## 1.0 VISUAL IDENTITY ELEMENTS  

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1.0 VISUAL IDENTITY ELEMENTS
1.01
THE IMPORTANCE OF A VISUAL IDENTITY GUIDE

At the University of Regina, we are story tellers.

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 it).

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

Though the Visual Identity Guide includes the University’s logo, it extends far beyond this single element. The visual identity is comprised of many parts, such as logos, artwork, photography, and colours. These elements work as a whole; they embody 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.

External Relations oversees and supports the correct use of the University of Regina’s visual identity. Should you have any questions about the proper application of our visual identity standards, please do not hesitate to contact External Relations.

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

Together we are stronger.
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 community — hold dear, and illuminates our strengths. It helps us tell our University of Regina stories.

Since 1912, our motto “As One Who Serves” has guided the work we do and informed our shared vision of a world where strength is found in serving others.

Today, a diverse community of people work hard to bring that vision to life. Our continued commitment to service, as well as our growing spirit of inclusiveness, is embodied in the theme of our 2015-2020 Strategic Plan, peyak aski kikawinaw – “together we are stronger.”

It should not be surprising that this shared vision emerged from a university in Saskatchewan, where our provincial motto translates to “From Many Peoples, Strength.”

Our alumni now number more than 70,000, and we are home to 15,000 students. We tell innumerable stories of success – stories that strengthen us individually and as a community.

We tell stories of those who contribute to healthy democratic debate, teach and mentor our next generation, and build a community of educated contributors, career-ready learners, and global citizens.

We tell stories of how our diverse community has come together to fuel the cross-pollination of ideas necessary for innovation – ideas that keep Saskatchewan and Canada on the leading edge.

We tell stories of the impact this work has; the significant contribution to the cultural, social, and economic progress of our community, province, and beyond.

Our history of service to others, combined with our growing diversity, is integral to our success. It’s what makes us excited about the future, and excited to tell our stories.

Together, we share a vision of the kind of world we want, and we are taking the steps needed to create it. We know that service + diversity = our strength.
1.03

THE HISTORY

UNIVERSITY OF REGINA MOTTO: “AS ONE WHO SERVES”
This phrase, taken from Luke 22:27, has been in use since 1912.

UNIVERSITY OF REGINA WORDMARK:
The current University of Regina wordmark (stylized words – “University of Regina”) was created and approved in 2009 for standard use.

UNIVERSITY CREST:
This crest was part of the original design. The crescent is a symbol of growth (related to the idea of a waxing moon); the cross represents ideas of service and sacrifice.

The current crest graphic that appears in the University logo is a stylized representation of the detailed crest that appears in our Coat of Arms, created in 1912, which highlights our motto “As One Who Serves”.

Elements of the crest graphic were inspired by Saskatchewan’s Coat of Arms, linking the University to the provincial motto that translates to “From Many Peoples, Strength”. The crest ties our historic commitment to public service with our growing spirit of inclusiveness. It represents our brand statement: Together We Are Stronger.

ARMS:
The arms in their original form date back to 1912, and were created for Regina College by Vincent Massey, who later became Governor General of Canada, and the Rev. Wilbur Williams Andrews, the first principal of the College. The coronets make a reference to Regina, the “Queen City”, and the garb of wheat is taken from the arms of Saskatchewan.

The book illustrates that the University is a centre for learning. The gold and green colours, which are said to have been added to the original design in the 1920s, were those of Regina College, and are also the primary colours of the provincial Coat of Arms.

Symbolism of the Armorial Bearings of The University of Regina, Regina, Saskatchewan
– Canadian Heraldic Authority
1.04 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 External Relations or Printing Services.

The crest should not be used as a stand-alone mark except in specific circumstances, and only with prior approval from External Relations.
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.
1.06 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 (e.g., 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 External Relations Office in these instances.

The logo is always scaled as a unit. The logo should never appear less than 1.25” in width.
1.07 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.
1.08 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 or scale logo elements.
- Do not display the wordmark without the crest.
- Do not screen or apply transparencies.
- Do not use special effects (shadows, glows, bevels, etc).
- Do not use on a distracting background.
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 occasions 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
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), External Relations 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.

1.10 U OF R 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)
1.11 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 (e.g., 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.
1.12
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 External Relations, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact External Relations 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 Medium with 17 pt. leading.

For usage guidelines on unit names on stationery, see page 25.

