VISUAL IDENTITY GUIDELINES

University of Regina

Go far, *together.*

CONTENTS

1.0

VISUAL IDENTITY ELEMENTS

1.01

THE IMPORTANCE OF A VISUAL IDENTITY GUIDE

Any questions regarding these guidelines should be directed to:

University Communications & Marketing:
Email: University.Marketing@uregina.ca

At the University of Regina, we are storytellers.

We tell stories about our students' successes. We tell stories about our research that is positively affecting change at home and around the globe. We connect with our communities to find solutions to real-world issues (and, we tell stories about them).

By consistently adhering to visual identity standards, we build on our strong brand awareness and, together, tell even greater stories.

Though the visual identity guidelines include the University's logo, it extends far beyond this single element. The visual identity is comprised of many elements, such as logos, fonts, artwork, photography, and colours. These elements come together to personify who we are as a university and help us tell our stories in a consistent way.

This document provides the foundation for consistent application of the University of Regina's visual identity across all media, communications, and marketing materials.

University Communications & Marketing manages and supports the correct application of the University of Regina's visual identity. Should you have any questions about the proper application of our visual identity guidelines, please do not hesitate to contact University Communications & Marketing

Thank you for working with us to maintain our brand identity and keep our brand strong. And, thank you for telling our University of Regina stories.

1.02

BRAND STATEMENTS

The brand statement serves to unify the University of Regina community. It draws on our vision, mission, and values, incorporates ideals that we — as a University community — hold dear, and illuminates our strengths. It helps us tell our University of Regina stories.

Go far, *together.*

UNDERGRADUATE BRAND STATEMENT

The prairies are a special place. A place where you can grow. Explore. Uncover endless opportunities.

Situated in the heart of the Canadian prairies, the University of Regina and its federated colleges are on Treaty 4 and Treaty 6 territories — the homelands of the nêhiyawak, Anihšināpēk, Dakota, Lakota, Nakoda peoples, and Michif/Métis nation. The University of Regina is just as unique as its place. What makes us different? Our focus on you — our students.

The University of Regina is here for you through every step of your educational journey. From our excellent mental, academic, and physical wellness support systems to the way we're actively working with Indigenous partners to reconcile our past, we are committed to you — and to building a better tomorrow.

We believe that learning is best accomplished hands-on. And that's why we'll help you find valuable work or volunteer experience in your area of study. We're proud that our students graduate career ready and ready to make a real difference — to contribute to individual, social, economic and environmental well-being in their communities.

There are many places you can go in life. Though none as special as here.

At the University of Regina, we'll **go far, together**.

GRADUATE BRAND STATEMENT

Why choose to pursue your post-secondary education with us?

It's the way we wholly support our students through every step of their educational journey. It's how we pioneered and continue to provide valuable experiential learning opportunities so that students can learn not just with their heads, but also with their hands. It's how we demonstrate our commitment to mental health and well-being, whether through the world-class programs we teach, or the holistic wellness supports we offer our students. It's how we embrace diversity, foster inclusivity, and remain committed to reconciliation through teaching, research, and listening so that we may learn.

We are situated in the vast open plains of Treaty 4 and Treaty 6 territories — the homelands of the nêhiyawak, Anihšināpēk, Dakota, Lakota, Nakoda peoples, and Michif/Métis nation, where our views and opportunities abound in every direction.

1.03

PRIMARY LOGO

The University of Regina logo is the primary element of our visual identity and should appear on all University of Regina communications.

The University of Regina logo is made up of two elements:

1. Crest graphic
2. University of Regina wordmark

Please ensure that the logo is reproduced at a legible size.

Do not attempt to reset the wordmark or build another configuration.

Always use digital files supplied by University Communications & Marketing or Printing Services

LOGO

CREST

WORDMARK

The crest should not be used as a stand-alone mark except in specific circumstances, and only with prior approval from University Advancement & Communications.

1.04

LOGO COLOURS

Colour plays an important role in the portrayal and stature of the University of Regina brand, and promotes long-term brand recognition.

The logo should always be reproduced in its original form — meaning no tints or shades may be derived from it, nor may multiply or overlay effects be applied to it.

When possible, it should be printed using the Pantone Matching System value. If spot colours are not available, only the CMYK (Cyan, Magenta, Yellow, Black) values listed on this page should be used.

The official colours to be used for reproducing the University of Regina logo in Pantone, process (CMYK), RGB (Red, Green, Blue), and web-safe applications (HEX) are as shown.
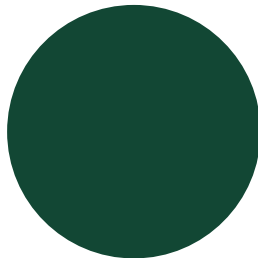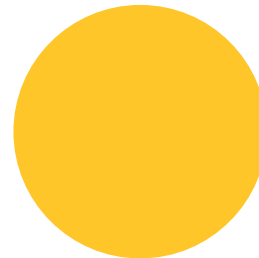
Pantone 3435 C

CMYK C:95 / M:19 / Y:70 / K:72
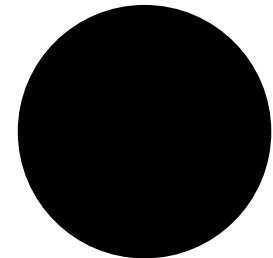**RGB** R:2 / G:71 / B:49
HEX #004f2e

Pantone 123 C

CMYK C:0 / M:21 / Y:88 / K:0
RGB R:253 / G:200 / B:47
HEX #ffc82e

Process Black

CMYK C:0 / M:0 / Y:0 / K:100
RGB R:0 / G:0 / B:0
HEX 000000

1.05

PRIMARY LOGO: CLEAR SPACE & MINIMUM SIZE

PROTECTED SPACE

The University of Regina signature has a unique configuration and orientation, which must never be altered in any way and must always maintain established proportions and spacing.

There should be a minimum clear space around the logo in which no other elements (eg: graphics, illustrations, photos) can appear.

Note how the height of the "U" in the "University of Regina" wordmark is the unit of measurement that dictates the correct logo configuration and safe area.

MINIMUM SIZE

A minimum allowable size has been established to ensure legibility of the logo in which the width of the logo is no less than 1.25 inches. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

Note: There may be rare occasions, such as placement on merchandise, that require the logo to be smaller. Please consult with the University Communications & Marketing Office in these instances.

The logo is always scaled as a unit.
The logo should never appear less than 1.25" in width.

1.06

PRIMARY LOGO: COLOUR VERSIONS

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)

1.07

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 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 use on a distracting background.

1.08

SECONDARY LOGOS

There are two secondary logo versions, including a **vertical (stacked) version** and a **horizontal (one-line) version**.

In instances where the space provided is too small for the primary logo to be legible, or in special situations when the use of the primary logo would be unsuitable, please use one of the secondary logos.

Whenever possible, the logo should appear in its full-colour version (as per the versions shown on the right). Never alter the proportions of the logos.

ACCEPTABLE COLOUR VERSIONS
Similar to the primary logo, the secondary logos are available in multiple acceptable colour versions, including:

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

SECONDARY LOGO – VERTICAL (STACKED) VERSION

SECONDARY LOGO – HORIZONTAL (ONE-LINE) VERSION

1.09

U OF R 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

HORIZONTAL, ONE-LINE TAGLINE VERSION – FULL-COLOUR

HORIZONTAL, TWO-LINE TAGLINE VERSION – FULL-COLOUR

STACKED VERSION – FULL-COLOUR

1.10

TAGLINE: FULL-COLOUR VERSIONS

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 ad, title on publication).

The University of Regina official logo should always appear on marketing materials in conjunction with the tagline, even when tagline (headline/title) is placed separately from the logo. Please refer to pages 41 and 44 in this Guide for more information on usage.

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

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.

HORIZONTAL VERSION – FULL-COLOUR

STACKED VERSION – FULL-COLOUR

HORIZONTAL VERSION – FULL-COLOUR REVERSE

STACKED VERSION – FULL-COLOUR REVERSE

1.11

TAGLINE: ONE-COLOUR VERSIONS

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 ad, title on publication).

The University of Regina official logo should always appear on marketing materials in conjunction with the tagline, even when tagline (headline/title) is placed separately from the logo. Please refer to pages 41 and 44 in this Guide for more information on usage.

ACCEPTABLE COLOUR VERSIONS

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

• Green version (Pantone 3435 C) or CMYK
• Black version
• Reverse version

NOTE: 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.

HORIZONTAL VERSION – ONE-COLOUR (GREEN)

STACKED VERSION – ONE-COLOUR (GREEN)

HORIZONTAL VERSION – REVERSE

STACKED VERSION – REVERSE

1.12

U OF R MONOGRAM

The 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 it in a location that is appropriate to the shape, size, and purpose of the merchandise. For large quantities of clothing production (>50), University Communications & Marketing should be consulted for suitability and price.

The monogram is not intended for use in print publications.

