



Brand Guide

Student Led Organizations

NON-ATHLETIC STUDENT ORGANIZATIONS
NATIONALLY-AFFILIATED STUDENT ORGANIZATIONS

As a creator of content and materials for your Student Organization, we're thrilled that you'd want to work within this Brand Guide.

In its use, there are simply two guiding principles:

1. You are completely free to create materials independent of this guide—*with your departmental approval*—provided any of the enclosed brand elements are not used.
2. If they are, applying brand elements as guided will reinforce overall brand quality, consistency and tone.

Neither needs our approval, but we're happy to answer any questions.

Thank you!

Regent University Marketing

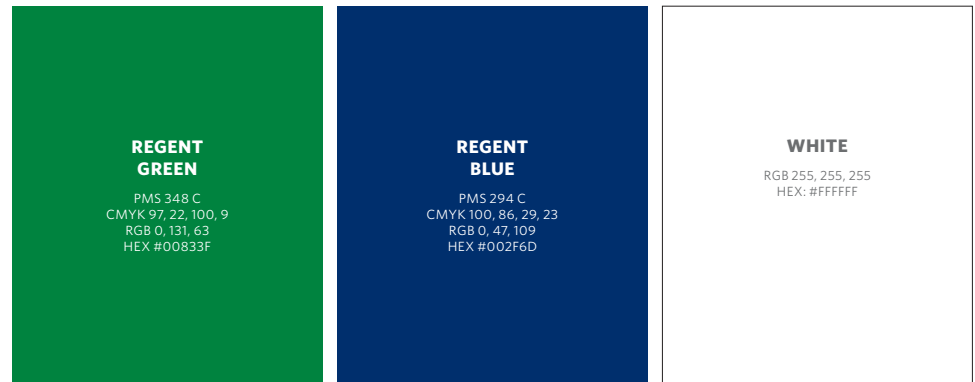
Brand Elements, at-a-Glance

Our Shield, Typography and Color

The Composite Mark



Color Palette



Typography*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO BOLD

Where to Find It
Find both desktop and web fonts at adobe.com

Generic Substitute
Google Fonts [Libre Baskerville Bold 700](https://fonts.google.com/specimen/Libre+Baskerville)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM

Where to Find It
Find both desktop and web fonts at typography.com

Generic Substitute
Google Fonts [Lato Regular 400](https://fonts.google.com/specimen/Lato)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD

Where to Find It
Find both desktop and web fonts at typography.com

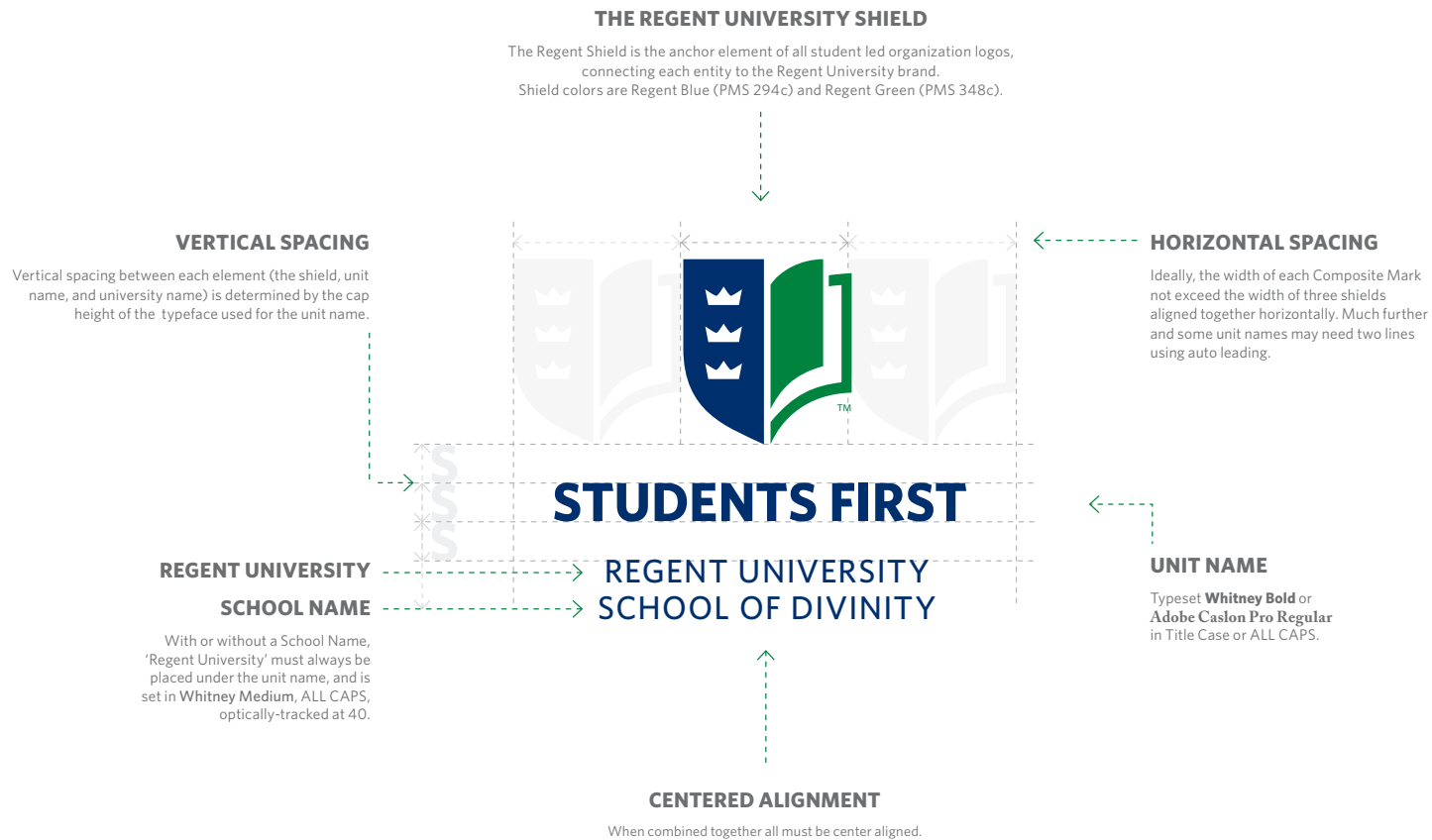
Generic Substitute
Google Fonts [Lato Black 900](https://fonts.google.com/specimen/Lato)

