

MERCHANDISING GUIDELINES

UPDATED OCTOBER 2023



University
of Regina

| Go far, *together.*

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1.0

UNIVERSITY OF REGINA BRANDED MERCHANDISE

1.01

THE IMPORTANCE OF A MERCHANDISING GUIDE

Any questions regarding these guidelines should be directed to:

University Communications & Marketing

Email: University.Marketing@uregina.ca



Every time we don an item of apparel featuring University of Regina branding, we become brand ambassadors. Each time we use, share, or gift meaningful items featuring the University of Regina brand, we are showing our pride and building awareness of our university. As such, it is essential that every item of merchandise showcases the university in the most positive, authentic, and consistent manner possible. Whether it's an item of clothing, or a simple key chain, every piece of merchandise created for the university should adhere to quality standards, consistently showcase official branding elements, and help to tell the University of Regina's story.

It is essential that key elements from the University of Regina branding guidelines are consistently adhered to when procuring or producing any form of merchandise. This goes beyond merely using approved logos. Proper text treatments, colour palette usage, and monogram applications are examples of branding standards that must be considered with every piece of official merchandise that gets produced. By ensuring that all of our merchandise is produced according to a high standard, we empower our ambassadors to successfully showcase the University of Regina story to the world.

The following guidelines will help you to understand the principles behind our merchandise, as well as outline the practical considerations and technical details for creating and producing new items. Please use these guidelines alongside our master guidelines — [Visual Identity Guide](#).

Together, they provide you with the tools and information you need to ensure all University of Regina communications, marketing, merchandise and messages have a consistent and engaging look and feel.

If you are designing and producing University of Regina merchandise, the designs will need to be approved by University Communications & Marketing. All suppliers must work within the University of Regina colour palette, matching as close to possible in all instances. All suppliers must work with the approved University of Regina logo files – no alterations can be made; however, it is recognized that there are limitations with small-scale and crest production. Do not create new logos or type treatments, or attempt to recreate, distort, alter, or pull apart the University brand graphics. Always use high-resolution, fully scalable graphic files to create artwork.

The University may grant some exceptions for official University merchandise with regards to the use of the University brand. Given that the opportunities for merchandise are vast and it is important that our branding is consistent, contact University Communications & Marketing prior to designing/producing merchandise.

1.02

MERCHANDISE CONSIDERATIONS

While creating merchandise for the University of Regina, some considerations must be made. Consider these questions when selecting products, designing artwork, and working with suppliers on producing the merchandise.



Is it brand relevant?

New merchandise items should be carefully chosen for their relevance to our brand and values. Ensure all products reflect the University of Regina official colour palette, font regulations, and logo guidelines. Select merchandise designs that are inclusive and respectful of all genders, ethnicities, and belief systems. The University of Regins logo, monogram, and athletic team logos should be positioned in a place of high visibility on the garment or merchandise item.



Is it high quality?

Select merchandise that is durable, meaningful and made with high-quality materials. Work closely with suppliers to source products that allow for premium brand presence (e.g. embroidery on polo shirts, engraving in metal finishes, embossing and debossing).



Is it sustainable and responsible?

The University of Regina is committed to sustainability. Ensure that all the materials, inks, and pre-existing products involved in producing our merchandise are sustainably and ethically sourced. Do not select merchandise that poses a safety, security or environmental risk (e.g. products and packaging should not incorporate toxic chemicals).

