will help:

• Define the tone, visuals and strategy that reflect our values.

• Create content that's engaging and follows compliance best practices.

• Ensure consistency across owned social media channels.
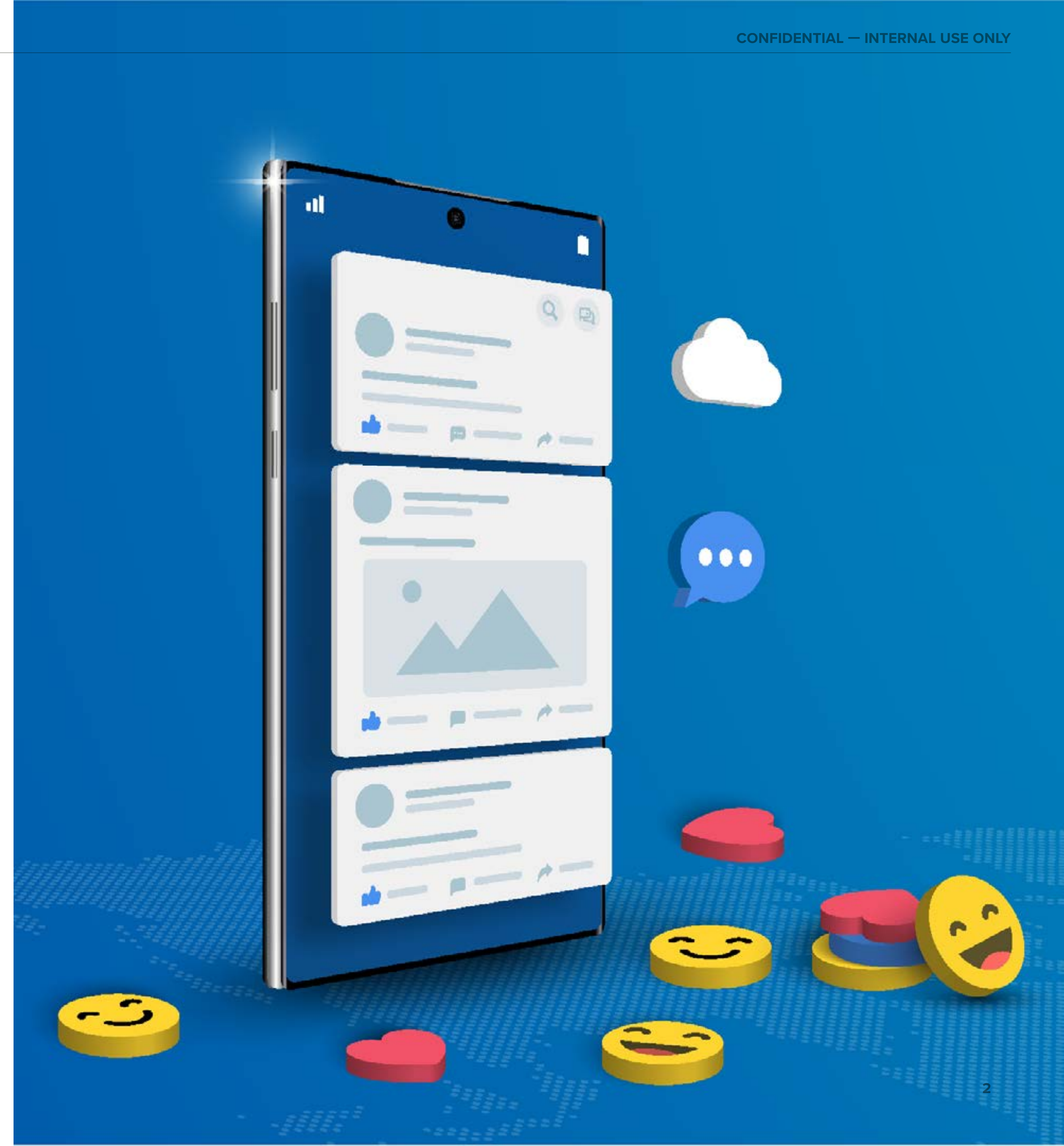
Brand Attributes

Approachable

All touchpoints, from in-branch experiences to digital platforms, focus on clarity and warmth, ensuring clients feel welcome and supported.

