



LOGO REFERENCE GUIDE

CITY NATIONAL BANK LOGO PACK

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.

LOGO



(click file type to go to page)

- ➔ **EPS** (Vector-CMYK)
- ➔ **PNG** (Digital)
- ➔ **SVG** (Vector-RGB)

LOGO with MEMBER FDIC



(click file type to go to page)

- ➔ **EPS** (Vector-CMYK)
- ➔ **PNG** (Digital)
- ➔ **SVG** (Vector-RGB)



CITY NATIONAL BANK
AN RBC COMPANY

LOGO GUIDELINES

Minimum Clear Space

Always leave the minimum clear space around the RBC Logo to ensure the logo is not cluttered by surrounding elements.





CITY NATIONAL BANK
AN RBC COMPANY

LOGO GUIDELINES

Do's and Dont's

The color logo is always the preferred option in print and in digital.

Avoid placing over busy backgrounds.

Always use the reverse logo with a white keyline on a color/dark background.

DO NOT alter the positive logo by filling with white to create a reverse logo.



Correct

Mono reversed logo for use on one color dark backgrounds



Incorrect

Using the solid white shield on a dark background



Correct

Reversed logo on dark backgrounds for proper contrast



Incorrect

Positive logo on dark background, low contrast/legibility



CITY NATIONAL BANK
AN RBC COMPANY



LOGO TYPE: EPS (Vector-CMYK)



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-cmyk.eps



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-mono.eps



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-cmyk.eps



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-mono.eps



CITY NATIONAL BANK
AN RBC COMPANY



LOGO TYPE: PNG (Digital)



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-rgb.png



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-mono.png



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-rgb.png



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-mono.png



CITY NATIONAL BANK
AN RBC COMPANY



LOGO TYPE: SVG (Vector-RGB)



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-rgb.svg



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-pos-2025-mono.svg



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-rgb.svg



CITY NATIONAL BANK
AN RBC COMPANY

File name:

city-nat-bank-hor-rev-2025-mono.svg



CITY NATIONAL BANK
AN RBC COMPANY

CITY NATIONAL BANK LOGOS

WITH MEMBER FDIC



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

(click file type to go to page)

➔ **EPS** (Vector-CMYK)

➔ **PNG** (Digital)

➔ **SVG** (Vector-RGB)



CITY NATIONAL BANK
AN RBC COMPANY

LOGO with MEMBER FDIC



LOGO TYPE: EPS (Vector-CMYK)



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-pos-fdic-2025-cmyk.eps



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-pos-fdic-2025-mono.eps



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-rev-fdic-2025-cmyk.eps



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-rev-fdic-2025-mono.eps



CITY NATIONAL BANK
AN RBC COMPANY

LOGO with MEMBER FDIC



LOGO TYPE: PNG (Digital)



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-pos-fdic-2025-rgb.png



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-pos-fdic-2025-mono.png



CITY NATIONAL BANK
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Member FDIC

File name:

city-nat-bank-hor-rev-fdic-2025-rgb.png



CITY NATIONAL BANK
AN RBC COMPANY

Member FDIC

File name:

city-nat-bank-hor-rev-fdic-2025-mono.png



CITY NATIONAL BANK
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LOGO with MEMBER FDIC



LOGO TYPE: SVG (Vector-RGB)



CITY NATIONAL BANK
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Member FDIC

File name:

city-nat-bank-hor-pos-fdic-2025-rgb.svg



CITY NATIONAL BANK
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Member FDIC

File name:

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CITY NATIONAL BANK
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Member FDIC

File name:

city-nat-bank-hor-rev-fdic-2025-rgb.svg



CITY NATIONAL BANK
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Member FDIC

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