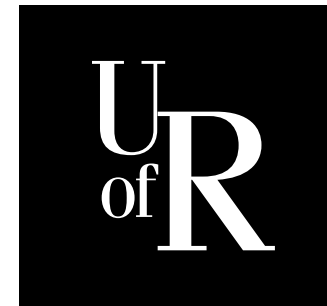The crest is not to be used with the monogram, and is not part of the monogram.

ONE-COLOUR MONOGRAM – GREEN
(Pantone 3435 C)

ONE-COLOUR MONOGRAM – BLACK
(Black)

ONE-COLOUR MONOGRAM – YELLOW
(Pantone 123 C on a green background - Pantone 3435 C)

REVERSE MONOGRAM
(White on a black background)

1.13

INSTITUTIONAL CREST & SEAL

The University's corporate crest and/or corporate seal are used for official purposes such as diplomas, transcripts, and official non-administrative legal documents of the University. All other administrative forms and documents should use the University logo.

The institutional wordmark and crest should be displayed with appropriate size and prominence. The institutional crest should always appear with the institution's name for association.

The full crest (bottom row) with top elements (above crest) is only used for official documents (eg: diplomas or legal documents).

On occasion, the primary logo and the crest or seal may be used on the same document. The Executive Director, University Governance, has oversight for the use of the corporate crest/seal and should be consulted on a case-by-case basis to determine correct use.

Special permission from the Executive Director, University Governance, must be obtained before creating official institutional items with the full crest.

INSTITUTIONAL CREST
(Colour)

INSTITUTIONAL CREST
(Black)

INSTITUTIONAL CREST
(Outlines)

INSTITUTIONAL FULL CREST
(Colour)

INSTITUTIONAL FULL CREST
(Black)

INSTITUTIONAL FULL CREST
(Outlines)

1.14

POSITIONING OF UNIT NAMES WITH LOGO

When using the logo in conjunction with the name of a faculty, department, unit, or centre (thereby referred to as the 'unit name'), the unit name should always appear TO THE RIGHT of the primary logo.

The logo should be placed preferably in the top right corner, lower right corner, or in the logo footer bar (see page 40).

In special instances, pending approval from University Communications & Marketing, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact University Communications & Marketing for approval of alternate logo placement.

In the examples shown, the logo is approximately 2.375" (6.0325 cm) wide and the unit name text is 14 pt. News Gothic Standard Medium with 17 pt. leading.

For usage guidelines on unit names on stationery, see page 28.

All usage and print guidelines that apply to the basic logo also apply to unit identifiers.
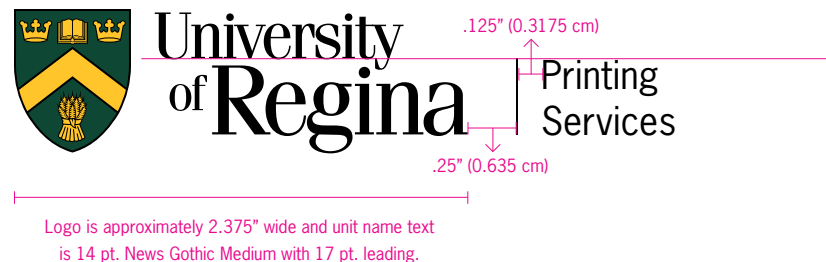
*Pink notations indicate spacing requirements.

FORMAT FOR UNIT NAME OVER 3 LINES (LONGER NAMES)

.125" (0.3175 cm)

University of Regina | Faculty of Kinesiology & Health Studies

.25" (0.635 cm)

Logo is approximately 2.375" wide and unit name text is 14 pt. News Gothic Medium with 17 pt. leading.

FORMAT FOR UNIT NAME OVER 2 LINES (SHORTER NAMES)

.125" (0.3175 cm)

University of Regina | Printing Services

.25" (0.635 cm)

Logo is approximately 2.375" wide and unit name text is 14 pt. News Gothic Medium with 17 pt. leading.

To create a unit name logo version on **three lines**, place a 1 pt. vertical line 1/4" (.0635 cm) to the right of the logo, extending from the **bottom of the logo to the TOP of the type in the top line of the logo**. Add the unit name 1/8" (0.3175 cm) to the right of the vertical line. The unit name should be set in **News Gothic Standard Medium** in black. The type size and leading should always allow for the unit name to be the same height as the vertical line.

To create a unit name logo version on **two lines**, place a 1 pt. vertical line 1/4" (.0635 cm) to the right of the logo, extending from the **bottom of the logo to the BOTTOM of the type in the top line of the logo**. Add the unit name 1/8" (0.3175 cm) to the right of the vertical line. The unit name should be set in **News Gothic Standard Medium** in black. The type size and leading should always allow for the unit name to be the same height as the vertical line.

1.15

FACULTY LOGOS

Faculties and units across campus are expected to adhere to the University's visual identity guidelines. The University's brand should be the primary brand represented on all pieces of communications and marketing produced by faculties and units.

In exceptional cases, faculties, schools or centres may be permitted to develop a unique brand. Permission must be granted by University Communications & Marketing, and the unit must work with the faculty, school or centre in the creation of the brand.

Development of faculty-specific brands are approved if the faculty becomes named, for example. In the case where a significant donation is made to the faculty, and, as a result, the official name of the faculty (and/or schools within the faculty) is changed, the faculty may work with University Communications & Marketing to create a faculty specific brand that uses University of Regina approved fonts, colours, and, as much as possible, adheres to the University's visual identity guidelines while fulfilling the requirements of the gift agreement with the donor(s).

The Paul J. Hill School of Business and the Kenneth Levene Graduate School of Business are examples of donor-named schools.

1.16

EXTERNAL ORGANIZATIONS: USING THE BRAND

External organizations, including organizations with whom the University of Regina has formal partnerships, sponsorships, or relationships, wishing to use the University of Regina brand, design elements, or logo/graphic elements must seek permission from University Communications & Marketing.

The University of Regina has the right to grant or revoke permissions to use the University's brand in full or in part as it sees fit.

1.17

VISUAL IDENTITY COLOURS: PRIMARY PALETTE

Whenever possible, use these three official University of Regina colours as foundational elements within your communications and promotional material.

It is acceptable to use tints (shades) of the primary colours to add variety and visual interest to the materials. It is recommended that the minimum tint value for each colour is 10%. This ensures that the colour tint will not appear too faint and will have sufficient visual presence.

Consistent use of our official colours helps us continue to build brand recognition.

PRIMARY COLOUR PALETTE (WITH TINTS)

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

Process Black

CMYK C:0 / M:0 / Y:0 / K:100
RGB R:0 / G:0 / B:0
HEX 000000

1.18

VISUAL IDENTITY COLOURS: SECONDARY PALETTE

The secondary colour palette is designed to support and complement the primary colour palette. These colours enable flexibility and variety in design.

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

When using the secondary palette colours, please use combinations that correspond to the tonal categories shown on this page (i.e. dark/desaturated colour with other dark/desaturated colours).

Any questions regarding the appropriate application of the secondary colour palette should be directed to University Communications & Marketing.

DARK /DESATURATED

Pantone 370 C
CMYK C:62 / M:1 / Y:100 / K:25
RGB R:101 / G:141 / B:27
HEX 658D1B

Pantone 3025 C
CMYK C:100 / M:27 / Y:10 / K:56
RGB R:0 / G:79 / B:113
HEX 004F71

Pantone 2617 C
CMYK C:84 / M:99 / Y:0 / K:12
RGB R:71 / G:10 / B:104
HEX 470A68

Pantone 229 C
CMYK C:26 / M:100 / Y:19 / K:61
RGB R:103 / G:33 / B:70
HEX 672146

Pantone 188 C
CMYK C:16 / M:100 / Y:65 / K:58
RGB R:118 / G:35 / B:47
HEX 76232F

Pantone 153 C
CMYK C:5 / M:64 / Y:100 / K:17
RGB R:190 / G:106 / B:20
HEX BE6A14

MIDTONES

Pantone 347 C
CMYK C:93 / M:0 / Y:100 / K:0
RGB R:0 / G:154 / B:68
HEX 009A44

Pantone Process Blue C
CMYK C:100 / M:13 / Y:1 / K:2
RGB R:0 / G:133 / B:202
HEX 0085CA

Pantone 2603 C
CMYK C:72 / M:99 / Y:0 / K:3
RGB R:112 / G:32 / B:130
HEX 702082

Pantone 234 C
CMYK C:18 / M:100 / Y:6 / K:18
RGB R:162 / G:0 / B:103
HEX A20067

Pantone 186 C
CMYK C:2 / M:100 / Y:85 / K:6
RGB R:200 / G:16 / B:46
HEX C8102E

Pantone 716 C
CMYK C:0 / M:61 / Y:99 / K:0
RGB R:234 / G:118 / B:0
HEX EA7600

LIGHT

Pantone 360 C
CMYK C:63 / M:0 / Y:84 / K:0
RGB R:108 / G:194 / B:74
HEX 6CC24A

Pantone 312 C
CMYK C:88 / M:0 / Y:11 / K:0
RGB R:0 / G:169 / B:206
HEX 00A9CE

Pantone 272 C
CMYK C:61 / M:56 / Y:0 / K:0
RGB R:116 / G:116 / B:193
HEX 7474C1

Pantone 2395 C
CMYK C:26 / M:90 / Y:0 / K:0
RGB R:200 / G:0 / B:161
HEX C800A1

Pantone 198 C
CMYK C:0 / M:82 / Y:37 / K:0
RGB R:223 / G:70 / B:97
HEX DF4661

Pantone 124 C
CMYK C:0 / M:30 / Y:100 / K:0
RGB R:234 / G:170 / B:0
HEX EAAA00

1.19
TYPOGRAPHY

The University of Regina's typography communicates clearly and cleanly and is flexible in a wide range of situations. When used thoughtfully, typography becomes an effective tool that can add visual meaning to what is communicated.

