

RAYMOND JAMES BRAND STYLE GUIDE

Our Name. Our Brand.

RAYMOND JAMES®

ABOUT THIS GUIDE

Great brands are not born – they are built one step at a time. That is why it is important that we create a consistent experience for our clients and for everyone else who interacts with Raymond James.

It should be obvious to everyone that we are one company – a company known for providing trusted investment advice to each of our clients – individuals, families, corporations and institutions.

The Raymond James brand is part of everything we do and say – from how we serve our clients to how we interact with one another.

To that end, we have developed this abridged Raymond James Brand Style Guide. It is your guide to our brand and how to effectively use it to help build and grow your business. It was produced with three overriding goals:

1. Provide an understanding of the importance of a strong brand and corporate identity.
2. Ensure that we present a coordinated, consistent approach in all our marketing and communication materials, even when co-branding.
3. Provide some of the key design elements and other components for client communications.

These guidelines have been developed to ensure the Raymond James logo and design elements are consistent in theme, style and appearance. At the same time, our guidelines allow for the flexibility to meet specific marketing needs and promote creativity.

Please contact the Corporate Communications & Marketing team with any questions about the materials you are preparing. We will help ensure that they meet the standards of excellence that reflect the Raymond James brand.

THE LOGO

The Raymond James logo was revised in 2010, and the refined logo maintains the colour and typeface of the original. The refined logo actively conveys our commitment to collaboration by physically connecting most of the letters. Additionally, the “J” has been given more horizontal width and a stylized serif that is in keeping with the typeface, yet is unique to the Raymond James logo.

Because it is the cornerstone of our graphic identity program, the Raymond James logo should always be effectively featured in all materials. **IT MUST NEVER BE ALTERED OR RECREATED. ALWAYS USE THE ELECTRONIC LOGO FILES THAT HAVE BEEN PROVIDED.**

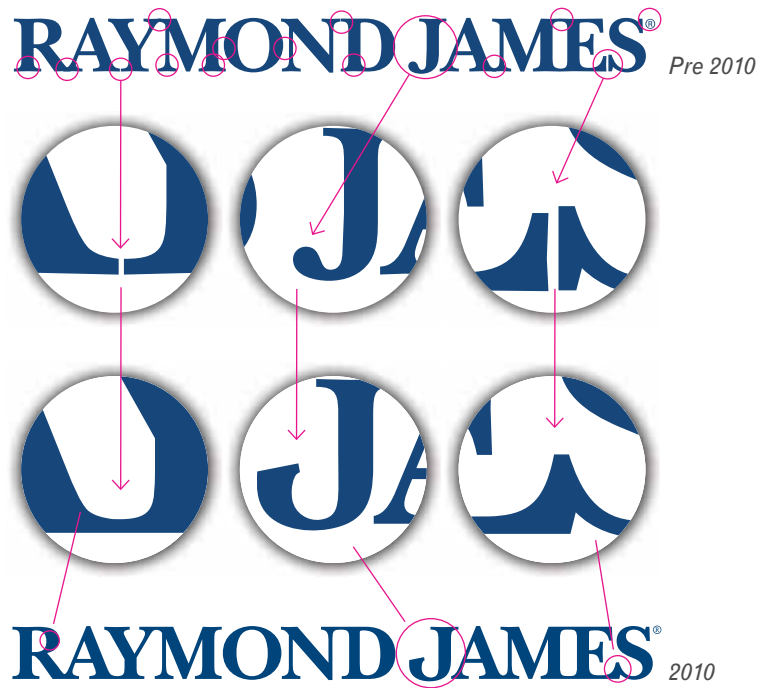
If you are unsure if you have the most recent logo on file, ask corporate.communications@raymondjames.ca.

VERSIONS

The Raymond James logo should appear as PMS 295 Blue and unstacked whenever possible. It is also acceptable to have a black logo when printing black and white ads, or a white logo when reversing out of a solid colour. The only exceptions to the colour treatments shown here are for foil stamping, where metallic colours like gold and silver may be used. An example of foil stamping is our black greeting cards that have the logo foil stamped on the front.

