

VISUAL

*Brand*

**STANDARDS**



Dear Regis Community,

For some the term “brand” may be more readily associated with corporate enterprises, but the reality is that even universities have a brand. In essence, our brand is our reputation. It’s how students, parents, academics, alumni, community leaders, businesses and all observers respond when they think of “Regis University.”

Great brands are instantly recognizable and immediately stand for something. Great brands also build strong bonds with their audience by being consistent — in words, actions and with visual cues. To help build and strengthen the Regis University brand, it is vital that we present the University to key audiences in a consistent, cohesive manner.

This guide describes and outlines the visual branding standards for Regis University using the graphic elements that have been built from within and shaped by our community. By following these brand standards, each of us ensures that the look and feel of Regis stays consistent as we communicate with the wider world.

Thank you for doing your part to strengthen the Regis University brand.

Gratefully,

A handwritten signature in black ink, appearing to read "Salvador D. Aceves".

Salvador D. Aceves, Ed.D.  
President

---

## WHAT'S INSIDE

### **4 About the Brand Standards**

- 4 Brand Overview
- 4 Mission and Vision
- 4 Values
- 4 Brand Promise

### **5 Brand Architecture**

- 6 Brand Elements
- 7 Our Seal
- 8 Our Shield
- 9 Our Logo

### **10 Guidelines for Brand Elements**

- 12 Clear Space
- 12 Minimum Size
- 13 Regis Color Palette
- 14 Colors of the Logo
- 15 Colors of the Shield and Seal
- 16 Unit Logos and Signatures
- 17 What Not to Do
- 18 Social Media

### **19 Marketing and Branding**

- 20 Typography
- 22 Photography
- 26 On Campus Branding
- 27 Stationery
- 28 Email Signatures

### **29 Contact Us**

- 30 MarCom Contact List
- 31 Additional Resources

---

## ABOUT THE BRAND STANDARDS

A strong university brand benefits all our colleges, departments, units and programs. These brand style guidelines, which are the product of a collaborative effort between numerous departments across the University and Marketing and Communications (MarCom), are intended to help further strengthen Regis University's reputation as an academic institution.

Anyone who creates communication materials for Regis, from department newsletters, website pages and fundraising brochures to student recruitment materials and permanent campus signage,\* can reinforce our brand by applying these standards. In doing so, each of us ensures that the look and feel of Regis University remains consistent for those who encounter it, giving them a clear picture of who we are and what we stand for.

\*For campus signage, please see Physical Plant's Permanent Signage Standards. This outlines the visuals and steps needed to work with the department for installed signage.

## Mission

As a Jesuit Catholic university, Regis seeks to build a more just and humane world through transformative education at the frontiers of faith, reason and culture.

## Values

Regis University encourages our students to **seek justice, serve others, discern truth, live with purpose**, and continually examine and attempt to answer the question, "How ought we to live?"

## Brand Promise

Regis University's legacy is providing a quality, Jesuit education to those that aspire to seek and do more.

To us, being Jesuit is more than talking the talk. Our religious roots shape our decisions — from educating refugees across the globe, to welcoming all faiths, backgrounds and gender identities, to infusing ethics into our curriculum and more. We will be the first to show you that your passion can challenge the unjust world we live in.

Our community is small and our education flexible. We've designed it that way so that you get the support you want and a degree on your terms.

Here, you'll find a safe space for your provocative questions. We encourage you to ask them — to explore your gifts, identify your preconceived notions and then to think critically about society. Serving others starts with the self. Let us aid you on your journey to discovering what you believe in, and then facilitate opportunities for you to act on those beliefs. We want to show you that we as humans can be more, seek more and give more.

That, together, we are powerful. We are the solution. We aspire to more.

# BRAND ARCHITECTURE

Brand Elements

Our Seal

Our Shield

Our Logo

---

## BRAND ELEMENTS

The goal of our brand architecture is to reinforce our identity as “one university,” differentiating us from competitors and influencing perceptions. This style guide presents the portfolio of approved design components for maintaining the Regis University brand. Each has its own history, purpose and guidelines for use. When used consistently and as intended, this “family” of design elements works together to strengthen our brand.



