

# Rex the Royal

## GUIDEBOOK



REGENT  
ATHLETICS



In the glint of the sunlight, he reared his noble head.

His hair shone like silver.

In my chest, I felt the pounding of his hooves.

I knew in my heart that his unbroken spirit could not be tamed.

He would lead them to victory.

## **REX THE ROYAL!**







## TABLE OF CONTENTS

04 Meet Rex

05 Usage of Name & Likeness





# MEET REX

An official school mascot is an integral part of the undergraduate experience. Whether at an athletic competition or a campus event, the mascot is a highly visible representative of the university, the athletics department, and student life. Rex the Royal, Regent University's official mascot, is the embodiment of the campus culture and Regent Athletics' spirit. Rex should be the main catalyst of community amongst diverse Regent audiences, excitement for campus happenings and loyalty to the mission of Regent University.

## CHARACTERISTICS OF REX THE ROYAL:

- Represents carrying royalty; carrying the message of Christ
- Leads the way to victory
- Strong & confident
- Steady & valiant
- Noble & humble
- Engaging & Energetic
- Respectful of and appealing to all audiences

## REX FUN FACTS

**Birthday:** September 20, 2024

**Name Meaning:** "Rex" – Latin for "royal, king"

**"Regent" Meaning:** a person appointed to stand in the place of a king in his absence

**Key Verse:** "I saw heaven standing open and there before me was a white horse, whose rider is called Faithful and True." Revelation 19:11



# USAGE OF NAME & LIKENESS

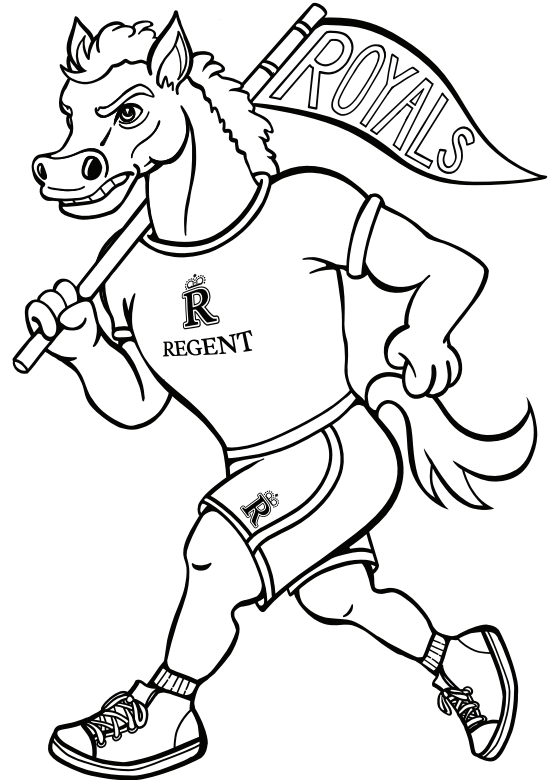
Rex the Royal is the official name for Regent University's mascot. Its name and likeness are an identifying mark for Regent University and its Athletic Department. While academic and administrative departments may use the mascot to convey Regent Royals pride, Rex the Royal must be used as a secondary element to the Regent University and Regent Royals brand. Internal departments may only utilize the official Rex name, icon or illustrations in the approved ways according to the following guidelines:

## WRITTEN REFERENCES:

- Always use "Rex the Royal" for the first reference in content.
- On the second reference and beyond, use either "Rex the Royal" or "Rex."
- Any nicknames or manipulation of name are prohibited.
- The name "Rex" cannot be used for anything other than our official Mascot.

## LIKENESS:

- Only the use of official Rex the Royal imagery provided by marketing is permitted.
- Rex imagery may not be combined with other imagery that deters from the Regent brand.
- Never attempt to create or alter illustrations or images of Rex.
- Rex the Royal must not be used as a primary identifier of Regent University.
- Use primarily in athletic, casual and informal communications where the target audience has a known affinity for the mascot.



## WHEN TO USE:

- For conveying school spirit and draw attention to Regent Royals Athletics
- In casual/informal communication
- As a secondary illustration or icon
- In a second imprint area on swag when official business unit identification is used in the primary imprint area

*For questions about official usage of Rex the Royal's branding, please contact University Marketing at [marketing@regent.edu](mailto:marketing@regent.edu).*

# EXAMPLES OF USE

All uses of Rex the Royal's image must be approved by University Marketing.  
Please contact [marketing@regent.edu](mailto:marketing@regent.edu) for any questions or requests.





Questions? Contact:

Regent University Marketing  
[marketing@regent.edu](mailto:marketing@regent.edu)