Brand Guidelines
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January 2016
Our Foundation

Our foundation is the heart of what we stand for at Regent, and it drives everything we do. It’s what truly makes us different. Though the words you use may vary, all communications should be rooted in these ideas.
Regent University serves as a center of Christian thought and action to provide excellent education through a Biblical perspective and global context, equipping Christian leaders to change the world.

Regent University is to be the most influential, Christian, transformational university in the world.

**Christ First**
Regent University has as its focal point the teachings, practices, and person of Jesus Christ, and fosters a transdenominational environment.

**Excellence**
Regent University will be recognized for its education, scholarship, service, and workplace environment.

**Leadership**
Regent University values authentic, servant leadership, and seeks to equip leaders to have a global impact.
Commitments

Our vision tells us where we’re going. Our commitments detail how we’ll get there. Use the touchpoints below to help inform communications.

**FAITH-BASED FOUNDATION**

Regent will unswervingly maintain a Christ-centered course, founded and propelled on Biblical principles and fully promoting Christian leadership among its staff, faculty, and students.

**FIRST-RATE ACADEMIC PROGRAMS**

Regent will develop and maintain challenging programs that prepare students in a timely fashion with marketable skills through innovative residency and online programs.

**DIVERSE CULTURE**

Regent will develop and build strong, multifaceted programs that attract faculty, staff, and students from many cultures and ethnic backgrounds. They are committed to our global mission and statement of faith, value a collegial atmosphere, and embrace diverse perspectives as framed by our common core values and statement of faith.

**STUDENT-CENTERED APPROACH**

Premier education demands that student learning be the primary emphasis of the university mission. Regent will maintain that emphasis by providing the most effective, forward-thinking instruction provided through innovative delivery systems that meet the lifestyle of both traditional students and working adults.

**HIGH-QUALITY ENVIRONMENT**

Regent will provide exemplary physical, social and online environments, which promote high morale and increased productivity throughout the Regent community. Maintaining high-caliber employees and providing ongoing development activities ensure that the university fully promotes Regent’s mission among faculty and staff, for the good of each student and for the cause of Christ.

**INFORMATION TECHNOLOGY**

Regent recognizes the significant role of technology in education and will provide apt resources to promote the highest quality in every aspect of the university administration and program delivery.
Positioning

Everything we say, do, or create comes from one place: our positioning. This section helps ensure that all communications have a clear and unified brand, where every piece and part work together.
Brand Position

This statement holistically defines Regent University as an institution. Use it as a reference point for any high-level communication that introduces an audience to Regent for the first time—like an admissions viewbook, the university’s website, or materials at special events.

Reason and faith—together, they’re what make us different.
Here, we’re committed to a heritage of rigorous scholarship dating back over a thousand years, and to a faith tradition dating back a thousand more. This is how we create a culture of inquiry where no topic is off limits, and a culture of hope where anything’s possible. It’s the freedom to think for ourselves and a responsibility to act on behalf of others. It’s Christian leadership, and it’s changing the world for the better.

It’s higher learning. It’s greater knowing.
It’s what makes us whole. It’s what makes us Regent.

The brand positioning statement is meant to be inspirational and aspirational, to speak to who we are and to who we want to be.

In the statement, we talk about scholarship and reason. Here’s what we mean:

Scholarship is not meant to imply either research or publishing. Rather, it’s about teaching and learning, instruction and understanding. It’s about academic study and achievement in the classroom, whether that classroom is on campus or online.

Reason is about the ability to think critically—to work something out, to think something through until it makes sense. It’s using what a student’s learned and what they now know to think for themselves.
Brand Architecture

The brand architecture defines how the components of the university fit together. It gives hierarchy to the story, defines the relationships between university units, and guides the visual and verbal language for the master brand and sub-brands.

MOVING FROM A HOUSE OF BRANDS TO A BRANDED HOUSE

Historically, Regent may have been described as a “house of brands,” where unit-specific messages often took priority over university-wide ideas. Emphasizing the separate identities of individual administrative areas, however, undermines the larger Regent brand.

Our architecture should establish Regent University as the master brand, where messaging and communications refer to Regent first and supporting areas second. This perspective dictates the priorities across all media.

Regent University

(MASTER BRAND)
CHRISTIAN LEADERSHIP TO CHANGE THE WORLD

UNDERGRADUATE PROGRAMS
(ASSOCIATE, BACHELOR’S)

GRADUATE AND PROFESSIONAL PROGRAMS
(MASTER’S, DOCTORAL, CERTIFICATE, J.D.)

PROFESSIONAL AND CONTINUING EDUCATION
(PROFESSIONAL DEVELOPMENT, CERTIFICATE PROGRAMS)
Messaging Overview

Attributes and benefits are key components of our messaging. Both of these work together to tell the Regent story consistently. The following describes how to use the messaging map.

WHAT IS AN ATTRIBUTE?
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

WHAT IS A BENEFIT?
A benefit is what students get. It’s the value of the attributes that we offer; the “so what?” or “why do we care?”

WHAT IS ATTRIBUTE & BENEFIT MAPPING?
The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show how the attributes and benefits work together, and to show that the core attribute and core value are supported by additional proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.
Messaging Map

This messaging map organizes our key messages into a clear balance of what we “give” (the attributes) and what our audience will “get” (the benefits). The resulting hierarchy ensures that our communications are clear, consistent, and compelling.