1.03

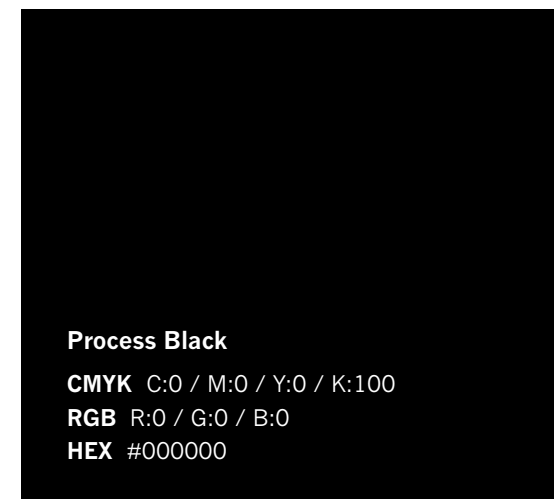
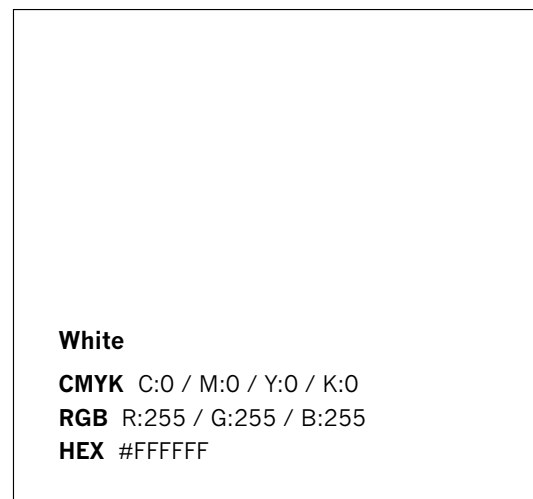
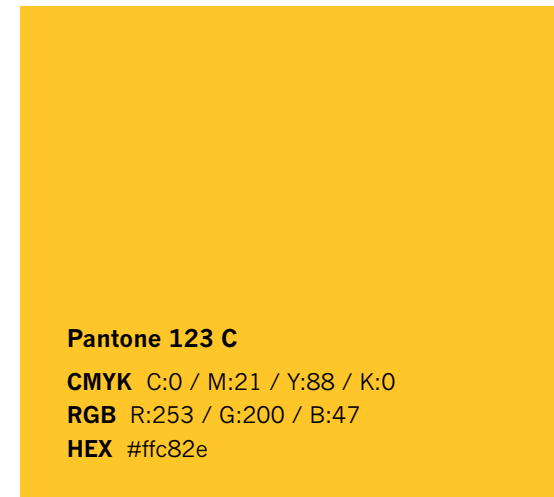
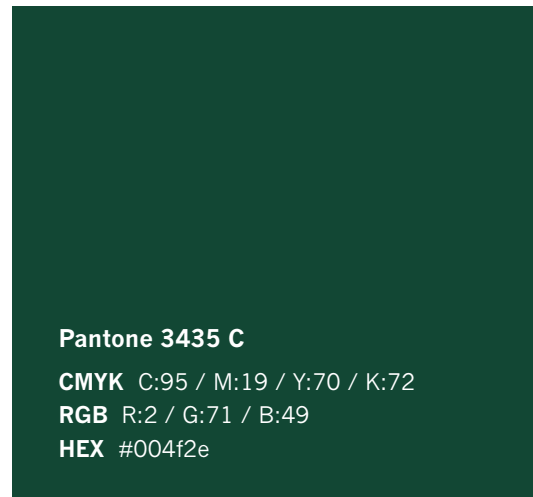
MERCHANDISING COLOURS: PRIMARY PALETTE

Consistent use of our official colours helps us to build recognition of the University of Regina and present a cohesive brand to the world.

Whenever possible, use these four official University of Regina colours – green, yellow, white and black – as foundational elements for all official merchandise.

All efforts should be made to keep all merchandise and supporting graphics in the primary and secondary palettes.

Any deviation from these colours requires approval from University Communications & Marketing.



1.04

MERCHANDISING COLOURS: SECONDARY PALETTE

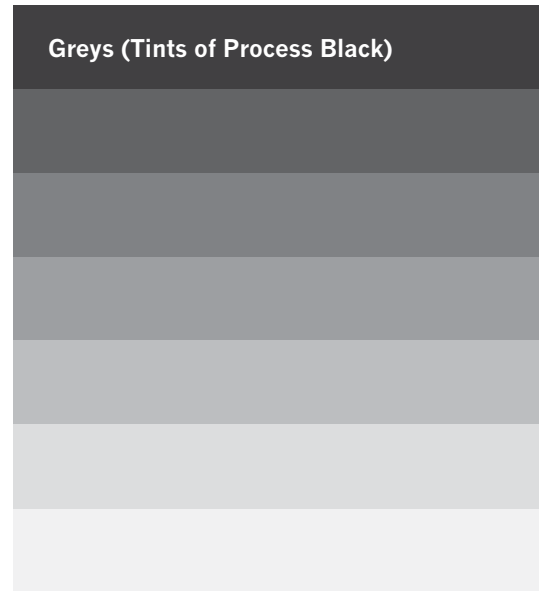
The secondary colour palette is designed to support and complement the primary colour palette.

