



MANIFEST  
**MAGIS**

– THE CAMPAIGN FOR REGIS UNIVERSITY –

***Brand Style Guide***

# The Concept

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## *Jesuit in Action*

Our Jesuit mission and values are what set us apart - it's what makes this campaign different and unique.

Key elements of our Jesuit Catholic identity are the ideals of **Magis** and **Contemplatives in Action**.

Combined, these values call us to not just learn about the issues of our time, but to act to address them, always in the spirit of helping those who most need it, and to continuously seek ways in which we can better our world.

Through Jesuit Catholic education, our students develop into social justice advocates, leaders and change-makers. Giving through Regis allows them to continue their pursuits and make an impact on our shared world – to **Manifest Magis**.

# Brand Guidelines

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## The Logo

There are three versions of the *Manifest Magis* logo approved for use: stacked (with tagline), stacked (no tagline) and horizontal. The horizontal version never includes the tagline. The version “Stacked with Tagline” should only be used in cases where the tagline is large enough to be legible.

Primary Mark (Stacked with Tagline):



Primary Mark (Horizontal):



Primary Mark (Stacked, No Tagline):



# Brand Guidelines

## *The Logo - Approved Color Variations*

Each logo (stacked and horizontal) is available in three different color variations.

2 Color



1 Color



Reversed (White)



# Brand Guidelines

## The Logo

In campaign communications and materials, the *Manifest Magis* logo should always serve as the primary mark. When possible, the Regis University logo should be included in a secondary capacity. (See cover page of this document as an example.)

Do Not:



Change the colors within the logo



Include the tagline in small applications



Change the fonts within the logo



Stretch the logo



Place the logo over a busy background



Remove the shield from the logo

# Brand Guidelines

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## The Tagline

The *Manifest Magis* official tagline is “The Campaign for Regis University.” Do not shorten to “The Campaign for Regis” as that allows for confusion as to which institution is hosting this campaign.

The tagline should be included as part of the logo mark wherever possible. If the tagline is too small to read in a certain logo application, remove it. If possible, include the tagline elsewhere as a separate element (an example is at the bottom of this page).



Tagline in use → – THE CAMPAIGN FOR REGIS UNIVERSITY –

In instances where the tagline is too small to read as part of the logo, it is recommended to include it in copy as an alternative. Example: “We’re proud to announce the launch of *Manifest Magis*, the campaign for Regis University.”

*Note: The tagline is never used with the horizontal logo.*

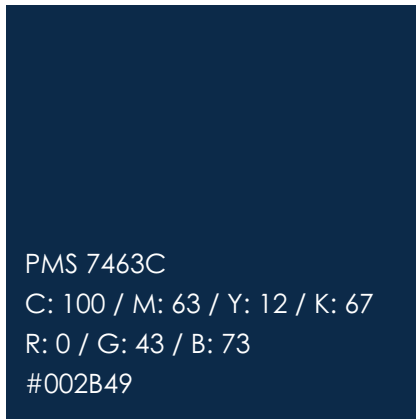
# Brand Guidelines

## Colors

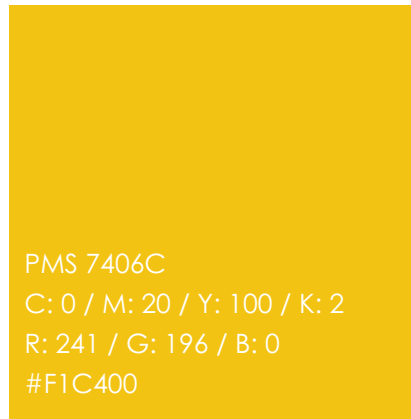
The brand colors for *Manifest Magis* are consistent with the official colors of Regis University, and are listed below.

Reference the Regis University Brand Standards for additional guidance on color usage.

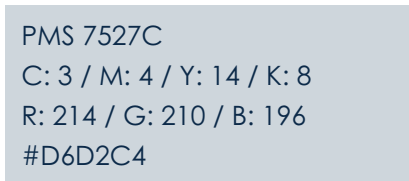
Primary: Navy



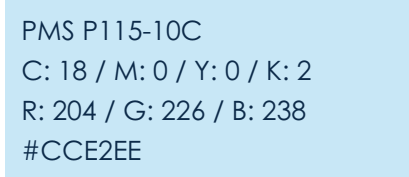
Primary: Yellow



Secondary: Light Gray



Secondary: Light Blue



# Brand Guidelines

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## Typography

The *Manifest Magis* campaign has one primary typeface. This typeface should be used in all official campaign materials. In instances where this typeface is not available, the alternative typeface may be used.

When referenced within Regis University general materials, official Regis fonts should be used.

### Primary Typeface:

Century Gothic Pro

Century Gothic Pro Regular

*Century Gothic Pro Italic*

**Century Gothic Pro Bold**

***Century Gothic Pro Bold Italic***

### Alternative Typeface:

Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***



“Lord, teach me to be generous,  
To serve you as you deserve,  
To give and not to count the cost.”  
-St. Ignatius of Loyola

*Questions about this document may be directed to:*

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