The diagram at the top right of the page illustrates the location on the messaging map.

CORE VALUE PROPOSITION

Regent University is committed to the union of Christian thought and rigorous scholarship

So that graduates are poised to pursue their calling empowered by faith and reason
Regent University is committed to the union of Christian thought and rigorous scholarship

So that graduates are poised to pursue their calling empowered by faith and reason
Regent University is committed to the union of Christian thought and rigorous scholarship

**BENEFITS (WHAT THEY GET)**

**So that graduates are poised to pursue their calling empowered by faith and reason**

**READY TO EXCEL**
- Armed with marketable, relevant skills
- Quickly, efficiently, and effectively prepared to advance lives and careers
- Credible by virtue of rigor, precision, and credentials

**INSPIRED TO LEAD**
- Endowed with a sense of purpose
- Versed in context, perspective, and partnership
- Honed by practical, applied experience

**INFORMED AND RESPONSIVE**
- Culturally literate and appreciative of diversity
- Open to dialogue and criticism
- Able to discern fact and conjecture
Personality

Our personality sets the tone for how our brand communicates. It articulates how we want our audiences to think and feel about our brand. These six traits will drive the voice and image for all brand communications.

Rational
(How we want people to think about our brand)

Emotional
(How we want people to feel about our brand)

WE ARE

DECISIVE
Steadfast, clear, and unambiguous

PASSIONATE
Deeply committed to our faith and the pursuit of a calling

CONNECTED
Diverse, informed, and global

PROFESSIONAL
Cultured, confident, formal, and serious

PRESTIGIOUS
Refined, of uncompromising quality

DEVOTED
Wholly invested in our mission and shared success

WE ARE NOT

PRESCRIPTIVE
We’re about open dialogue.

PRETENTIOUS
We’re about personal excellence, not extravagance.

FLASHY
We’re professional, but approachable.
We also communicate and reinforce the Regent brand verbally. The following voice and messaging guidelines will help ensure that we maintain a recognizable style that’s all our own.
Crafting Content

LIMIT THE JARGON.
Some readers may understand insider terms or academic jargon, but all people appreciate straightforward, conversational language.

For example:
Instead of saying: “Keep PACE with PCE by signing up for our e-newsletter.”
Say: “Keep current with the latest in continuing education. Subscribe to our newsletter.”

SAY IT WELL. KEEP IT BRIEF.
Life is fast. Attention spans are short. And most people are inundated with marketing messages. Make it easy for your audience to get the information they need by emphasizing a single message.

For example:
Instead of saying: “Flowers are good, but an MBA is great. Earn a degree online in just 16 months.”
Say: “Advance your career. Earn an MBA in just 16 months online.”

KNOW YOUR AUDIENCE.
Is the prospective student a traditional undergrad or an adult, online learner? If you haven’t defined your audience, you won’t reach them.

For example, when writing for the traditional undergrad, it’s best to balance knowledge and faith to describe how Regent uniquely prepares students for both a successful career and a meaningful life. For the adult online learner, while they wouldn’t be considering us if faith weren’t an important part of their life, it’s better to focus on how Regent’s rigorous academics, accessibility, and affordability can help them earn a degree that can improve their job prospects.

KEEP THE READER IN MIND.
Writing is meant to be read, so keep your reader top of mind. Acknowledge their wants and needs, and show how our brand satisfies both. Balance the attributes of our brand with the benefits to the reader. And use the second person (“you”) to engage in a direct, friendly way that underscores that what you’re saying is about them.

For example:
Instead of saying: “Interested in earning a J.D. or LL.M. taught from a Christian perspective?”
Say: “Earn more than a law degree. Earn a respected law degree that aligns with your Christian faith.”

PROVE IT.
We have a lot to be proud of. Our communications should be rich with relevant proof points, statistics, testimonials, and emotive stories. But use them to support messaging, not as a substitute for it.

For example:
Instead of saying: “I carry with me the principles of servant leadership I learned at Regent.” —Congressman Scott Rigell, ’90
Say: Headline: “Learn to make a good living. Live to lead a good life.”
Testimonial: “I carry with me the principles of servant leadership I learned at Regent.” —Congressman Scott Rigell, ’90

YOU WROTE IT. THEY READ IT. NOW WHAT?
Keep your audience engaged by including a clear call to action. View examples of how these rules and others are put into practice on page 56.
Verbal Language

Our message is important, and our voice is just as important. When we’re consistent in telling our story, our audience can better connect with the Regent brand, because our communications are clear, concise, compelling, and, most importantly, authentic.

MESSAGING

Messaging is what we say. It’s the content, information, facts, and figures. Use the message hierarchy on page 10 to help guide what you say.

VOICE

Voice is how we say it. It’s the tone that animates our message, helping distinguish us from other universities. Use the personality traits on page 13 to help create the right tone.

CAMPAIGN

A campaign is a specific theme (such as "Only Regent") or event. It can change over time, but it’s critical to remember that a campaign should always align with Regent’s mission, values, and brand positioning.
Because our logo represents us at the very highest level, it is vitally important to our communications. It acts as a signature, an identifier, and a stamp of quality.