The majority of colour used in designed materials should consist of colours from the primary palette, with the use of the secondary colour palette as accent colours only.

In this case, a palette of various tints of black may be used when selecting merchandise and brand graphics.

Since the U of R has a large number of international students, merchandise designs that reference Canada are acceptable. Merchandise and graphics should be rendered in red (Pantone 186 C or as close a match as possible).

NOTE: The colours in the secondary palette should be used as accent colours only.



Merchandise designs that reference Canada should use Pantone 186 C (or as close a match as possible).

EXAMPLES OF SECONDARY COLOUR PALETTE IN USE

Merchandise sample using secondary grey palette



Merchandise sample using red (Pantone 186 C)



1.05

LOGO VERSIONS FOR MERCHANDISE

There are three versions of the University of Regina logo that are acceptable to use on merchandise. While we use the primary logo version in the majority of our brand communications, we can be more flexible with merchandise. The decision to use one over the others can be practical – for example, based on available space and/or aesthetic.

PRIMARY LOGO VERSION

The primary logo is the preferred version to be used when space or size is not restricted.

SECONDARY LOGO – VERTICAL STACKED VERSION

This logo version can be used when horizontal space is restricted and usage is deemed appropriate.

SECONDARY LOGO – HORIZONTAL (ONE LINE) VERSION

This logo version can be used when vertical space is restricted and usage is deemed appropriate.



PRIMARY LOGO



SECONDARY LOGO –
VERTICAL (STACKED) VERSION



SECONDARY LOGO – HORIZONTAL (ONE LINE) VERSION

1.06

CLEAR SPACE AROUND LOGO

There should be a minimum clear space around the logo in which no other elements (e.g. graphics, illustrations, other logos) can appear. Keeping the logo isolated from other graphic elements is key in maintaining visibility.

The protected minimum space is defined by the height of the “U” in the “University of Regina” wordmark, as shown to the right.



1.07

MINIMUM LOGO SIZES FOR PRINTING

A minimum allowable size has been established to ensure legibility of the three official logo versions on printed merchandise. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

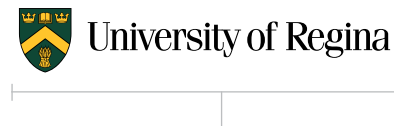
It is recognized that there are limitations with small-scale and crest production. In any instances where the logo must be modified to accommodate these limitations, approval must be given by University Communications & Marketing.



The primary logo should never appear less than **1.25" in width** on printed merchandise.



The secondary logo – vertical (stacked) version – should never appear less than **0.875" in width** on printed merchandise.



The secondary logo – horizontal (one-line) version – should never appear less than **2" in width** on printed merchandise.

1.08

MINIMUM LOGO SIZES FOR EMBROIDERY

When the University of Regina logo is embroidered, every effort should be taken to ensure clarity, definition and accuracy.

The two preferred versions of the logo to be used in embroidering are the primary version and the secondary vertical (stacked) version.

Since different suppliers vary in their embroidery processes, samples should be obtained before orders are placed.

Embroidery should not be used on lightweight materials when the embroidery will cause the garment material to sag.



The primary logo should never appear less than **3" in width** on embroidered merchandise.



The secondary logo – vertical (stacked) version – should never appear less than **2" in width** on embroidered merchandise.

Examples of embroidery imprints.

1.09

COLOUR VERSIONS OF LOGO

FULL-COLOUR VERSION

The full-colour logo is the preferred version and should be used whenever possible.

There is a version specific to both spot colour printing (Pantone 3435 C & Pantone 123 C & Black) and four-colour process (CMYK) printing.

TWO-COLOUR VERSION

A two-colour version of the logo has been developed for occasions when the University needs to produce a two-colour print job. It uses Pantone 3435 C and Pantone 123 C.

ONE-COLOUR VERSION (GREEN)

A one-colour version of the logo has been developed for occasions when the University needs to produce a one-colour print job. It uses Pantone 3435 C.

BLACK VERSION

The black version is for use in black and white applications.