SEAL



SHIELD



LOGO

---

## OUR SEAL

The Regis University seal is rich in history and meaning.

- *Universitas Regisiana Societatis Jesu* translates from Latin as “Regis University of the Society of Jesus,” denoting the name of the University and its sponsoring organization, the Jesuit Order.
- The crown is a symbol of the University’s patron, St. John Francis Regis (or Jean-Francois Regis in his native language), a Jesuit saint who lived 1597-1640. Known as the “Father of the Poor,” he was a teacher, missionary and champion of the outcast in the Massif Central, a mountainous district of France located west of the Alps.
- In the shield, 1877 is the founding date of the University.
- The mountains are symbolic of both the Rocky Mountains and the mountains of the Massif Central where St. John Francis Regis lived and worked.
- IHS is the symbolic monogram of Christ associated with the Jesuit order and includes the Greek letters iota, eta and sigma (the first three letters of Iesous – the Greek name for Jesus). The Jesuit seal is found on the pediment at the front entry of Main Hall.
- The seven alternating stripes (originally red and gold) are from the shield of the Onaz-Loyola family. St. Ignatius of Loyola, born in 1491, founded the Jesuits in 1540. The stripes represent his seven brothers who were heroes in battle.
- The motto “Men and Women in Service of Others,” *Homines Ad Serviendum Aliis* in Latin, is an expression used to describe the purpose of Jesuit education: to form men and women who use their knowledge and energies in the unselfish service of others. The motto also expresses the desire of Regis faculty and staff to be of service to students and the community.



### HOW TO USE

The official seal of Regis University has very limited use. It should be used only in formal, official, institutional communications specifically from the Office of the President and on university diploma, awards, certificates, ceremonial communications, commencement materials, transcripts, contracts and Office of the President stationery. It should never be used in daily communications by departments or programs or on temporary items such as signs or banners. Permanent campus signage should follow the style guide from Physical Plant.

---

## OUR SHIELD

The shield depicts the University's history.

### WHAT'S IN THE SHIELD?

1877 is the year that Regis University was founded.

The seven alternating stripes (originally red and gold) are from the shield of the Onaz-Loyola family. St. Ignatius of Loyola, born in 1491, founded the Jesuits in 1540. The stripes represent his seven brothers who were heroes in battle.



The mountains are symbolic both of the Rocky Mountains and of the mountains of the Massif Central where St. John Francis Regis lived and worked.

IHS is the symbolic monogram of Christ associated with the Jesuit order and includes the Greek letters iota, eta and sigma (the first three letters of Iesous - the Greek name for Jesus). The Jesuit seal is found on the pediment at the front entry of Main Hall on the Northwest Denver Campus.

### HOW TO USE

The Regis University shield is a key element of the University logo. It can, however, be used on its own on limited occasions although never in complete isolation from the Regis University logo.

For example, use the University shield when creating environmental graphics, highlighting the Jesuit heritage of the University or when you need a strong graphic element within a layout.



---

## OUR LOGO

The Regis University logo is the primary representation of the University. Used properly and consistently — on both internal and external communications — the logo becomes one of our most valuable brand assets.

The logo always incorporates two elements: a contemporary take on classic typography style for the words “Regis University” as well as a shield that represents the core and history of the University. The logo should not be redrawn or proportioned in any other way, and no part of the logo should be reproduced by itself.

Alternate configurations have been created to accommodate space or color constraints as well as to incorporate department, college or unit names.

HORIZONTAL



VERTICAL



STACK



# **GUIDELINES FOR BRAND ELEMENTS**

For each element, there are guidelines that must be followed to uphold the brand standard.

**Minimum Size**

**Clear Space**

**Colors**

**Colors of the Logo, Shield and Seal**

**Unit Logos and Signatures**

**What Not to Do**

**Social Media**

---

## MINIMUM SIZE

This measurement refers to the smallest dimensions allowed for reproduction. Stated as a minimum width, minimum size ensures the legibility and visual clarity of the brand element.



## CLEAR SPACE AND MINIMUM SIZE

This refers to the minimum “breathing room” that must be maintained around a design element. This area should be free of any other graphic or editorial component. Clear space also refers to the minimum distance from the edge of the page to the design element. Spacing rules apply to both print and web layouts.