To maintain consistency and professionalism, follow the few simple guidelines outlined in this section.
Primary Logo

The primary Regent University logo, used for most applications, contains two elements, the wordmark and the crest. They should never be separated or altered, but always used as seen here.

Contact University Marketing to request digital files for the logo.
Size & Clear Space

Consistent use is critical to the launch of a new logo and brand. Following these simple guides will ensure a clear and compelling visual brand across all levels of University communications.

LOGO SIZE

Whenever possible, use the preferred logo size on all applications. Never reproduce the logo at widths smaller than 1.25 inches or 200 pixels. There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.

CLEAR SPACE

We need to ensure that clear space is maintained around the logo. That way, it’s always legible and has room to breathe. Photos, text, and graphic elements must follow this guideline. Use the crest as shown to gauge the preferred clearance.

Use the illustration to the left as a guide for placing the logo in a layout.
Logo Placement

When creating new materials, build your layouts around the placement of the logo, treating it as a starting point and not as an afterthought. Placing the logo consistently throughout our marketing materials will create consistency and help establish brand awareness. Use these examples as a guide when creating new materials.

PLACING THE LOGO

Start with the logo when you design a new piece, treating it as a signature or stamp of approval, either starting the piece off or ending it. Use the crest as a measuring tool to position the logo on the page. Always make sure you have the proper amount of clear space around the logo.

Whenever possible, create layouts where the logo can be placed on a white or light background to take advantage of its full-color version.

The examples to the left are intended to be used as inspiration for layouts. The gray boxes represent photographs, color, patterns, or text, showing the relationship between content and the logo.
Color

The primary logo should appear only in the versions shown here.

PANTONE 294 AND PANTONE 348

TWO-COLOR

The two-color version of the logo, which appears in the primary Regent colors, is the most commonly used version. If printing restrictions are an issue, a one-color version can be used.

PANTONE 294, PANTONE 348, AND PANTONE NEUTRAL BLACK

ONE-COLOR

One-color versions of the logo should be used only if printing restrictions demand it.

LOGO OVER COLOR AND PHOTOGRAPHY

WHITE

When placing the logo on a colored background, it should be reversed out to white as shown. If the white logo is used, it must be reversed out of an approved Regent brand color or the darker area of a photo.

PHOTOS

When placing the logo over photos, there are two things to take into account. If the photo is dark, use the reversed-out version of the logo. If the photo is bright with a large light area, then use the full-color version.
Alternative Logos

The alternative logo lockups are designed for special applications. They should never replace the primary logo, but should be used only when space restrictions require them. You should not attempt to recreate these logos; instead, contact University Marketing to request the digital files and to get approval for usage.

HORIZONTAL LOGO

PREFERRED PRINT & DIGITAL SIZE:

MINIMUM PRINT & DIGITAL SIZE:

CENTERED STACKED LOGO

PREFERRED PRINT & DIGITAL

MINIMUM PRINT & DIGITAL SIZE:

CENTERED HORIZONTAL LOGO

PREFERRED PRINT & DIGITAL

MINIMUM PRINT & DIGITAL SIZE:
Primary Logo & Tagline Lockups

Our tagline is a powerful statement that creates a strong impression of the university. It should be used in all communications that reach the general public, particularly admissions audiences. The logo and tagline alone can also succinctly convey the university’s mission when no other messaging appears.

When they’re combined, the logo and tagline form a single unit which should not be altered. The logo without the tagline may still be used for internal audiences.

The tagline lockups below should not be combined with the sub-brand lockups on page 25.

---

Primary Logo & Tagline Lockups

REGENT UNIVERSITY | Christian Leadership to Change the World

Keep Consistency

Never recreate any of the logo and tagline lockups. Contact University Marketing to request the digital files and to get approval for usage.

Common Uses

Web home page
Printed marketing communications
Broadcast and outdoor advertising
Business cards
Email signatures
Public event announcements
Alternative Logo & Tagline Lockups

Like the alternative logos, the lockups shown here are designed for special applications and should be used only when space restrictions require them. Contact University Marketing to request the digital files and to get approval for usage.

HORIZONTAL LOGO & TAGLINE LOCKUPS

REGENT UNIVERSITY
Christian Leadership to Change the World

CENTERED LOGO & TAGLINE LOCKUPS

REGENT UNIVERSITY
Christian Leadership to Change the World

REGENT UNIVERSITY
Christian Leadership to Change the World
Sub-Brand Logo Lockups

In an identity system, consistency is key to overall brand recognition. Each official sub-brand should use only the approved and supplied version of its lockup. Except for the tagline, the names of these seven schools are the only elements permitted to be locked up with the Regent University logo. All of these logo lockups exist as a uniform system, consistently maintaining hierarchy between the logo and the school name. If the school name needs to be more prominent, adjustments can be made on a case-by-case basis to accommodate those specific needs.

CREATING SUB-BRAND LOCKUPS

Start with the preferred logo size, as shown on page 19, then set the school name in Tiempos Text Medium at 11.5 point over 12 point, and place a blue rule at 0.35 point. Use the distance between the wordmark and the crest as a guide for spacing, as shown.