REVERSE VERSION

A reverse white version for use in black and white applications or on dark coloured backgrounds has also been created. The logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



FULL-COLOUR VERSION

Available as:

- CMYK version
- Three-colour Pantone version (Pantone 3435 C & Pantone 123 C & Black)



TWO-COLOUR VERSION – GREEN & GOLD
(Pantone 3435 C & Pantone 123 C)



ONE-COLOUR VERSION – GREEN
(Pantone 3435 C)



BLACK VERSION
(Black)



REVERSE VERSION
(White)

1.10

LOGO ON APPROVED BACKGROUND COLOURS

Use the logos only on top of the approved background colours, as shown here. This ensures the legibility of the logo across all merchandise.

The approved background colours apply to the use of all versions of the University of Regina logo – primary, secondary vertical (stacked), and horizontal (one-line) – on all merchandise.

A number of colour versions are available to use in a variety of different production scenarios. Always use a version of the logo that is clearly visible on whatever approved background colour is being used.

Do not deviate from the approved palette of acceptable background colours.

The use of any alternate background colours must be approved by University Communications & Marketing.

FULL-COLOUR LOGO ON APPROVED LIGHT BACKGROUNDS



ONE-COLOUR LOGO ON APPROVED LIGHT BACKGROUNDS



TWO-COLOUR LOGO ON APPROVED LIGHT BACKGROUNDS



BLACK LOGO ON APPROVED LIGHT BACKGROUNDS



REVERSE (WHITE) LOGO ON APPROVED DARK BACKGROUNDS



1.11

LOGO WITH TAGLINE

These are the approved logo versions to be used when combining the official U of R logo with the “Go far, together” tagline.

ACCEPTABLE COLOUR VERSIONS

The logo with tagline are available in multiple colour versions, including:

- Full-colour version
(Pantone 3435 C & Pantone 123 C & Black)
or CMYK
- One-colour version – green
(Pantone 3435 C) or CMYK
- Black version
- Reverse version

The logo with tagline versions should only be used on approved background colours, similar to those shown on the previous page (pg. 13). This ensures the legibility of the logo across all merchandise.



HORIZONTAL, ONE-LINE TAGLINE VERSION – FULL-COLOUR



HORIZONTAL, TWO-LINE TAGLINE VERSION – FULL-COLOUR



STACKED VERSION – FULL-COLOUR

1.12

TAGLINE: COLOUR VERSIONS

These are the approved tagline versions that can be used in merchandise where the tagline is used separately from the University of Regina logo.

The University of Regina official logo should always appear on marketing materials in conjunction with the tagline, even when tagline is placed separately from the logo.

ACCEPTABLE COLOUR VERSIONS

The full-colour tagline is available in multiple acceptable colour versions, including:

- Full-colour version
(Pantone 3435 C & Pantone 123 C) or CMYK
- Full-colour reverse version
(Pantone 3435 C & Pantone 123 C) or CMYK
- Green version (Pantone 3435 C) or CMYK
- Black version
- Reverse version

NOTE:

The full-colour tagline versions use the font News Gothic Condensed **Bold** in the “Go far,” text, so the yellow text visually balances with the dark green/white “together” text.

The one-colour tagline versions use the font News Gothic Condensed **Regular** in the “Go far,” text, so both parts of the tagline maintain a visual balance.

Go far, *together.*

HORIZONTAL VERSION – FULL-COLOUR

Go far,
together.

STACKED VERSION – FULL-COLOUR

Go far, *together.*

HORIZONTAL VERSION – FULL-COLOUR REVERSE

Go far,
together.

STACKED VERSION – FULL-COLOUR REVERSE

Go far, *together.*

HORIZONTAL VERSION – ONE-COLOUR (GREEN)

Go far,
together.

STACKED VERSION – ONE-COLOUR (GREEN)

Go far, *together.*

HORIZONTAL VERSION – REVERSE

Go far,
together.

STACKED VERSION – REVERSE

1.13

EXAMPLES OF LOGO ON MERCHANDISE

When creating merchandise, always use the official University of Regina logo and tagline files that are high-resolution and fully scalable.

It is acceptable to use the U of R logo with tagline versions as well as the standalone U of R logo versions, depending on the audience or merchandise item being produced.

Position the logo in a way that's appropriate to the item and in a place that's highly visible. Check to make sure the logo can be accurately reproduced on the item.

Always work within the University of Regina colour palette, matching as closely as possible in all instances.

It may be helpful to consult with University Communications & Marketing about the best way to render the University identity, whether by embroidery, screen printing, appliqué or a combination of the above.

