# REGENT ROYALS BRAND IDENTITY

November 2024

REGENT UNIVERSITY

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# About

### MISSION STATEMENT

To equip Regent Royals student-athletes to be Christian leaders defined by their pursuit to emulate the character of Christ. This exemplary pursuit of Christ-like character is consistent with our "Winning with Character" approach to athletics.

### VISION STATEMENT

To develop Christian student-athletes that influence the intercollegiate athletic culture and ultimately become Christian leaders to change the world for Jesus Christ.

### WINNING WITH CHARACTER

Regent University's transformational approach to athletic competition equips student-athletes to be winners first and foremost in Christian character; competing to win yet transcending the scoreboard to be Christian leaders to change the sports world.
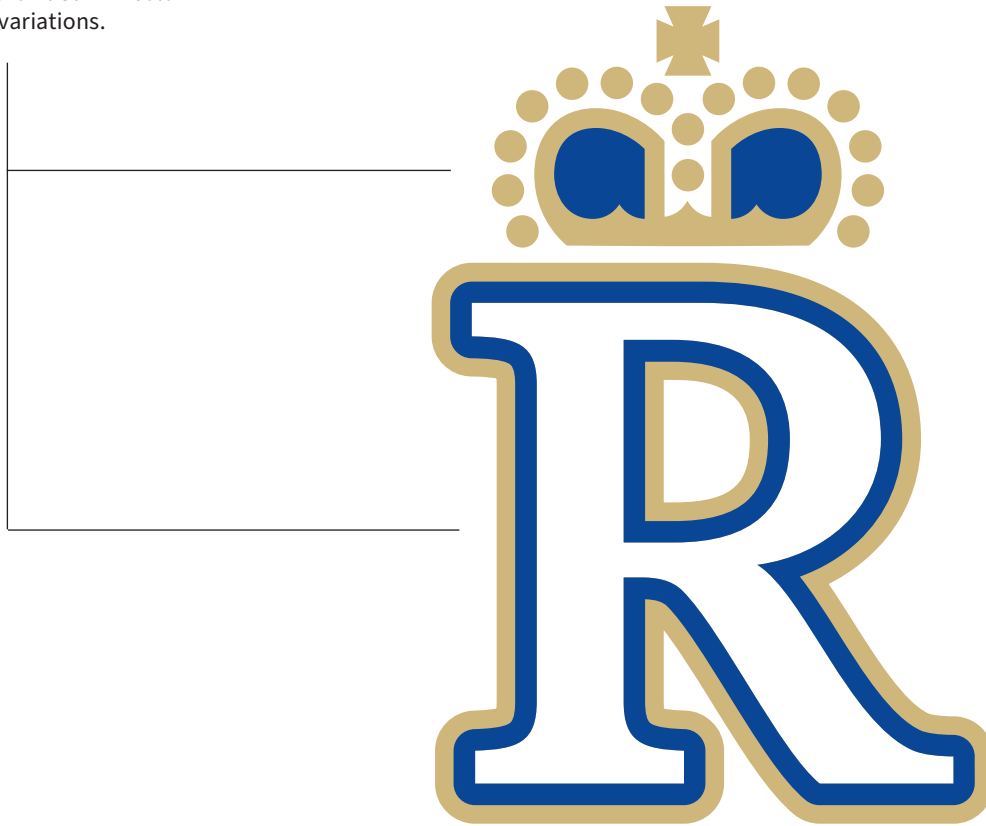
# Primary Logo

*(Known as the Cipher)*

The primary logo known as the cipher is comprised of two elements: the letter "R" adorned with a crown. The crown comes from the original crown used in the Regent University Crest representing the Lord's sovereignty over all.

The Cipher is provided in 1-color and full-color variations.

DO NOT RECREATE
Do not separate, manipulate, re-color, or alter the logos in any way. All logos have been optimized for output in each color scheme, with separate files for both light and dark backgrounds. Use only official logos provided.

