

Identity

Our brand helps develop our identity, increases awareness, and creates emotional connections. Consistent use of our identity standards with all Regina Catholic Education Center communications and promotions will:

- Create recognition
- Provide differentiation
- Shape messages and images
- Link all communication by readily identifying their source as being from Regina Catholic Education Center

Together, these components will strengthen people's connection to the school. Components of our visual identity include:

- Our full name: Regina Catholic Education Center
- The logos and layout: Both in color and back-and-white
- Use of color: PANTONE®* 123 C and 540 C

**PANTONE, INC's check-standard trademark for color reproduction and color reproduction materials.*

Name Use

When referencing the school, you may use any of the following:

- Regina Catholic Education Center
- Regina Catholic Schools
- Regina
- Regina Regals
- Regals

Only the following colors are approved for printing the school's name: silver, gray, white, navy, or gold.

Logo Usage

The Regina Catholic Education Center logo **must**, whenever possible, be used in some format on all printed pieces. The logo consists of the crown and school's name.

Typeface: Adobe Caslon Pro

Regina = Semi-bold

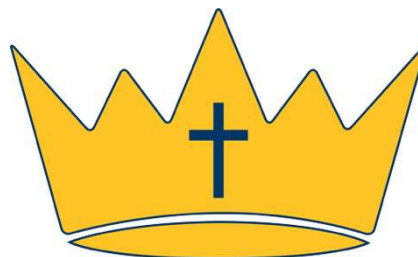
Catholic Education Center = Regular



The logo **must not** be created, altered, or distorted in any way. If space does not allow for use of the entire logo, use the following options:



Crown is primary logo to be used on all academic pieces. The **BLUE** crown shall never be placed on blue background. The **YELLOW** crown shall never be placed on a yellow background.



Apparel/Uniforms

The following guidelines should be followed when designing official Regina Catholic Education Center game uniforms, band/choral attire, or clothing:

- Letters, number, symbols, and logos must be printed in PANTONE® 540 C or 123 C, or white.
- Uniform colors can be white, gray, navy or gold. Attempt to match the PANTONE color if possible.

Flexibility with font use and clothing colors will be given for **practice attire, team shirts, and club/organization t-shirts/memorabilia**. You may print “Regina Catholic Education Center” (or another approved version of the school’s name) in any font and orientation (i.e. arch). However, only the following colors are approved for printing the school’s name: silver, gray, white, navy, or gold.

Please send a proof to the Communications & Marketing Coordinator’s office for approval prior to printing to shane.schemmel@regina.org.

Common Misuses

- **DO NOT** use unapproved type styles
- **DO NOT** use unapproved colors
- **DO NOT** use distorted versions of the logo or outdated versions not seen in this guide.
- **DO NOT** use drop shadows with either logo
- **DO NOT** use foil or metallic inks. (Note: Gold is the preferred foil, to be used only as a border, seal or other approved graphic treatment. The logo should never be compromised.)

Summary

Consistent, uniform usage of the Regina Catholic Education Center identity will create recognition, provide differentiation, shape our messages and images, and link all communications by readily identifying their source as being from Regina Catholic Education Center.

It not only offers us the ability to establish appropriate quality standards for our institution and our materials, it also allows efficiencies, which will reduce unnecessary expensive customization.

As a member of the Regina Catholic Education Center community, you play a very important role in our marketing efforts and in helping to strengthen our brand.

Follow these Branding & Graphic Standards Guidelines when using the Regina Catholic Education Center name, logo, or likeness.