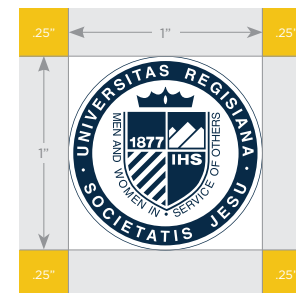
*The clear space around the horizontal logo should be equal to the height of the logo.*



*The clear space around the vertical and stacked logo should be equal to the height of the “R” in Regis.*



*The clear space should one-quarter the size of the seal.*



# COLORS

Color is a significant brand identifier. By using the same colors on every print or digital product, these colors will become recognizable as part of the Regis brand identity.

If colors must be limited, incorporating the Regis Blue, even in a small amount, will help to visually tie the piece to Regis University.



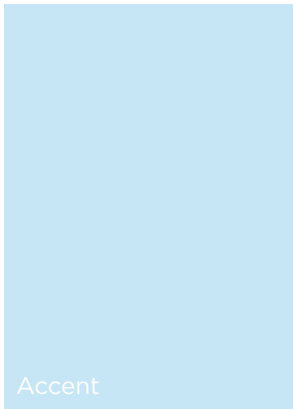
Regis Blue - Primary

PMS 7463C  
C-100, M-63, Y-12, K-67  
R-0, G-43, B-73  
#002B49



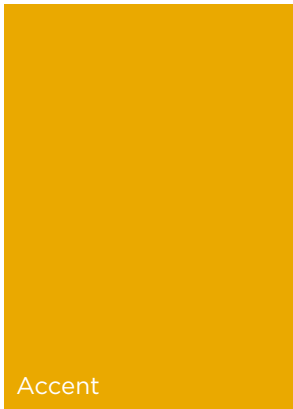
Regis Gold - Primary

PMS 7406C  
C-0, M-20, Y-100, K-2  
R-241, G-196, B-0  
#F1C400



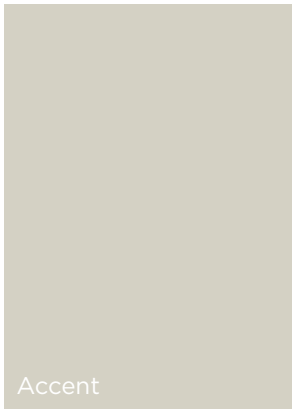
Accent

PMS P115-10C  
C-18, M-0, Y-0, K-2  
R-204, G-226, B-238  
#CCE2EE



Accent

PMS 124C  
C-7, M-35, Y-100, K-0  
R-237, G-171, B-0  
#EDAB00



Accent

PMS 7527C  
C-3, M-4, Y-14, K-8  
R-214, G-210, B-196  
#D6D2C4

---

## LOGO COLORS

### TWO-COLOR LOGO

Always use the original artwork; never recolor or revise the official Regis University logo artwork.



### ONE-COLOR LOGO

When reproduction colors are limited, a one-color version may be substituted. One-color versions are available in blue, gold, black and white variations.

The one-color logo should be used for documents that are likely to be reproduced by multiple generations of photocopying.

They may also be used on promotional items such as pens, hats or shirts, or reversed over a photograph.

### SOLID



### REVERSED



## SHIELD AND SEAL COLORS

The Regis shield may be used in two color or single color applications.

The shield may also appear etched on glass but needs to be approved by the University brand manager and Physical Plant.

Since the shield is a brand element, not an official university logo, it may be used in modified forms as a graphic element representing the university brand. Approved modifications are: cropped or enlarged form and reduced opacity. The shield should not be stretched or distorted beyond these variations.

There are three different color variations: Regis Blue with gold foil, Regis Blue and Regis Gold.

The seal may also appear etched on glass but needs to be approved by the University brand manager and Physical Plant.



---

## UNIT LOGOS AND SIGNATURES

Using Regis logos properly in conjunction with unit names and in signature lines is essential for communicating the relationships of colleges, departments, units and individuals to the University. Unit signatures and logos are available upon request and should only be reproduced using the files provided by Marketing and Communications.

