# CONTENTS

## 1.0 VISUAL IDENTITY ELEMENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.01</td>
<td>The Importance of a Visual Identity Guide</td>
<td>4</td>
</tr>
<tr>
<td>1.02</td>
<td>Brand Statement</td>
<td>5</td>
</tr>
<tr>
<td>1.03</td>
<td>The History</td>
<td>6</td>
</tr>
<tr>
<td>1.04</td>
<td>Primary Logo</td>
<td>7</td>
</tr>
<tr>
<td>1.05</td>
<td>Logo Colours</td>
<td>8</td>
</tr>
<tr>
<td>1.06</td>
<td>Primary Logo: Clear Space &amp; Minimum Size</td>
<td>9</td>
</tr>
<tr>
<td>1.07</td>
<td>Primary Logo: Colour Versions</td>
<td>10</td>
</tr>
<tr>
<td>1.08</td>
<td>Incorrect Logo Usage</td>
<td>11</td>
</tr>
<tr>
<td>1.09</td>
<td>Secondary Logos</td>
<td>12</td>
</tr>
<tr>
<td>1.10</td>
<td>U of R Monogram</td>
<td>13</td>
</tr>
<tr>
<td>1.11</td>
<td>Institutional Crest &amp; Seal</td>
<td>14</td>
</tr>
<tr>
<td>1.12</td>
<td>Positioning of Unit Names with Logo</td>
<td>15</td>
</tr>
<tr>
<td>1.13</td>
<td>Faculty Logos</td>
<td>16</td>
</tr>
<tr>
<td>1.14</td>
<td>External Organizations: Using the Brand</td>
<td>17</td>
</tr>
<tr>
<td>1.15</td>
<td>Visual Identity Colours: Primary Palette</td>
<td>18</td>
</tr>
<tr>
<td>1.16</td>
<td>Visual Identity Colours: Secondary Palette</td>
<td>19</td>
</tr>
<tr>
<td>1.17</td>
<td>Typography</td>
<td>20</td>
</tr>
<tr>
<td>1.18</td>
<td>Using Typography Effectively</td>
<td>21</td>
</tr>
<tr>
<td>1.19</td>
<td>Inclusive Imagery &amp; Language</td>
<td>22</td>
</tr>
<tr>
<td>1.20</td>
<td>Photography Style</td>
<td>23</td>
</tr>
<tr>
<td>1.21</td>
<td>File Formats</td>
<td>24</td>
</tr>
</tbody>
</table>

## 2.0 VISUAL IDENTITY APPLICATIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.01</td>
<td>Stationery System</td>
<td>26</td>
</tr>
<tr>
<td>2.02</td>
<td>Letterhead</td>
<td>27</td>
</tr>
<tr>
<td>2.03</td>
<td>Letterhead Specifications</td>
<td>28</td>
</tr>
<tr>
<td>2.04</td>
<td>Business Card with Pronouns</td>
<td>29</td>
</tr>
<tr>
<td>2.05</td>
<td>Business Card without Pronouns</td>
<td>30</td>
</tr>
<tr>
<td>2.06</td>
<td>Business Card Alternate Back Design</td>
<td>31</td>
</tr>
<tr>
<td>2.07</td>
<td>#10 Envelope</td>
<td>32</td>
</tr>
<tr>
<td>2.08</td>
<td>#10 Envelope Specifications</td>
<td>33</td>
</tr>
<tr>
<td>2.09</td>
<td>Forms</td>
<td>34</td>
</tr>
<tr>
<td>2.10</td>
<td>Specifications</td>
<td>35</td>
</tr>
<tr>
<td>2.11</td>
<td>Examples</td>
<td>36</td>
</tr>
<tr>
<td>2.12</td>
<td>Publications</td>
<td>37</td>
</tr>
<tr>
<td>2.13</td>
<td>Examples</td>
<td>38</td>
</tr>
<tr>
<td>2.14</td>
<td>Print Advertising: Basic Design</td>
<td>40</td>
</tr>
<tr>
<td>2.15</td>
<td>Print Advertising: Logo Footer Bar</td>
<td>41</td>
</tr>
<tr>
<td>2.16</td>
<td>Colour Options</td>
<td>42</td>
</tr>
<tr>
<td>2.17</td>
<td>Black &amp; White Options</td>
<td>43</td>
</tr>
<tr>
<td>2.18</td>
<td>Examples</td>
<td>44</td>
</tr>
<tr>
<td>2.19</td>
<td>Posters: Basic Design</td>
<td>45</td>
</tr>
<tr>
<td>2.20</td>
<td>Examples</td>
<td>46</td>
</tr>
<tr>
<td>2.21</td>
<td>PowerPoint Presentations</td>
<td>47</td>
</tr>
<tr>
<td>2.22</td>
<td>Online Advertising</td>
<td>48</td>
</tr>
<tr>
<td>2.23</td>
<td>Invitations: Print &amp; Email Versions</td>
<td>49</td>
</tr>
<tr>
<td>2.24</td>
<td>Email Signatures</td>
<td>50</td>
</tr>
<tr>
<td>2.25</td>
<td>Campus Signage</td>
<td>51</td>
</tr>
<tr>
<td>2.26</td>
<td>Colours &amp; Graphic Elements</td>
<td>52</td>
</tr>
<tr>
<td>2.27</td>
<td>Typography</td>
<td>53</td>
</tr>
<tr>
<td>2.28</td>
<td>Sign Types</td>
<td>54</td>
</tr>
<tr>
<td>2.29</td>
<td>Merchandise</td>
<td>55</td>
</tr>
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</table>
Any questions regarding these guidelines should be directed to:

University Advancement & Communications
Email: hyder.kazmi@uregina.ca
Phone: 306-337-2453
Fax: 306-585-4997

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 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 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 Advancement & Communications 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 Advancement & Communications.

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.
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.

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 peoples work hard to bring that vision to life. Our continued commitment to service, as well as our growing spirit of inclusiveness, is who we are as a campus community. After all, we’re 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 16,000 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 responsible 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 desire, and we are taking the steps needed to create it. We know that service + diversity = our strength.
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.
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 University Advancement & Communications or Printing Services.

The crest should not be used as a stand-alone mark except in specific circumstances, and only with prior approval from University Advancement & Communications.
1.05 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:49
  - HEX: #ff82e

- **Process Black**
  - CMYK: C:0 / M:0 / Y:0 / K:100
  - RGB: R:0 / G:0 / B:0
  - HEX: 000000
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 (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 Advancement & Communications 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 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.
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
1.10

**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 Advancement & Communications 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.

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**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 (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.
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 University Advancement & Communications, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact University Advancement & Communications 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 25.

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)

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 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.

---

FORMAT FOR UNIT NAME OVER 2 LINES (SHORTER NAMES)

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.
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 centers may be permitted to develop a unique brand. Permission must be granted by University Advancement & Communications, 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 Advancement & Communications 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.
External organizations, including organizations the University of Regina has formal partnerships, sponsorships, or relationships with, wishing to use the University of Regina brand, design elements, or logo/graphic elements must seek permission from University Advancement & Communications.

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.
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.

**VISUAL IDENTITY COLOURS: PRIMARY PALETTE**

**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: #fffc82e

**Process Black**
- CMYK: C:0 / M:0 / Y:0 / K:100
- RGB: R:0 / G:0 / B:0
- HEX: 000000
1.16

**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 Advancement & Communications.

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<tr>
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<tr>
<td>C:5 / M:64 / Y:100 / K:17</td>
<td>C:0 / M:61 / Y:99 / K:0</td>
<td>C:0 / M:30 / Y:100 / K:0</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>R:190 / G:106 / B:20</td>
<td>R:234 / G:118 / B:0</td>
<td>R:234 / G:170 / B:0</td>
</tr>
<tr>
<td>HEX</td>
<td>HEX</td>
<td>HEX</td>
</tr>
<tr>
<td>BE6A14</td>
<td>EA7600</td>
<td>EAA00</td>
</tr>
</tbody>
</table>
1.17 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. The licences can be purchased on request by contacting Printing Services. 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 Extra Condensed

PRIMAR Y FONT

News Gothic MT Standard Regular
News Gothic MT Standard Bold
News Gothic MT Standard Bold Italic
News Gothic Standard Medium (special use)

SECONDARY COMPLEMENTARY FONT

New Caledonia Regular
New Caledonia Semi Bold
New Caledonia Bold

New Caledonia Semi Bold Italic
New Caledonia Bold Italic

Just Lovely Slanted

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.

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.

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.

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.
1.18 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.
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. More information, including how to communicate inclusively, is available in the University’s Guide to Inclusive Communication (link to come).
1.20 PHOTOGRAPHY STYLE

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. 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:

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.
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 Advancement & Communications
Email: hyder.kazmi@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 VISIONAL 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
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
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

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: 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: Preferred pronouns will appear below the title of the individual. Please provide preferred pronouns to Printing Services. Preferred pronouns are optional.