The stacked version of the logo should only be used to enhance legibility when the horizontal space is severely limited, for example, on certain promotional materials.

Sample of refinement details



Logo versions for oversized printing use



Note: This example is presented to demonstrate the appearance of a white logo reversed out of a solid colour. However, the logo should NEVER be placed in or otherwise contained within a box.

Print logo, at preferred size

RAYMOND JAMES®

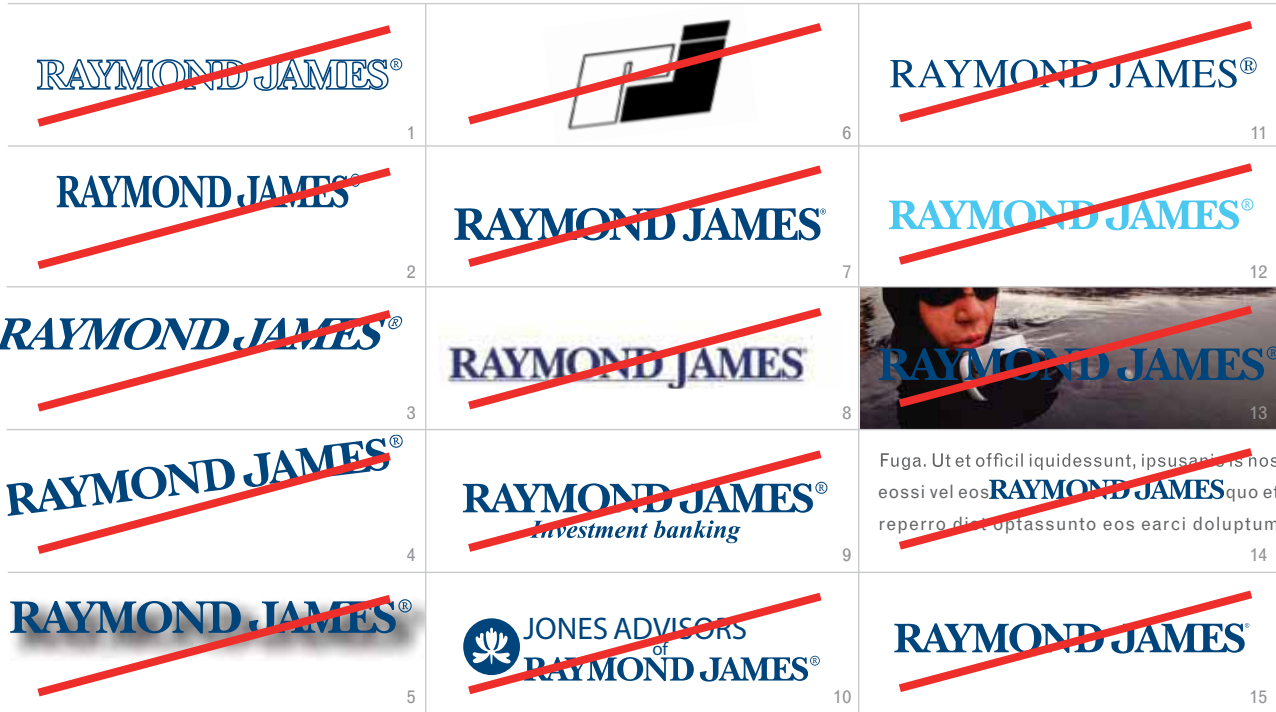
Stacked logo version for when the horizontal space is severely limited

RAYMOND
JAMES®

UNACCEPTABLE USAGE

The Raymond James logo is the cornerstone of our graphic identity program and should always be effectively featured in all of our communication materials.

IT MUST NEVER BE ALTERED OR RECREATED. ALWAYS USE THE ELECTRONIC LOGO FILES THAT HAVE BEEN PROVIDED.



1 Never outline the logo

2 Never stretch or distort the logo

3 Never skew the logo

4 Never position the logo at an angle

5 Never use a drop shadow

6, 7, 8 Never use an old version of the logo

9 Never create additional versions of the logo

10 Never use type or other artwork within the clear space

11 Never use other typefaces in the logo

12 Never reproduce the logo in colours other than those specified within the supplied logo files

13 Never place the logo on top of a photo

14 Never place the logo within body copy

15 Never use the large logo art file for applications smaller than 3" wide

REGISTERED TRADEMARK

Always use the trademarked logo in all print materials, such as collateral and advertising.

