

The Cadillac Fairview Corporation Limited and RBC Centre

Guidelines for Co-branding Corporate Logos

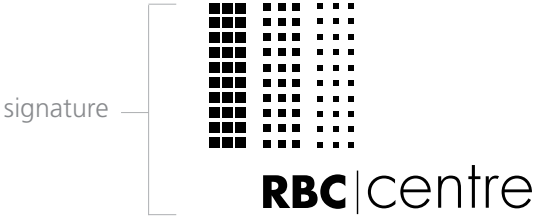
The following pages provide clear guidelines for the application of the Cadillac Fairview and RBC Centre corporate logos. These guidelines provide what you need to maintain the corporate standards and allow you to approve all communications material with certainty. This is especially important when the corporate logos are being used by a third party (for example in advertisements by partners or situations where sponsorship is involved).

The Cadillac Fairview corporate logo signature includes both the symbol and the logotype. The size relationship between the symbol and the logotype should never be altered.

The Cadillac Fairview Corporate Logo



The RBC Centre Logo



If you require a logo file, please contact Meghan Case at
meghan.case@cadillacfairview.com or call **416-649-5130**.

Cadillac Fairview/RBC Centre

Guidelines for Co-branding

Vertical Signatures

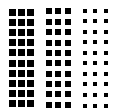
Vertical signatures are to be used where horizontal space is at a premium or where they better reflect the design balance of the material being produced.

Examples of the vertical signature include:

- Stationery
- Newsletter
- Client Communication



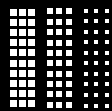
Cadillac
Fairview



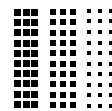
RBC|centre



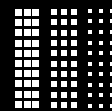
Cadillac
Fairview



RBC|centre



RBC|centre



RBC|centre

With CF Logotype

The full Cadillac Fairview corporate logo signature is to be used when the full corporate name "The Cadillac Fairview Corporation Limited" is not within visual view of the logo.

Without CF Logotype

The Cadillac Fairview symbol without the logotype is to be used when the full corporate name is within visual view of the logo.

Cadillac Fairview/RBC Centre

Guidelines for Co-branding

Horizontal Signatures

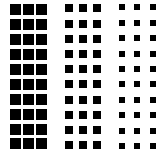
Horizontal signatures are to be used where vertical space is at a premium or where they better reflect the design balance of the material being produced.

Examples of the horizontal signature include:

- Website Banner
- Tenant Manual



Cadillac
Fairview

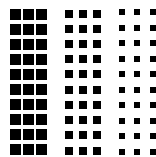


RBC | centre

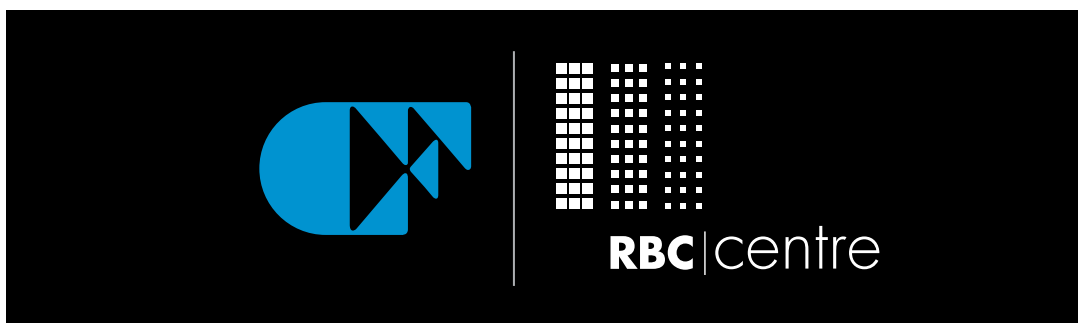


With CF Logotype

The full Cadillac Fairview corporate logo signature is to be used when the full corporate name is not within visual view of the logo.



RBC | centre



Without CF Logotype

The Cadillac Fairview symbol without the logotype is to be used when the full corporate name is within visual view of the logo.

Cadillac Fairview/RBC Centre Guidelines for Co-branding

Applications

Here are examples of correct vertical and horizontal logo usage.



Newsletter

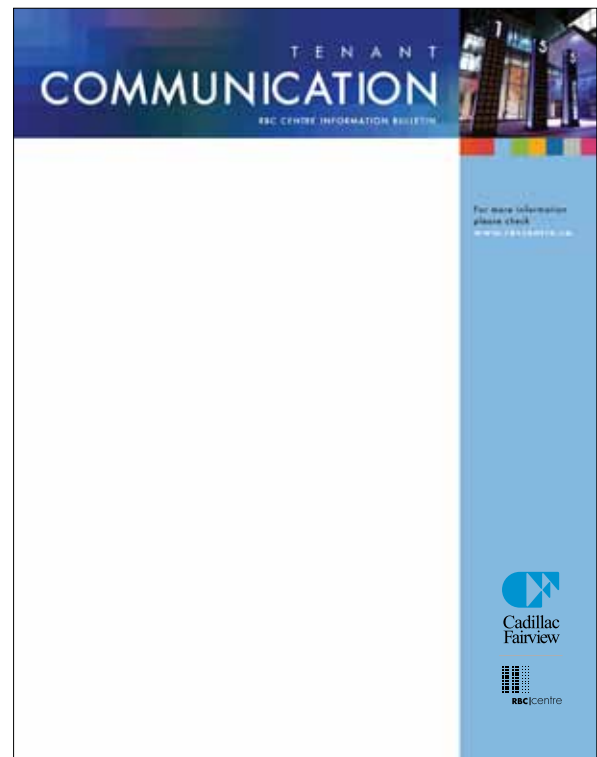
Use Cadillac Fairview symbol only, as the full corporate name is used above.



Email Signature



Tenant Manual



Tenant Template