Mary Smithson, PhD
Associate Professor
Pronouns: she, her, hers
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: 306-585-4854
Email: emailaddress@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 pronoun list is 7 pt. News Gothic MT Std Italic with 10 pt. leading.

The address/contact information is 7 pt. News Gothic MT Std Regular with 9 pt. leading.

The web address is 7 pt. News Gothic MT Std Bold.
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

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 10.25 pt. leading.

The address/contact information is 7 pt. News Gothic MT Std Regular with 9 pt. leading.

The web address is 7 pt. News Gothic MT Std Bold.
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 Advancement & Communications
Email: hyder.kazmi@uregina.ca
Phone: 306-337-2453
Fax: 306-585-4997
Or visit us at 210 Paskwâw 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
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

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

Faculty of Kinesiology & Health Studies
3737 Wascana Parkway
Regina, SK Canada S4S 0A2
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 Advancement & Communications
Email: hyder.kazmi@uregina.ca
Phone: 306-337-2453
Fax: 306-585-4997
Or visit us at 210 Paskwâw Tower
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.

Body copy of form is to be inset by 1" from sides of page.
Below are some examples of University of Regina forms:

MEMORANDUM

EVENT NOTICE

FAX
2.12 PUBLICATIONS

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 University Advancement & Communications, the logo may be placed in the top left corner or bottom left corner of the publication. Please contact University Advancement & Communications 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.

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.
2.13

PUBLICATIONS: EXAMPLES

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
- Reverse logo in bottom right corner
- Full-colour logo in logo footer bar (bottom right corner)
PUBLICATIONS: EXAMPLES CONTINUED

Reverse logo in top right corner

Full-colour logo in bottom right corner

Black logo in top left corner

Full-colour logo in logo footer bar (bottom right corner)
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**

**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.

These projects include initiatives such as improving mental health supports, developing new technologies, and supporting community-based research. By doing so, we aim to create long-lasting and widespread social and economic impact.

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 rainwater, 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 pit vipers in many of Saskatchewan’s Alaskan flume agricultural dugouts are optimal for quickly processing and sequestering carbon dioxide (CO₂). Not only could they help reduce greenhouse gas emissions, dugouts may offer 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!
PRINT ADVERTISING: LOGO FOOTER BAR

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.

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

www.uregina.ca
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.

---

**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](http://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](http://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](http://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](http://www.uregina.ca)
The examples shown depict acceptable black, white, and greyscale combinations that may be used in the logo footer bar.

2.17 PRINT ADVERTISING: LOGO FOOTER BAR BLACK & WHITE OPTIONS

- **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](http://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](http://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](http://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](http://www.uregina.ca)
2.18
PRINT ADVERTISING:
LOGO FOOTER BAR
EXAMPLES

Examples show the logo footer bar used properly on various print advertisements:
The use of consistent images, colour, and graphic elements creates a unified visual identity and positions the institution as modern and progressive.

**POSTERS: BASIC DESIGN**

- **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.

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!**

STUDENT SUCCESS CENTRE
RIDDELL CENTRE 230

University of Regina
Examples show the logo footer bar used correctly on poster designs:

- **BECOME AN AMBASSADOR**
  - Gain Leadership Experience
  - Get Involved on Campus
  - Have Fun!

- **WIN TUITION FOR A YEAR**
  - Apply for admission before March 15 to be automatically entered.
  - Visit urconnected.uregina.ca for details.
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.
2.22 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.
INVITATIONS: PRINT & EMAIL VERSIONS

Examples of official invitation designs:

**Printed Invitation Sample**

![Invitation Sample](image1)

**Email Invitation Sample**

![Invitation Sample](image2)
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** (11 pt).
Title is set in **Arial Regular** (10 pt).
Pronouns are set in **Arial Italic** (10 pt).
Contact information and address information is set in **Arial Regular** (10 pt).

Small print privacy disclaimer is set in **Arial Regular** (7.5 pt).
All information is in 100% black.

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

Note: Preferred pronouns will appear below the title of the individual. Pronouns are optional on email signatures/business cards.
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.
2.26

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.

PANTONE® is a registered trademark of Pantone, Inc.

COLOUR PALETTE

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

- **Green PMS 3435c**
  - Silkscreen: Match PMS 3435c

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

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

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

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

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

- **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.

PERMISSIVE SYMBOLS

- P
- Lamp
- Wheelchair

RESTRICTIVE SYMBOLS

- Stop
- No Parking

ARROWS

← ↔ → ↓ ↑ ➡️ ➢
2.27
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
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 Kişik 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
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. To learn more about applying the brand, visit the University’s Merchandising Guide (link).
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?
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