Omit usage of the ® symbol from broadcast and online applications. This enables us to fulfill necessary legal requirements and protect our rights to our trademarks, while avoiding poor resolution in online and broadcast situations.

To request exceptions, please contact Corporate Communications & Marketing at corporate.communications@raymondjames.ca.

All versions of the logo are available with and without the ® symbol. Note that the size of the ® symbol always corresponds with the size of each logo version.

Note: These examples are presented to demonstrate the appearance of a white logo reversed out of a solid colour. However, the logo should NEVER be placed in or otherwise contained within a box.

REGISTERED TRADEMARK: FRENCH LOGO

The French version of the Raymond James logo is used on all marketing and other materials (such as client account statements and forms) that are produced in the French language.

The registered trademark in the French logo is ^{MD}.

Logo versions for print

RAYMOND JAMES[®]



RAYMOND JAMES[®]

Logo versions for broadcast and online

RAYMOND JAMES

RAYMOND JAMES

Stacked logo versions for promotional items, when the horizontal space is severely limited

RAYMOND
JAMES

RAYMOND
JAMES

Stacked logo versions for print, when the horizontal space is severely limited

RAYMOND
JAMES[®]

RAYMOND
JAMES[®]

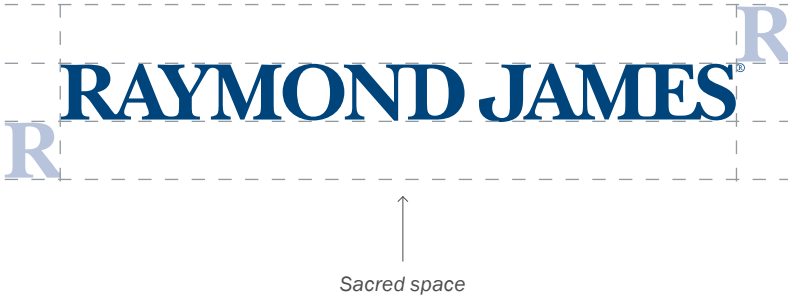
RAYMOND JAMES^{MD}



RAYMOND JAMES^{MD}

SACRED SPACE

There should always be space between the logo and other design elements. This area is called, “sacred space.” The sacred space should be the height of the letters in the Raymond James logo, as shown here.



SIZING

Print logo art files are created in high-res EPS vector format and must be placed in general preferred size as shown here. To allow for ease and consistency, it is recommended that logo art files be placed into layouts and resized to dimensions as displayed.

Preferred width for print advertising = 2.25"



MINIMUM SIZE

The preferred print logo should never be smaller than 1.75" wide; the stacked print logo – only to be used when horizontal space is limited – should be at least 0.91" in width.

Minimum width = 1.75"



Minimum width stacked print = 0.91"



CO-BRANDING WITH LOGOS OF AFFILIATED ADVISORS

When the Raymond James logo is paired with a registered team logo/trade name, the combination must reflect approximately a 50/50 visual weight balance between the group name and the Raymond James logo. According to IIROC regulations, team/group logos must not be larger than the Raymond James logo. Whether combining the group name, an icon and/or other design elements (except taglines and other descriptive language that are not permitted) with the Raymond James logo, this harmony must be achieved to indicate the strength of the partnership.

Additionally, the group portion of the logo combination must not be greater in width than the Raymond James logo portion nor utilize a taller text size.

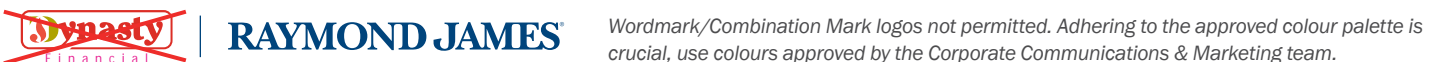
Other requirements include maintaining a minimum space above the Raymond James logo, equal to one-half its height.

