

# Brand Guidelines

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# Our Foundation

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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.

# Mission

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.

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# Vision

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

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# Values

**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.

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# 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.

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## 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

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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.

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# 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.

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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.

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**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. It’s how a student ultimately arrives at reason.

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.

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# 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)**

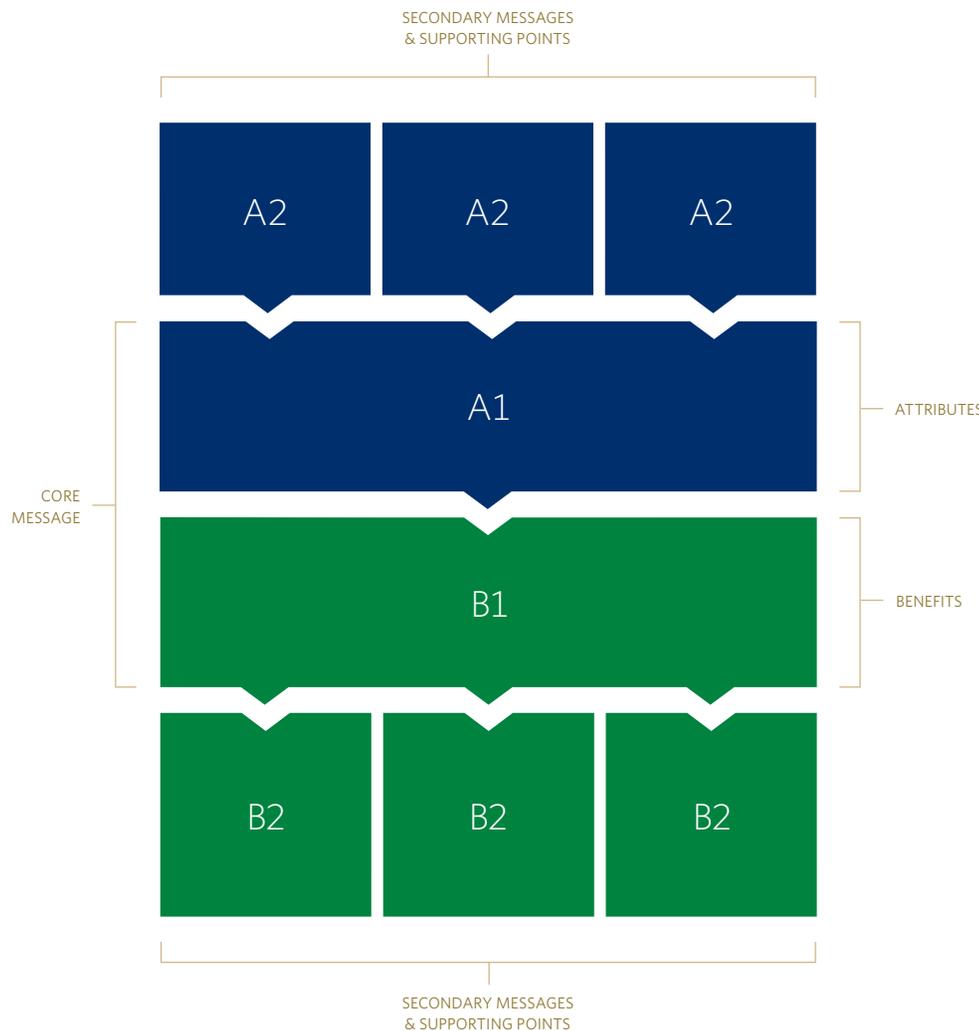
GRADUATE  
AND PROFESSIONAL  
PROGRAMS  
**(MASTER'S, DOCTORAL,  
CERTIFICATE, J.D.)**

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.

## HOW TO READ 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?"

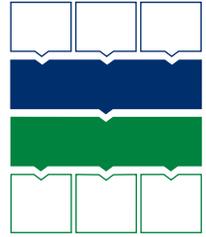
### WHAT IS ATTRIBUTE & BENEFIT MAPPING?

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.



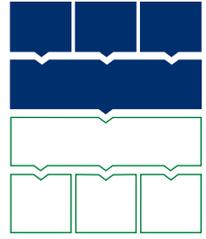
## CORE VALUE PROPOSITION

**ATTRIBUTES**  
(WHAT WE OFFER)

*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



ATTRIBUTES (WHAT WE OFFER)

- Recognized excellence across programs, on campus and online
- Seamlessly facilitated learning, online and on campus
- Superior scholarship conducted by highly regarded faculty

ACADEMIC EXCELLENCE

- Christian thought leadership
- Global outlook encouraging connectivity and collaboration
- Internship and mission experience in the field

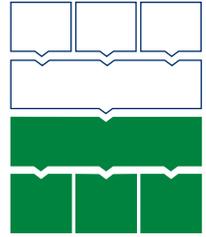
A BROADLY INFORMED  
CHRISTIAN WORLDVIEW

- Multidenominational environment
- Accessible faculty who value interaction and mentorship
- An unrestrained focus on research and evidence

HONEST, RELEVANT  
DIALOGUE

*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)

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### 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

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### WE ARE NOT

#### PRESCRIPTIVE

We're about open dialogue.

