Maintaining a strong and consistent visual identity for the University of Regina helps increase recognition, respect and awareness of the University and projects its reputation for excellence in education. It is mandatory that the University visual identity be used on all U of R visual material. External Relations oversees and supports the correct use of the University of Regina’s visual identity.

Five primary elements help define and represent the University’s visual identity. These are:

- Logo (stylized words “University of Regina”)
- Monogram (stylized letters “U of R”)
- Colours (University’s primary and secondary colours)
- Design
- Photography

The logo must appear on all U of R printed/visual materials.

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. The monogram is not for use on print publications.

The former logo with the crest is no longer in use. That crest should not be used in documents or with the logo.

The University’s corporate crest and/or corporate seal are used only 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. On occasion, the logo and the crest or seal may be used on the same document. The Executive Director, University Governance, who holds the office of the University Secretary, has oversight for the use of the corporate crest/seal and should be consulted on a case-by-case basis to determine correct use.
Colours:
The University's official Pantone colours are:
PMS 3435 (Green)
PMS 123 (Yellow)
PMS Black

The primary colours are University of Regina Green and Yellow.
The secondary colours are to be drawn from the photography or the compatible colours below:

Stationery:
The University logo is the only logo that may appear on University stationery (specifically: letterhead, envelopes and business cards). The stationery design developed by Printing Services must be used (see samples on page 8).

Visual/print documents other than stationery:
The logo must be used on the front or at the beginning of all University printed material including brochures, flyers, folders, bulletins, newsletters, magazines, memos, faxes, PowerPoints, posters, billboards, ads, reports, administrative forms, etc. In addition to front placement, the logo may also be used on inside and back cover pages (see page 5 for logo and address positioning on back covers).

The logo should be positioned in any one of the corners of the document (not centred) to complement the individual design and purposes of the document.

The logo should be reproduced in the relative dimensions shown on page 3, and surrounded by a minimum of white space to separate it from text and other graphic elements. Please refer to pages 5 and 6 for white space minimums. Other logos, words or images should not interfere with or be stacked directly above or below the University logo.

For positioning of Faculty names with logo see page 6.

In a situation where multiple logos are required (eg: conference materials showing many partners) the preferred position for the U of R logo is in a corner.

Merchandise:
Either the monogram or the logo can be used for merchandise such as clothing, pens and mugs. The monogram or logo can be positioned in a location that is appropriate to the shape, size and purpose of the merchandise. Note that the monogram is not for use on publications.
Logo colour options

A. black only
B. one-colour logo (PMS 3435)
C. reversed on a black background
D. one-colour logo (PMS 123) on a black background
E. reversed on a green (PMS 3435) background
F. one-colour logo (PMS 123) on a green (PMS 3435) background

Logo colour guidelines

The official colours to be used for reproducing the U of R logo in Pantone, process, RGB or Web-safe applications are:

<table>
<thead>
<tr>
<th>Pantone 3435</th>
<th>RGB</th>
<th>Pantone 123</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process</td>
<td></td>
<td>Process</td>
<td></td>
</tr>
<tr>
<td>C 95</td>
<td>R 2</td>
<td>C 0</td>
<td>R 253</td>
</tr>
<tr>
<td>M 19</td>
<td>G 71</td>
<td>M 21</td>
<td>G 200</td>
</tr>
<tr>
<td>Y 70</td>
<td>B 49</td>
<td>Y 88</td>
<td>B 47</td>
</tr>
<tr>
<td>K 72</td>
<td>Web 024731</td>
<td>K 0</td>
<td>Web fdc82f</td>
</tr>
</tbody>
</table>
The official colours to be used for reproducing the U of R monogram in Pantone, process, RGB or Web-safe applications are:

- Pantone 3435
  - Process: C 95, M 19, Y 70, K 72
  - RGB: R 2, G 71, B 49
  - Web: #024731

- Pantone 123
  - Process: C 0, M 21, Y 88, K 0
  - RGB: R 253, G 200, B 47
  - Web: #fd82f
Logo & monogram size guidelines

The minimum recommended size for the University of Regina logo is 1 ⅜” (3.5 cm or 126 pixels) in width. Reproduction of the logo at a smaller size reduces the logo’s clarity and impact in general use.