It is important to maintain brand consistency throughout all communications while still providing flexibility for our advisors. As always, the clear space around the Raymond James logo must be honoured, as in the examples shown here.



UNACCEPTABLE CO-BRANDING EXAMPLES

The co-branded logos should be balanced and visually appealing. Here are some unacceptable versions:



CO-BRANDED MARKETING COLLATERAL

There are a number of ways you can promote your business and leverage your association with Raymond James. Our marketing collateral was designed to support co-branding scenarios and offer many different opportunities to profile the financial advisor, team/group or business while ensuring a consistent Raymond James brand.



LEDGE + ADVISE YOU NEED.
 Founder Gary Van Moerkerke brings unique insights and opportunities of other service providers in the near Tillamook, Ore. and vicinity of Gresham with an emphasis on Agriculture/Business. He works on the family farm with United Cooperatives agricultural supply business. He is a registered financial advisor in 2000. He is also a registered financial advisor in 2000. He is also a registered financial advisor in 2000. He is also a registered financial advisor in 2000.

YOU WORK HARD. YOUR MONEY SHOULD TOO.
 Agriculture is a high risk, capital intensive, investment-driven enterprise – you give it your all, and you want the best returns possible, today and tomorrow, while keeping your assets safe. Gary Van Moerkerke founded AgriWealth Strategies of Raymond James Ltd., to help you achieve that goal. He provides a full spectrum of financial planning and business management advice that considers your life and your business as a whole – advice tailored to the unique needs of farmers and farm business owners. Gary's been a financial advisor since 2000, and he's also plowed a field, worked for a co-op and run his own agricultural supply business. He's up-to-date on the latest developments in agriculture and how it affects farm enterprises, providing a unique, experienced perspective and comprehensive advice you won't find anywhere else.

AgriWealth STRATEGIES | RAYMOND JAMES

AgriWealth STRATEGIES | RAYMOND JAMES



THE JOHNSON LEGACY REPORT
 Building Trust for Generations

THE THEORY OF REALITY
 Reality isn't the way you wish things to be, or the way they appear to be, but the way they actually are. You either acknowledge reality and act to your benefit, or it will automatically work against you.

REALITY #1
 When the Value of a Currency is Falling, the Price of Everything is Rising. Here's a real life story that illustrates this reality: a high school teacher, earning about \$300 per week, was told by a friend that the market was going to crash. He sold his house for \$100,000, but the market didn't crash. He was left with a house worth \$150,000, but he had lost his job. He was left with a house worth \$150,000, but he had lost his job.

REALITY #2
 You Government Lays to Rest. Every Central Banker in the world will look you in the eye and tell you that it's in the interest of their country to have a strong currency. That's what they work up. Their system will quite a different story. Nearly all the central bankers of the world have been doing that best to keep their currency from appreciating against other currencies, so that exports remain competitive in world markets. Working – often known as deflating – a country's currency usually by "printing" money it also means no debt can be repaid more easily.

REALITY #3
 Creating a Lot of Anything Whose Value is Dropping is a Real Bait, Especially so if it's Money. Lots of Canadians are fearful, and believe that money is safe in the bank. If the bank goes, you're 25 percent and a deposit has to pay you 20% of that in interest, that leaves 10% to spend. If inflation the declining value of money is 3%, that means a deposit suffers a net decline of 13% per year in buying power. The number of dollars might be the same, but the deposit's buying power (value) is not. That's known as "locking" things away."

Johnson Legacy | RAYMOND JAMES

Johnson Legacy | RAYMOND JAMES

YOUR RETIREMENT DREAMS ARE UNIQUE

That's why you need a retirement plan just as unique. I understand that. As a Raymond James financial advisor, I have the freedom to offer unbiased advice and the resources to help you design a truly individual retirement plan. To learn more about creating a plan focused on your dream retirement, contact me for a complimentary review.



Max Averbuch, CFP
 Financial Advisor
 Raymond James Ltd.
 Suite 409 – 1220 Sheppard Ave East
 North York, ON M2K 2S5
 416-494-4800
 max.averbuch@raymondjames.ca
 www.maxaverbuch.com

AVERBUCH WEALTH MANAGEMENT™ | RAYMOND JAMES

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CAREFUL CHOICES

Please join us for an evening of important information, good wine, great food and door prizes.