NOTE: It is advised that for most apparel applications, the standalone U of R logo versions (without tagline) be used.



MUGS/CERAMICS



USB DRIVES



PENS



NOTEBOOKS

EXAMPLES OF LOGO & TAGLINE
ON MERCHANDISE (CONTINUED)



GLASSWARE (ETCHED)



WATER BOTTLES



LANYARDS



TOTE BAGS

1.14

EXAMPLES OF LOGO ON APPAREL

When creating apparel, always use the official University of Regina logo files and colour palette.

All artwork should be placed on apparel that closely matches approved background colours to ensure visibility and legibility.

Always request a sample from suppliers before placing final orders for production.

NOTE: It is advised that for most apparel applications the standalone U or R logo versions (without tagline) be used. The University may grant some exceptions for the application of tagline on apparel. Please contact University Communications & Marketing for inquiries.



POLO SHIRTS

Logo should always be printed/embroidered on left chest of polo shirt.



SWEATPANTS/YOGO PANTS

Logo can be printed horizontally on thigh or down/up the leg. Avoid printing graphics on the seat of the pants.



CAPS

Logo should always be embroidered/printed across the center of cap.

EXAMPLES OF LOGO ON MERCHANDISE (CONTINUED)



T-SHIRTS

Logo can be printed/embroidered across width of chest, or a smaller version may go across left chest.



TOQUES

Logo can be printed/embroidered across width of toque or a smaller version may go on center of toque. Designs should generally be printed on lower 1/3 to 1/2 of the toque.

SCARVES

Logo can be printed/embroidered across width of entire scarf or a smaller version can go on either end of the scarf.



SWEATSHIRTS/HOODIES

If the clothing does not have a zipper, logo can be printed large across the width of chest. If it does have a zipper, a smaller logo should be printed on left chest.

1.15

INCORRECT LOGO USAGE

The logo is uniquely rendered and should not be modified in any fashion. While computer technology allows for easy modification of graphics, any modifying should not be considered.

This page illustrates some of the ways the logo can be impaired by improper modifications. These modifications are not permitted under any circumstances.

Do not attempt to recreate, distort or alter the University brand graphics.

Always use high-resolution, fully scalable graphic files to create artwork.



Do not change the typeface in the logo.



Do not stretch or compress the logo.



Do not alter the colours of the crest or wordmark.



Do not display the wordmark without the crest.



Do not alter or scale logo elements.



Do not screen or apply transparencies.



Do not use special effects (shadows, glows, bevels, etc).



Do not display the crest without the wordmark.

1.16

INCORRECT LOGO USAGE ON BACKGROUNDS

The logo must only be used on approved background colours to ensure the legibility across all merchandise.

This page illustrates some of the ways the logo can be impaired by placing on improper backgrounds of merchandise.

These modifications are not permitted under any circumstances.



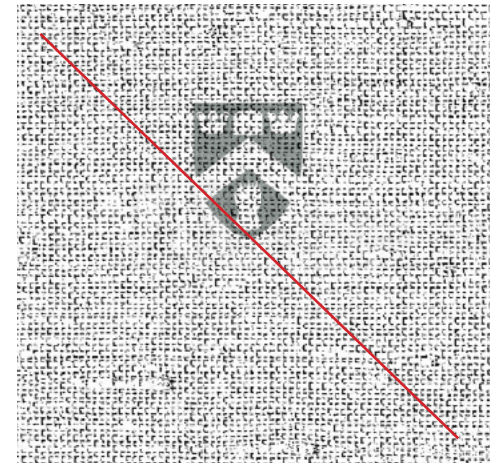
Do not use on a background with insufficient contrast.



Do not use on a colour background that is not from the primary or secondary palette.



Do not use on a patterned or distracting background.



Do not use on a texture that will obscure the logo.

1.17

U OF R MONOGRAM

The University of Regina monogram may be used in place of the logo on merchandise such as clothing, pens, and mugs where the item's shape and size are considerations.

Position the monogram in a location that is appropriate to the shape, size, and purpose of the merchandise.

The crest is not to be used with the monogram, and is not part of the monogram.

Use of the official University of Regina crest logo with the monogram logo on the same item is not recommended unless space dictates.



Examples of the U of R monogram on merchandise.

1.18

MONOGRAM ON APPROVED BACKGROUND COLOURS

Use the U of R monogram only on top of our approved background colours, as shown here. This ensures the legibility of the monogram across all merchandise.

