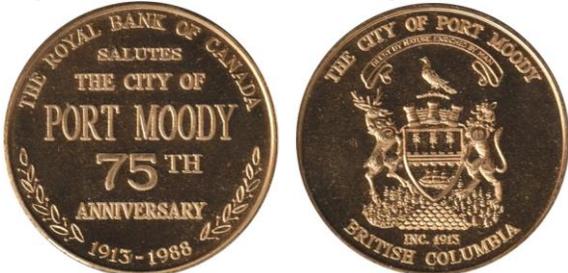


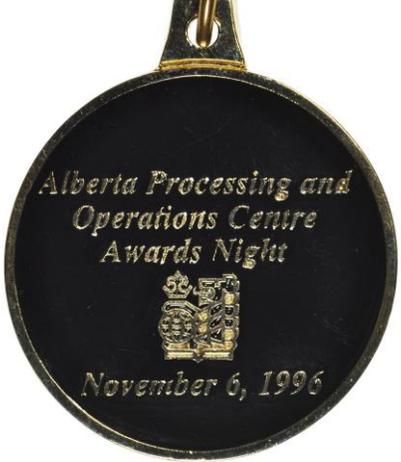
Royal Bank of Canada Collectibles

- The purpose for this listing of RBC collectibles is simply to catalogue what a few collectors I know have acquired over the years and have in their collections. It is a minor listing as there are literally thousands of other RBC collectibles such as pins, sports medals, ephemera, etc., etc. which I have no intention of attempting to document.
- Where possible items are shown actual size up to a maximum width of 37 mm if both obverse and reverse are shown. See size column for actual sizes.

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
1963	[]	<p>Royal Bank – J. D. Ferguson</p>  <p>ROYAL BANK / • (RBC logo) • / BANQUE ROYAL // NUMISMATIC EXHIBITION / J. D. FERGUSON / COLLECTION / 1963 / • EXPOSITION DE NUMISMATIQUE •</p>	(obverse lettering close to rim)	A	R	32	
1963	[]	<p>Royal Bank – J. D. Ferguson</p>  <p>ROYAL BANK / • (RBC logo) • / BANQUE ROYAL // NUMISMATIC EXHIBITION / J. D. FERGUSON / COLLECTION / 1963 / • EXPOSITION DE NUMISMATIQUE •</p>	(obverse lettering far from rim)	A	R	32	
1963	[]	<p>Royal Bank – J. D. Ferguson</p>  <p>ROYAL BANK / • (RBC logo) • / BANQUE ROYAL // NUMISMATIC EXHIBITION / J. D. FERGUSON / COLLECTION / 1963 / • EXPOSITION DE NUMISMATIQUE •</p>	(obverse lettering far from rim), (only 40 made)	B	R	32	