Note: Only official unit names may be utilized on University logo signatures. These names must be verified by Human Resources. To allow for space constraints, the use of “Office of” is limited.

### UNIT SECONDARY SIGNATURE

Units within the University (departments, centers, institutes, administrative units) are eligible for individualized signatures with the units name in the secondary position.

### UNIT PRIMARY LOGO

Units within the University (departments, centers, institutes, administrative units) are eligible for individualized signatures with the units name in the primary position when appropriate.

### UNIT TERTIARY LOGO

Divisions within the colleges and/or schools are eligible for individualized signatures with the University’s name in the tertiary position when appropriate. This variation should only be used when necessary to identify the college or division to which a unit is subordinate.





## WHAT NOT TO DO

Unofficial variations of graphic elements that do not follow the Regis brand standards create confusion and reduce the integrity and strength of the Regis brand. People may wonder if they are seeing something from another school by the same name, for example. Using the University's branding elements correctly and consistently eliminates confusion and reinforces the Regis University brand.

Several examples of unacceptable variations of Regis University branding elements are shown here. This list is not exhaustive.



Do not recolor a portion of the logo; use the full one-color variation.



Do not change the position of the shield or stroke elements.



Do not rearrange or remove logo elements.



Do not add anything to the stand alone shield.



Do not reproduce in low resolution.



Do not change the typography or sizes of the fonts.



Do not outline the logo.



Do not use unofficial colors for the logo; use only approved one-color options.



Do not place the logo over noisy image areas.

---

## SOCIAL MEDIA

It is equally important to incorporate the visual branding elements for Regis University into social and digital media communications. Doing so capitalizes on the Regis brand, adding value to the content and further strengthening the University's brand outreach.

Social media accounts that include "Regis University," any Regis college name or Regis program name in their title could be construed as official accounts of the University and, as such, need to grant administrative access to the Marketing and Communications team in the event those accounts require maintenance.

### SOCIAL MEDIA MARKS

The use of the Regis logos, the shield or other visual branding elements (including photographs) on social media channels requires permission from MarCom and adherence to the design standards for pixel-width sizing listed here.

The Regis University Social Media Policy offers more details and outlines the guidelines for starting and/or maintaining a social media presence as a member of the Regis community.

*For a copy, or for further assistance, contact [socialmedia@regis.edu](mailto:socialmedia@regis.edu).*

### FACEBOOK

Profile: 180x180  
Cover: 851x315  
Post: 1200x630

### LINKEDIN

Profile: 400x400  
Cover: 974x330  
Post: 646x220

### PINTEREST

Profile: 165x165  
Board Display: 222x150  
Pin: 236 w

### INSTAGRAM

Profile: 110x110  
Photo size: 1080x1080  
Photo thumbnail: 161x161

### TWITTER

Profile: 400x400  
Cover: 1500x500  
Post: 440x220



# **MARKETING AND BRANDING**

Following style guidelines across other mediums supports a strong university brand.

Typography

Photography

Awareness Campaigns

On Campus Branding

Stationery

Email Signatures

---

## TYPOGRAPHY

Like other graphic elements, typefaces (or fonts) help to set the visual tone for our communications and supports brand consistency. Two primary typefaces support the Regis brand, and each plays a specific role.

In general, if you have the ability to customize, keep tracking and leading loose to ensure legibility. In all cases, the italic and bold variations should be used sparingly – for emphasis only.

Typefaces may be purchased from [typography.com](http://typography.com), [adobe.com](http://adobe.com), [fonts.com](http://fonts.com) and [linotype.com](http://linotype.com), among others. Contact MarCom if you need help obtaining a typeface.

### PRIMARY TYPEFACES

#### Serif - Sentinel in Light, Book and Italics

Sentinel is the typeface featured in our signature logo and is the primary serif typeface for printed applications. Sentinel is licensed by the University and, therefore, somewhat limited in availability.

#### Sans Serif - Gotham in Book, Medium, Bold and Italic

Gotham is the primary sans serif typeface for print.