WHEN TO USE

A sub-brand logo lockup should only be used when all the content in the respective piece correlates to that school. Whenever you are communicating to more than one school or audience, use the primary logo.
HORIZONTAL SUB-BRAND LOCKUPS — RIGHT ALIGNED

- **Regent University | School of Divinity**
- **Regent University | School of Communication & the Arts**
- **Regent University | School of Education**
- **Regent University | Robertson School of Government**
- **Regent University | School of Business & Leadership**
- **Regent University | School of Law**
- **Regent University | School of Psychology & Counseling**
- **Regent University | College of Arts & Sciences**

HORIZONTAL SUB-BRAND LOCKUPS — STACKED

- **Regent University** School of Divinity
- **Regent University** School of Business & Leadership
- **Regent University** School of Communication & the Arts
- **Regent University** School of Law
- **Regent University** School of Education
- **Regent University** School of Psychology & Counseling
- **Regent University** Robertson School of Government
- **Regent University** College of Arts & Sciences
Unacceptable Uses
Here are a few examples of practices to avoid.

DO NOT REARRANGE THE LOGO ELEMENTS.

DO NOT STRETCH OR COMPRESS THE LOGO.

DO NOT LOCK UP ANY OTHER ELEMENTS WITH THE LOGO.

DO NOT USE DROP SHADOWS WITH THE LOGO.

DO NOT CHANGE THE FONT OR RECREATE THE LOGO FOR ANY REASON.

DO NOT PLACE THE LOGO OVER THE BUSY AREA OF A PHOTOGRAPH.

DO NOT SLANT THE LOGO.

DO NOT OUTLINE THE LOGO.

DO NOT MIX ALTERNATE COLORS WITH THE LOGO.

DO NOT PLACE THE LOGO OVER BUSY PATTERNS.
University Seal

The original university logo, created at the founding of the institution, will continue on as the Regent University seal. The seal acts as the signature of the Office of the President and the Chancellor. It is printed on ceremonial documents, awards, and diplomas. It may also continue to be used as a permanent feature in building décor and flooring design. Permission must be obtained from University Marketing before using the university seal.

When printed conventionally, the seal should be reproduced in black, PMS 294, PMS 348, or metallic foil, or used as a background graphic at no more than 15% of the solid color. It may also be embossed or blind-embossed in certain instances.

Avoid use of the Regent University seal for purposes other than official, cross-institutional purposes. The seal is no longer considered a logo and should never be used as a substitute for the Regent University logo.

Contact University Marketing with specific questions or to request a digital art file.

ACCEPTABLE USE
Examples of acceptable use for the seal include commencement materials and background images on official documentation (such as checks, receipts, and diplomas).

UNACCEPTABLE USE
Do not use the seal for vehicles, napkins, displays, flyers, collateral brochures, advertising, or other similar applications.
Color Palette

When used consistently, the colors in our palette should be recognizable as distinctly Regent University. It will also ensure a cohesive expression of the Regent brand.
Color Palette

Our colors are grouped into three sets—core, dark, and accent. This section defines them and shows how to use them properly.

CORE PALETTE
The core palette should appear in all designs and communications. For print pieces, reproduce them in spot colors whenever possible to retain their integrity. Screen tints should be used only on rare occasions, such as patterns.

SPIRIT COLORS
Spirit Blue (PMS 294 C) and Spirit Green (PMS 348 C) represent Regent at the highest level. The logo is comprised of these two colors, making them essential to the Regent brand. When creating marketing materials, always lead with these two colors.

COLOR CONSISTENCY
Use the following color settings in all programs: North America Prepress 2 (Adobe RGB, U.S. web coated SWOP 2 CMYK). For offset printing with CMYK inks, spot or RGB colors in your files will print less accurately than if they are set to process CMYK. To maintain consistency, use only the color formulas listed in this guide.

PMS 871 C is always printed as a spot color to maximize its metallic quality. For a CMYK or RGB alternative, use PMS 4495 C from the dark color palette.

Use color setting for body copy or instances where a darker version is needed. CMYK 17, 24, 25, 49
### DARK PALETTE

The dark palette supports the core palette and gives our brand greater visual flexibility. These colors should never replace the core palette in designs and communications.

<table>
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<th>CMYK Values</th>
<th>RGB Values</th>
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<td>RGB 0, 38, 61</td>
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<td>CMYK 91, 14, 78, 60</td>
<td>RGB 0, 86, 63</td>
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<td>CMYK 16, 100, 65, 58</td>
<td>RGB 122, 35, 46</td>
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<td>CMYK 67, 79, 24, 59</td>
<td>RGB 56, 34, 70</td>
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<tr>
<td>PMS 4495 C</td>
<td>CMYK 41, 45, 97, 17</td>
<td>RGB 142, 118, 49</td>
</tr>
<tr>
<td>PMS Neutral Black C</td>
<td>CMYK 71, 66, 65, 72</td>
<td>RGB 35, 34, 34</td>
</tr>
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ACCENT PALETTE

The bright hues in the accent palette are meant to be used sparingly in communications as subtle accents that play off the rest of the brand colors.
Color Application

When communicating the Regent brand, knowing which colors to use is as important as knowing when to use them. Each audience emphasizes different aspects of the color palette, which creates a distinct look for communications. White space is also a large part of each palette, and should be used thoughtfully. The way you use white space in a layout can turn a simple layout into something assured, sophisticated, and elegant.
Typography

Typography is one of the easiest and essential ways to create a consistent visual voice for our brand. It is how we articulate tone and personality, creating a system of hierarchy within visual communications.
Primary Typeface
Adobe Caslon Pro is our primary typeface. Its classic sophisticated look conveys Regent University’s strong, confident heritage. Use Adobe Caslon Pro for headlines, especially when communicating from the master brand, for body copy, and for facts and numbers. See the Applying the Brand section for sample uses.