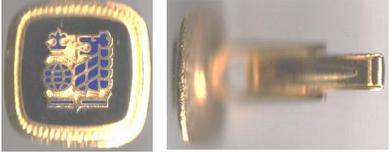
Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
1965	[]	<p>Royal Bank Building Edmonton Opening</p>  <p>(building) / ROYAL BANK BUILDING EDMONTON // ROYAL / BANK BUILDING / EDMONTON / OPENED / FEBRUARY / 1965 / AN OXFORD LEASHOLDS LTD. DEVELOPMENT</p>		B	R	31½	
1971	[]	<p>Medicine Hat College Official Opening</p>  <p>MEDICINE HAT COLLEGE / ONE / DOLLAR / TOKEN / REDEEMABLE AT THE / ROYAL BANK OF CANADA / MEDICINE HAT ALBERTA / TOKEN 1 DOLLAR / EXPIRES DECEMBER 1 1971 // MEDICINE HAT COLLEGE / (college logo) / OFFICIAL OPENING OCT 3 1971</p>		N	R	33	
1973	[]	<p>Royal Bank RCMP Centennial Run</p>  <p>R.C.M.P. CENTENNIAL RUN / 100 / MILES / RED DEER / TO EDMONTON // THE ROYAL BANK PROUDLY SALUTES THE R.C.M.P. CENTENNIAL / (RBC logo) / 1873-1973</p>		Bz	R	39	
1978	[]	<p>Royal Bank North York Official Opening</p>  <p>COMPLIMENTS OF / (RBC logo) / ROYAL BANK // OFFICIAL / OPENING (maple leaf) / (building) / NORTH YORK / AUG. 31ST / 1978 (maple leaf)</p>		NBS	R	32	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
1987	[]	<p>Foreign Currency Exchange Concession</p>  <p>FOREIGN CURRENCY / (RBC logo) / • EXCHANGE CONCESSION • // LESTER B. PEARSON INTERNATIONAL AIRPORT • TORONTO • / (exchange kiosk) / FEB 1, 1987</p>	(100 made by Fairlawn Insignia Ltd.), (weight = 54 g)	Gp	R	52	
1988	[]	<p>Royal Bank of Canada Port Moody 75th Anniv.</p>  <p>THE ROYAL BANK OF CANADA / SALUTES / THE CITY OF / PORT MOODY / 75TH / ANNIVERSARY / 1913 – 1988 // THE CITY OF PORT MOODY / (city coat of arms) / INC. 1913 / BRITISH COLUMBIA</p>		B	R	39	
1992	[]	<p>Royal Bank of Canada Burnaby Centennial</p>  <p>ROYAL BANK OF CANADA / (Burnaby centennial logo) / BURNABY, B.C. // Burnaby – A Proud Century / (city coat of arms) / 1892 - 1992</p>		NBS	R	33	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
1996	[]	<p>RBC Alberta Awards Night</p>  <p>Alberta Processing and / Operation Centre / Awards Night / (RBC logo) / November 6, 1996</p>		Brass	R(1)	53	
n/d	[]	<p>Royal Bank of Canada Logo Mold – 1901-1962</p>  <p>THE ROYAL BANK OF CANADA / (coat of arms) (incuse) // (blank)</p>		B	Irr	91 x 83	
n/d	[]	<p>Royal Bank of Canada Logo Printers Block – 1901-1962</p>  <p>THE ROYAL BANK OF CANADA / (coat of arms) (embossed) // (blank)</p>		W/ wm	Irr	36 x 38 x 24	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
n/d	[]	Royal Bank Match Safe / Coin Bank  (RBC logo) / ROYAL BANK // (RBC logo) / BANQUE ROYALE	(cardboard with metal foil), (a match safe that can be used as a piggy bank when matches are used up)	CA	Irr	53 x 91	
n/d	[]	Royal Bank Kingsway & Walker Burnaby, B.C.  ROYAL / BANK / KINGSWAY / & / WALKER // PROPERTY / OF / SOCIAL / CLUB	(RBC social club drink token), (B.C. # B8400a)	Pbu /w	R	37	
n/d	[]	Royal Bank P.G. District Forum  ROYAL / BANK // P. G. / DISTRICT FORUM	(P.G. = Prince George, B.C.), (RBC social club drink token), B.C. # P8535a)	Pbu /w	R	37	
n/d	[]	Royal Bank of Canada Charm  (RBC logo) // (blank)	(silver colour with dark blue enamel)	NS	Irr	21 x 14	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
n/d	[]	Royal Bank of Canada Calgary 100 Years  (RBC logo) // RBC Royal Bank / MAIN BRANCH / celebrating / 100 years		NS	IR	35	
n/d	[]	Royal Bank of Canada Sewing Kit  (RBC logo) // (blank)		Pw /bu	Irr	54 x 61 X 15	
n/d	[]	Royal Bank of Canada Logo Wood  (RBC logo) // (RBC logo)	(RBC logo stamped on wood planchet)	W	R	38	
n/d	[]	Royal Bank of Canada Logo Wood  (RBC logo) // (uniface)	(RBC logo stamped on plywood)	W	R	79	
n/d	[]	Royal Bank of Canada Gold Ring  (two diamonds) / (RBC logo) // 14K	(lapis lazuli inlaid around Leo)	G	Irr		

