Renewed.

Regent University Brand Identity Guide
Christian Leadership to Change the World is more than just our motto.

It’s the heartbeat of Regent. In pursuit of this mission, we’re focusing our branding, making it more easily integrated and for greater effect. Because changing the world is complex, but our branding shouldn’t be.
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This is our *renewed* primary logo.

Better balanced with redrawn Rs for greater legibility, with new secondary treatments for improved school logos.
For it is God who works in you to will and to act in order to fulfill his good purpose.

Philippians 2:13

MEMO

To: President of College
From: Paul, Brother of Comfort
Date: May 15, 1018

Subject: Unity in Christ

Greetings,

I hope this message finds you well. I am writing to discuss the importance of unity among our community.

In light of recent events, it is clear that we must strengthen our bonds and work together as one. Unity is not just a desirable quality; it is essential for the success of our institution.

I, therefore, urge each of you to make a concerted effort to foster a sense of unity. Whether it be through participation in community service projects, or through regular gatherings, let us all work towards a common goal.

Let us, therefore, commit to be the change we wish to see in the world. Together, we can create a brighter future for Regent University.

Sincerely,

Paul, Brother of Comfort

When used alone, the positive or reverse primary logo can be scaled as large as one inch, with at least a crest “X” distance from all edges. When used on letterhead, brochures, etc., maintain the “X” space with logos appearing no larger than 9% of the overall visual area.
COLOR FOR ALL LOGOS SHOULD BE IN REGENT BLUE + REGENT GREEN, OR REVERSED IN WHITE AGAINST A CONTRASTING BACKGROUND.

SCHOOL LOGOS ABIDE BY THE SAME RULES AS THE PRIMARY LOGO.
The shield is always used in white against a contrasting color and is very small—less than 5% of the overall visual area.

The shield is only used when "Regent University" is typeset nearby.
THE UNIVERSITY CREST (THE ORIGINAL LOGO) WILL CONTINUE TO BE USED IN PERMANENT INSTALLATIONS AROUND CAMPUS.

HOWEVER, THE CREST IS STRICTLY LIMITED TO CEREMONIAL DOCUMENTS, AWARDS AND DIPLOMAS, AND ALWAYS APPEARS IN ONE COLOR.
Our refined color palette.

Regent Blue
pms - 294c
cmyk - 100, 50, 22, 23
rgb - 0, 47, 108
hex - #002F6C

Regent Green
pms - 348c
cmyk - 97, 22, 100, 9
rgb - 0, 131, 63
hex - #00833F

Regent Gold
pms - 432c
cmyk - 0, 10, 49, 22
rgb - 257, 184, 124
hex - #FCB07C

White
cmyk - 0, 0, 0, 0
rgb - 255, 255, 255
hex - #FFFFFF

Optimized for accuracy and consistency across media, and used in the approximate proportions at left. New, common tonal and metallic variations are reserved for special projects.
Clean is just our type.

Headlines are in Adobe Caslon Pro Regular, with 100% line spacing and no hyphenation.

Subheads are set in Source Sans Pro Light, but are half the size of the headlines. With 100% line spacing, avoid hyphenation.

Body copy is set in Source Sans Pro Light or equivalent sans-serif typeface, and is a third the size of the headline. No widows.

GET ADOBE CASLON PRO: fonts.adobe.com/fonts/adobe-caslon
GET SOURCE SANS PRO: fonts.google.com/specimen/Source+Sans+Pro

SOMETIMES ALL WE HAVE IS A HEADLINE OR A WORD. MAKE THEM STAND OUT.
Some things are worth touting, such as rankings, awards, and other accolades.
We approve this message.

Our world-changing distinctions.

We’ve never had so much to talk about, so start with these and refer back to regent.edu/about as we collect more.

- America’s Premier Christian University
- High-Quality, Christ-Centered Education
- Online & On Campus in Virginia Beach, VA
- Flexible 8-Week & 15-Week Courses
- Generous Transfer Policy—Transfer Up to 90 Credit Hours
- Learn from Award-Winning Faculty
- Top Military Friendly School
- Ranked Among Top National Universities (U.S. News & World Report)
- #1 Best Online Bachelor’s Program in Virginia (U.S. News & World Report)
- #1 Best College in Virginia (Best Value Schools)
- #1 Accredited Online School (Study.com)
VISION
Our vision is to be the most influential, Christian, transformational university in the world.

MISSION
Regent University serves as a center of Christian thought and action to provide excellent education through a biblical perspective and global context equipping Christian leaders to change the world.

ABOUT
Founded in 1978, Regent University is America’s premier Christian university with over 11,000 students online and on campus in Virginia Beach, VA. The university offers associate, bachelor’s, master’s, and doctoral degrees in more than 150 areas of study, including business, communication and the arts, cybersecurity and technology, divinity, education, government, law, leadership, nursing and healthcare, and psychology. Regent University tops the list of Best Online Bachelor’s Programs in Virginia and is ranked among top national universities by U.S. News & World Report. Along with a commitment to academic excellence, what sets Regent apart is our mission to prepare men and women to excel both in mind and spirit. Our students, faculty and administrators share a calling, founded on biblical principles, to make a significant difference in our world.

ABOUT REGENT UNIVERSITY

Christian Leadership to Change the World is more than just our motto—it’s the heartbeat of Regent.

Whether you’re just starting college, completing your degree, or ready to pursue graduate studies, at Regent University, you’ll gain the knowledge, character and skills to change the world. You’ll be supported by a robust student-success team ready to help you at every step of your academic journey. Best of all, you’ll be challenged to grow as a principled leader whose character stands out in any industry.

For more than 40 years, Regent has developed men and women who are living examples of our steadfast commitment to excellence, innovation and integrity.

Now it’s your time. The world needs remarkable Christian leaders. The world needs you.

Let’s change the world.

MESSAGING & POSITIONING
Our **vibrant** photo opportunities.

We like to capture timeless yet contemporary images that showcase our beautiful 70-acre campus, diverse student population and surrounding coastal community.
AN EXPLOSION OF COLOR AND JOY ... STUDENT SPIRIT PHOTOGRAPHY FINDS MOMENTS WORTH CELEBRATING.

BOTH ON AND OFF CAMPUS, STUDENT LIFE PHOTOGRAPHY IS CAPTURED NATURALLY, AND ALWAYS BETTER TOGETHER.
Our frame for amazing subjects.

Focus on a viewer’s attention to help establish brand continuity across a diverse array of media.

To begin, inset them by:
- Letter, Legal & Tabloid: 27 points or 3/8 inches
- Letter-half: 18 points or 1/4 inches
- 1080 x 1080 Social: 60 pixels
Welcome!
Admissions
Accounting
Financial Aid
MBA and Master's

Please check in at the front desk!
regent.edu

Welcome, On-Campus Visitors!

Onward!

Let's Find Your Program:

OFFICIAL REGENT UNIVERSITY ADVERTISING MATERIAL

For more information, please visit:
regent.edu

Which logo should I use?

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We’re thrilled that you represent our university.

With every piece you create for Regent, whether campaigns, merchandise or collateral materials—you get to model excellence, innovation and integrity for us all.

This is as much an invitation as it is a guide ... an excuse to work together, for God’s glory.
Please reach out if you need help, information, or encouragement.

Let’s change the world!

Regent University Marketing
brand@regent.edu
And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through Him.

Colossians 3:17