A number of colour versions are available to use in a variety of different production scenarios. Always use a version of the monogram that is clearly visible on whatever approved background colour is being used.

Do not deviate from the approved palette of acceptable background colours.

The use of any alternate background colours must be approved by University Communications & Marketing.

ONE-COLOUR (GREEN) MONOGRAM ON APPROVED LIGHT BACKGROUNDS



REVERSE (YELLOW) MONOGRAM ON APPROVED DARK BACKGROUNDS



REVERSE (WHITE) MONOGRAM ON APPROVED DARK BACKGROUNDS



1.19

ALTERNATE WORDMARK DESIGNS – OFFICIAL U OF R FONT

In order to provide a variety of designs for merchandising, alternate wordmarks can be used in place of the official crest logo.

The first approved wordmark is created with News Gothic Condensed font family. It is a clean, san-serif font that is bold and legible. News Gothic Condensed is the official font of the University of Regina.

All wordmark designs must use the official U of R colour palette, but colour of text and outlines can vary depending on the background colour used in the merchandise, as shown here.

News Gothic Condensed fonts should be provided to suppliers to ensure accuracy.

OFFICIAL FONT

News Gothic Condensed
News Gothic Condensed Bold
News Gothic Extra Condensed

U N I V E R S I T Y O F
REGINA

ALTERNATE WORDMARK TREATMENT – NEWS GOTHIC CONDENSED BOLD

ARCHED WORDMARK

Text can be be arched with a slight curve on merchandise when deemed appropriate.

U N I V E R S I T Y O F
REGINA

WORDMARK TREATMENT EXAMPLES ON APPROVED COLOUR BACKGROUNDS



EXAMPLES OF ALTERNATE WORDMARK
(NEWS GOTHIC CONDENSED BOLD)
ON MERCHANDISE



CAP



T-SHIRT



HOODIE

1.20

ALTERNATE WORDMARK DESIGNS – COLLEGIATE FONT

The second wordmark style that is acceptable to use in University of Regina merchandise uses a collegiate-style, slab-serif font that evokes a collegiate look and feel that is common for universities across North America.

The wordmark can be created using the font College.

Suppliers usually have a set of collegiate-style fonts when designing merchandise, so using a variation of the font College is acceptable. Suppliers should match the font as closely as possible.

COLLEGIATE-STYLE FONT

COLLEGE

NOTE: The font used in the collegiate wordmark designs are for merchandising purposes only and should never be used in any U of R print or digital materials.

U N I V E R S I T Y O F
REGINA

ALTERNATE WORDMARK TREATMENT – NEWS GOTHIC CONDENSED BOLD

ARCHED WORDMARK

Text can be be arched with a slight curve on merchandise when deemed appropriate.

U N I V E R S I T Y O F
REGINA

WORDMARK TREATMENT EXAMPLES ON APPROVED COLOUR BACKGROUNDS



EXAMPLES OF ALTERNATE WORDMARK
(COLLEGIATE-STYLE) ON MERCHANDISE



SWEATPANTS



TOQUE



HOODIE

1.21

PROGRAM-SPECIFIC & FACULTY MERCHANDISE

PROGRAM-SPECIFIC MERCHANDISE

Apparel that features a program-specific wordmark helps students and faculty at the University of Regina show pride and celebrate their unique program.

In order to maintain consistency across all programs, program name text should appear in the designated collegiate-style font (**College**) in green with yellow outline. The designs should be placed on apparel that has a black background and the text “University of Regina” should always appear in conjunction with the program name.

Contact University Communications & Marketing for requests.

NOTE: The font used in the program-specific wordmark designs are for merchandising purposes only and should never be used in any U of R print or digital materials.

PSYCHOLOGY

UNIVERSITY OF REGINA

ALTERNATE WORDMARK TREATMENT

PROGRAM-SPECIFIC WORDMARK TREATMENT EXAMPLES ON APPROVED COLOUR BACKGROUND



FACULTY MERCHANDISE

There may be occasions where individual faculties will want to produce merchandise featuring their own brand. There are considerations that must be made to align with the overarching University of Regina brand.