Genuine

Our communications are honest and transparent, showcasing real stories and community impact to reinforce our genuine care for clients and communities.

Modern

Creative execution leverages sleek, contemporary designs and emphasizes digital-first strategies that highlight the bank's innovation and adaptability.

VOICE, VISUALS & VIDEO

Tone of Voice

Effective communication is crucial, when trust, clarity and expertise are a part of our brand. Each social platform services a unique purpose and audience. These guidelines outline how to adapt your voice across platforms, while maintaining consistency with the City National Bank brand.

Be sure to use each social media platform's unique practices and guidelines.

Differentiation

- **Facebook:** Informative and personable.

- **Instagram:** Friendly and encouraging; simplified to break down financial jargon.

- **LinkedIn:** Analytical, professional and confident; focused on informing and educating.

- **X (Twitter):** Quick, impactful, and insightful updates.

Considerations

- Be informative but keep copy punchy. Social media is a great place to let our brand personality shine.

- Emojis are acceptable where appropriate. Best practices suggest using an emoji at the end of your sentences.

- Humor can be a powerful tool in writing, but it can also be misinterpreted or offensive, so use it in a limited fashion.

- Do not use hashtags without approval from the social media team. Hashtags are used sparingly and deliberately.

- Soften CTAs to sound more conversational:

  - **YES:** Click the link in our bio to learn more about the financial tools available to you.

  - **NO:** CLICK HERE.

Tone of Voice Examples

Facebook

Wondering how to buy or sell a home using a real estate agent? Our bankers are here to help with the top questions to ask your agent to improve the sale or purchase process. Read our Insights to learn more.

[LINK]

Instagram

About to sell your first home? Here's a quick breakdown of the steps to get started, including questions to ask your agent to help improve the process. Learn more at the link in bio. 💸🏡

LinkedIn

If you're about to buy or sell a home using a real estate agent, it's important to understand their fees and commissions. Learn what to ask your agent and help improve your sale or purchase process.

Read our Insights to learn more. *[LINK]*

X (Twitter)

Today's rate hikes could reshape your relationship with a real estate agent. Learn how to navigate the changes. *[LINK]*

Hashtags and Emojis

Strategic use of hashtags and emojis helps increase engagement and convey City National's approachable, professional brand voice. Keep hashtags relevant and concise, and use emojis judiciously and thoughtfully to enhance (not overwhelm) your message.

- Skip generic hashtags like #Banking or #Finance unless they are part of a larger strategy or campaign.

- Avoid using emojis that create unrealistic expectations, downplay risks, mislead customers or create alarm. Avoid emojis like 🚀 (rocket), 💎 (diamond), 🤑 (money-mouth face) and 🚨 (police-cars-revolving-light).

- Emojis may be used more frequently on Instagram, but sparingly on LinkedIn.

- Always prioritize clear, accurate and transparent communication.

- Visit *The Unicode Consortium* or *Emojipedia* for up-to-date information about Unicode and emoji versions, standards and internationalization.

When to Use Emojis	Do	Don't
Highlight a benefit.	Get pre-approved for your next home. 🏡	Apply for a loan in minutes! 💠
Express positive emotions.	We're excited to announce our new mobile banking app! 🎉	Earn more with our new savings account! 🤩
Reinforce security and trust.	Your data is backed by bank-level security. 🔒	When you bank with us, your investments are invincible. 🛡️
Guide users through online platforms or direct them to relevant info.	Click here to learn more. 👉	🚨 Lost? Click here for help.
Represent financial concepts	Manage cash flow with our business banking solutions. 📊	Watch your wealth grow. 🚀 🚀

Color

Reference the *City National color palette* to create social media content that is on brand, visually engaging and accessible. Stick to the recommended palette ratios, ensure high contrast for readability, and utilize accent colors sparingly. Consider the palette ratio especially when viewing from an Instagram feed overview.