OPPORTUNITIES TO REDUCE RISK, TAXES AND IMPROVE CASH FLOW FROM YOUR INVESTMENTS

BILL WELK, CFP, CLU, Vice President, MacKenzie Investments

OBLIGATIONS THAT OWNERS OF U.S. PROPERTY OR INVESTMENTS NEED TO BE AWARE OF

JAYSON PEACE, MPAcc, MSTax (U.S.); CA, Senior Manager, Deloitte

DATE: Tuesday, November 27th, 2012
TIME: 6:30pm (Doors open) 7:00pm (Presentation starts) and will end at 8:00pm
WHERE: Willows Golf Course 382 Cartwright Street, Saskatoon, SK

Please feel free to bring up to two guests you think may benefit from our services (space permitting).

Please RSVP by Thursday, November 22nd to Garnette Milburn at 306-551-4267 or garnette.milburn@raymondjames.ca.

Sponsored in part by: Mackenzie INVESTMENTS

TM Financial Group | RAYMOND JAMES

TM Financial Group | RAYMOND JAMES

COLOURS

PRIMARY PALETTE

White and Raymond James Blue are always present within every Raymond James communication.

Dark and Light Gray are also within the primary palette. Dark Gray is typically used for illustrations and body copy. Light Gray is typically used for thin rules and the outlines on headlines.

Pantone® colours are provided along with their CMYK equivalents. PLEASE NOTE: Cool grays are designated as percentages of black (tint) – not their colour Bridge® equivalents.



WHITE

C 0 R 0
M 0 G 0
Y 0 B 0
K 0 # FFFFFFFF



RAYMOND JAMES BLUE

C 100 R 0
M 57 G 66
Y 0 B 153
K 40 # 004299
Pantone 295 C



BLACK

C 0 R 0
M 0 G 0
Y 0 B 0
K 100 # 000000



DARK GREY

C 0 R 77
M 0 G 77
Y 0 B 79
K 85 # 4D4D4F



LIGHT GREY

C 5 R 135
M 0 G 143
Y 0 B 151
K 45 # 949CA1

SECONDARY PALETTE

In addition to the Raymond James Primary Palette, colours from the Secondary Palette may be used. Always use the primary colours first and foremost. The secondary colours may be incorporated to differentiate information within charts, graphs and infographics. Add secondary colours following the top-to-bottom hierarchy noted here. Additionally, the secondary palette may be used when there is a desire to create emphasis within online media. Please note: colours from the secondary palette should **NEVER** be used in place of the blue, white and grays of the primary palette.

BE VERY THOUGHTFUL WHEN APPLYING THE SECONDARY COLOURS. INTRODUCE THEM ECONOMICALLY AND WITH PURPOSEFUL INTENT.

Pantone® colours are provided along with their CMYK equivalents. The CMYK formula follows the colour Bridge® CMYK PC.



RAYMOND JAMES BLUE

C 100 R 0
M 57 G 66
Y 0 B 153
K 40 # 004299
Pantone 295 C



LIGHT BLUE

C 62 R 86
M 22 G 160
Y 0 B 211
K 3 # 56A0D3
Pantone 284 C



GREEN

C 56 R 94
M 0 G 151
Y 100 B 50
K 27 # 5E9732
Pantone 369 C



GOLD

C 0 R 196
M 18 G 160
Y 100 B 6
K 27 # C4A006
Pantone 111 C



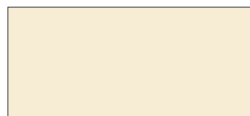
LIGHT GREY

C 5 R 148
M 0 G 156
Y 0 B 161
K 45 # 949CA1
Pantone 430 C



JEAN BLUE

C 50 R 114
M 24 G 155
Y 0 B 199
K 10 # 729BC7
Pantone 7453 C



BEIGE

C 0 R 247
M 2 G 238
Y 15 B 212
K 3 # F7EED4
Pantone 7506 C



BROWN

C 50 R 87
M 60 G 67
Y 100 B 25
K 48 # 574319
Pantone 7553 C



TEAL

C 55 R 32
M 0 G 83
Y 27 B 82
K 73 # 205352
Pantone 7722 C



MAROON

C 0 R 139
M 97 G 14
Y 100 B 4
K 50 # 8B0E04
Pantone 7621 C

TYPOGRAPHY

The following Raymond James font families provide a range of expressive possibilities while maintaining a strong visual structure. All professional printed materials must use Monotype Grotesque.

