

Institutional Identity Tagline Guidelines



University
of Regina

| *Go far, together.*

TAGLINE VERSIONS – FULL COLOUR

These are the approved full colour tagline versions that can be used in materials where the tagline is used separately from the University of Regina logo (i.e. headline on ads).

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



HORIZONTAL VERSION – FULL COLOUR
(Available as Pantone 3435 C and Pantone 123 C or CMYK)



STACKED VERSION – FULL COLOUR
(Available as Pantone 3435 C and Pantone 123 C or CMYK)



HORIZONTAL VERSION – FULL COLOUR REVERSE
(Available as Pantone 123 C and White or CMYK)



STACKED VERSION – FULL COLOUR REVERSE
(Available as Pantone 123 C and White or CMYK)

TAGLINE VERSIONS – ONE COLOUR

These are the approved one colour tagline versions that can be used in materials where the tagline is used separately from the University of Regina logo (i.e. headline on ads).

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



Go far, *together.*

HORIZONTAL VERSION – ONE COLOUR GREEN
(Available as Pantone 3435 C or CMYK)



Go far,
together.

STACKED VERSION – ONE COLOUR GREEN
(Available as Pantone 3435 C or CMYK)



Go far, *together.*

HORIZONTAL VERSION – REVERSE



Go far,
together.

STACKED VERSION – REVERSE

U OF R LOGO WITH TAGLINE (ON WHITE BACKGROUND)

These are the approved full colour logo versions to be used when combining the official U of R logo with the tagline.



HORIZONTAL, ONE LINE TAGLINE VERSION – FULL COLOUR
(Available as Pantone 3435 C and Pantone 123 C or CMYK)



HORIZONTAL, TWO LINE TAGLINE VERSION – FULL COLOUR
(Available as Pantone 3435 C and Pantone 123 C or CMYK)



STACKED VERSION – FULL COLOUR
(Available as Pantone 3435 C and 123 C
or CMYK)

U OF R LOGO WITH TAGLINE (ON GREEN BACKGROUND)

These are the approved reverse logo versions to be used when combining the official U of R logo with the tagline.



HORIZONTAL, ONE LINE TAGLINE VERSION – REVERSE

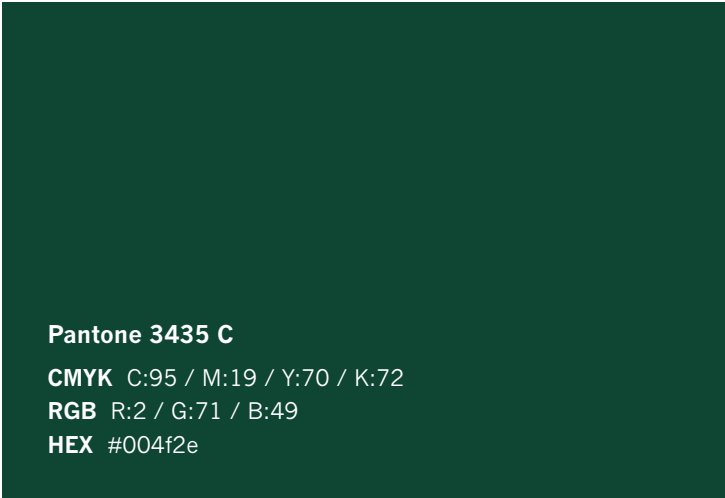


HORIZONTAL, TWO LINE TAGLINE VERSION – REVERSE



STACKED VERSION – REVERSE

TAGLINE COLOURS



Pantone 3435 C

CMYK C:95 / M:19 / Y:70 / K:72

RGB R:2 / G:71 / B:49

HEX #004f2e



Pantone 123 C

CMYK C:0 / M:21 / Y:88 / K:0

RGB R:253 / G:200 / B:47

HEX #ffc82e



White

CMYK C:0 / M:0 / Y:0 / K:0

RGB R:255 / G:255 / B:255

HEX #FFFFFF



Process Black

CMYK C:0 / M:0 / Y:0 / K:100

RGB R:0 / G:0 / B:0

HEX #000000



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of Regina

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