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
n/d	[]	Royal Bank of Canada Cufflink  (RBC logo) // (blank)	(logo on black onyx)	B	Irr		
n/d	[]	Royal Bank of Canada Cufflink  (RBC logo) // (blank)		B	Irr		
n/d	[]	Royal Bank of Canada Money Clip  (RBC logo) // (side retractable finger nail file and knife)			Irr		
n/d	[]	Royal Bank of Canada Book Page Marker  (RBC logo) // (blank)		B	Irr	61 x 28	
n/d	[]	Royal Bank of Canada Business Card Holder  (RBC logo) // (blank)		Lth	Re	107 x 67	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
n/d	[]	Royal Bank of Canada Pins  (RBC logo) // (blank)		B	Irr		
1995	[]	Royal Bank Ladies Fastball  ROYAL BANK LADIES FASTBALL / 1970 (RBC logo) 1995 / 25 TH ANNIVERSARY // (blank)		Leather	R	102	
n/d	[]	Royal Bank of Canada Calgary Branch  25 YEAR / CUSTOMER / 8 TH AVE. & CENTRE ST. / BRANCH / CALGARY, ALBERTA / (RBC logo) // (blank)		Leather	R	88	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Shape	Size mm	Who Has
n/d	[]	<p data-bbox="305 233 630 260">Royal Bank of Canada Logo</p>  <p data-bbox="305 785 548 814">(RBC logo) // (blank)</p>		Leather	R	88	
n/d	[]	<p data-bbox="305 821 630 848">Royal Bank of Canada Logo</p>  <p data-bbox="305 1121 548 1150">(RBC logo) // (blank)</p>		Leather / Wood	Re	102 x 102	

Royal Bank of Canada - Chinese Lunar New Year Coins / Medals

Notes:

- All coins / medals have reeded (milled) edges and are round unless noted otherwise.
- Most of these coins / medals have a very bright shiny reflective surface and can appear very dark when photographed or lack detail due to reflection or shadows. Where possible two images are shown. The first is to show how the coin appears with direct from the top lighting. The second image shows more fine detail, especially in the Chinese lettering, and is from indirect lighting filtered through a clouded plastic sheet to diffuse the lighting to reduce glare. For anyone wishing a copy with only one image shown a separate listing can be easily provided.

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
1996	[]	Year Of The Rat					
1997	[]	Year Of The Ox					
1998	[]	<p>Year Of The Tiger</p>  <p>ROYAL BANK FINANCIAL GROUP / (RBC logo)® / 1998 // (Chinese characters)</p>	(NBS is a product of The Sherritt Mint - magnetic)	NBS	33	12	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
1999	[]	<p>Year Of The Rabbit</p> <p>ROYAL BANK FINANCIAL GROUP / (RBC logo)® / 1999 // (Chinese characters) (Rabbit)</p>		NBS	33	12.8	
2000	[]	<p>Year Of The Dragon</p> <p>ROYAL BANK FINANCIAL GROUP / (RBC logo)® / 2000 // (Chinese characters) ?</p>			33		
2001	[]	<p>Year Of The Snake</p> <p>ROYAL BANK FINANCIAL GROUP / (RBC logo)® / 2001 // (Chinese characters) (Snake) (Chinese characters)</p>		NBS	33	12.8	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2002	[]	<p>Year Of The Horse</p>  <p>R B C FINANCIAL GROUP / (RBC logo)TM / 2002 // (Chinese characters) (Horse) (Chinese characters)</p>	(first of three years with 'TM' to right of logo, all others have '@' or nothing)	NBS	33	12.8	
2003	[]	<p>Year Of The Goat</p>  <p>R B C FINANCIAL GROUP / (RBC logo)TM / 2003 // (Chinese characters) (Goat)</p>	(second of three years with 'TM' to right of logo, all others have '@' or nothing)	NBS	33	12.9	
2004	[]	<p>Year Of The Monkey</p> <p>R B C FINANCIAL GROUP / (RBC logo)[®] / 2004 // (Chinese characters) / (Monkey) / (Chinese characters)</p>	(third of three years with 'TM' to right of logo, all others have '@' or nothing)	NS			