Always allow a ¼” (0.635 cm) space around the logo and in between any other graphic elements or text. When positioning the logo in the top or bottom left or right corners, always make sure there is a ⅜” (0.9525 cm) space in between the logo and the edge of the page.

Logo & address position on back covers

Always place the logo in conjunction with the address in the bottom left corner of any back cover. Use a ½ pt. vertical line in between the logo and the address. The spacing from both the logo and address to the vertical line should always be ¼” (0.635 cm). The vertical line should be the same height as the logo. The address type and leading should allow for the address block to be the same height as the vertical line. The logo shown here is approximately 1 ⅜” wide and the address text is 9 pt. News Gothic Medium with 11 pt. leading. Allow ⅜” (0.9525 cm) space between the logo and the edge of the page. When reversing the logo out of a darker colour such as black, be sure to reverse the logo, the rule and the address together.

The monogram should be used at a size appropriate to the item on which it is placed; however, the monogram always must be legible.

* pink notations indicate spacing requirements
Positioning of faculty names with logo

For documents other than stationery, when using the logo in conjunction with the name of a Faculty, (department, unit, or research centre), position the logo in the left or right corners of the document. Place a 1 pt. vertical line $\frac{1}{2}''$ (1.27 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 Faculty name $\frac{1}{8}''$ (0.3174 cm) to the right of the vertical line. The Faculty name should be set in News Gothic Medium. The type size and leading should always allow for the Faculty name to be the same height as the vertical line. The Faculty name should be over two lines.

Below, the logo is approximately $1\frac{5}{8}''$ (4.1275 cm) wide and the faculty text is 14 pt. News Gothic Medium with 17 pt. leading.

For Faculty names on stationery see page 8.

* pink notations indicate spacing requirements
Two font families are used in the University’s visual identity: News Gothic and New Caledonia. The following guidelines describe how to use each for different purposes – as a headline, as a primary font, and as a secondary complementary font.

Please note that Printing Services manages requirements for the official University stationery (ie: 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 continue to be used. New Caledonia may be used for longer-running text in the body of designed marketing and promotional publications.

A font licence for News Gothic or New Caledonia will be provided to University employees who may have responsibility for design work in their area. The licence can be obtained on request by contacting Printing Services. The font licence will not be made available to external suppliers to the University.

**Headline font**
Headlines and some accents are set in News Gothic Condensed (or Extra Condensed):

- News Gothic Extra Condensed

**Primary font**
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:

- News Gothic Medium
- News Gothic Medium Oblique
- News Gothic Bold
- News Gothic Bold Oblique

**Secondary complementary font**
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 as appropriate when maximum legibility is a priority.

- 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 Regular
Printing Services manages stationery printing requirements for the University. Please direct requests and inquiries about U of R stationery to Printing Services.
The following pages show a few examples of print design and the distinctive design elements by which the University of Regina is recognized. Other samples can be viewed on the Visual Identity website.

A combination of fonts helps convey the bold attitude of the design concept. Headlines and some accents are set in News Gothic Condensed. The primary font for use on subheads, text, captions, and accents is News Gothic (not Condensed). New Caledonia is used on thematic text or for longer-running body text for maximum legibility.

The use of a trapezium box shape in various sizes and angles demonstrates the ever-changing, responsive, and student-focused educational environment at the University of Regina. Additionally, the non-uniform shapes add visual interest and offer nearly limitless design flexibility.

**Sample branding statements:**

A brand statement may be used in the design of any print publication or PowerPoint presentation. The statement should be an adaptation of the “Realize” concept, and reflect a value appropriate to the purpose of the publication. The word “Realize” followed by a period is the constant element in the title. Some examples follow; others can be found in sample documents on the Visual Identity website:
The strength of the University of Regina's visual identity is supported by the consistent application of the standards in this document to every University of Regina marketing and communication project.

Questions?
For more information please contact:
External Relations
Email: communications@uregina.ca
Phone: (306) 585-4402
Fax: (306) 585-4997
Or visit us at 210 North Residence