



Photo Specifications Guide

Instructions to complete and submit your photo.

In this guide:

- Timing and things to consider prior to taking your photo
- Photographer instructions
- Photo styles
- How to submit

Things to consider prior to taking your photo

Before you have your photo taken, take a look at the photo styles on page 4 to see which styles would apply to you. The following instructions are a guideline when having your photo taken.

a. **USE A PROFESSIONAL PHOTOGRAPHER:**

Have your individual photograph taken by a professional photographer and make sure you bring the “Photographer Instructions” on page 4 with you and give it to your photographer BEFORE the photo sessions starts. Not sure who to use? Check out the [Recommended Photographers](#) list on Marketing Central.



b. **CLOTHING:**

Wear professional business attire. If you are wearing a suit, the jacket should be buttoned up. Dark (preferably Black) and a light shirt (preferably white) is **required**. All photos should have a pure white background and therefore the darker the clothing, the better your image will appear) **If you are a Retail Store, you must wear your RBC Royal Bank Signature Piece in your photo.**

c. **PRESENT A PROFESSIONAL APPEARANCE:**

It is very important for your hair to be simply styled as appropriate for business. Make sure you smile, or have a warm friendly expression. Be conscious of your body language (especially in full body shots) – take a look at the samples on the next page. Consider how you would present yourself if you were meeting a client in person and replicate that stature. If you have any touch ups you would like to have completed, ask the photographer to complete this before submitting them. Your photos are used exactly as they are submitted.

d. **SAMPLE PHOTOS AS A GUIDE:**

There are different photos styles used on specific marketing pieces. Most use the Standard Head Shot but in some cases for Mortgage Specialists or Investment & Retirement Planners, some marketing pieces use an upper body shot/a full body shot/or a 2 person upper body shot. Take a look at the sample photographs on the next page.

e. If you are a New Branch/Store, please review the schedule on next page for timing to have your photos taken, submitted and loaded to the site prior to your opening date.

For New Branch / Store Opening – Photo Schedule Prior to New Opening Date

Timing to Complete Group Photo Session:

Timing	Task
5+ weeks	<ul style="list-style-type: none">• Book Photographer, place and time.• Share Photo specifications/dress standards with staff.• Create list of all employees and titles for accuracy in photo alignment for the photographer.
4 to 5 weeks	<ul style="list-style-type: none">• Receive RBC Royal Bank Signature Piece* (if applicable)
3 to 4 weeks	<ul style="list-style-type: none">• Complete Photo session
2 to 3 weeks	<ul style="list-style-type: none">• Review and select final 2 photos per person.• Ensure accuracy in employee names and titles mapped to photos.• Provide address for photographer to forward final CD to Marketing Central**.

- **For Retail By Design Stores only:** You must wear your RBC Royal Bank Signature Piece in your photos. Only book the photo shoot once your jackets have been received. This may even be post-opening.

** Marketing Central will upload photos within 1 week after receipt from photographer to the Customized Systems only. Digital screens in Retail Stores will be added within two weeks of receiving an approved photo.

NOTE: For Digital screens please complete Headshot and Upper Body (1 person) style photos. See page 5 for samples.

Photographer Instructions

PLEASE GIVE THESE DIRECTIONS TO YOUR PHOTOGRAPHER BEFORE YOU HAVE YOUR COLOUR PHOTOGRAPH TAKEN.

- a. Photos must be submitted electronically via e-mail or on CD and meet the following minimum requirements:
 - Standard Head Shot: 4" x 5", 300 DPI minimum, JPG (JPEG) or TIFF format
 - Upper and Full Body Shots: 7 mega pixel minimum, High Resolution JPEG (CMYK)

- b. For Standard Head Shots: photos must be sized as indicated below, with the head size to match as illustrated on page 4.
 1. Width by Length should be 4"x 5" (or 10.2 cm x 12.7 cm)
 2. The top of the hair to the bottom of the chin must be 2.75" to 3" (or 7 cm to 7.6 cm) in length.
 3. There should also be at least 0.4" (or 1 cm) above the top of the hair.

- c. For Upper and Full Body photos: body language is important and props are not allowed in these photos (samples on page 4).

- d. **All Backgrounds must be pure white – no background images/props/colour (i.e. removal of background to white and removal of shadows, no chairs, no books, no laptops, etc.). If your photo does not meet our specifications, it will be declined with a note explaining why it was declined. Arms should be folded with hands showing (see photo examples) or close to your side.**

- e. Lighting: Use a clean simple front light on the face; enough fill light to achieve good detail in the shadows. Use a background light to separate the subject from the background.

- f. Make sure that any eyeglasses do not have glare. All photographs are used as submitted (no further retouching).

- g. Subject is to be looking at the camera with a smile or pleasant expression. NO glamour shots or soft focus filters – these photos are for business use only.

Photo Styles

Head Shot – Standard



Options 1, 2

Upper Body – 1 Person



Options 1, 3

Upper Body – 2 People



Option 1 (MS/IRP only)

Full Body – 1 Person - Option 1 only (MS/IRP only)



Photo Applications:

- Option 1: Marketing Central
Customized materials
- Option 2: www.rbcroyalbank.com
Locator sites
- Option 3: Digital screens (Retail stores only)

Reminder:

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