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2004	[]	<p>Year Of The Monkey</p>  <p>R B C FINANCIAL GROUP / (RBC logo)TM / 2004 // (Chinese characters) / (Monkey) / (Chinese characters)</p>	(tests as plated nickel not NBS)	BpN	33	14.5	
2005	[]	<p>Year Of The Rooster</p>  <p>R B C FINANCIAL GROUP / (RBC logo)[®] / 2005 // (Chinese characters) / (Rooster) / (Chinese characters)</p>	(some nickel silver and brass may have been minted by the Royal Canadian Mint)	NS	33	13.5	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2006	[]	<p>Year Of The Dog</p>  <p>R B C FINANCIAL GROUP / (RBC logo)® / 2006 // (Chinese characters) (Dog) (Chinese characters)</p>		NS	33	12.5	
2007	[]	<p>Year Of The Pig</p>  <p>R B C FINANCIAL GROUP / (RBC logo)® / 2007 // (Chinese characters) (Pig) (Chinese characters)</p>		NS	33	12.5	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2007	[]	<p>Year Of The Pig</p>  <p>R B C FINANCIAL GROUP / (RBC logo)® / 2007 // (Chinese characters) (Pig) (Chinese characters)</p>	(brass colour - often referred to as commercial bronze)	B	33	12.5	
2008	[]	<p>Year Of The Rat</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2008 // (Chinese characters) (Rat) (Chinese characters)</p>	(change from 'RBC Financial Group' to 'RBC Royal Bank')	NS	33	13.9	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2008	[]	<p>Year Of The Rat</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2008 // (Chinese characters) (Rat) (Chinese characters)</p>	(not plated – an unfinished piece?)	C	33	13.8	
2009	[]	<p>Year Of The Ox</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2009 // (Chinese characters) (Ox) (Chinese Characters)</p>		NS	33	12.9	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2010	[]	<p>Year Of The Tiger</p> <p>R B C ROYAL BANK / (RBC logo)® / 2010 // (Chinese characters) (Tiger) (Chinese characters)</p>		NS	33	12.8	
2011	[]	<p>Year Of The Rabbit</p> <p>R B C ROYAL BANK / (RBC logo)® / 2011 // (Chinese characters) / (Rabbit)</p>		NS	33	12.9	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2011	[]	<p>Year Of The Rabbit</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2011 // (Chinese characters) / (Rabbit)</p>		B	33	13.0	
2012	[]	<p>Year Of The Dragon</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2012 // (Chinese characters) / (Dragon)</p>		NS	33	13.0	
2012	[]	<p>Year Of The Dragon</p> <p>R B C ROYAL BANK / (RBC logo)® / 2012 // (Chinese characters) / (Dragon)</p>		B	33		