The Corporate Communications & Marketing team will take care of creating your marketing collateral in the correct fonts. If you are working with an external designer, please ensure they work with the required fonts.

SANS SERIF: MONOTYPE GROTESQUE

The signature typeface of the Raymond James brand is Monotype Grotesque. With enough character and individuality to have become one of the world's great sans serifs, this large and extended typeface family offers multiple widths, from condensed to extended. Monotype Grotesque is strong, legible and straightforward, yet is finely crafted and possesses a unique character.

To maintain a consistent appearance across communications platforms, use the chart on the right when creating headlines, body copy, etc., in Monotype Grotesque.

SANS SERIF ALTERNATIVE: ARIAL

This universal typeface is the alternative sans-serif typeface for the Raymond James brand identity. Use it *only* when Monotype Grotesque is unavailable (i.e., in Power Point presentations run on a PC platform; as system type for online applications; as body copy for letters created in Word, etc.).

Arial font should be used for client communications like letters and emails.

MONOTYPE GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

headlines and subheads	BOLD
body copy	Regular
body copy emphasis, cutline	<i>Italic</i>
secondary body copy	Light
secondary body emphasis, cutline	<i>Light Italic</i>
special emphasis	Black
subhead, restricted space	Condensed

ARIAL

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

headlines and subheads	BOLD
body copy	Regular
body copy emphasis, cutline	<i>Italic</i>

SERIF ALTERNATIVE: GEORGIA

Georgia is an alternative font to add variety to the Raymond James brand. Similar to Times New Roman, Georgia is reserved for when a serif font is needed.

GEORGIA

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

headlines and subheads	BOLD
headline emphasis	<i>Bold Italic</i>
body copy	Regular
body copy emphasis, cutline	<i>Italic</i>

SERIF: TIMES NEW ROMAN

This classic and friendly font is also the designated typeface when a serif face is needed.

TIMES NEW ROMAN

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

headlines and subheads	BOLD
headline emphasis	<i>Bold Italic</i>
body copy	Regular
body copy emphasis, cutline	<i>Italic</i>

PHOTOGRAPHY

Photography may be utilized when there is a desire to introduce an additional element of humanity into brochures and direct mail communications. It is important to choose images that visually communicate our brand identity. Photos may also be used to bring to life our brand attributes.

Images should always be cropped in an interesting or unexpected way. This allows them to portray a slice of life that is at once familiar and fresh, never generic or staged.

When selecting photography, consider that the image should:

- *signal the emotional aspects of the main message for each piece*
- *be relevant – if even loosely – to the key message*
- *have a single focal point*
- *be cropped in an interesting way*
- *reflect a real-life representation of colours – NEVER oversaturated*



PHOTOGRAPHY: THINGS TO AVOID

When selecting photography, you should generally try to avoid these qualities:

- *cliché stock photography, subject and poses*
- *over-used "money-saving" concepts*
- *over-saturated and under-saturated images*
- *use of illustrations to convey subject*
- *obvious photoshopped images*



SIGNAGE GUIDELINES

Your office sign is one of the first things clients and prospects will see, and because of that, there are stringent guidelines.

Production of signage for corporate IAS offices is handled by Facilities and Office Services in Vancouver. For information, please contact this department at 604-654-7300. IFS offices are responsible for production of their own signage, which must be reviewed and approved in advance by Corporate Communication & Marketing. If a team name is to be incorporated into the signage, please ensure that all of the necessary approvals have been received before you start production. Please also review the co-branding guidelines in advance of developing a team logo, to ensure it is in keeping with the Raymond James standard.