All usage and print guidelines that apply to the basic logo also apply to unit identifiers.

* Pink notations indicate spacing requirements.

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” (.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” (.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.
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 recognition.

**1.13 VISUAL IDENTITY COLOURS: PRIMARY PALETTE**

**PRIMARY COLOUR PALETTE (WITH TINTS)**

<table>
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<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
<td>Pantone 3435 C</td>
<td>C:95 / M:19 / Y:70 / K:72</td>
<td>R:2 / G:71 / B:49</td>
<td>#004f2e</td>
</tr>
<tr>
<td>Pantone 123 C</td>
<td>C:0 / M:21 / Y:88 / K:0</td>
<td>R:253 / G:200 / B:47</td>
<td>#ffca2e</td>
</tr>
<tr>
<td>Process Black</td>
<td>C:0 / M:0 / Y:0 / K:100</td>
<td>R:0 / G:0 / B:0</td>
<td>000000</td>
</tr>
</tbody>
</table>
1.14

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).
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 two font families used in the University’s visual identity are **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.

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.

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 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.
Great 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 (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 (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 other typefaces.
All photography used for University of Regina marketing and communications should be professionally produced. All imagery should be crisp, clean, vibrant, and contemporary.

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.

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

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

**STUDENTS & FACULTY**
Any photography depicting 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.

**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.
1.18
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:

External Relations
Email: ER.communications@uregina.ca
Phone: (306) 337-2453
Fax: (306) 585-4997
Or visit us at 210 Paskwâw 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 (eg: letterhead, business cards, envelopes) and nametags to:

Printing Services
Room 118, Administration-Humanities Building
Phone: (306) 585-4488
E-mail: Printing.Services@uregina.ca
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 stationery to Printing Services at Printing.Services@uregina.ca.
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 stationery to Printing Services at Printing.Services@uregina.ca.

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

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

The addresses (civic and mailing) and contact information 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, civic address, and mailing address and contact information as shown.
2.04

STATIONERY: LETTERHEAD USING FACULTY, DEPARTMENT OR UNIT LOGOS

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

Please direct requests and inquiries about University of Regina stationery to Printing Services at Printing.Services@uregina.ca.

The logo replaces the text to the right of the University of Regina logo.

The logo replaces the text to the right of the University of Regina logo.

The spacing on both sides of the stroke should be the same.

The logo depth should not be greater than the depth of the University of Regina wordmark.
The business card specifications are set to help create and maintain the desired clean, modern, and professional look. Please refer to these specs when setting up official University of Regina business cards. Please direct requests and inquiries about University of Regina stationery to Printing Services at Printing.Services@uregina.ca.

2.05

STATIONERY: PRIMARY BUSINESS CARD

Mary Smithson, PhD
Associate Professor
Faculty of Kinesiology, Health and Sport
Room #, Building Name
Building #, Street Name
3737 Wascana Parkway
Regina, SK Canada S4S 0A2
Phone: 306-585-4360
Fax: 306-585-4894
Email: emailaddress@uregina.ca
www.uregina.ca

SPECIFICATIONS

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 is 7 pt. News Gothic MT Std Regular with 9.25 pt. leading.
2.06
STATIONERY: SECONDARY BUSINESS CARD WITH YELLOW BAR

For special instances, a Pantone 123 bar that bleeds off the top, may be added to the card for emphasis and graphic interest.

Please direct requests and inquiries about University of Regina stationery to Printing Services at Printing.Services@uregina.ca.
2.07

STATIONERY: BUSINESS CARD
ALTERNATE BACK DESIGN

FACULTY LOGO APPLICATIONS
Since faculty, department or unit logos don’t fit on the front of the business card design, they may be centred on a white background on the card back as shown. They must always be printed using the one-colour black logo version.

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.

Please contact External Relations at ER.communications@uregina.ca or (306) 337-2453 to approve the use of any alternate back design.
The number 10 envelope is designed to maintain the desired clean, modern, and professional look.

Please direct requests and inquiries about University of Regina stationery to Printing Services at Printing.Services@uregina.ca.
2.09

STATIONERY: #10 ENVELOPE SPECIFICATIONS

Refer to these specs when setting up #10 envelope designs. Please direct requests and inquiries about University of Regina stationery to Printing Services at Printing.Services@uregina.ca.