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2013	[]	<p>Year Of The Snake</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2013 // (Chinese characters) (Snake) (Chinese characters)</p>		NS	33	12.9	
2013	[]	<p>Year Of The Snake</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2013 // (Chinese characters) (Snake) (Chinese characters)</p>		B	33	13.0	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2014	[]	<p>Year Of The Horse</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2014 // (Chinese characters) (Horse) (Chinese characters)</p>		NS	33	14.5	
2014	[]	<p>Year Of The Horse</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2014 // (Chinese characters) (Horse) (Chinese characters)</p>		Bp	33	14.5	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2015	[]	<p>Year Of The Goat</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2015 // (Chinese characters) / (Goat) / (Chinese characters)</p>		NS	33	14.5	
2015	[]	<p>Year Of The Goat</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2015 // (Chinese characters) / (Goat) / (Chinese characters)</p>		Bp	33	14.2	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2016	[]	<p>Year Of The Monkey</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2016 // (Chinese characters) / (Monkey) / (Chinese characters)</p>		NS	33	12.8	
2016	[]	<p>Year Of The Monkey</p> <p>R B C ROYAL BANK / (RBC logo)® / 2016 // (Chinese characters) / (Monkey) / (Chinese characters)</p>		Gp	33		
2017	[]	<p>Year Of The Rooster</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2017 // (Chinese characters) (Rooster)</p>		NS	33	14.5	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2018	[]	<p>Year Of The Dog</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2018 // (Chinese characters) / (dog) / (Chinese characters)</p>	(silver and gold plated may have been minted by the Royal Canadian Mint)	Sp	33	12.2	
2018	[]	<p>Year Of The Dog</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2018 // (Chinese characters) / (Dog) / (Chinese characters)</p>		Gp	33	11.9	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2019	[]	<p>Year Of The Pig</p>  <p>R B C ROYAL BANK / (RBC logo) / 2019 // (Chinese characters) / (Pig) / (Chinese characters)</p>	('®' dropped from right side of RBC logo)	Sp	33	13.0	
2019	[]	<p>Year Of The Pig</p>  <p>R B C ROYAL BANK / (RBC logo) / 2019 // (Chinese characters) / (Pig) / (Chinese characters)</p>		Gp	33	13.1 13.2	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2020	[]	<p data-bbox="305 233 500 260">Year Of The Rat</p>  <p data-bbox="305 758 802 812">R B C ROYAL BANK / (RBC logo) / 2020 // (Chinese characters) / (Rat) / 2020</p>		Sp	33	13.1	
2020	[]	<p data-bbox="305 823 500 850">Year Of The Rat</p>  <p data-bbox="305 1348 802 1402">R B C ROYAL BANK / (RBC logo) / 2020 // (Chinese characters) / (Rat) / 2020</p>		Gp	33	13.0	

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2021	[]	<p>Year Of The Ox</p>  <p>RBC ROYAL BANK / (RBC logo) / 2021 // (Ox) (Chinese characters) / 2021</p>		Sp	33	13.0 13.4	
2021	[]	<p>Year Of The Ox</p> <p>R B C ROYAL BANK / (RBC logo) / 2021 // (Ox) (Chinese characters) / 2021</p>		Gp	33		
2022	[]	<p>Year Of The Tiger</p>  <p>RBC ROYAL BANK / (RBC logo) / 2022 // (Chinese characters) / (Tiger)</p>		Gp	33		

Royal Bank of Canada - Chinese Lunar New Year Coin Oddities:

Year	Have	Title Obverse // Reverse	Additional Comments	Material	Size mm	Weight g	Who Has
2007	[]	<p>Year Of The Pig</p>  <p>R B C FINANCIAL GROUP / (RBC logo)® / 2007 // (Chinese characters) (Pig) (Chinese characters)</p>	(struck on incorrect planchet, plain rim)	NS	25 ½	5.6	
2012	[]	<p>Year Of The Dragon</p>  <p>R B C ROYAL BANK / (RBC logo)® / 2012 // (Chinese characters) / (Dragon)</p>	(copper plated where the plating has peeled off)	C	33	14.4	

Abbreviations:

- B – brass or commercial bronze
- bu – blue colour
- C – copper
- Bz – bronze
- g – grams (range of weights from low to high shown of those weighed).
- G – gold
- Gp – gold colour likely plated with brass or commercial bronze
- Irr – irregular
- mm – millimetres
- N – nickel - magnetic
- n/d – no date
- NBS – nickel bonded steel - magnetic

- NS – nickel silver – non-magnetic
- P – plastic (following by colour of item then lettering Pbu/w = plastic blue and white)
- R – round
- RBC – Royal Bank of Canada
- Sp – silver colour likely plated with either silver or other shiny material
- w – white colour
- W – wood
- WM – white metal - pewter and other tin based metals
- / – change of line
- // – break from obverse to reverse side
- ∅ – the available symbol closest to the Sherritt Mint Mark (Fort Saskatchewan, AB)

Good Luck Symbols used On RBC Lunar New Year Coins:

(Are these all-good luck symbols or are some just ornamental?)