Palette Ratio

• 60% Primary or Secondary Colors (Bright Blue, Navy Blue, White, Private Blue, Sky Blue)

• 30% Neutral Tones (Gray, Cool Gray, Warm White, Cool White)

• 10% Accent Colors (Teal, Aqua, Yellow, Warm Yellow, Gold, Rust, Purple, Green)

Contrast Ratios for Readability

WCAG (Web Content Accessibility Guidelines) are international standards for making digital content accessible to all users. Use a tool like *WebAIM's Contrast Checker* to ensure high contrast between text and background colors for readability and accessibility.

• Text should have a contrast ratio of at least **4.5:1** against its background

• Large text (18pt regular or 14pt bold) should be at least **3:1**

• Non-text elements like icons, buttons and graphics should be at least **3:1**

Typography

When creating image posts utilizing text, use Proxima Nova Black for headlines, Regular for body copy, and Bold for emphasis to create clear visual hierarchy and engaging content.

- **Headlines:** Proxima Nova Black, 24-30 pt. Use sentence case by default; all caps only for short headlines or strong emphasis

- **Body Copy:** Proxima Nova Regular, 14 pt minimum

- **Emphasis**: Proxima Nova Bold (use sparingly for CTAs or to draw attention to important info)

- **Alignment:** Keep text left-aligned. Center alignment is acceptable for specific formats such as carousel posts.

- **Color:** Use approved headline colors from the primary blue/white palette or designated secondary palettes (see Color section)

For leading, kerning, and other typographic spacing, follow the brand's master design guidelines.

Logo and Ladder Bug

The Ladder Bug is a subtle and versatile branding element for social media, and is ideal for images where space is limited. Always maintain clear space, adhere to size guidelines, and consider safe zones to maximize impact and visibility.

Circle or No Circle?

The bounding circle can be turned on or off based on visual discretion. Opacity may also be reduced to 70% depending on usage.

Full-Color Ladder Bug

Use on light or neutral backgrounds.

White (Reversed) Ladder Bug

Use on dark backgrounds or where contrast is needed to maintain visibility.

Placement & Sizing

Logo bug should be 150px x 150px and kept in bottom-right corner within each platform's safe zone. Avoid placing the bug on busy backgrounds or too close to platform UI elements.

Safe Zones

Keep all content at least 75px from edges, including the Ladder Bug. See pages 19-23 for platform-specific details.

Note:

Do not use the City National logo or Ladder bug for cultural holidays, movements, federal holidays, etc. (Black History Month, Juneteenth, Memorial Day)

Photography

Whether original or thoughtfully selected stock, using photography effectively on social media helps build trust, connect with audiences and communiate messages quickly and clearly.

- **Community**: Friendly, relatable scenarios that reflect the diverse communities we serve.

- **Client-Focused**: Real people in real life situations. No overly posed or artificial-looking shots.

- **Abstract**: Images with interesting textures and compositions can help tell a story or convery general meaning when paired with text.

Tips for Using Photography Effectively

- Show real people—clients, colleagues and members of the community—and make sure you have a signed release!

- Focus on key elements that support the message and remove irrelevant details.

- Pair with text overlays that are brief, clear and enhance the image rather than clutter it.

PROFESSIONAL ATHLETES' MONEY STRATEGIES

Why Professional Athletes Need to Think About Money Differently

Illustration and Iconography

Sometimes financial topics can be complex and overwhelming. Illustrations and icons are an excellent tool for keeping things simple and understandable. Ensure all illustrations and icons follow a similar style, line weight and color palette for consistency.

Illustration

- Use simple shapes and lines, with clear and uncluttered designs for easy comprehension.

- Images should support content and help visualize processes.

- Avoid mixing rendered/isometric (3D-style) and flat (2D-style) illustrations within the same campaign or content series.

Iconography

- Icons can help break up dense text and maintain visual interest.