#### SENTINEL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### SENTINEL LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### SENTINEL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### SENTINEL BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GOTHAM BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GOTHAM MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### GOTHAM BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

---

## TYPOGRAPHY

Secondary typefaces are used when primary typefaces are not available.

### SECONDARY TYPEFACES

#### Serif - Georgia

Georgia is the secondary serif typeface used in exchange for Sentinel. It is commonly used for word processing and internal communication applications.

#### Sans Serif - Open Sans

The exchange for Gotham is Open Sans and is commonly used for body copy or text.

### DIGITAL MEDIUM TYPEFACES

Digital mediums require a universal type treatment for a wider variety of audiences. The University website, however, uses the primary typefaces.

**Arvo** is used for headlines.

**Georgia** is used for headlines.

**Open Sans** is used for text.

#### GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GEORGIA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### OPEN SANS REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### ARVO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### ARVO REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### GEORGIA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### GEORGIA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

#### OPEN SANS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### OPEN SANS BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

#### ARVO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### ARVO BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## PHOTOGRAPHY

Our photography sets our brand in motion by telling our story through images.

The Regis story is one about changing lives through an education that seeks to make the world a better place. When choosing photographs for use in Regis materials, strive to include images that emphasize the transformative nature of Regis, capturing the moment that transformation occurs — when one’s mind, body or soul is changed — in the lives of people who are part of or who are touched by the Regis community.

Generally, photos should not be posed, and subjects do not necessarily need to be looking at the camera. Photography should show the diversity of the Regis community and the range of campus locations. Images should be authentic, and the composition should deliver a feeling of what it’s like to be a part of Regis University.

### ONLINE DATABASE OF PHOTOGRAPHY

Photoshelter is a web-based database that contains branded images for Regis University. It is searchable and houses photos of the campuses, Colorado, classrooms, athletics and much more. Contact Marketing and Communications for access to [www.regis.photoshelter.com](http://www.regis.photoshelter.com).

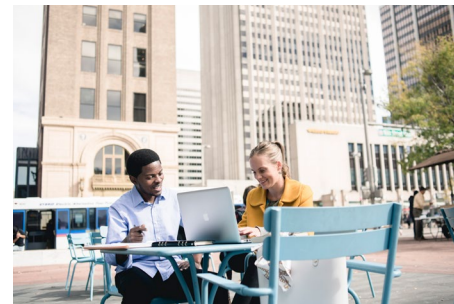
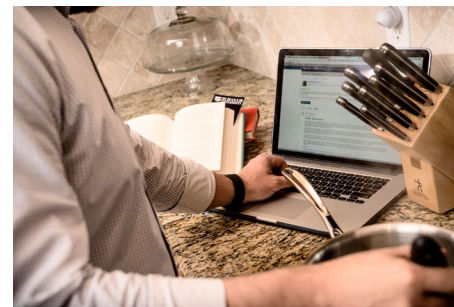


## PHOTOGRAPHY

### MIND: THE CONSTANT PURSUIT OF KNOWLEDGE ANYWHERE, ANYTIME

Schoolwork, like life, is hectic; photos should include spontaneous situations of learners studying in real life situations such as:

- Aim to capture the concentration of work
- Look for people studying in cafés, beds, desks or outside
- Casual working professionals in office situations
- A group of open books on a desk with notes, highlights, a Regis bookmark
- Coffee stains or water rings on paper notebooks with pens and papers, perhaps with class or test reminders
- Students concentrating in class, on computers or around an idea
- People multitasking
- Adult learners studying on their mobile devices or with books on buses, walkways, parks, etc.
- Possible scenarios: Libraries, cafeterias, coffee shops, classroom exteriors at night, people studying during commutes on trains, buses, etc.