Merchandise colours must align with the University's primary colour palette. Exceptions may be granted for donor-named faculties. While the faculty logo will be the primary graphic on this merchandise, the University of Regina logo should be placed in a separate, secondary position on the item (e.g. logo on the sleeve or back

of shirt). The University may grant some exceptions with regard to faculty-branded merchandise.

All design exceptions MUST be approved by University Communications & Marketing.

1.22

CO-BRANDED MERCHANDISE

There are many opportunities to build the University of Regina brand while partnering with other external brands. By partnering, we are able to showcase products of high quality and offer a wider selection of branded merchandise that will appeal to students, faculty and the public.

Some considerations should be made when partnering with an external (partner) brand. These apply to both the main University of Regina and the athletic teams (Cougars and Rams):

- The University of Regina should always be the primary brand featured on the merchandise.
- The partner brand should appear in a separate position/area on the merchandise (e.g. on the sleeve of a shirt or the back of a hoodie).
- Partner brand graphics should appear no more than (approx.) 1/4 the size of the primary University of Regina brand graphics.
- Colours for merchandise should be selected from the University of Regina colour palette and not from the partner brand palette.
- Partner logos should be printed/embroidered in a neutral colour (white, black, grey) that does not distract or clash with the primary University of Regina brand colours.

The University may grant some exceptions for merchandise with regard to the use of the secondary partner brands. All design exceptions MUST be approved by University Communications & Marketing.



Partner brand graphics should appear no more than approx. 1/4 the size/ presence of the University of Regina or Cougar/Rams brand graphics.

Partner brand graphics should be positioned in a separate position/ area from the University of Regina or Cougar/Rams brand graphics.



2.0

ATHLETICS MERCHANDISE

2.01

UNIVERSITY OF REGINA COUGARS LOGO USAGE

This is the primary logo of the University of Regina Cougars. Two versions can be used for merchandise – one is for use on light backgrounds and the other for use on dark backgrounds.

ALWAYS:

- use one of the final, approved files that have been provided.
- keep ample 'clear space' around the logo.

DO NOT:

- move or alter the logo elements.
- stretch the logo disproportionately.
- change the colours from the approved versions.

FONTS

The primary font used in marketing is Liberator and/or Franchise. The secondary font used is News Gothic. Various weights of all fonts can be used in merchandise.

LIBERATOR

FRANCHISE

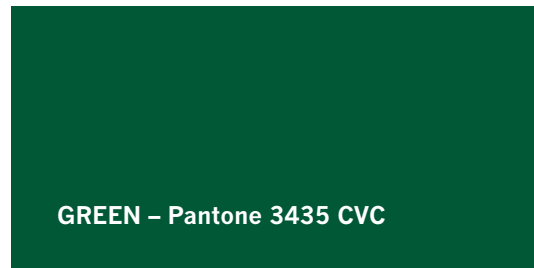
NEWS GOTHIC CONDENSED



VERSION USED ON APPROVED
LIGHT BACKGROUND



VERSION USED ON APPROVED
DARK BACKGROUND



GREEN – Pantone 3435 CVC



Pantone 124 C

OFFICIAL UNIVERSITY OF REGINA COUGARS COLOURS

2.02

COUGARS LOGO ON APPROVED BACKGROUND COLOURS

Use the logos only on top of the approved background colours, as shown here. This ensures the legibility of the logo across all Cougars merchandise.

Do not deviate from the approved palette of acceptable background colours.

The use of any alternate background colours must be approved by University Communications & Marketing only in special circumstances (e.g. pink T-shirt for breast cancer awareness).

LOGO USAGE ON APPROVED LIGHT BACKGROUNDS



LOGO USAGE ON APPROVED DARK BACKGROUNDS



LOGO VARIATIONS

Regina Cougar and Type

This is an alternate version of the logo to be used when it is more important to identify Regina as a place than the team name. It can be used on apparel if desired.



Cougar Only

This version can be used on merchandise where a small logo is deemed appropriate. The text "University of Regina" or "Cougars" can be used but should appear separate from the cougar graphic.



2.03

EXAMPLES OF COUGARS LOGO ON MERCHANDISE

When creating Cougars merchandise, always use the official logo files that are high-resolution and fully scalable.

Full-colour logo versions should be used whenever possible.

Position the logo in a way that's appropriate to the item and in a place that's highly visible. Check to make sure the logo can be accurately reproduced on the item.

Always work within the Cougars colour palette, matching as closely as possible in all instances.