- Consider replacing bullet points with icons or emojis—but they should support or enhance the message, not replace them.

- Where icons represent people, ensure diversity (i.e. avoid only using male silhouettes for business-related content)

Social Video

## Short-Form Content (15-60 seconds)

Focus on engaging visuals and quick storytelling for educational purposes.

Long-Form Content (1-3 minutes)

Use for deeper insights such as client testimonials, podcasts and event coverage.

Brand Elements

- Use a 3-5 second intro with a title and Ladder bug.

- Reference the *closed captions* and *lower thirds typography guidelines* outlined in the City National brand style guide.

- Include captions for all videos to ensure accessibility and support silent viewing:

  - White text, Proxima Nova Regular, 60pt size, Centered

  - Text Background: #0051A5, 85% opacity, Corner Radius 20

  - Two lines maximum
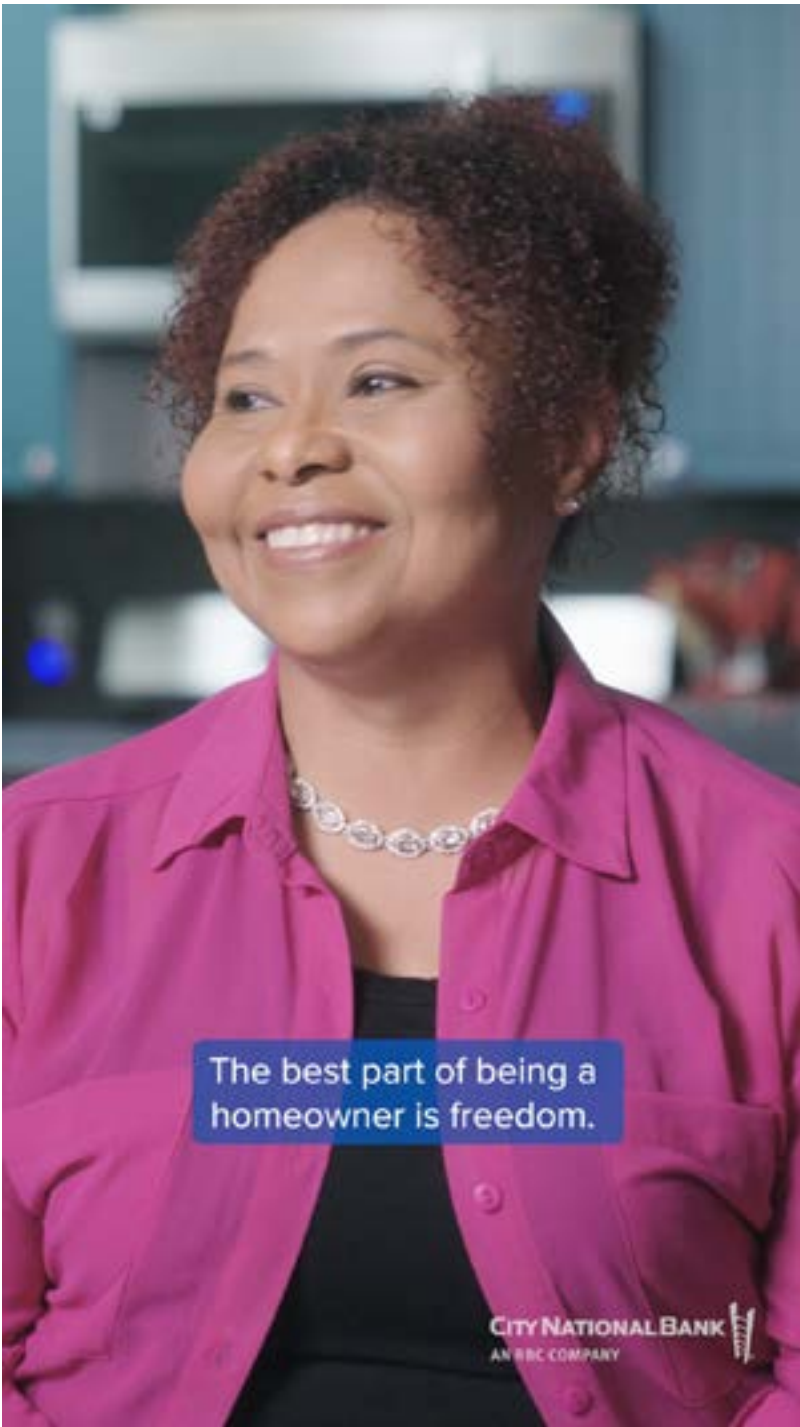
PLATFORM-SPECIFIC GUIDELINES