The three font families used in the University's visual identity are **News Gothic**, **New Caledonia**, and **Just Lovely Slanted**. The following guidelines describe how to use each for different purposes – as a headline, as a primary font, and as a secondary complementary font.

A font licence for News Gothic, New Caledonia, or Just Lovely Slanted will be provided to University employees who may have responsibility for design work in their area.

Font license inquires should be directed to University Communications & Marketing by contacting University.Marketing@uregina.ca.

The font licences will not be made available to external suppliers to the University.

Please note that Printing Services manages requirements for the official University stationery (e.g. letterhead, envelopes, business cards) using the appropriate fonts and approved design.

For longer-running text in the body of standard administrative documents such as letters and memos, Times New Roman should be used. New Caledonia may be used for longer-running text in the body of designed marketing and promotional publications.

HEADLINE FONT

News Gothic Condensed
News Gothic Condensed
News Gothic Extra Condensed

Headlines and some accents are set in News Gothic Condensed or Condensed Bold.

You may also use News Gothic Extra Condensed if the application is appropriate.

PRIMARY FONT

News Gothic MT Standard Regular
News Gothic MT Standard Italic
News Gothic MT Standard Bold
News Gothic MT Standard Bold Italic

News Gothic Standard Medium (special use)

The primary font for use on subheads, captions, and accents is News Gothic (not Condensed.) This may also be used for minimal amounts of body text if legibility is not compromised.

NOTE: In circumstances where the News Gothic font family is not available, you may substitute **Arial** in its place. Arial has a number of variations and is available on every computer.

SECONDARY COMPLEMENTARY FONT

New Caledonia Regular
New Caledonia Reg Italic
New Caledonia Semi Bold
New Caledonia Semi Bold Italic
New Caledonia Bold
New Caledonia Bold Italic

New Caledonia can be used for thematic text or for longer-running text in the main body of documents. As a serif font, New Caledonia makes dense text blocks easier to read, and it should be used when maximum legibility is a priority.

NOTE: In circumstances where the New Caledonia font family is not available, you may substitute **Times New Roman** in its place. Times New Roman has a number of variations and is available on every computer.

SECONDARY COMPLEMENTARY FONT

Just Lovely Slanted

Just Lovely Slanted is a contemporary, handwritten script that should be used as a secondary font only, in applications that require a more casual look and feel. This script font should be used sparingly in combination with News Gothic and New Caledonia.

1.20

USING TYPOGRAPHY EFFECTIVELY

Institutional brands use type effectively. Often seeing only the typography and brand elements is enough to successfully identify the organization or product being promoted.

By being consistent with the University of Regina typefaces, we communicate our brand more effectively and help it stand out in a competitive marketplace.

DO

1. Do use only approved colours.

2. Do use only approved University of Regina typefaces.

3. Do have consistent letter spacing (i.e. the space between the letters) when setting headlines, subheads or body copy.

DON'T

1. Don't use effects, such as drop shadows that compromise legibility.

2. Don't have inconsistent letter spacing (i.e. the space between the letters) in words when setting headlines, subheads or body copy.

3. Don't distort the typefaces (i.e. expand, condense or modify the letterforms).

4. Don't use non-approved University of Regina typefaces.

1.21

INCLUSIVE IMAGERY

The University of Regina is home to a diverse community of faculty, staff and students, and, as such, is strongly committed to fostering equity, diversity, and inclusion. It is important that the University's brand reflects this commitment.

The language and imagery we use should be inclusive. It should help tell the University's story in a way that celebrates the diversity of our campus.

1.22

PHOTOGRAPHY STYLE

All photography used for University of Regina marketing and communications should be professionally produced. In order to portray a sense of "togetherness" and community, avoid the use of single-person photos whenever possible and use photos that feature two or more people in promotional materials. Whether capturing exterior or interior shots, it is essential that all photography conveys a sense of authenticity and portrays a genuine University experience. Any posed photographs should feel relaxed and comfortable, never forced or stiff. Avoid the use of stock photography unless absolutely necessary.

In general, most University photography will fall into one of the following four categories. General art direction guidelines are as follows:

STUDENTS & FACULTY
Any photography depicting U of R students and faculty should capture an authentic sense of the diversity present on campus.

REAL MOMENTS
All photography capturing University events or activities should be candid in order to accurately portray the lively atmosphere on campus.

CAMPUS
Campus photography should include beauty shots depicting the campus as a vibrant, world-class facility.

CULTURE
Imagery depicting life on campus should capture authentic moments, and paint a realistic vision of what living and learning at the University of Regina is all about.

1.23

FILE FORMATS

Please refer to the "Visual Identity Elements" PDF to confirm filenames when sending logos to your suppliers.

For more information about selecting the correct file formats, please contact:

University Communications & Marketing
Email: University.Marketing@uregina.ca
Or visit us at 110 Paskwāw Tower

EPS FILES

EPS files are typically what suppliers use. They are vector graphics, meaning they can be resized to any size without distortion or loss of detail. These files are special files built from the original artwork in vector images, which can be enlarged to any size without pixelation or image loss.

Since you probably won't be able to view EPS files on your computer, please refer to the JPG equivalents of the EPS files in order to choose the right file to send with your print job.

EPS files often appear to have jagged edges on screen, but produce absolutely crisp printouts. You can test this by placing your EPS file in a new document (it may appear black and jagged even if it is a colour logo) and printing a test page from your printer. To use an EPS file, you must have access to and training on the Adobe® Creative Suite of software.

PDF FILES

PDF files are similar to EPS files in that they are vector graphics which can be enlarged without losing sharpness and can be used for supplier-produced materials.

Users will be able to view PDF files on their computer since PDF file formats are universally viewable.

JPG, PNG, AND GIF FILES

These files are raster graphics, which means detail is composed with pixels. The image quality of raster graphics will degrade as you enlarge them or as you save them multiple times.

JPG files can be used across desktop publishing software, Word, and PowerPoint with one limitation; transparency. JPG files have been included for some logos, where other file types cannot be employed. JPGs are built in RGB colour space.

PNG is an alternative that supports transparent backgrounds and can be useful in many applications – especially for web design where white may not be the desired background colour.

GIF files are limited to 256 colours. It is an acceptable choice for the web but not print.

2.0

VISUAL IDENTITY APPLICATIONS

2.01
STATIONERY SYSTEM

The stationery system is designed to give all University of Regina communications a clean, modern, and professional look.

The basic stationery system consists of an 8.5" x 11" letterhead, 3.5" x 2" business card, and #10 envelope.

The stationery system provides for customization of all components.