Adobe Caslon Pro

Regular
Semibold
Bold

Regular
Semibold
Bold

STYLES AND USES
Adobe Caslon Pro is available in Regular, Semibold, Bold, and their equivalent italics. We use it most often in Regular for large type headlines, body copy, numbers, facts, and figures.

PROPER KERNING
Adobe Caslon Pro’s default kerning is a bit spread out. When typesetting headlines or large type be sure to set kerning to optical at -20 points.

WHERE TO FIND IT
Due to license restrictions University Marketing is unable to distribute Adobe Caslon Pro. The full family is available at www.myfonts.com. Contact Patrick Wright (x4387) if you have any questions.

WEB FONT OPTIONS
Adobe Caslon Pro is available as a desktop and web font at www.typekit.com.

GENERIC SUBSTITUTE
When Adobe Caslon Pro is not available, use Times.
<table>
<thead>
<tr>
<th>Regular</th>
<th>Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>NOPQRSTUVWXYZ</td>
<td>NOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semibold</th>
<th>Semibold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>NOPQRSTUVWXYZ</td>
<td>NOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bold</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>NOPQRSTUVWXYZ</td>
<td>NOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Numerals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>
Secondary Typeface

Whitney is a simple and elegant sans-serif typeface that provides greater depth to the Regent brand through its modern, approachable style. It has a great deal of flexibility due its broad type family and clean contours. See the applying the brand section for sample uses.

WHERE TO FIND IT
Due to license restrictions, University Marketing is unable to distribute Whitney. The full family is available at www.typography.com. Contact Patrick Wright (x4387) if you have any questions.

WEB FONT OPTIONS
Whitney is available as a desktop and web font at www.typography.com.

GENERIC SUBSTITUTE
When Whitney is not available, use Lucida Grande.

STYLES AND USES
Whitney is available in Light, Medium, Semibold, Bold, Black, and their equivalent italics. We use it most often in Light for subheads, descriptive body copy, facts, and figures.
<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Book Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Medium Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>SemiBold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>SemiBold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Black Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
Large Type

Large type is part of our brand, and is used to communicate short and powerful statements such as “Only Regent.” Use this type execution to make bold, declarative statements about who we are and what we stand for—especially when it’s something that is unique to Regent. When laying out these headlines, keep it simple and don’t clutter the page with too many elements. Center the type in the text box and center it on the page. This ties back to our Christ-centered lifestyle that keeps our faith in Jesus at the center of everything we do. Leave at least a 0.5-inch border around the type on all sides to keep it from feeling cramped. This is also a great opportunity to utilize the full breadth of colors in the Regent color palette.

CREATING LARGE TYPE LOCKUPS

When laying out large type headlines, adjust the kerning and leading to ensure that the type appears balanced and refined. Set the kerning to -20 points and manually adjust the space between capitalized and the lowercase characters, when necessary, so they align with the rest of the word form. Leading will also require manual adjustment. Make sure you give the type space to breathe while maintaining a connected relationship. Use the example to the right as a guide for proper kerning.
Facts & Figures

When you need to quickly communicate notable facts or figures about Regent University, use this technique.

no. 1
Online Graduate Program in Virginia
U.S. NEWS & WORLD REPORT, 2013

no. 10
Online Bachelor’s Program in the United States
U.S. NEWS & WORLD REPORT, 2013

CREATING FACTS & FIGURES

Our facts and figures use a combination of Adobe Caslon Pro and Whitney. In layouts, try to simplify and consolidate the information in each graphic to create layers of hierarchy in the type treatment. Facts and figures are not limited to quantifiable information, but lead with numbers whenever possible to create a quick reference point for the viewer. Set numbers in Adobe Caslon Pro’s special characters, as shown on page 37.

ADOBE CASLON PRO

ADOBE CASLON PRO

WHITNEY BOLD ITALIC

U.S. NEWS & WORLD REPORT, 2013
Mixed Headlines

Mixed headlines are a useful tool to express the Regent brand. Each lockup uses centered type and one or two rules to divide or contain phrases.

Asking questions is only human.

asking the big, important ones?
Only Regent.

Reason & Faith

LOOKING FORWARD TO WHO YOU WANT TO BE IS ONLY NATURAL.
WORKING TOWARD WHO YOU’RE MEANT TO BE?

Only Regent.

CREATING MIXED HEADLINES

Our mixed headlines primarily use Adobe Caslon Pro, but for an online audience, Whitney may be incorporated into the layout. Try to emphasize the key phrase or sentence in the headline by making it larger than the other parts of the headline.

For consistency, avoid using more than two different type styles for each mixed headline.
Type Hierarchy

No matter who you are communicating to, the type hierarchy should guide the reader through the content effortlessly. You can achieve this through size, style, color, and contrast, all of which help inform the reader about what content to pay attention to first. Use these examples below as a starting point when laying out type.