X = the height of the crown. This should be used as the guide to measure safe space around the logo.
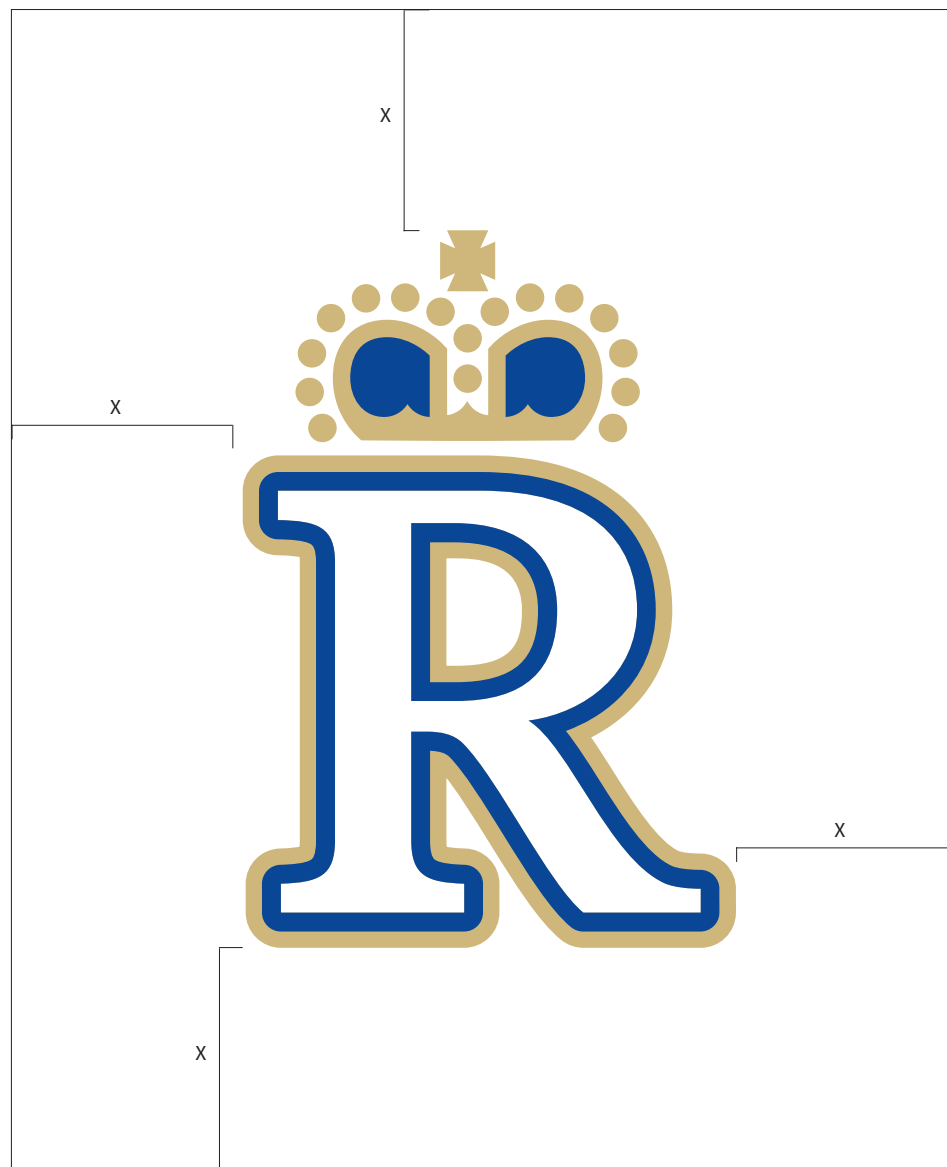
White space around the logo is essential to ensure its clarity, visibility, and impact. The safe space provides a buffer that separates the logo from other elements, preventing visual clutter and preserving its