The text is 7 pt. News Gothic MT Std Regular with 9.5 pt. leading.
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.
The header bar appears on all forms and consists of the University of Regina logo and the title of the form in the top right of the page.

The form name (always appears justified right in top right 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.
Below are some examples of University of Regina forms:

**MEMORANDUM**

**MEMORANDUM**

**FAX**

**EVENT NOTICE**

**EVENT NOTICE**

**TITLE OF EVENT NOTICE GOES HERE**

**CONTACT:** Person, Department
Phone: (306) XXX-XXXX
Cell: (306) XXX-XXXX
Email: x.y@uregina.ca

RELEASE: November 20, 2017

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 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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolor magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.
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, pending approval from External Relations, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact External Relations 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.

A black version or a reverse (white) version of the logo can be used when deemed appropriate.
Examples of the University of Regina logo used correctly on publication covers:

- **Full-colour logo in top right corner**
- **Reverse logo in top right corner**
- **Full-colour logo in bottom right corner**
- **Reverse logo in bottom right corner**
- **Full-colour logo in logo footer bar (bottom right corner)**
In some instances, the University of Regina logo is used on publications that have a unique brand.

In these cases, the University of Regina logo can appear two ways:

1. As a dual-logo unit with the University of Regina primary logo appearing first and the Faculty/Co-brand logo appearing secondary (with a dividing line between logos as shown below). The co-branded logo unit should be placed preferably in the bottom right corner or top right corner of the page.

2. The University of Regina logo can appear on its own as a secondary logo, placed at a distance from the primary brand’s logo – placed preferably in the top right corner or bottom right corner of the publication cover.

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

CO-BRAND LOGO PLACEMENT

The spacing on both sides of the stroke should be the same.

The co-brand logo depth should not be greater than the depth of the University of Regina wordmark.
2.16

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.

VERTICAL AD 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.

HORIZONTAL AD SAMPLE

A HEALTHY DOSE OF RESEARCH.

Researchers at the University of Regina are working on a variety of projects aimed at improving the lives of people across our province and beyond.

From exercise therapy to pain management to prevention of mental health supports, our researchers are working to understand and provide healthy living. It’s research that touches the lives of many and has the potential to create long-lasting and widespread social and economic impact.

To learn more about University of Regina health research, visit www.uregina.ca/research.

To discover more about University of Regina health research, visit www.uregina.ca/research.

DUGOUTS.
A NEW PLAYER IN THE FIGHT AGAINST CLIMATE CHANGE.

Dugouts, large holes used to catch and hold water or runoff, are ubiquitous on the prairie. These bodies of water that dot the landscape may also prove to be a game changer in the fight against climate change.

A University of Regina research team, led by biologist Dr. Kerr Finlay, has found that plant roots in many of Saskatchewan’s algae-filled agricultural dugouts are optimal for quickly processing and sequestering carbon dioxide (CO₂). Not only could they help reduce greenhouse gas emissions, dugouts may offset the carbon tax.

Furthermore, the team is using results from their prairie dugout research to help develop water management processes that could combat harmful CO₂ emissions across the country. And that’s a winner.

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

The height of the bar should be sufficient enough to allow for the University of Regina logo 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 advertising 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 should be positioned at least 0.5” away from the edge of the advertisement.

The height of the bar should be sufficient enough to allow for the University of Regina logo 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.

To learn more about the impactful research being done at the University of Regina, please visit [www.uregina.ca](http://www.uregina.ca).

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

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

**OPTION 2:**
On ads that do not bleed, you may place the footer bar directly on the bottom of the ad.
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 three approved colours – 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.

2.18 PRINT ADVERTISING: LOGO FOOTER BAR COLOUR OPTIONS

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 www.uregina.ca

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 www.uregina.ca

BLACK/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 www.uregina.ca

BLACK 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 www.uregina.ca
2.19 PRINT ADVERTISING: LOGO FOOTER BAR BLACK & WHITE OPTIONS

The examples shown depict acceptable black, white, and greyscale combinations that may be used in the logo footer bar.

LIGHT GREY (15% BLACK)/WHITE FOOTER BAR VERSION

May be used on black backgrounds, dark backgrounds or greyscale image backgrounds.

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

WHITE FOOTER BAR VERSION

May be used on black backgrounds, dark backgrounds or greyscale image backgrounds.

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

BLACK/WHITE FOOTER BAR VERSION

To be used on white backgrounds.