*Adobe Caslon Pro and Whitney Pro are our official Brand Typefaces, yet due to licensing restrictions we are unable to distribute broadly.

The Composite Mark

All Non-Athletic Student Organization logos must consist of three things:

- (1) The Regent University shield,
- (2) The unit/club name,
- (3) The university name (+ the affiliated school name when appropriate).



The Composite Mark

Examples of acceptable type and color variations.



FIRST EDITION
REGENT UNIVERSITY



FIRST EDITION
REGENT UNIVERSITY



FIRST EDITION
REGENT UNIVERSITY



FIRST EDITION
REGENT UNIVERSITY



LAW REVIEW
REGENT UNIVERSITY
SCHOOL OF LAW



LAW REVIEW
REGENT UNIVERSITY
SCHOOL OF LAW



LAW REVIEW
REGENT UNIVERSITY
SCHOOL OF LAW



LAW REVIEW
REGENT UNIVERSITY
SCHOOL OF LAW



**Student Veterans
of America**
REGENT UNIVERSITY



**Student Veterans
of America**
REGENT UNIVERSITY



**Student Veterans
of America**
REGENT UNIVERSITY



**Student Veterans
of America**
REGENT UNIVERSITY

MARKS MAY USE
ONLY TWO OR
ONE COLOR(S).

WHEN ON DARK
BACKGROUNDS, ALL
ELEMENTS SHOULD
APPEAR IN WHITE.

Download Shields [here](#)

Nationally-Affiliated Student Organizations

Following the same rules for the Composite Marks, we may substitute a National Organization Official Logo in place of our Shield.
New Composite Marks may adopt the Nationally-Affiliated Organization's color palette.

National Organization Official Logo
with just Regent name beneath.

National Organization Official Logo with
Regent and School names beneath.



REGENT UNIVERSITY ----->

With or without a School Name, 'Regent University' must always be placed under the Organization Logo, and is set in Whitney Medium, ALL CAPS, optically-tracked at 40.

**REGENT
UNIVERSITY**



CENTERED ALIGNMENT

When combined together all must be center aligned.

**BLACK LAW STUDENT
ASSOCIATION**

**REGENT UNIVERSITY
SCHOOL OF LAW**



CENTERED ALIGNMENT

When combined together all must be center aligned.

-----< **ORG NAME**

Typeset **Whitney Bold** or **Adobe Caslon Pro Regular** in Title Case or ALL CAPS.

-----< **REGENT UNIVERSITY**

-----< **SCHOOL NAME**

With or without a School Name, 'Regent University' must always be placed under the Org name, and is set in Whitney Medium, ALL CAPS, optically-tracked at 40.

*For it is God who works in you to will
and to act in order to fulfill his good purpose.*

Philippians 2:13