integrity. No text or graphics should intrude into this area to maintain legibility and to allow the logo to be instantly recognizable. This designated space helps the logo stand out and be easily identified, regardless of the surrounding content or background.
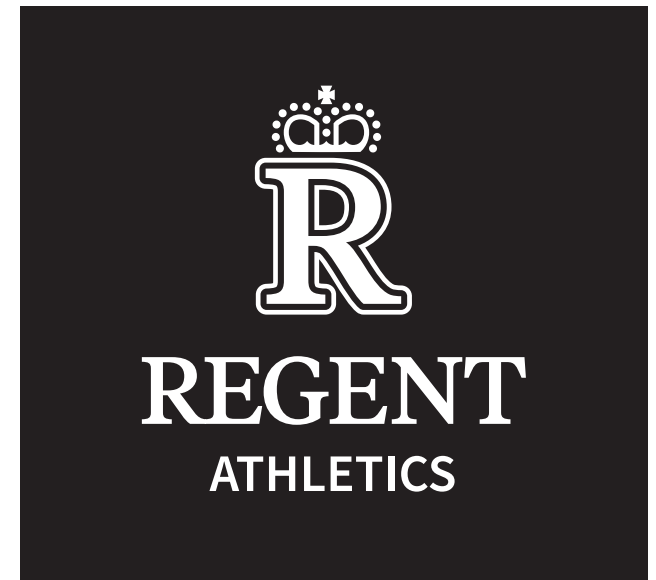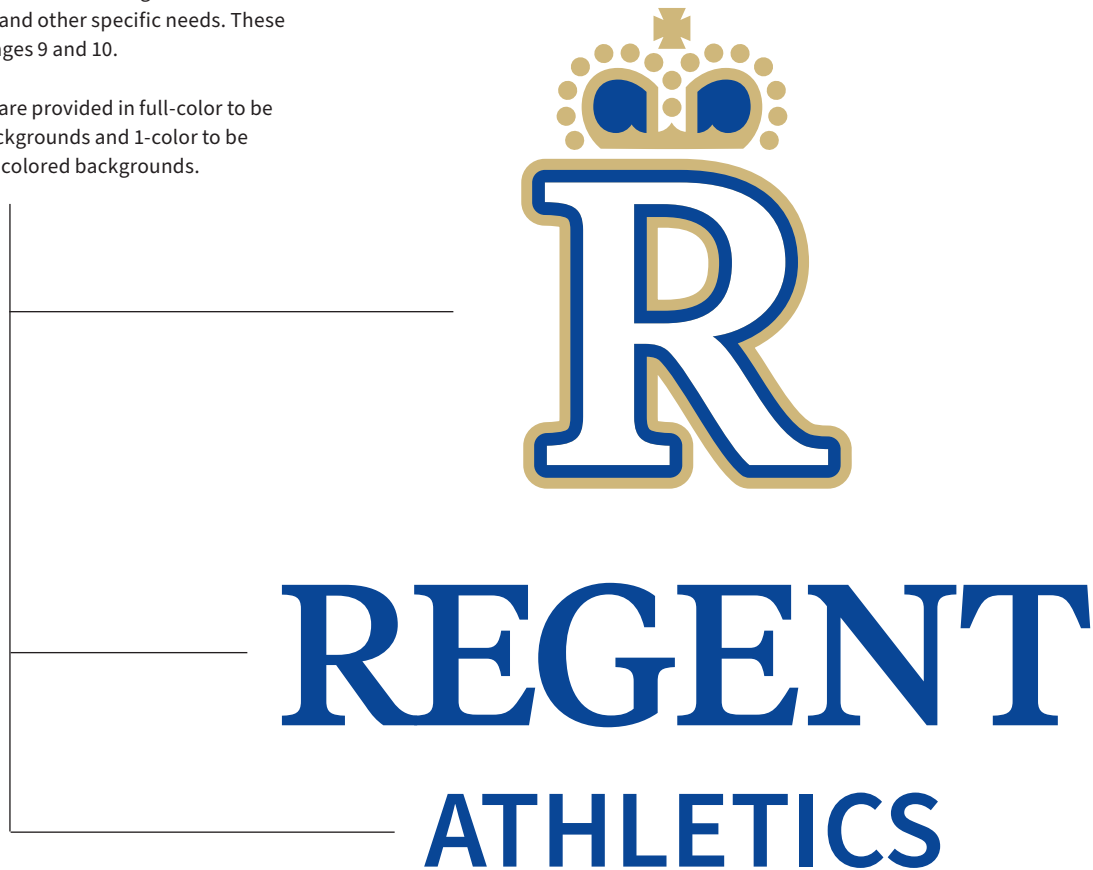
# Logo Lockups