Headline

Molorem rehenis am dolum experep udanda consecabo. Tem quiae nihilla dolupta tiandit eture, vero etur maximperiant aut enias sa verum fuga. Vel molorum exero etum qui cor a voluptatibus nullut eos consectendus

SUBHEAD

Molorem rehenis am dolum experep udanda consecabo. Tem quiae nihilla dolupta tiandit eture, vero etur maximperiant aut enias sa verum fuga. Xereicia volorpore por sinis inum quis eos mil ere sit fuga. Vel molorum exero etum qui cor a voluptatibus nullut eos consectendus

Headline

Molorem rehenis am dolum experep udanda consecabo. Tem quiae nihilla dolupta tiandit eture, vero etur maximperiant aut enias sa verum fuga.

SUBHEAD

Molorem rehenis am dolum experep udanda consecabo. Tem quiae nihilla dolupta tiandit eture, vero etur maximperiant aut enias sa verum fuga. Xereicia volorpore por sinis inum quis eos mil ere sit fuga. Vel molorum exero etum qui cor a voluptatibus nullut eos consectendus

Headline

Molorem rehenis am dolum experep udanda consecabo. Tem quiae nihilla dolupta tiandit eture, vero etur maximperiant aut enias sa verum fuga.
Photography

Photography is an integral part of Regent University’s communications. It serves as a unique visual representation of our brand, making style, quality, and consistency essential to conveying the level of excellence found at Regent University. The information on the following pages will help guide your photographic decision-making.
Overview

Our photography is grouped into four categories: campus, academics, students, and details. Think of them as a visual way to tell a story. Each category is described further on the following pages.

The subject matter is always at the center of the photo to reinforce the idea of Christ being at the center of everything that happens at Regent.

Photos are shot in an editorial style, using little or no camera lighting. Use a short depth of field to draw attention to the subject, so it’s dramatic and intimate. Our photography should also contain a element of symmetry, creating balance and structure.

The photography shown in this document is for illustration purposes and for placement only. For photography needs, contact University Marketing.
Photo Composition

The subject matter, style, and perspective of our photography all play a role in its success, but the way we compose those elements is what makes it distinctly Regent. In this section, we cover the four ways we approach photo composition: centered, vanishing point, triangular, and asymmetrical. Use these tools as a guide when shooting new images or cropping existing photography.

VANISHING POINT
This style should convey a sense of movement and drama, pulling the viewer into the photo. Try to find unexpected angles and perspectives for the most impact.

TRIANGULAR
Symmetry is key for this composition. All the elements in the photo should work together to pull the viewer’s eyes upward.

ASYMMETRICAL
For this style, subjects are layered to create a sense of depth and intimacy. The focus should be in the center of the photo, highlighting the subject matter between the foreground and the background. A short depth of field is crucial to making this successful. Elements can be positioned from right to left, or from left to right as shown.

CENTERED
Clear, straightforward, and symmetrical, this composition style should usually be reserved for detail shots.
CAMPUS
To capture architectural shots, use a shallow depth of field, natural lighting, and an interesting and engaging perspective—one that shows students interacting with each other and their spaces. If the shot contains a building, but no students, there should be a high level of visual interest. Be sure to give equal play to the exterior and interior spaces of our campus.
ACADEMICS

When capturing classroom and research settings, it is important to include a human element—showing the people who are immersed in teaching and learning. Attempt to capture a candid moment, and compose the photo in a way that showcases not just the subject, but the environment surrounding him or her, as well. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.
STUDENTS
With student photography, try to capture emotion, whether it’s introspective or overt. Shots where the hero is looking just to the side of the camera are powerful, because they make the viewer feel they’re in the middle of the scene. Both portraiture of a single subject and crowded scenes are allowed. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.
DETAILS
The tiniest details communicate a lot about Regent. Tightly framed shots, whether of people or objects, should contain interesting color contrast, have foreground and background, and should capture just enough of the subject so that the viewer can imaging what the rest of the scene looks like.
Graphic Elements

The Regent brand has a set of graphic tools that create a unique look, making us recognizable. These elements add visual interest and enhance our storytelling, and they can be dialed up or down individually depending on the audience.
Ruled Lines & Frames

Ruled lines and solid-framed boxes help organize proof points and accolades for within a layout so they’re easy to find. Short solid rules divide headline elements minimally, and frames isolate content for a more formal tone.

RULE DIVIDERS

THE KNOWLEDGE THAT GIVES LIFE PURPOSE.

THE FAITH THAT GIVES LIFE MEANING.

SOLID RULES

Add a simple rule to accent headlines or to act as a visual break between parts of a headline. It’s decorative and functional at once.

DETAILED RULES

These add an extra level of detail to rules that reflects our attention to detail, which is seen on campus and in the classroom.

SOLID FRAMES

Applying heavy, solid frames to boxes takes the traditional layout and makes it modern and functional, highlighting essential elements on a page.

See “Applying the Brand” on page 56 for sample executions.
Patterns

Patterned backgrounds give our brand a unique tone that expresses our attention to detail and our personality. Use patterns when photography is scarce or to introduce color and texture to a poster, ad, or brochure.