Printing Services manages stationery printing requirements for the University and adheres to the visual identity standards developed for these items. Please direct requests and inquiries about University of Regina stationery (e.g. letterhead, business cards, envelopes) and nametags to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488
Email: Printing.Services@uregina.ca
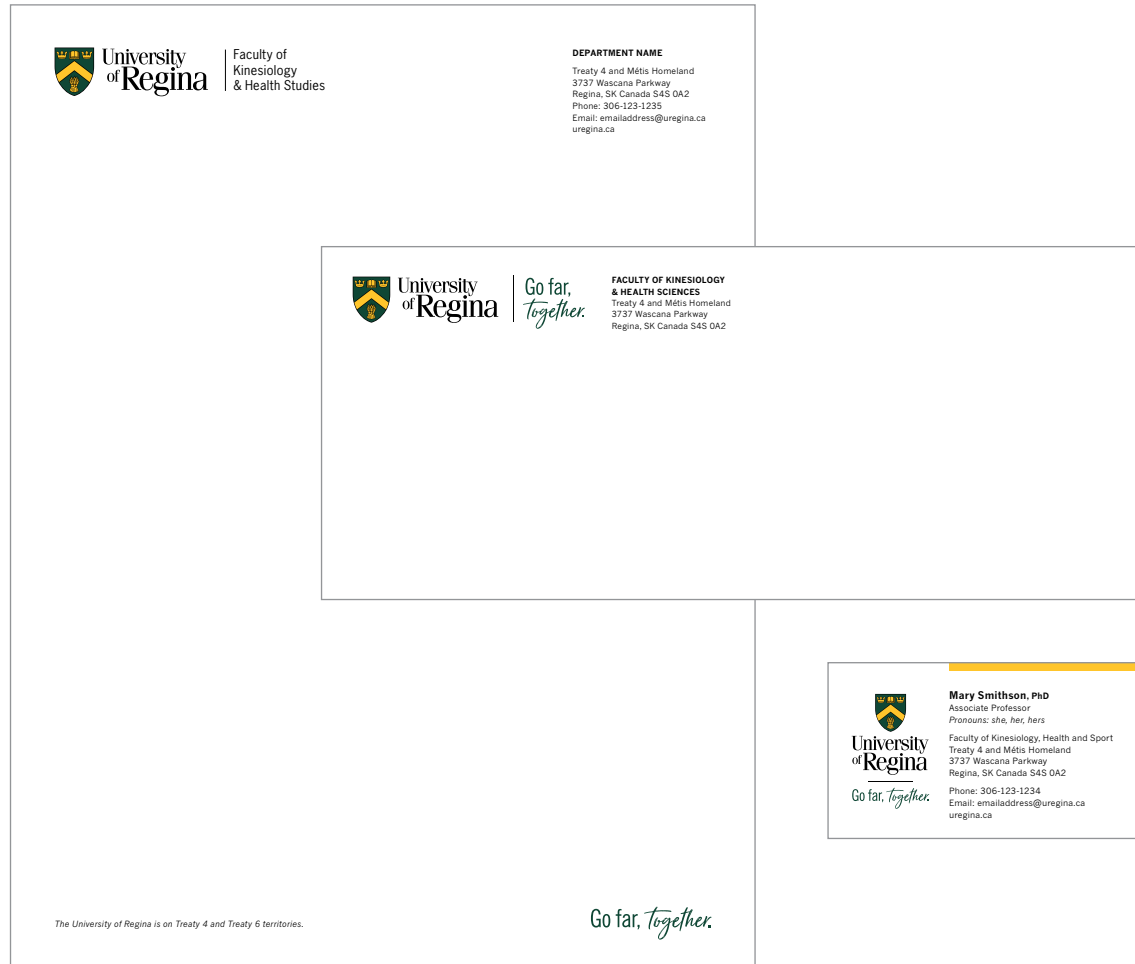
2.02

STATIONERY: LETTERHEAD

On the letterhead, the top left logo identifies the University and faculty or administrative unit.

The department name, civic address, mailing address, telephone and facsimile numbers, email and website addresses are listed in the top right section of the letterhead.

Please direct requests and inquiries about University of Regina letterhead to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488
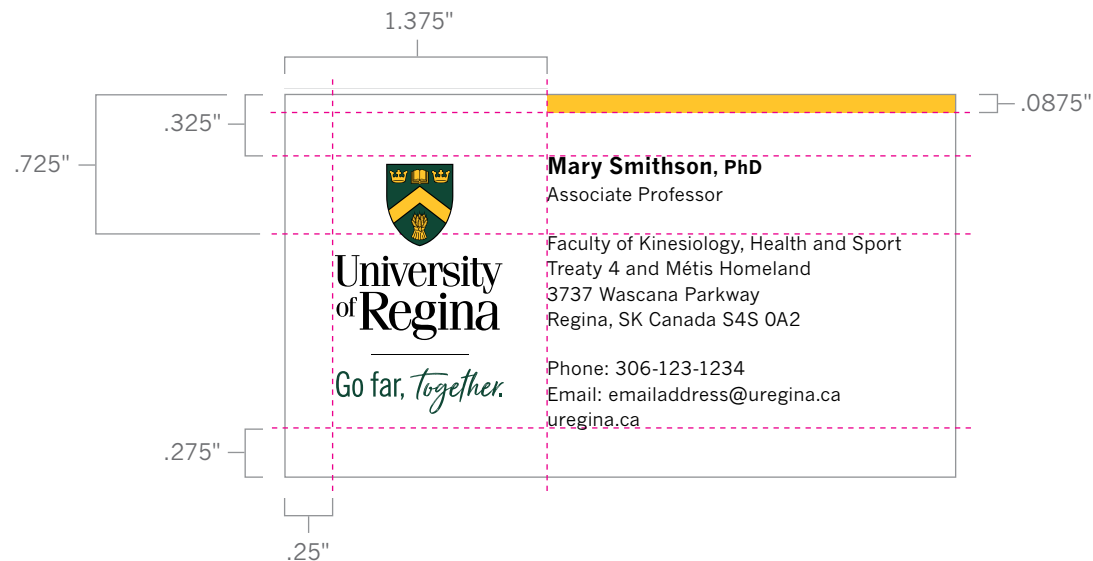Email: Printing.Services@uregina.ca

2.03

STATIONERY: LETTERHEAD SPECIFICATIONS

The letterhead specifications are set to help create and maintain the desired clean, modern, and professional look.

Standard letterhead is 8.5" x 11" and is printed on white uncoated paper stock.

Please refer to these specs when setting up official University of Regina letterhead.

For longer running text in the body of standard administrative documents such as letters and memos, **Times New Roman** should be used.

Please direct requests and inquiries about University of Regina letterhead to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488
Email: Printing.Services@uregina.ca

Land acknowledgment must always appear on letterhead in bottom left corner of page set in 7 pt. New Gothic MT Std Italic (as shown).

2.0875"

.5"

.5"

.5"

2.25"

When there is no unit name, the address and contact information move to the top.

DEPARTMENT NAME
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2
Phone: 306-123-1235
Email: emailaddress@uregina.ca
uregina.ca

Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2
Phone: 306-123-1235
Email: emailaddress@uregina.ca
uregina.ca

The unit name is set all uppercase in 7 pt. **News Gothic MT Std Bold** with 9.5 pt. leading.

The address/contact information/web address is set in 7 pt. **News Gothic MT Std Regular** with 9.5 pt. leading.

All information is printed in 100% black.

There should be a one-line break between the unit name and address/contact information/web address as shown.

1"

1"

2.04

STATIONERY: BUSINESS CARD WITH PRONOUNS

The business card specifications are set to help create and maintain the desired clean, modern, and professional look. A yellow bar (Pantone 123) bleeds off the top of the card to add visual interest.

Please refer to these specs when setting up official University of Regina business cards.

Please direct requests and inquiries about University of Regina business cards to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488
Email: Printing.Services@uregina.ca

Note: Variations or customizations to the business card design are not permitted.

Mary Smithson, PhD
Associate Professor
Pronouns: she, her, hers

Faculty of Kinesiology, Health and Sport
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

Phone: 306-123-1234
Email: emailaddress@uregina.ca
uregina.ca

Land acknowledgment (Treaty 4 and Métis Homeland) must always appear on business card before the address information as shown. For those working on the Saskatoon or Prince Albert campus, please use Treaty 6 and Métis Homeland in the land acknowledgment.

Note: Preferred pronouns will appear below the title of the individual.

Please provide preferred pronouns to Printing Services.

Pronouns are optional.

The option to add building number and name is available upon request through Printing Services.

SPECIFICATIONS

1.375"
.325"
.825"
.0875"
.25"
.25"

Mary Smithson, PhD
Associate Professor
Pronouns: she, her, hers

Faculty of Kinesiology, Health and Sport
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

Phone: 306-123-1234
Email: emailaddress@uregina.ca
uregina.ca

The name is 8.5 pt. **News Gothic MT Std Bold** with 10 pt. leading.

The title is 7 pt. **News Gothic MT Std Regular** with 10 pt. leading.

The pronuoun list is 7 pt. **News Gothic MT Std Italic** with 9.5 pt. leading.

The address/contact information/web address is 7 pt. **News Gothic MT Std Regular** with 9.5 pt. leading.

2.05

STATIONERY: BUSINESS CARD WITHOUT PRONOUNS

Please direct requests and inquiries about University of Regina business cards to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488
Email: Printing.Services@uregina.ca

Mary Smithson, PhD
Associate Professor

Faculty of Kinesiology, Health and Sport
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

Phone: 306-123-1234
Email: emailaddress@uregina.ca
uregina.ca

Note: This sample shows business card without pronouns.

Land acknowledgment (Treaty 4 and Métis Homeland) must always appear on business card before the address information as shown. For those working on the Saskatoon or Prince Albert campus, please use Treaty 6 and Métis Homeland in the land acknowledgment.

The option to add building number and name is available upon request through Printing Services.

SPECIFICATIONS

1.375"

.325"

.725"

.0875"

Mary Smithson, PhD
Associate Professor

Faculty of Kinesiology, Health and Sport
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

Phone: 306-123-1234
Email: emailaddress@uregina.ca
uregina.ca

.275"

.25"

The name is 8.5 pt. **News Gothic MT Std Bold** with 10 pt. leading.

The title is 7 pt. **News Gothic MT Std Regular** with 10 pt. leading.

The address/contact information/web address is 7 pt. **News Gothic MT Std Regular** with 9.5 pt. leading.

2.06

STATIONERY: BUSINESS CARD ALTERNATE BACK DESIGN

SPECIAL APPLICATIONS

A Pantone 123 full bleed back option may be used for special card applications. The full crest graphic may be centred on the card back and ghosted as shown.

Ghosting is 40% opacity in the option shown.