Facebook

URL: *https://facebook.com/citynationalbank*

Characters

- 45–80 character limit is a best practice for organic posting

Image Posts

- **Specs**: 1920 x 1080 pixels (16:9 ratio)

- **Safe Space**: 90px from edges

Reels

- **Specs**: 1080 x 1920 pixels (9:16), up to 1GB

- **File formats**: MP4, MOV or AVI

- **Length**: 3–90 seconds

- **Safe Space**: 250px of the top and bottom

Stories

- **Specs**: 1080 x 1920 pixels (9:16)

- **Safe Space**: Avoid placing text within 250px of the top and bottom

Video Posts

- **In-feed**: 4GB max, MP4 or MOV format, 1080 x 1350 pixels (4:5)

- **Story**: 4GB max, MP4 format, 1080 x 1920 pixels (9:16)

- **Length**: 15–60 seconds preferred

- **Safe Space**: 80px from edges

Instagram

URL: *https://instagram.com/citynationalbank*

Characters

- 2–3 sentences (emojis are fine)

Image Posts

- **Portrait:** 1080 x 1350 pixels (4:5)
- **Landscape:** 1080 x 566 pixels (1.91:1)
- **Safe Space:** 90px away from edges

Carousels

- **Specs:** 1080 x 1350 pixels (4:5) per slide, up to 20 slides
- **Safe Space:** 90px away from edges

Highlights

Specs: Cover image: 1080 x 1920 pixels (9:16)

Stories

- **Specs:** 1080 x 1920 pixels (9:16)
- **Length:** Up to 3 minutes or 180 seconds
- **Safe Space:** 250px from the top and bottom

Reels — Full View

- **Specs:** 1080 x 1920 pixels (9:16)
- **File Size:** Up to 4GB
- **Length:** Up to 90 seconds
- **Safe Space:** 108px from top, 320 px from bottom, 60 px from left, 120 px from right

LinkedIn

URL: *https://linkedin.com/company/city-national-bank*

Characters

- 210–225 character limit is a best practice for organic posting

Single Image Posts

- **Specs**: 1080 x 1350 pixels (4:5 ratio); 1200 x 630 (optional)

- **Safe Space**: Keep key visuals and text 80px away from edges to prevent cropping

Multi-Image Posts

- **Specs**: 1080 x 1350 pixels (4:5 ratio) or 1920 x 1080 pixels (landscape)

- **Safe Space**: Keep important text and design elements 90px away from edges

Video Posts

- **Specs**: 1920 x 1080 pixels (16:9)

- **Length**: 15 seconds recommended, 90 seconds maximum

- **Safe Space**: Keep text and key elements 100px away from edges

Document Posts (PDFs/Slide Decks)

- **Specs**: Upload PDFs with multiple pages

X (Twitter)

URL: *https://www.x.com/citynational*

Characters

• 280 character limit for organic posting including URL

Image Posts

• **Portrait**: 1080 x 1350 pixels (4:5)

• **Max File Size**: 5 MB for JPG, PNG; 15MB for GIF

Gallery Posts

• **Specs**: Up to 4 images

• **Safe Space**: 70px away from edges

Link Preview Image (Cards; Paid Only)

• **Landscape**: 800 x 418 pixels

Video Posts

• **Specs**: 1920 x 1080 pixels (16:9)

• **Length**: 30–45 seconds for optimal engagement\

• **Safe Space:** 60px away from edges

Social Sizes

16:9

9:16

4:5

COMPLIANCE

Influencer & Creator Guidelines

Partnering with influencers and creators is an effective way to extend City National Bank's reach, build trust and engage new audiences. When working with influencers, messaging should feel natural and not overly promotional. Tone should remain conversational and sincere.