CUSTOMIZING
Feel free to try different brand colors, and be sure that new patterns maintain the legibility of copy. See “Applying the Brand” on page 56 for sample executions.

TILING PATTERNS
Pattern blocks allow for tiling. This way, the patterns can be used in different scales and amounts of coverage in layouts.
Icons & Illustrations

In addition to photography, we can use icons or illustrations to capture the reader’s attention. They can also tell a story when photos are unavailable, or when photography can’t accurately portray the tone or an idea.

ICONS

Our icons are meant to be informative and unique. These simple images convey ideas and are outlined thin-ruled lines creating an elegant, modern, and unified look. Use icons to capture attention and support photography or to highlight content. Keep color choices simple and clear.

ILLUSTRATIONS

Illustrations communicate what photography cannot. Well-planned and well-executed illustrations can take the place of photography to tell a story colorfully or playfully. Our illustration style has a modern sensibility that relates to our icon style. Use geometric and simple shapes filled with solid brand colors.

See “Applying the Brand” on page 56 for sample executions.
Applying the Brand

This section shows how our brand comes to life. These examples aren’t meant to be rules or templates, but rather a way to understand how the brand can flex for each audience, and how all of our brand elements can come together to create real, tangible marketing tactics that are engaging and effective.
Undergraduate Prospectus

AUDIENCE
Undergraduate

ELEMENTS
Primary logo
Mixed typefaces
Rule lines
Large and inset photo arrangements
Campus and academic photography
Pattern backgrounds
Core and accent colors

It’s Your Time
CHRISTIAN LEADERSHIP TO CHANGE THE WORLD

This is your opportunity

Perhaps you’ve put aside earning a college degree to earn a paycheck, raise your family or focus on other needs. Now, it’s your time. You can fulfill the promise you made to yourself to pursue your degree and achieve your extraordinary destiny. At Regent, you’ll advance in knowledge to excel in your career and faith to live with purpose.

We understand that returning to the classroom is a big decision, and we’re with you every step of the way.
Undergraduate Prospectus

Achieve your goals

LEARN NEW SKILLS, INCREASE YOUR MARKETABILITY, STUDY INTO THE CAREER PATH YOU THINK YOU WANT TO TAKE...

As you engage your mind and increase your knowledge of Regent University, you will discover an educational experience that will prepare you for a host of exciting and rewarding career opportunities. That’s a Regent education, the one designed specifically for you.

We know you have questions for your life’s work. Creating answers for those questions is our mission. At Regent University, we disciple your higher calling in a way that equips you to be the next leader in your field. Our faculty members challenge and inspire you to explore the most important issues of our time—personal, social, religious, political, aesthetic, philosophical, scientific, and other realms.

We prepare you to think critically and creatively, to engage in courageous, ethical, and meaningful leadership. You’ll strive to make a difference in your work, your community, and the lives of others.

Reach your potential

AS A REGENT UNIVERSITY STUDENT, YOU WILL BE AROUND PEOPLE WHO WANT TO SEE YOU THRIVE—PEOPLE WHO ARE ACademically AND Spiritually.

You join a dynamic community of students and faculty who are seeking to make a difference in the world. As you explore your academic programs, you are surrounded by the beauty of the library, a rich community of learners, and opportunities to serve others.

Your professors know you by name, your peers are some of the brightest minds in the world, and your academic expectations are high. Your experience at Regent will challenge you to think critically, creatively, and ethically. You’ll have the opportunity to develop the skills to take your career to the next level.

STUDENT SUPPORT SERVICES

PERSONAL ADVICE AND SUPPORT

Your academic advisor will help you plan your academic program. With your personal program plan, you will be able to track your academic progress and make informed decisions about your future. You will be able to access personalized academic and career planning tools.

Counseling Services

Personal and academic counseling services are available to all students. Our professional counselors provide confidential and confidential counseling to help you manage stress, overcome academic challenges, and achieve your goals.

Financial Aid

Regent University offers several types of financial aid, including grants, scholarships, and loans. Our financial aid counselors are available to help you navigate the financial aid process and determine what options are best for you.

Practice Career Services

Regent Career Services offers a variety of services to help you prepare for your career. You can access our job board, attend career fairs, and meet with career counselors to help you develop your resume and interview skills. You can also access our career resources, which include industry research, job search tools, and online career assessment tools.

REGENT UNIVERSITY BRAND GUIDELINES — APPLYING THE BRAND
Psychology & Counseling Prospectus

AUDIENCE
Graduate

ELEMENTS
- Primary logo and school name
- Mixed typefaces
- Rule lines
- Large and inset photo arrangements
- Campus and academic photography
- Core and accent colors
- Accreditation graphic

Make a Better World
CHRISTIAN LEADERSHIP TO CHANGE THE WORLD

Academically Excellent, Distinctively Christian.
EQUIPPING YOU FOR YOUR CALLING

By choosing Regent University’s School of Psychology & Counseling, you’ll receive an education designed to give you the tools and knowledge you need to make a significant impact on the world. Our curriculum is tailored to meet the needs of today’s professional environments, ensuring that you’re armed with the skills and knowledge you need to succeed.

Students in Regent University’s School of Psychology & Counseling receive a comprehensive education that prepares them for leadership roles in a variety of fields. Our faculty includes experienced professionals who bring real-world experience to the classroom, ensuring that you receive a practical and relevant education.