For approval on the use of the alternate back design, please contact:

University Communications & Marketing
Email: University.Marketing@uregina.ca
Or visit us at 110 Paskwāw Tower

SPECIAL APPLICATION CARD BACK

Ghosting is 40% opacity as shown.

2.07

STATIONERY: #10 ENVELOPE

The number 10 envelope is designed to maintain the desired clean, modern, and professional look.

Please direct requests and inquiries about University of Regina envelopes to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488 | Email: Printing.Services@uregina.ca

University of Regina | Go far, together.

FACULTY OF KINESIOLOGY & HEALTH SCIENCES
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

2.08

STATIONERY: #10 ENVELOPE SPECIFICATIONS

Please direct requests and inquiries about University of Regina envelopes to:

Printing Services
Room 118, Administration-Humanities Building
Phone: 306-585-4488 | Email: Printing.Services@uregina.ca

.375"

.325"

The unit name is set all uppercase in 7 pt. **News Gothic MT Std Bold** with 9.5 pt. leading.

The address is 7 pt. **News Gothic MT Std Regular** with 9.5 pt. leading.

.375"

University of Regina

Go far, together.

FACULTY OF KINESIOLOGY & HEALTH SCIENCES
Treaty 4 and Métis Homeland
3737 Wascana Parkway
Regina, SK Canada S4S 0A2

2.09
FORMS

The University of Regina utilizes a variety of forms that must adhere to the visual identity guidelines in order to create and maintain consistency across all brand platforms.

Please refer to the "Visual Identity Elements" PDF to confirm filenames when sending logos to your suppliers.

For inquiries about specific forms, please contact:

University Communications & Marketing
Email: University.Marketing@uregina.ca
Or visit us at 110 Paskwāw Tower

FORM SAMPLE USING U OF R LOGO WITH TAGLINE

2.10

FORMS: SPECIFICATIONS

The header bar appears at the top of all forms and consists of the title of the form on the left and the University of Regina logo (with or without tagline) on the right.

Note: On all forms, it is acceptable to use either the U of R logo with tagline or the standalone U of R logo on the right side of the header bar.

See page 38 for examples of forms using the U of R logo with tagline in the header bar.

See page 39 for examples of forms using the standalone U of R logo in the header bar.

.625"

.625"

AGENDA

University of Regina | Go far, together.

TITLE OF ANNOUNCEMENT

Date: Date, 20XX
Time: X:00 a.m. – X:00 p.m.
Location: Lorem ipsem dolor

PARTICIPANTS

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

AGENDA

XX:00 a.m.   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

XX:02 a.m.   Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

XX:10 a.m.   Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

XX:11 a.m.   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

XX:19 a.m.   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

XX:20 a.m.   Lorem ipsum dolor sit amet, consectetur adipiscing elit.

XX:45 a.m.   Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

XX:50 a.m.   Lorem ipsum dolor.

XX:56 p.m.   Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

XX:00 p.m.   Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Agenda | 1

.5"

1"   Body copy of form is to be inset by 1" from sides of page.

The form name (always appears justified left in top left of page) is set all uppercase in 63 pt. **News Gothic Extra Condensed**. The size of the form name can be adjusted to fit horizontally on one line within top bar.

Body copy of the form is set in **Arial Regular** or **Arial Bold** (font is universally available). The body copy set in 10 pt. with 14 pt. leading.

Titles are set in **Arial Regular** or **Arial Bold**, 17 pt. with 20 pt. leading.

All information is printed in 100% black.

2.11

FORMS: EXAMPLES USING U OF R LOGO WITH TAGLINE

Below are some examples of forms using the
U of R logo with tagline in the header bar.

2.12

FORMS: EXAMPLES USING U OF R LOGO ONLY

Below are some examples of forms using the standalone U of R logo in the header bar.

2.13

PUBLICATIONS:
U OF R LOGO ONLY

The University of Regina logo must appear prominently on all pieces that represent the University.

In any publication printed in full colour, the University of Regina logo should appear in full colour as well.

Respect must be given to the logo space, ensuring it remains highly visible.

The logo must appear on the front of all publications, preferably in the top right corner, lower right corner, or in the logo footer bar (as indicated in the following pages of this Guide).

In special instances, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact University Communications & Marketing for approval of alternate logo placement.

The minimum distance from the logo to the edges of the front cover should be no less than 0.5".

Margins may be increased to suit the design.

FULL-COLOUR LOGO PLACEMENT ON PUBLICATIONS

Logo can be placed at the top of the publication when deemed appropriate, preferably in the **top right** corner of the page. In special instances, the logo can be placed in the **top left** corner of the page.
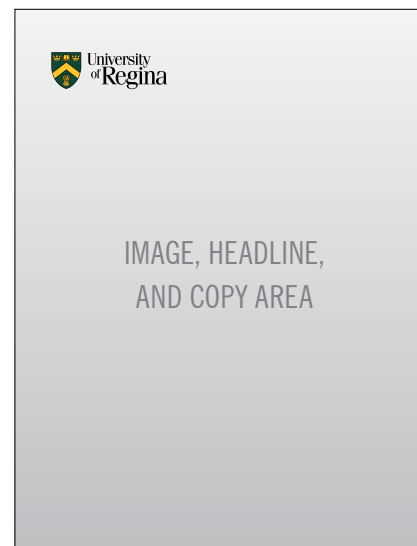
Logo can be placed at the bottom of the publication when deemed appropriate, preferably in the **bottom right** corner of the page.

BLACK OR REVERSE (WHITE) LOGO PLACEMENT ON PUBLICATIONS
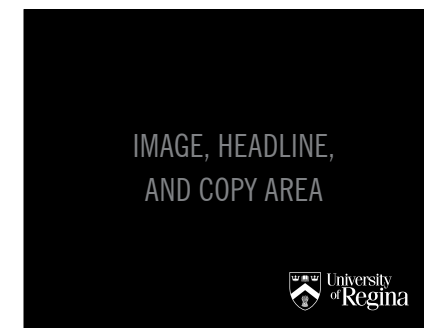
A black version or a reverse (white) version of the logo can be used when deemed appropriate.

2.14

PUBLICATIONS: U OF R LOGO WITH TAGLINE

The University of Regina logo can appear with the "Go far, together" tagline on marketing materials when deemed appropriate.

In any publication printed in full colour, the University of Regina logo and tagline should appear in full colour as well.

Respect must be given to the logo and tagline space, ensuring it remains highly visible.

There are various acceptable placements for the logo and tagline on a publication cover — logo placed in the top left corner with tagline in bottom right corner; logo and tagline placed in bottom right corner; logo placed in bottom left corner with tagline in bottom right corner; or in the logo footer bar (as indicated in the following pages of this Guide).

In special instances, pending approval from University Communications & Marketing, the logo and tagline may be placed in the top left corner or bottom left corner of the publication. Please contact University Communications & Marketing for approval of alternate logo and tagline placement.

The minimum distance from the logo to the edges of the front cover should be no less than 0.5".

Margins may be increased to suit the design.

IMAGE, HEADLINE, AND COPY AREA

Go far, *together.*

IMAGE, HEADLINE, AND COPY AREA

University of Regina | Go far, together.

IMAGE, HEADLINE, AND COPY AREA

University of Regina   Go far, *together.*

Logo can be placed in the **top left** corner of the publication with tagline in the **bottom right** corner when deemed appropriate.

Logo with tagline (one-line or two-line version) can be placed in the **bottom right** corner of the publication when deemed appropriate.

Logo can be placed in the **bottom left** corner of the publication with tagline in the **bottom right** corner when deemed appropriate.

BLACK OR REVERSE (WHITE) LOGO PLACEMENT ON PUBLICATIONS

IMAGE, HEADLINE, AND COPY AREA

Go far, *together.*

IMAGE, HEADLINE, AND COPY AREA

University of Regina | Go far, together.

IMAGE, HEADLINE, AND COPY AREA

University of Regina   Go far, *together.*

A black version or a reverse (white) version of the logo can be used when deemed appropriate.