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

BLACK FOOTER BAR VERSION

To be used on white or light greyscale image ad backgrounds.

To learn more about the impactful research being done at the University of Regina, please visit www.uregina.ca
2.20

PRINT ADVERTISING: LOGO FOOTER BAR EXAMPLES

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

YOU STILL HAVE TIME!
APPLY TO THE UNIVERSITY OF REGINA

Apply before June 30th and you’ll be automatically considered for various entrance scholarships!

Learn more and apply at urconnected.uregina.ca

GUARANTEED TO SUCCEED

As a partner of the Group Work Experience Program, the University of Regina has been helping students gain work and life experience for years. Our programs benefit our students and cutting-edge programs with the best universities, industries and government agencies.

Learn more at urconnected.uregina.ca

YOU STILL HAVE TIME!
APPLY TO THE UNIVERSITY OF REGINA

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Learn more at urconnected.uregina.ca
The use of consistent images, colour, and graphic elements creates a unified visual identity and positions the institution as modern and progressive.

2.21
POSTERS: BASIC DESIGN

The UR Guarantee Program is customized for YOU.
Enhance your university experience
Access the right supports
Receive personalized career support
Gain career-related employment OR receive FREE tuition!
SIGN UP TODAY!

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

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.

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

LOGO BAR FOOTER
Follow the established logo footer bar guidelines.
Examples show the logo footer bar used correctly on poster designs:
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 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.
2.24 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 (250x250px)
- 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.
2.25

INVITATIONS: PRINT & EMAIL VERSIONS

Examples of official invitation designs:

Printed Invitation Sample

Email Invitation Sample
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.

EMAIL SIGNATURE SAMPLE

Name is set in Arial Bold.
Title is set in Arial Italic.
Contact information and address information is set in Arial Regular.
Small print privacy disclaimer is set in Arial Regular.
All information is in 100% black.

Mary Smith, PhD
Associate Professor
Faculty Name Inserted Here
Phone: 306-123-1234
Fax: 306-123-1235
3737 Wascana Parkway
Regina SK S4S 0A2
www.uregina.ca

This email message is privileged and/or confidential and is only for the intended recipient(s). If you have received this message in error, please advise the sender by return email immediately, and permanently delete this message.
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.

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.
## 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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Powder Coat</th>
<th>Reflective Vinyl</th>
<th>Translucent Vinyl</th>
<th>Typical paint reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow PMS 123c</td>
<td>RAL 1023</td>
<td>3M 3290</td>
<td>3M 3630-116</td>
<td>Bright Jade Green</td>
</tr>
<tr>
<td>Green PMS 3435c</td>
<td>RAL 1023</td>
<td>3M 3290</td>
<td>3M 3630-57</td>
<td>Olympic Blue</td>
</tr>
<tr>
<td>Blue PMS 7461c</td>
<td>RAL 7022</td>
<td>3M 3630-43</td>
<td>3M 3630-116</td>
<td>Light Tomato Red</td>
</tr>
<tr>
<td>Black</td>
<td>3M 7725-12</td>
<td>3M 3630-116</td>
<td>3M 3630-116</td>
<td>Hi-Vis Yellow (Regulatory)</td>
</tr>
</tbody>
</table>

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

- P
- Lamp
- Wheelchair

### RESTRICTIVE SYMBOLS

- Stop
- No Entry

### 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

abcdefgijklmnopqrstuvwxyz 1234567890
ABCDEFGHJKLMNOPQRSTUVWXYZ

NEWS GOTHIC MT STANDARD BOLD

abcdefgijklmnopqrstuvwxyz 1234567890
ABCDEFGHJKLMNOPQRSTUVWXYZ

NEWS GOTHIC MT STANDARD ITALIC

abcdefgijklmnopqrstuvwxyz 1234567890
ABCDEFGHJKLMNOPQRSTUVWXYZ

NEWS GOTHIC STANDARD MEDIUM (SPECIAL USE)

abcdefgijklmnopqrstuvwxyz 1234567890
ABCDEFGHJKLMNOPQRSTUVWXYZ
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

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Sign #</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID-1.3</td>
<td></td>
</tr>
</tbody>
</table>

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 Kišik 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
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.

Questions about our visual identity?
For more information, please contact:

External Relations
Email: ER.communications@uregina.ca
Phone: (306) 337-2453
Fax: (306) 585-4997
Or visit us at 210 Paskwāw Tower