#### PRETENTIOUS

We're about personal excellence, not extravagance.

#### FLASHY

We're professional, but approachable.

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# Messaging & Voice

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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.”

## 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.”

## 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.”

## 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.

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## 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.

# Logo

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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.



### THE CREST

The Regent crest symbolizes the coming together of faith and reason, and illustrates the relationship between academic excellence and Christian leadership. The three crowns stand on the side of faith representing the holy Trinity, and the book pages represent our academic offerings.

# 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.

PREFERRED PRINT SIZE:



PREFERRED DIGITAL SIZE:



## 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.

MINIMUM PRINT SIZE:



MINIMUM DIGITAL SIZE:



PREFERRED CLEAR SPACE



## 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.

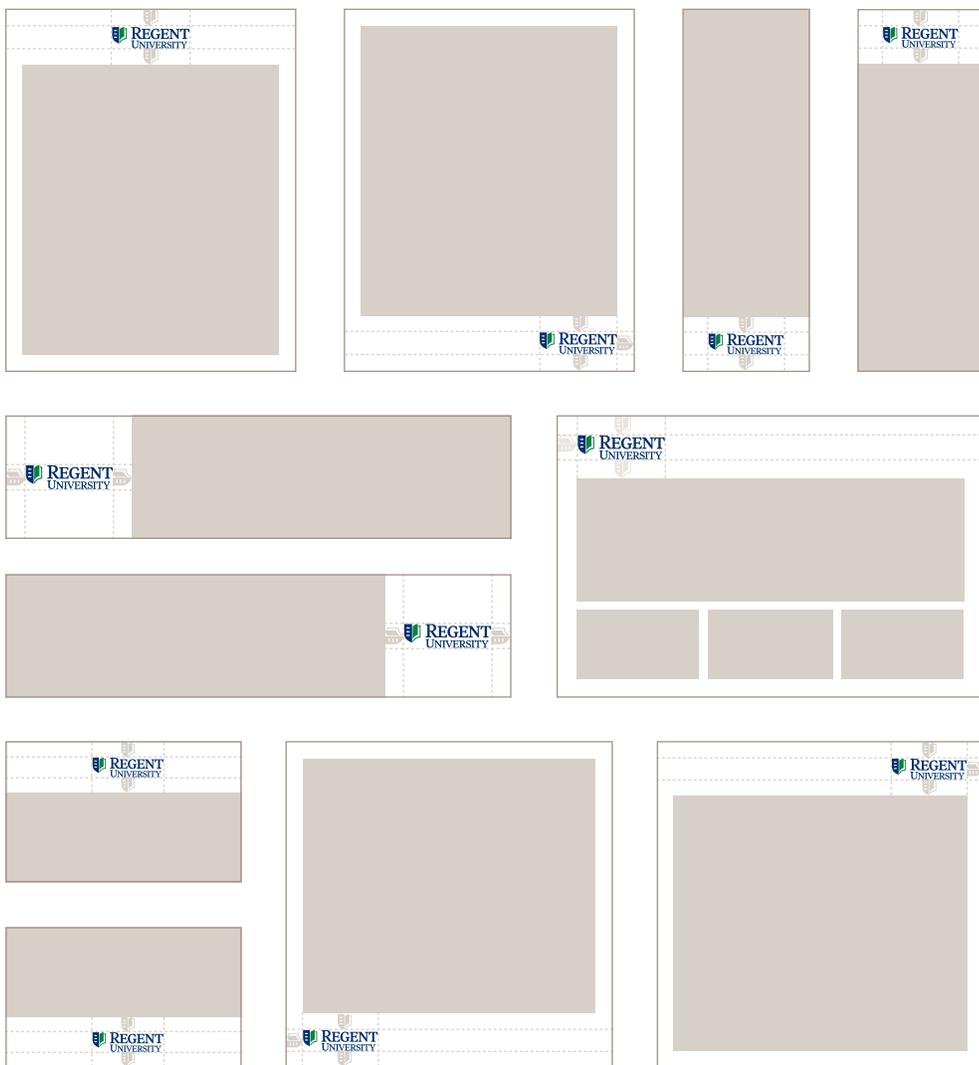
Use the illustration to the left as a guide for placing the logo in a layout.