2.15

PUBLICATIONS: EXAMPLES

Examples of the University of Regina logo and tagline used correctly on publication covers:
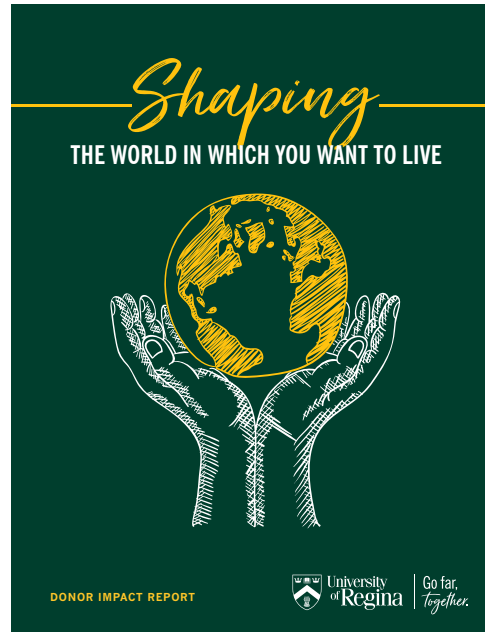
Reverse logo with tagline in bottom right corner

Reverse logo with tagline in bottom right corner

Full-colour logo in top left corner

Full-colour logo with tagline
in bottom right corner

Full-colour logo with tagline
in logo footer bar

PUBLICATIONS: EXAMPLES
CONTINUED
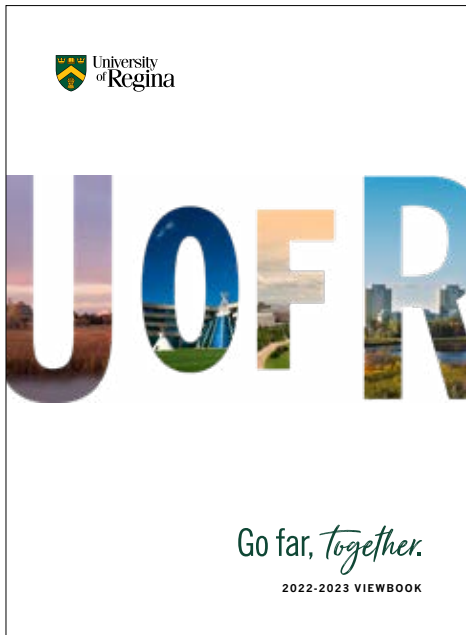
Full-colour logo in top left corner and
tagline in bottom right corner

Full-colour logo in top left corner
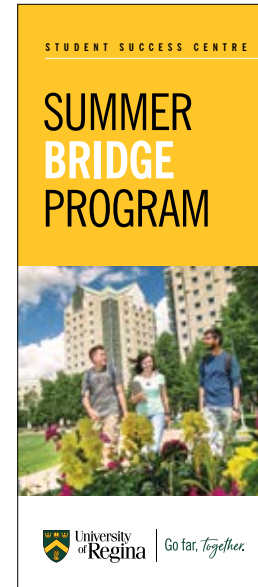
Full-colour logo
with tagline in
logo footer bar
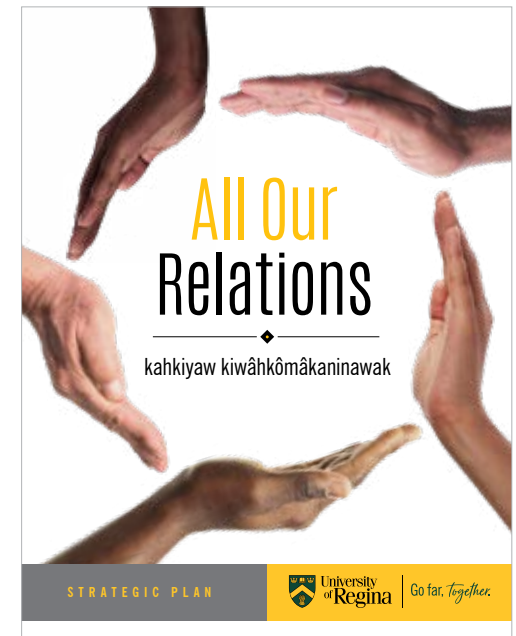
Full-colour logo with tagline
in logo footer bar

2.16

ADVERTISING USING TAGLINE AS HEADLINE

"Go far, together" is the University of Regina's unique brand positioning statement and can be used as a headline or title on a variety of marketing materials and advertising campaigns.

On all materials that feature "Go far, together" as a headline or title, the standalone U of R logo version should always be used. In instances where the standalone U of R logo is used in the footer bar, it should appear on the left side of the bar. The call to action statement should appear on the right side.

Please note that this alternate footer bar configuration should only be used in instances where "Go far, together" is used a a headline or title.

Social ad sample
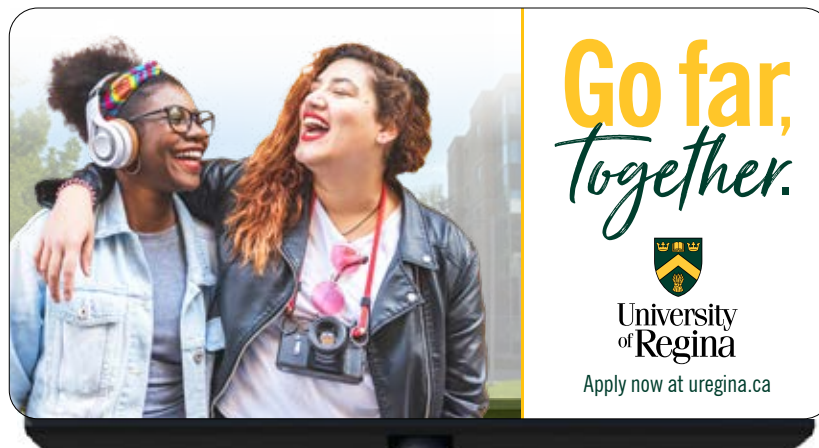
Billboard sample

Print ad sample

2.17

PRINT ADVERTISING: BASIC DESIGN

The use of consistent images, colour, and graphic elements creates a unified visual identity for the University of Regina and positions the institution as modern and progressive.

Maintaining a typographic hierarchy in University of Regina advertising helps communicate our message quickly and efficiently. Please follow the established hierarchy for all print pieces and utilize the logo footer bar correctly in all print advertising.

HEADLINE
• Free from visual clutter
• Prominently placed
• The first thing the viewer reads

COPY
Clean use of typography to communicate key messaging efficiently. Subhead and body copy should be kept short and to the point.

LOGO BAR FOOTER
Follow the established logo footer bar guidelines.

Spring
OPEN HOUSE

May 7, 2022
9 a.m. - 4 p.m.
Regina Campus

Join us at the University of Regina for a day of breakout presentations, hands-on workshops, information booths, tours, and more!

Discover, explore and grow.

Learn more and register: **uregina.ca**

University of Regina

Go far, *together.*

VISUAL
Takes up a major portion of the page and works well with the headline and ad message.

CALL TO ACTION
Essential next step you want the viewer to take.

LOGO WITH TAGLINE

2.18

PRINT ADVERTISING: LOGO FOOTER BAR – ACCEPTABLE LOGO VERSIONS

The logo footer bar is used in a variety of University of Regina maketing materials and advertising and should always appear at the bottom of the design layout.

Depending on the intended audience, the footer bar can feature one of four logo configuration options:

• U of R logo with tagline (one-line version)
• U of R logo with tagline (two-line version)
• U of R standalone logo
• U of R logo with unit name

The examples on this page show acceptable logo versions that can be used in the logo footer bar.

Note: The logos should always appear on the right side of the footer bar, except in instances where the tagline "Go far, together" is used as a headline or title (see page 44 of this Guide for more information).

LOGO & ONE-LINE TAGLINE VERSION

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina | Go far, *together.*

LOGO & TWO-LINE TAGLINE VERSION

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina | Go far, *together.*

LOGO ONLY VERSION

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina

LOGO WITH UNIT VERSION

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina | Faculty of Kinesiology & Health Studies

2.19

PRINT ADVERTISING: LOGO FOOTER BAR – CONFIGURATION & PLACEMENT

LOGO FOOTER BAR CONFIGURATION

The height of the bar should be sufficient enough to allow for the University of Regina logo and tagline to be legible. The width of the bar can be altered to fit the size of the ad by extending or shortening the left side of the bar.

The typeface used in the logo footer bar (left side of bar) should be **News Gothic MT Std Regular** (and **News Gothic MT Std Bold**).

News Gothic Condensed (and **News Gothic Condensed Bold**) may also be used when deemed appropriate.

LOGO FOOTER BAR PLACEMENT

The footer bar should always be placed one third of its height away from the bottom of the page regardless of the size of the ad.

In some instances (e.g. ads with no bleed), the bar can be placed directly at the bottom of the ad along the bottom edge.

The University of Regina logo and tagline should be positioned at least 0.5" away from the edge of the advertisement.

CONFIGURATION OF FOOTER BAR

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

Call-to-action text should always be vertically centred within footer bar.