The logo lockups are comprised of three elements. The Cipher, the word "Regent" typeset in a serif typeface and "Athletics" typset in a sans serif typeface.

There are a varity of official logo lockups where the sans serif type has been changed out for individual sports and other specific needs. These can be seen on pages 9 and 10.

The logo lockups are provided in full-color to be used on white backgrounds and 1-color to be used on dark and colored backgrounds.
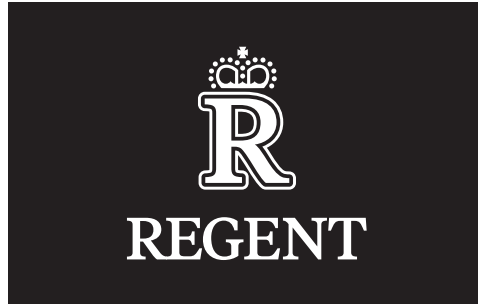


# REGENT
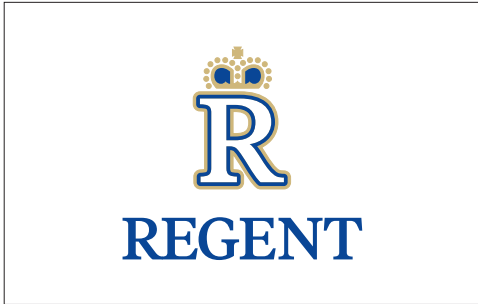## ATHLETICS



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# Logo Lockups

The lockups shown here are all official Regent Royals logos. Use only official logos provided. Do not create additional lockups.

# Logo Lockups

The lockups shown here are all official Regent Royals logos. Use only official logos provided. Do not create additional lockups.

# Logo Index

**PRIMARY LOGO**
The primary logo, known as the Cipher, is the main brand mark for the Regent Royals.

**LOGO LOCKUPS**
Logo lockups are for when more information is needed to identify Regent.

**COLOR LOGO**
For use on white and blue backgrounds only.

Acceptable Colors:

**REVERSE LOGO**
For use on dark backgrounds only.

Acceptable Colors:

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# Logo Don'ts

Generally, common sense rules apply. Do not create new logos or re-configure those issued in this guide, and avoid using busy or non-contrasting backgrounds.

| | | | |
|---|---|---|---|
| DO NOT RECOLOR LOGOS | DO NOT STRETCH OR DISTORT LOGOS | DO NOT APPLY EFFECTS TO LOGOS | DO NOT PLACE ON A BUSY BACKGROUNDS |
| DO NOT ADD STROKES TO THE LOGOS | DO NOT USE COLOR LOGOS ON DARK BACKGROUNDS | DO NOT APPLY DROP SHADOWS TO THE LOGOS | DO NOT CROWD THE LOGO. ALWAYS ALLOW FOR REQUIRED WHITE SPACE. |

# Color Palette

**ROYAL BLUE**

PMS - 293

CMYK – 100, 80, 0, 9

RGB – 0, 61, 166

HEX – #003da6

**WHITE**

CMYK – 0, 0, 0, 0

RGB – 255, 255, 255

HEX – #FFFFFF

**GOLD**

PMS 4525

CMYK – 0, 10, 48, 22

RGB – 207, 184, 124

HEX – #CFB87C

PMS 838 Metallic
*Use when printing Metallic Ink*

**GREEN**

PMS – 347

CMYK – 97, 11, 100, 1

RGB – 0, 154, 68

HEX – #009A44

# Font System

## Primary Typeface
Use should be limited to headlines.

Tiempos Text Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

## Secondary Typeface
This can be used for subheads and body copy.

Sources Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**REGENT**
UNIVERSITY

Questions? Contact:

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