As a creator of content and materials for your Student Organization, we’re thrilled that you’d want to work within this Brand Guide.

In its use, there are simply two guiding principles:

1. You are completely free to create materials independent of this guide—*with your departmental approval*—provided any of the enclosed brand elements are not used.

2. If they are, applying brand elements as guided will reinforce overall brand quality, consistency and tone.

Neither needs our approval, but we’re happy to answer any questions.

*Thank you!*  
Regent University Marketing
Brand Elements at a Glance
Our Shield, Typography and Color

The Composite Mark

Color Palette

REGENT GREEN
PMS 348 C
CMYK 97, 22, 100, 9
RGB 0, 131, 63
HEX #00833F

REGENT BLUE
PMS 294 C
CMYK 100, 86, 29, 23
RGB 0, 47, 108
HEX #002F6C

WHITE
RGB 255, 255, 255
HEX #FFFFFF

Typography

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO BOLD

REGENT UNIVERSITY
SCHOOL OF DIVINITY

STUDENTS FIRST

TM
The Composite Mark

All Non-Athletic Student Organization logos must consist of three things:
(1) The Regent University shield, (2) The unit/club name, (3) The university name (+ the affiliated school name when appropriate).

**THE REGENT UNIVERSITY SHIELD**

The Regent Shield is the anchor element of all student-led organization logos, connecting each entity to the Regent University brand. Shield colors are Regent Blue (PMS 294c) and Regent Green (PMS 348c).

**VERTICAL SPACING**

Vertical spacing between each element (the shield, unit name, and university name) is determined by the cap height of the typeface used for the unit name.

**HORIZONTAL SPACING**

Ideally, the width of each Composite Mark not exceed the width of three shields aligned together horizontally. Much further and some unit names may need two lines using auto leading.

**UNIT NAME**

With or without a School Name, ‘Regent University’ must always be placed under the unit name, and is set in Source Sans Pro Regular, ALL CAPS.

**CENTERED ALIGNMENT**

When combined together all must be center aligned.
The Composite Mark

Examples of acceptable type and color variations.
Nationally-Affiliated Student Organizations

Following the same rules for the Composite Marks, we may substitute a National Organization Official Logo in place of our Shield. New Composite Marks may adopt the Nationally-Affiliated Organization’s color palette.

National Organization Official Logo with just Regent name beneath.

National Organization Official Logo with Regent and School names beneath.
For it is God who works in you to will and to act in order to fulfill his good purpose.

Philippians 2:13