Two-line footer text sample

uregina.ca

One-line footer text sample
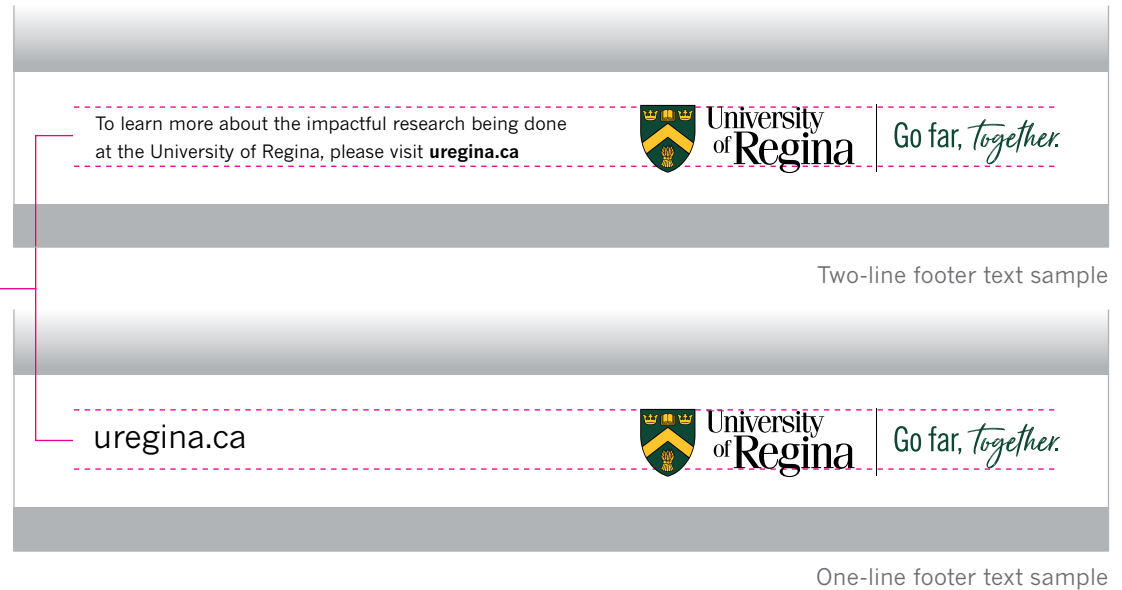
PLACEMENT OF FOOTER BAR

OPTION 1:
Place the bar approx. one-third of its height up from the bottom of the layout.

X

One-third height of X

uregina.ca
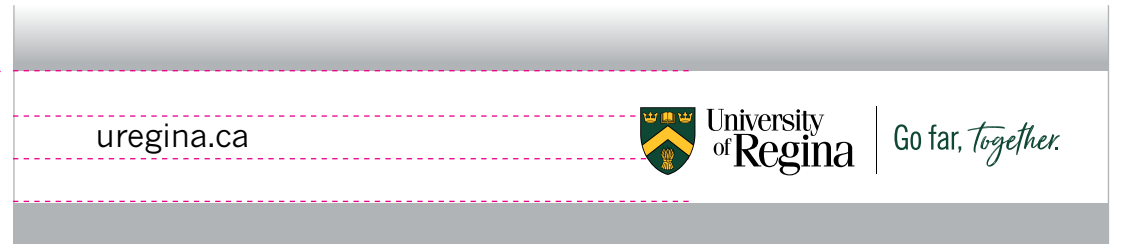
OPTION 2:
On ads that do not bleed, you may place the footer bar directly on the bottom of the ad.

uregina.ca

2.20

PRINT ADVERTISING: LOGO FOOTER BAR – COLOUR VERSIONS

The logo footer bar can be used in a variety of advertising scenarios, ranging from full-colour outdoor ads, to black and white newspaper ads.

In full-colour advertisements, the logo bar can be reproduced in any colour combination using the four approved colours – University of Regina Green (Pantone 3435 C), University of Regina Yellow (Pantone 123 C), Black, and White – as long as the elements inside the bar maintain sufficient contrast to be legible.

The examples on this page show acceptable colour combinations that may be used in the logo footer bar when printing in full colour.

WHITE FOOTER BAR VERSION

May be used on black backgrounds, dark backgrounds or full-colour image backgrounds.

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina

Go far, *together.*

YELLOW/WHITE FOOTER BAR VERSION

May be used on black backgrounds, dark backgrounds or full-colour image backgrounds.

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina

Go far, *together.*

GREEN/YELLOW FOOTER BAR VERSION

To be used on light or white ad backgrounds.

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina

Go far, *together.*

BLACK FOOTER BAR VERSION

To be used on light or white ad backgrounds.

This colour version may also be reproduced in Pantone 3435 C (Green).

To learn more about the impactful research being done at the University of Regina, please visit **uregina.ca**

University of Regina

Go far, *together.*

2.21

PRINT ADVERTISING: LOGO FOOTER BAR – EXAMPLES

Examples showing the logo footer bar used properly on various print advertisements:

CHILD TRAUMA RESEARCH CENTRE

RESEARCH | DISSEMINATION | ADVOCACY | COMMUNITY

We conduct research and facilitate partnerships between academia, governments, service providers, and community organizations to address childhood trauma in Canada.

For contact information or to discuss partnership opportunities, please visit: **uregina.ca/ctrc**

A place where
DIFFERENCES MATTER

A place that is strengthened by diverse world views and perspectives.

A place that fosters equity, diversity and inclusion.

A place where all people are integral members of our community.

We are the University of Regina.

uregina.ca

University of Regina | Go far, *together.*

UR DAYS

Thursday, May 26, 20XX
EA Rawlinson Centre for the Arts • 5:30 - 8:30 p.m.

Join us for a free expo and presentation to get inspired and learn what is new and exciting at the U of R!

SPEAKERS

Swish Goswami
Young Canadian tech entrepreneur will teach anyone of any age how to tell their story online.

Dr. Raven Sinclair
Sixties Scoop survivor, U of R Professor and researcher will discuss her experiences as a Cree woman raised in a Caucasian family.

Register for free at
uregina.ca/URDays

University of Regina | Go far, *together.*

2.22

POSTERS

The use of consistent images, colour, and graphic elements creates a unified visual identity and positions the institution as modern and progressive.

Poster sample

HEADLINE
• Free from visual clutter
• Prominently placed
• The first thing the viewer reads
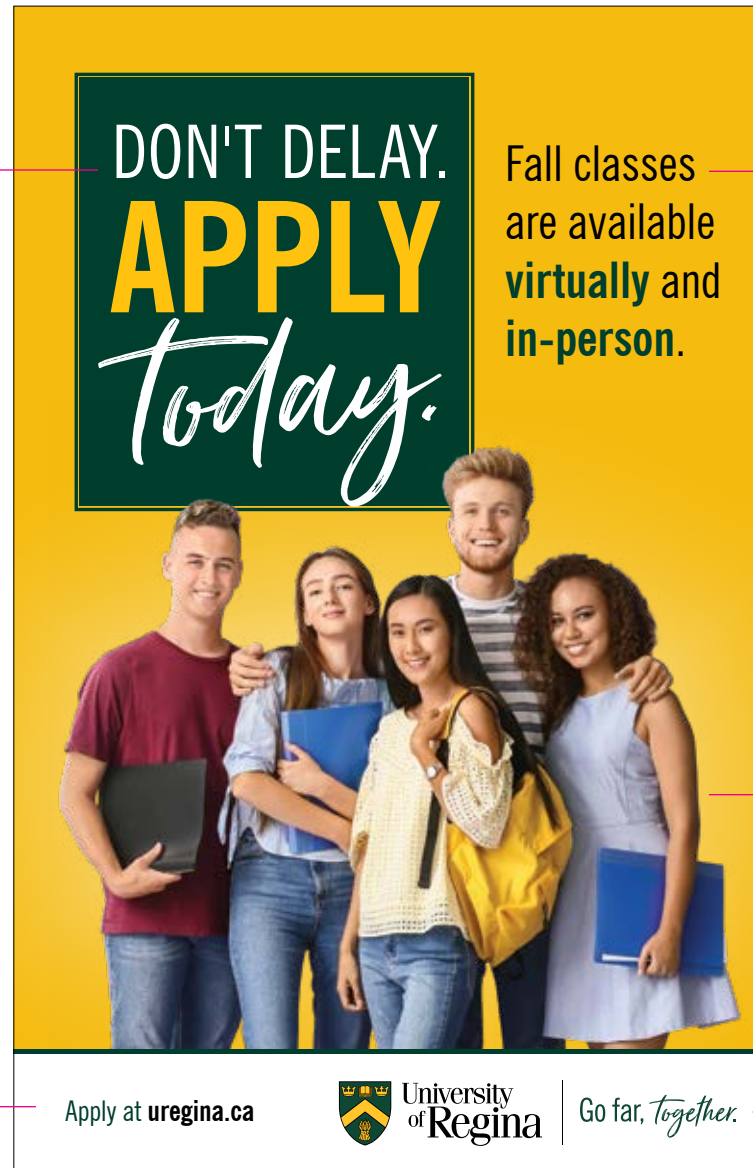
COPY
Clean use of typography to communicate key messaging efficiently. Subhead and body copy should be kept short and to the point.

VISUAL
Takes up a major portion of the page and works well with the headline and ad message.

CALL TO ACTION
Essential next step you want the viewer to take.

LOGO BAR FOOTER
Follow the established logo footer bar guidelines.

2.23

BILLBOARDS

Examples showing the logo and tagline used correctly on billboard designs:

Billboard sample (20' x 10')

Superboard sample

2.24

POWERPOINT PRESENTATIONS

There are two options for title pages and two options for secondary pages. Title and secondary pages are designed to be mixed and matched.

The font to be used in the PowerPoint pages is **Arial** (Regular and Bold). Arial is a universal system font that is compatible with both Mac and PC platforms.

PowerPoint Title Page – Option 1
(White Background)

PowerPoint Title Page – Option 2
(Green Background with Ghosted Image)

PowerPoint Secondary Page (with image)

PowerPoint Secondary Page

2.25

ONLINE ADVERTISING

Use of consistent images, colour, and visual elements communicate the desired University of Regina brand when designing online ads.