It may be helpful to consult with University Communications & Marketing about the best way to render the Cougars identity, whether by embroidery, screen printing, appliqué or a combination of the above. Bookstore staff may engage University Communications & Marketing, if necessary, to make the best decision.



JACKET



WATER BOTTLES



GYM BAG



HOODIE

2.04

COUGARS MERCHANDISE – CUSTOM DESIGNS

More playful types of branded apparel allows students and fans to affiliate with their school teams in a more creative and expressive way. Merchandise with custom graphics help create pride and will be cherished for years to come.

All special-designed Cougars merchandise must be approved by the University of Regina Athletic Department and/or University Communications & Marketing. A few examples are shown on this page.



T-SHIRTS



HOODIE



GAME DAY
PROMO

2.05

UNIVERSITY OF REGINA RAMS LOGO USAGE

This is the primary logo of the University of Regina Rams. Two versions can be used for merchandise – one is for use on light backgrounds and the other for use on dark backgrounds.

ALWAYS:

- use one of the final, approved files that have been provided.
- keep ample 'clear space' around the logo.

DO NOT:

- move or alter the logo elements.
- stretch the logo disproportionately.
- change the colours from the approved versions.

FONTS

The primary font used in marketing is Gotham. The secondary font used is DIN Condensed. Various weights of both fonts can be used in merchandise.

GOTHAM

DIN CONDENSED

If these fonts are not available, Montserrat is a suitable substitute for Gotham and Roboto Condensed is a suitable substitute for DIN Condensed. Both substitutes are available free from Google Fonts.

UNIVERSITY
OF REGINA



LOGO USED ON APPROVED
LIGHT BACKGROUNDS

UNIVERSITY
OF REGINA



LOGO USED ON APPROVED
DARK BACKGROUNDS

GREEN – Pantone 3435 C

CMYK C:93 / M:24 / Y:85 / K:86

RGB R:21 / G:71 / B:52

HEX #154734

VEGAS GOLD – Pantone 7502 C

CMYK C:6 / M:14 / Y:39 / K:8

RGB R:206 / G:184 / B:136

HEX #CEB888

OFFICIAL UNIVERSITY OF REGINA RAMS COLOURS

2.06

RAMS LOGO ON APPROVED BACKGROUND COLOURS

Use the logos only on top of the approved background colours, as shown here. This ensures the legibility of the logo across all Rams merchandise.

Do not deviate from the approved palette of acceptable background colours.

The use of any alternate background colours must be approved by University Communications & Marketing only in special circumstances (e.g. pink T-shirt for breast cancer awareness).

LOGO USAGE ON APPROVED LIGHT BACKGROUNDS



LOGO USAGE ON APPROVED DARK BACKGROUNDS



LOGO VARIATIONS

Small sizes and special circumstances often create legibility concerns. For this reason, the text “University of Regina” and “Football” may be omitted from the logo. It is recommended that the University of Regina wordmark be included somewhere on the merchandise item, but as a secondary element (sleeve, upper back).



University
of Regina

2.07

EXAMPLES OF RAMS LOGO ON MERCHANDISE

When creating Rams merchandise, always use the official logo files that are high-resolution and fully scalable.

Full-colour logo versions should be used whenever possible.

Position the logo in a way that's appropriate to the item and in a place that's highly visible. Check to make sure the logo can be accurately reproduced on the item.

Always work within the Rams colour palette, matching as closely as possible in all instances.



POLO SHIRT



SWEATSHIRTS



CAP



WATER BOTTLE

2.08

RAMS MERCHANDISE – CUSTOM DESIGNS

More creative types of branded apparel allows students and fans to affiliate with their school teams in a more engaging and expressive way. Merchandise with custom graphics help create pride and will be cherished for years to come.

All special-designed Rams merchandise must be approved by the University of Regina Athletic Department and/or University Communications & Marketing. A few examples are shown on this page.



GRAPHIC
PILLOW



T-SHIRT



INFANT ONESIE



SWEATPANTS



Through consistent application of the standards in this Merchandising Guide, the University of Regina can continue to communicate our brand to the world.

Thank you for helping to keep the University of Regina strong.

Questions about our visual identity?

For more information, please contact:

University Communications & Marketing

Email: University.Marketing@uregina.ca

Or visit us at 110 Paskwāw Tower



University
of Regina

Go far, together.