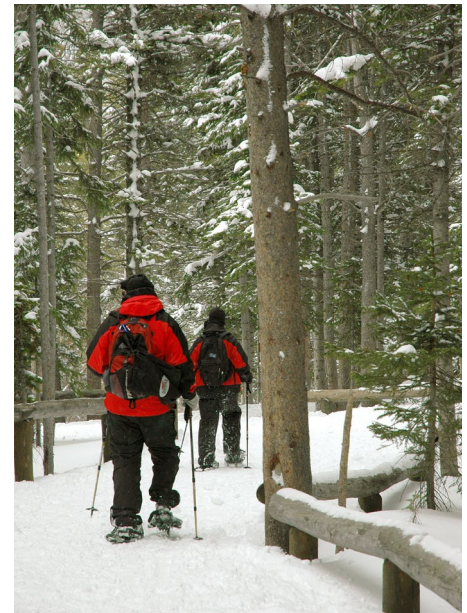


## PHOTOGRAPHY

### BODY: UNDERSTANDING THE BALANCE OF OUR BODY AND DISCOVERING OUR PLACE IN THE WORLD

Photos should include wide shots, close-ups, point-of-view shots and spectacular landscapes with humans taking action in this world:

- Finding ourselves as we move in the moment
- Inspiring landscape images that create a sense of people feeling their sense of place in nature
- Point-of-View (POV) photography of active individuals
- Wide shots that illustrate how grand and inspiring the world around us can be, in contrast with small subjects ready to take action upon it
- Students active at very early morning hours or late at night
- Exercising with others around
- Possible scenarios: Mostly outdoor activities including organized sports, hiking, biking, camping, yoga, workouts, etc.





## PHOTOGRAPHY

### SOUL: DOCUMENTING THE HUMAN CONNECTION IN A SERIOUS AND SPIRITUAL WAY

From a person's field of study to their home life, these photos encapsulate that greater purpose we find in some moments of life and that "spark" of realizing we can change the world through our actions and knowledge such as:

- The human connection on an intimate level
- People living their values in the world every day
- Professors having inspiring moments with their students, or students with each other
- Graduates or interns having meaningful moments in their professions
- Volunteering and engaging with others
- Overall, human situations of care and compassion with a dash of fun
- Possible scenarios: classrooms, senior homes, parks, campus green space, chapel, cafés or anywhere people are connecting on a personal level, etc.



## ON CAMPUS BRANDING

In coordination with Physical Plant, Marketing and Communications has developed many outlets for unifying and displaying the Regis University brand through visual indicators. This helps establish the campus as a part of the Regis University family and assist visitors in locating the campus and their destination.

For further assistance and information on permanent signage, please refer to the Permanent Signage Standards guide.

### RANGER STATION SHOPPING



### REGIS UNIVERSITY FLAG



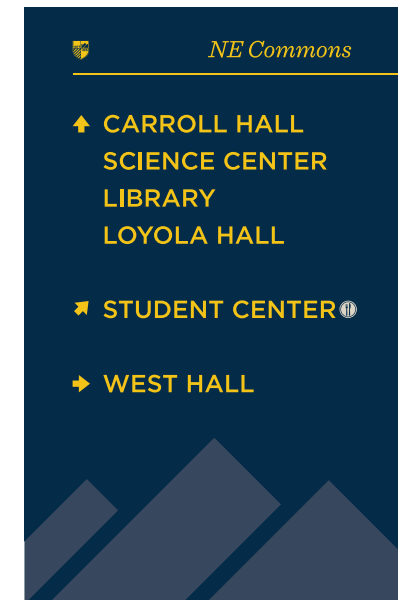
### BUILDING ENTRANCE SIGNS



### CAMPUS ENTRANCE SIGNS



### CAMPUS DIRECTORIES



## STATIONERY

Visit [regis.printdesigner.com](https://regis.printdesigner.com) which takes you to the log-in page for Ricoh TRAC. For questions please call 303.458.4380, or email [cpc@regis.edu](mailto:cpc@regis.edu).

All business cards must contain Regis information. No personal phone numbers or emails may be used.

For greeting cards to accompany stationary, please visit the Copy and Print Center to see samples and to place an order.