Typical sizes for online ads are:

• Big Box (300x250px)

• Leaderboard (728x90px)

• Skyscraper (160x600px)

If the required ad is a different size, please attempt to keep the proportions similar to the examples shown on this page.

Note: If there are space limitations with online ad sizes, the U of R logo can be used alone without the tagline when deemed appropriate.

Big Box Ad (Template & Example)

Skyscraper Ad (Template & Example)

Leaderboard Ad (Template & Example)

2.26
EMAIL SIGNATURES

University of Regina email signatures are designed to create and maintain a professional look in electronic communication.

Please refer to these specs when setting up official University of Regina email signatures.

Name is set in **Arial Bold** (12 pt).

Title is set in **Arial Regular** (10 pt).

Pronouns are set in **Arial Italic** (10 pt).

Faculty name/land acknowledgment/ contact information is set in **Arial Regular** (10 pt).

All text is 100% black.

Mary Smith, PhD
Associate Professor
Pronouns: she, her, hers

Faculty Name Inserted Here
Treaty 4 and Métis Homeland

Phone: 306-123-1234
uregina.ca

University of Regina | Go far, *together.*

Note: Preferred pronouns will appear below the title of the individual. Pronouns are optional on email signatures/business cards.

Land acknowledgment (Treaty 4 and Métis Homeland) must always appear on email signatures after the faculty name. For those working on the Saskatoon or Prince Albert campus, please use Treaty 6 and Métis Homeland in the land acknowledgment.

Modern email signatures generally no longer include the institution's mailing/civic address. However, you are welcome to include it below the land acknowledgment.

2.27

CAMPUS SIGNAGE

University of Regina signage helps users to navigate the campus and identify buildings, parking lots, and other destinations. The design, materials, and consistency of the signage speak to the integrity of the University and its commitment to higher learning.

All signage is coordinated by the University of Regina's designated project manager in Facilities Management. The project manager is responsible for overseeing signage across all applications within the University of Regina campus.

The consistent use of graphic elements helps to establish the look and feel of the signage system and reinforces user confidence in signage content.

CAMPUS MAP SIGN EXAMPLE (FRONT & BACK)

SIDE A

SIDE B
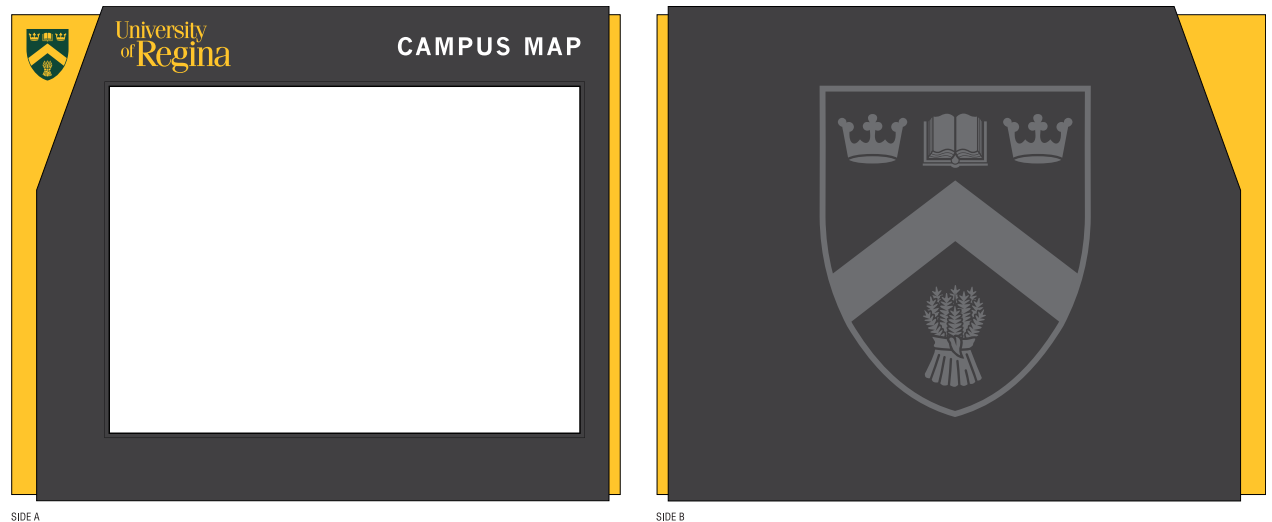
CREST & LOGO ELEMENTS

The University of Regina's crest and logo is used on designated sign types throughout the signage system. A reverse, ghosted version of the crest is to be used on back sign faces where there is no content.

2.28

CAMPUS SIGNAGE: COLOURS & GRAPHIC ELEMENTS

COLOURS

In order to create cohesive signage, it is imperative that the sign family's colours remain consistent throughout all applications. Colours have been selected specifically for the University of Regina's signage, and when used correctly, provide high legibility.

All painted applications, powder-coating, vinyl, and digital outputs for signage are to match the Pantone Matching System (PMS) numbers shown. Variations or substitutions are not permitted.

ARROWS

Directional arrows are the same shape and size. No variations or substitutions are permitted to these elements.

SYMBOLS

All pictograms have been selected to conform to international standards and to be consistent across the University of Regina's signage.

All restricted symbols appear in red and black on a white background.

No variations or substitutions are permitted to these elements.

COLOUR PALETTE

Yellow PMS 123c
Powder Coat: RAL 1023
Paint: Match RAL 1023
Silkscreen: Match RAL 1023

White
Reflective Vinyl: 3M 3290
Opaque Vinyl: 3M 7725-10

Green PMS 340c
Translucent Vinyl: 3630-116
Bright Jade Green

Green PMS 3435c
Silkscreen: Match PMS 3435c

Blue PMS 7461c
Translucent Vinyl: 3630-57
Olympic Blue

Red (Regulatory)
Translucent Vinyl: 3M 3630-43
Light Tomato Red

Black
Opaque Vinyl: 3M 7725-12
Powder Coat: RAL 7022
Paint: Match RAL 7022

Sparkle Silver
Powder Coat: GY80-MP2794
Paint: Match GY80-MP2794

Hi-Vis Yellow (Regulatory)
Typical paint reference

In lieu of the colours shown you may use the specified PANTONE® equivalent, the standard for which can be found in the current edition of the PANTONE Color Formula Guide.

The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards Guide.

PANTONE® is a registered trademark of Pantone, Inc.

PERMISSIVE SYMBOLS

RESTRICTIVE SYMBOLS

ARROWS

2.29

CAMPUS SIGNAGE: TYPOGRAPHY

TYPOGRAPHY

All signs are typeset in News Gothic (MT STD Regular, MT STD Bold or MT STD Italic) upper and lower case. News Gothic is the primary font of the University of Regina and is the official wayfinding font for the University's signage.

All wayfinding signage is set in title case. In most cases, Letterspacing/Tracking is set to 20. Secondary body copy, that is in complete sentences, should be set in typical sentence case.

A period is not permitted except when it improves readability, for example, when there are two or more sentences following each other. No variations or substitutions are permitted to these elements.

NEWS GOTHIC MT STANDARD REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NEWS GOTHIC MT STANDARD BOLD

**abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

NEWS GOTHIC MT STANDARD ITALIC

*abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

NEWS GOTHIC STANDARD MEDIUM (SPECIAL USE)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

2.30

CAMPUS SIGNAGE: SIGN TYPES

The list of sign types shown here represent the inventory of University of Regina signage.

Each sign type is designed to fulfill a unique function and utilize design elements in a specific manner. The system is built on the consistent use of typography, symbols, colour, shape, size, materials, and fabrication methods.

SIGN NAMING CONVENTION

Sign Type   Sign #

ID-1.3

SIGN TYPES

Sign Types are categorized as Information Signs (IN), Identification Signs (ID), Directional Signs (DI) and Regulatory Signs (R) as shown here. Sign type categories are followed by a number that represents the variety of sign types within that category.

SIGN NUMBERS

A running number follows the sign type that identifies each individual sign within that sign type. Always start from 1 for each sign number.

INFORMATION SIGNS

Information Signs (IN)
IN-1 Vehicular Campus Map
IN-2 Pedestrian Campus Map

IDENTIFICATION SIGNS

Identification Signs (ID)
ID-1 Building Identification – Freestanding
ID-2 Parking Identification – Primary
ID-3 Parking Identification – Secondary
ID-4 Building Identification – Dimensional Letters
ID-5 Building Identification – Plaque
ID-6 Street Identification Sign
ID-7 Kīšik Parkade Identification

DIRECTIONAL SIGNS

Directional Signs (DI)
DI-1 Vehicular Directional – Primary
DI-2 Pedestrian Directional – Finger Post
DI-3 Pedestrian Directional – Freestanding
DI-4 Vehicular Directional – Secondary

2.31

MERCHANDISE

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.

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.

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

To learn more about applying the brand, please reference the University's Merchandising Guide.

Through consistent application of the standards in this Visual Identity Guide, the University of Regina can continue to effectively share our many stories of success.

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

University of Regina | Go far, Together.