# 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.

## LAYOUT EXAMPLES



## 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.



FULL-COLOR LOGO OVER PHOTO



REVERSED-OUT LOGO OVER PHOTO

# 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



## 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

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## CENTERED LOGO & TAGLINE LOCKUPS

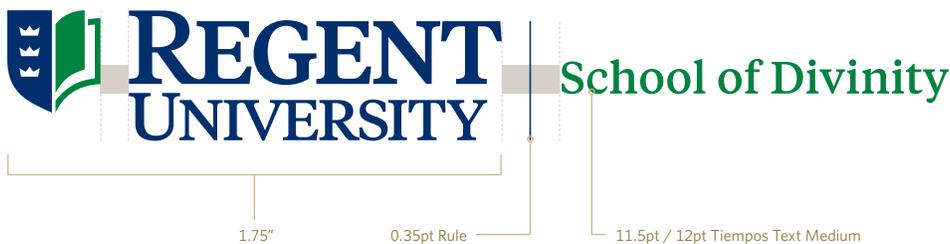
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# Sub-Brand Logo Lockups

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.

GRAY BOX = SPACE BETWEEN CREST AND WORDMARK



## 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.

PRIMARY SUB-BRAND LOCKUPS — RIGHT ALIGNED



PRIMARY SUB-BRAND LOCKUPS — STACKED



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

CENTERED HORIZONTAL SUB-BRAND LOCKUPS



CENTERED SUB-BRAND LOCKUPS



# 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.

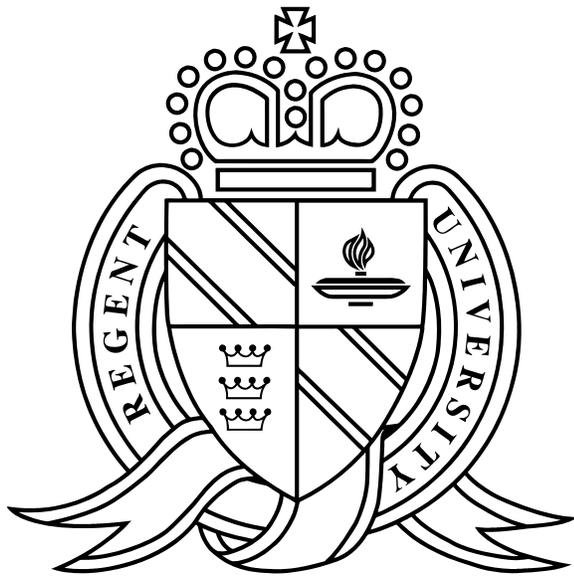


DO NOT PLACE THE LOGO OVER BUSY PATTERNS.



# 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

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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.

**PMS 294 C** CMYK 100, 86, 29, 23 RGB 0, 47, 109

## UNIVERSITY SPIRIT COLOR

### 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.

**PMS 348 C** CMYK 97, 22, 100, 9 RGB 0, 131, 63

## UNIVERSITY SPIRIT COLOR

### 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 187 C** CMYK 22, 100, 89, 15 RGB 172, 31, 45

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.

**PMS 871 C**

**PMS 7502 C** CMYK 18, 25, 53, 0 RGB 210, 184, 135

**PMS Warm Gray 8 C** CMYK 0, 9, 16, 43 RGB 161, 149, 137

**PMS 2965 C** CMYK 100, 78, 48, 54 RGB 0, 38, 61

## 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.

**PMS 7484 C** CMYK 91, 14, 78, 60 RGB 0, 86, 63

**PMS 188 C** CMYK 16, 100, 65, 58 RGB 122, 35, 46

**PMS 7448 C** CMYK 67, 79, 24, 59 RGB 56, 34, 70

**PMS 4495 C** CMYK 41, 45, 97, 17 RGB 142, 118, 49

**PMS Neutral Black C** CMYK 71, 66, 65, 72 RGB 35, 34, 34

**PMS 3115 C** CMYK 70, 0, 15, 0 RGB 0, 193, 213

## 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.

**PMS 7489 C** CMYK 61, 14, 92, 1 RGB 116, 170, 80

**PMS 152 C** CMYK 5, 67, 100, 0 RGB 234, 114, 0

**PMS 7404 C** CMYK 4, 10, 87, 0 RGB 247, 217, 62

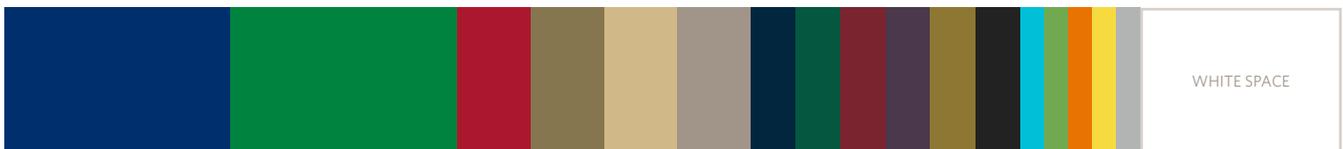
**PMS 421 C** CMYK 31, 24, 26, 0 RGB 178, 179, 178