Be sure to highlight the bank's involvement in the community, using real stories and tagging creators to emphasize our commitment to helping clients and businesses thrive.

Brand Alignment

☐ Allow influencers to create content in their authentic style while maintaining City National brand guidelines.

☐ Include the Ladder Bug or other CNB branding elements where appropriate.

☐ Ensure captions or scripts use CNB's approved voice and tone.

Compliance and Legal Guidelines

☐ Ensure clear disclosure of the relationship using tags like **#Ad**, **#Sponsored**, **#Partner** or **#PaidPartnership** (for FTC compliance). The term "partner" or "partnership" should only be used in limited, approved circumstances. Refer to the Marketing Compliance Guidebook for details.

☐ Clarify ownership and usage rights for influencer-created content.

☐ Ensure City National has permission to repurpose content for future campaigns.

☐ Any content promoting financial products or advice must include necessary disclaimers.

Approval Process

☐ Influencers should submit drafts for review and approval before posting.

☐ Ensure content meets brand standards and compliance guidelines.

Compliance Checklist

☐ **Make sure information is clear and accurate.** Stick to the facts and don't overpromise, mislead or misrepresent bank products, services or clients.

☐ **Include required disclosures for financial products or advice.** They should be clear, prominent and easy to read.

☐ **Use approved language and avoid jargon or confusing terminology.** Use messaging that's consistent with our brand voice and tone.

☐ **No forward-looking statements.** Avoid predictions or guarantees about future financial performance.

☐ **Ensure regulatory compliance.** Work with Legal & Compliance teams to verify content meets requirements for promoting financial services or investment products.

☐ **Create accessible content:**

- Provide **alt text** for images and videos to support screen readers.

- Include video **captions** to support silent viewing or for users with hearing impairments.

- Maintain a contrast ratio of **4.5:1** for text and background elements.

☐ **Include necessary risk disclosures.** Disclaimers are necessary for investment or lending products. For example: "Non-deposit Investment Products are not FDIC insured, are not bank guaranteed, and may lose value."

☐ **Ensure influencers and brand ambassadors clearly disclose partnerships** with clear, conspicuous language such as #Ad, #Sponsored or #PaidPartnership. The term "partner" or "partnership" should only be used in limited, approved circumstances. Refer to the Marketing Compliance Guidebook for details.

☐ **Avoid unqualified claims.** Do not make unsubstantiated claims about product benefits or performance.

- **DON'T:** "Our loans will always get your business ahead."

- **DO:** "Our loan solutions are designed to support your business growth."

☐ All testimonials or case studies must have **signed release waivers**.

☐ **Verify all links** direct users to secure, approved websites.

☐ **Use licensed assets only.** CNB must own or have rights to use images, videos, music or graphics posted on social media channels.

☐ If sharing or reposting third-party content, obtain and keep records of **usage permission**.

Resources

Internal Documents

- *Brand Style Guide*

- *Writing Style Guide*

- *Marketing Compliance Guidebook*

- *Personal Personas – Rev091522.pdf*

- *Business Personas – Rev091422.pdf*

Compliance and Regulatory References

- *FTC Endorsement Guidelines*

- *WCAG Accessibility Standards (Quick Reference)*

- *WebAIM Contrast Checker*

Platform Guidelines

- *LinkedIn Help Center*

- *Instagram for Business*

- *Facebook Business Help Center*

- *Twitter for Business*

Best Practices & Insights

- *Sprinklr Media Recommendations by Social Channel*

- *Sprout Social Insights*

- *Hootsuite Blog*

- *Buffer Resources*

- *Later Blog*

THANK YOU