<i>Royal Bank of Canada - Chinese Lunar New Year Sleeves / Cards</i> (all sleeves and cards shown at ¼ actual size)	
1996 – Year Of The Rat	1997 – Year Of The Ox
1998 – Year Of The Tiger	1999 – Year Of The Rabbit
2000 – Year Of The Dragon	2001 – Year Of The Snake
2002 – Year Of The Horse	2003 – Year Of The Goat
2004 – Year Of The Monkey	2005 – Year Of The Rooster

Royal Bank of Canada - Chinese Lunar New Year Sleeves / Cards

(all sleeves and cards shown at 1/4 actual size)

2006 – Year Of The Dog



82 x 157 mm

2007 – Year Of The Pig



82 x 157 mm

2008 – Year Of The Rat

2009 – Year Of The Ox

2010 – Year Of The Tiger



82 x 157 mm

70 x 146 mm

2011 – Year Of The Rabbit



82 x 157 mm

70 x 146 mm

2012 – Year Of The Dragon



82 x 157 mm

70 x 146 mm

2013 – Year Of The Snake

Royal Bank of Canada - Chinese Lunar New Year Sleeves / Cards

(all sleeves and cards shown at 1/4 actual size)

2014 – Year Of The Horse



(reverse bottom has date '09/2013')
82 x 157 mm



70 x 146 mm

2015 – Year Of The Goat

2017 – Year Of The Rooster



(reverse bottom has date '06/2016')
83 x 195 mm



70 x 146 mm

Royal Bank of Canada - Chinese Lunar New Year Sleeves / Cards

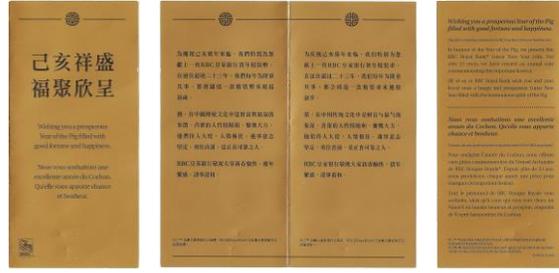
(all sleeves and cards shown at 1/4 actual size)

2018 – Year Of The Dog



70 x 146 mm

2019 – Year Of The Pig



70 x 146 mm

2020 – Year Of The Rat



(reverse bottom has date '08/2019')

83 x 157 mm

2021 – Year Of The Ox



70 x 146 mm



70 x 146 mm

Royal Bank of Canada – Logo History:



Pre 1901

The original founders of the Merchants' Bank of Halifax were well-established maritime merchants. A modern three-mast sailing ship with an auxiliary engine, allegedly belonging to one of the bank's original directors, William Cunard, was a logical choice for the centerpiece of the bank's first corporate seal. In 1901, the seal was slightly revised to include the new corporate name "The Royal Bank of Canada."



1901 - 1962

The 1901 name change symbolized Royal Bank's national expansion and a new logo was designed accordingly. The focal point was the "Royal" name. This seal became Royal Bank's first publicly recognized symbol both at home and abroad.



1962 - 1974

In 1962, Royal Bank introduced its first logo - a new unique emblem, with a heraldic motif, that would be equally effective on top of a building or on a savings account passbook. Only two design elements were retained from the 1901 seal: the lion, a symbol of strength and authority, and the crown to carry out the "royal" symbolism. Added to the new logo was the globe to demonstrate Royal Bank's global presence. This particular version of the logo evolved into one of Canada's most identifiable corporate icons.



1974 - 2001

The "Lion and Globe" Design was modified in 1974 to simplify the image. In the new design, the primary lines remained and most of the lighter lines, which provided details such as the feathering on the lion's mane, were removed. The broad clean lines of this version gave a modern look to Royal Bank's corporate identity and were ideal for three-dimensional signage.



2001 - Present

In 2001, Royal Bank created a new master brand to further exemplify its evolution from a bank to a diversified financial services company. The new brand name "RBC Financial Group" (shortened to "RBC" in 2007) captured the diversity of its businesses.

With this new master brand name, the company introduced a new logo that continues to pay homage to tradition and honours its strong Canadian roots by retaining the traditional lion and globe. With a simplified design and brighter colours, the new logo design optimistically faces the future.