EXTERIOR SIGNAGE - OPTION #1

Sample only

Raymond James (excluding trademark ®) using corporate colours: **PMS 295 blue text** with **white background**. "Raymond James Ltd." to appear on building directory if available.



Raymond James PMS 295 blue text on white background

EXTERIOR SIGNAGE - OPTION #2

Sample only

Raymond James (excluding trademark ®) using corporate colours: **PMS 295 blue or black background** with **white text**. "Raymond James Ltd.," to appear on building directory if available.



Raymond James white text on PMS 295 blue background



INTERIOR SIGNAGE - OPTION #1

Sample only

Interior Plaque.



INTERIOR SIGNAGE - OPTION #2

Sample only

Aluminum cut letters with pin mounts, Raymond James with clear anodized finish. Best used on a flat wall.



TEAM NAMES

Sample only

If you wish to include your Team Name or Team Logo in your sign, it must be no larger than the Raymond James name or logo.



Team logo icon must not exceed the height of the Raymond James cap-height

E-MAIL STATIONERY

Corporate communications are a valuable contributor to overall brand efforts, especially those personally crafted. For all internal and external e-mails, be sure to use corporate standard specifications.

The suggested typeface for e-mail is **Arial**.

Do not substitute other alternative fonts.

The Arial typeface reflects professionalism and the standards of excellence that are associated with Raymond James.

Suggested colours for e-mail typefaces are black and/or dark grey. The background for your e-mail messages should be white.

Your outgoing e-mail should automatically include a signature file. In Microsoft Outlook, go to Options/Mail/Signatures to create or modify your email signature.

Resist the urge to include quotes from outside sources as it may appear irrelevant and misleading.

E-mail Header

Body copy et nem elluptiorit rem que ducil idition secabo. Turehenditam ium il ilicimustium ipis sit reptae pore parupta tiatum, vidus eume conet laborporiore volupta quiae coreser upicium que nem ex et essiminis eossum et faccusa ntesumque nienis nis alibus. Tiaerum volut et ut eosandunt porissequi reius ut modi tectatium ad et, oditam seque odic tem secese pligni auda im quaturibus ducia dolorep tatiis doluptae sed estrum quiatem num ut fugit aditae volupta dolorry mquibust volorei.

E-mail body copy is 10 pt, Arial Regular, Colour: Black/Dark Gray

First Lastname, **CIM, CFP, ABC**

Approved Title

Official Team/Group Name if applicable

Raymond James Ltd.

Suite 000 – 1234 Streetname, Cityname, ON A1B 2C3

T: 000-000-0000

F: 000-000-0000

first.lastname@raymondjames.ca

www.raymondjames.ca/webaddress

E-mail signature names are 9pt, all other information is 8pt

E-MAIL SIGNATURE

Including co-branded logo must be reviewed and approved by Marketing & Corporate Communication to ensure precise specifications are met. The logo or co-branded logo must not exceed the height of 48 pixels or the width of 350 pixels. This will allow clear legibility without taking attention away from the body of your email or contact information.

First Lastname, CIM, CFP, ABC

Approved Title

Official Team/Group Name if applicable

Raymond James Ltd.

Suite 000 – 1234 Streetname, Cityname, ON A1B 2C3

T: 000-000-0000

F: 000-000-0000

first.lastname@raymondjames.ca

www.raymondjames.ca/webaddress



First Lastname, CIM, CFP, ABC

Approved Title

Official Team/Group Name if applicable

Raymond James Ltd.

Suite 000 – 1234 Streetname, Cityname, ON A1B 2C3

T: 000-000-0000

F: 000-000-0000

first.lastname@raymondjames.ca

www.raymondjames.ca/webaddress



← ○ For special promotions like our JD Power accolade, Corporate Communications & Marketing will provide the approved image that can be added to your email signature for the duration of the promotion.



← ○ If you are part of our social media program, you can add the social media buttons to your signature. Please use the templates provided by corporate.communicatons@raymondjames.ca.

For more guidance on Raymond James branding, please contact the Corporate Communications & Marketing team at corporate.communications@raymondjames.ca. Please also consult our stationery guidelines document for information on our branding standards for business cards, letterhead, etc.