To be successful in the field of psychology and counseling, it’s important to have a strong foundation in both theoretical knowledge and practical skills. Regent University’s School of Psychology & Counseling provides a solid foundation in these areas, allowing you to enter the workforce with confidence.

Students in our program also have the opportunity to gain hands-on experience through internships and practicums, giving them valuable real-world experience that they can bring to the workplace.

Our mission is to equip you with the skills and knowledge you need to make a significant impact on the world. Join us today and start your journey towards a successful career in psychology and counseling.

ACREDITED BY
CACREP & APA
Commucations & the Arts

Prospectus

Telling Your Story, Shaping Your World
CHRISTIAN LEADERSHIP TO CHANGE THE WORLD

Film & Television

For a wart from our century-old film, this program is the last bastion of visual arts and storytelling. Our students will be trained to communicate effectively through video, motion, and multimedia. Our faculty and students are encouraged to create new and innovative visual content that will be displayed in various formats, including film festivals, social media, and online platforms.

ELEMENTS

Primary logo and school name
Mixed typefaces
Rule lines
Large and inset photo arrangements
Campus and academic photography
Core and accent colors

AUDIENCE

Undergraduate
Campaign Microsite

AUDIENCE
Undergraduate
Graduate
Continuing education

ELEMENTS
Primary logo and tagline
Mixed typefaces
Rule lines
Campus photography
Core colors
Accreditation graphic
Icons & Illustrations
Direct Mail

AUDIENCE
Undergraduate
Graduate
Continuing education

ELEMENTS
Primary logo and tagline
Mixed typefaces
Rule lines
Campus and detail photography
Core and accent colors
Accreditation graphic
Direct Mail

AUDIENCE
Undergraduate

ELEMENTS
Primary logo and school name
Mixed typefaces
Rule lines
Campus and detail photography
Core and accent colors
Icons & Illustrations
Direct Mail

AUDIENCE
Alumni and donors

ELEMENTS
Mixed typefaces
Rule lines
Student and detail photography
Framed boxes
Core and dark colors
Primary logo
Print Ads

AUDIENCE
Undergraduate
Graduate
Continuing education

ELEMENTS
Primary logo and school name
Mixed typefaces
Rule lines
Student and detail photography
Core colors

FULL PAGE AD

QUARTER-PAGE AD

HALF-PAGE AD
Print Ads

AUDIENCE
Undergraduate
Graduate
Continuing education

ELEMENTS
Primary logo and tagline or school name
Mixed typefaces
Rule lines
Student and detail photography
Core colors

FULL-PAGE AD: OPTION 1

FULL-PAGE AD: OPTION 2
Signage

AUDIENCE
All audiences

ELEMENTS
Primary and horizontal logos
Core colors
Mixed brand typefaces

Reason and Faith.
OnlyRegent.com

They’re what make us different. Here, we’re committed to a heritage of rigorous scholarship dating back over a thousand years, and to a faith tradition dating back a thousand more. This is how we create a culture of inquiry where no topic is off limits, and a culture of hope where anything’s possible. It’s the freedom to think for ourselves and responsibility to act on behalf of others. It’s Christian leadership, and it’s changing the world for the better. It’s higher learning. It’s greater knowing. It’s what makes us whole. It’s what makes us Regent.

Our new logo builds upon the shield and crowns of our Regent crest and blends two of Regent’s top values: Reason and Faith. The left side of the logo is a half shield with three crowns, reflecting the Holy Trinity and representing the critical importance of faith to Regent life. The right side of the logo is shaped like the pages of an open book, reflecting the importance of knowledge and academic rigor.

Posters

Reason & Faith Together

Regent University
Signage

**AUDIENCE**
All audiences

**ELEMENTS**
- Horizontal logo
- Core colors
- Student photography

**MESSAGING**

*Powerful Minds. Strong Values.*

**ACCOLADES**

8 PRESTIGIOUS ACCREDITATIONS

*Ranked Top 10 Nationally*
Office of the President

AUDIENCE
All audiences

ELEMENTS
Rule lines
Framed boxes
Large photography
Core and dark colors
University seal
Horizontal stacked logo

The Plan for Regent

Reason & Faith

"Exspecto feroxse sapiens quos eum utilis etiam earum non stem. Non quattis verpoli expluens blandit stemperest!"
Invitation

AUDIENCE
Alumni and donors

ELEMENTS
Rule lines
Pattern graphic
Framed boxes
Large photography
Core and dark colors
Primary and horizontal logo

You came to Regent to change the world.

COME BACK TO CELEBRATE
A DECADE OF DOING JUST THAT.

5:30pm to 9:00pm

Robertson Hall
Moot Courtroom

October 18-19
2014

Regent University
10-YEAR REUNION

AN EVENING OF FELLOWSHIP AND WORSHIP.

You came to Regent to change the world.

COME BACK TO CELEBRATE
A DECADE OF DOING JUST THAT.

5:30pm to 9:00pm

Robertson Hall
Moot Courtroom

October 18-19
2014

Regent University
10-YEAR REUNION

AN EVENING OF FELLOWSHIP AND WORSHIP.
Contact Information

Please contact University Marketing with questions and requests for using the assets presented in this document.

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