### SINGLE-SIDED CARD

<b>REGIS UNIVERSITY</b>	
Name	
Title 1	
Title 2	
School or Department	
Address, Mail Code	303.458.XXXX P
City, State Zip	303.458.XXXX C
A JESUIT UNIVERSITY	800.XXX.XXXX Ext. 1234 F
	<a href="mailto:regis@regis.edu">regis@regis.edu</a> E

### DOUBLE-SIDED CARD



<b>Name Here, Ph.D.</b>	
Title	
303.000.1234 P	
303.000.5678 C	
<a href="mailto:namehere@regis.edu">namehere@regis.edu</a> E	
3333 Regis Blvd., Denver, CO 80221-1099	
A JESUIT UNIVERSITY	

### LETTERHEAD AND ENVELOPE

<b>REGIS UNIVERSITY</b> DEPARTMENT NAME
<b>REGIS UNIVERSITY</b> 3333 Regis Blvd. B-4 Denver, CO 80221-1009
3333 Regis Blvd. B-4, Denver, CO 80221-1009   <b>REGIS.EDU</b>   P 303.458.1234   F 303.964.1234   E <a href="mailto:name@regis.edu">name@regis.edu</a>

---

## EMAIL SIGNATURES

To copy and paste, visit [regis.edu/emailsig](https://regis.edu/emailsig)

The use of these email signatures ensures a professional and cohesive brand for those faculty and staff email to encounter. The addition of other elements such as personal quotes and confidentiality notices can be included, however they must go below the Regis University signature. Personal pronouns are also welcomed, but should be in italics directly following your name. Make note that adding any additional notices or graphics will increase the size of your emails.

### TYPESETTING INSTRUCTIONS:

**Name, Title, Department:** Arial 10 point bold

*Optional Preferred Pronouns:* Arial italic 9 point

**Address:** Arial 10 point bold

**P, F** and **E** are 10 point Arial bold.

Numbers and email addresses: 10 point Arial regular.

The Regis University logo is placed left justified under your information. Only the horizontal University logo should be used in email signatures. Unit designations should be placed in the text and not used in the logo itself. Do not squish or elongate the logo as it should appear in proportion.

Personalization of your email signature is allowed under the official University signature (as detailed above). Personalization may include inspirational quotes, StrengthFinder adjectives or confidentiality notices.

### PREFERRED

**Name Here** (*Optional Preferred Pronouns*)

**Title | Department or School**

**3333 Regis Blvd., Denver, CO 80221 F-00**

**P 303.964.0000 | F 303.964.0000 | E namehere@regis.edu | REGIS.EDU**



### SIMPLE

**Name Here** (*Optional Preferred Pronouns*)

**Title | Department | EXT 0000**



# **CONTACT US**

Marketing and Communications Contact List

Additional Resources

---

## CONTACT

Marketing and Communications (MarCom) is responsible for brand management and for the promotion of Regis University, its academic programs and initiatives through public relations, marketing strategies and tactics like website development, photography, publications, digital marketing, community relations, media relations and social media. MarCom takes appropriate steps to ensure that the University's brand is promoted and protected in all University communications and is available to discuss any questions about brand standards or assist any department, college, etc., with the creation of their own materials.

For more information on these guidelines — or to get help with your communications, marketing, photos/video or digital media needs — please contact us or submit a project request online at **[regis.edu/marcom](https://regis.edu/marcom)**.

Thank you for your role in supporting Regis and strengthening our brand.

Todd Cohen

Associate Vice President, Marketing and Communications

### Branding

[brand@regis.edu](mailto:brand@regis.edu)

### Communications

[editor@regis.edu](mailto:editor@regis.edu)

### Event Marketing and Outreach

[marcom@regis.edu](mailto:marcom@regis.edu)

### Photography

[photovideo@regis.edu](mailto:photovideo@regis.edu)

### Social Media

[socialmedia@regis.edu](mailto:socialmedia@regis.edu)

---

## ADDITIONAL RESOURCES



ONLINE PHOTOGRAPHY DATABASE  
[regis.photoshelter.com](https://regis.photoshelter.com)



WRITING GUIDELINES



MASCOT MANUAL



PERMANENT SIGNAGE STYLE GUIDE

### FONTS:

[typography.com](https://typography.com), [adobe.com](https://adobe.com), [fonts.com](https://fonts.com),  
[linotype.com](https://linotype.com), [dafont.com](https://dafont.com)

*Visit [regis.edu/marcom](https://regis.edu/marcom) or contact [marcom@regis.edu](mailto:marcom@regis.edu)  
if you have questions or difficulties accessing the  
additional resources.*