# 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.

## MASTER BRAND



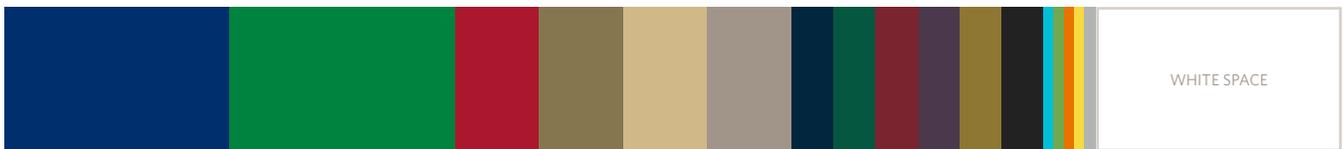
## UNDERGRADUATE



## GRADUATE



## ALUMNI



## DONORS



# Typography

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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](http://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](http://www.typekit.com).

### GENERIC SUBSTITUTE

When Adobe Caslon Pro is not available, use Times.

REGULAR

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ITALIC

---

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

SEMIBOLD

---

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

SEMIBOLD ITALIC

---

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

BOLD

---

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

BOLD ITALIC

---

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

SPECIAL NUMERALS

---

**1234567890**

## 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.

# Whitney

Light Book  
Medium Semibold  
Bold Black

*Light Book*  
Medium Semibold  
Bold Black

### 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.

### WHERE TO FIND IT

Due to license restrictions University Marketing is unable to distribute Whitney. The full family is available at [www.typography.com](http://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](http://www.typography.com).

### GENERIC SUBSTITUTE

When Whitney is not available, use Lucida Grande.

LIGHT

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BOOK

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MEDIUM

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SEMIBOLD

---

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

BOLD

---

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

BLACK

---

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

LIGHT ITALIC

---

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

BOOK ITALIC

---

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

MEDIUM ITALIC

---

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

SEMIBOLD ITALIC

---

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

BOLD ITALIC

---

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

BLACK ITALIC

---

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## 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.

ADOBE CASLON PRO, REGULAR

# Faith & Reason

### 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

no. **10**

ADOBE CASLON  
PRO

Online Bachelor's  
Program

in the United States

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

---

TOGETHER

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 quis mil experep udanda consecabo. inum quis eos mil ere sit fuga.

**HEADLINE:** ADOBE CASLON PRO, REGULAR 60pt/62pt — 0.125 PARAGRAPH SPACE  
**BODYCOPY:** ADOBE CASLON PRO, REGULAR 18pt/21pt — 0.125 PARAGRAPH SPACE

## 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 consecendus

**HEADLINE:** WHITNEY, LIGHT 30pt/30pt — 0.0625 PARAGRAPH SPACE  
**BODYCOPY:** WHITNEY, LIGHT 12pt/14pt — 0.0625 PARAGRAPH SPACE

## Headline

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

**HEADLINE:** ADOBE CASLON PRO, REGULAR 28pt/30pt — 0.125 PARAGRAPH SPACE  
**BODYCOPY:** ADOBE CASLON PRO, REGULAR 12pt/14pt — 0.125 PARAGRAPH SPACE

## 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 consecendus

**HEADLINE:** WHITNEY, LIGHT 16pt/19pt — 0.0625 PARAGRAPH SPACE  
**BODYCOPY:** ADOBE CASLON PRO, REGULAR 12pt/14pt — 0.0625 PARAGRAPH SPACE

## Headline

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

**HEADLINE:** ADOBE CASLON PRO, REGULAR 28pt/30pt — 0.125 PARAGRAPH SPACE  
**BODYCOPY:** WHITNEY, LIGHT 12pt/14pt — 0.125 PARAGRAPH SPACE

## 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 consecendus

**HEADLINE:** WHITNEY, BOOK 12pt/12pt — 0.0425 PARAGRAPH SPACE  
**BODYCOPY:** WHITNEY, BOOK 8pt/10pt — 0.0425 PARAGRAPH SPACE

# 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.

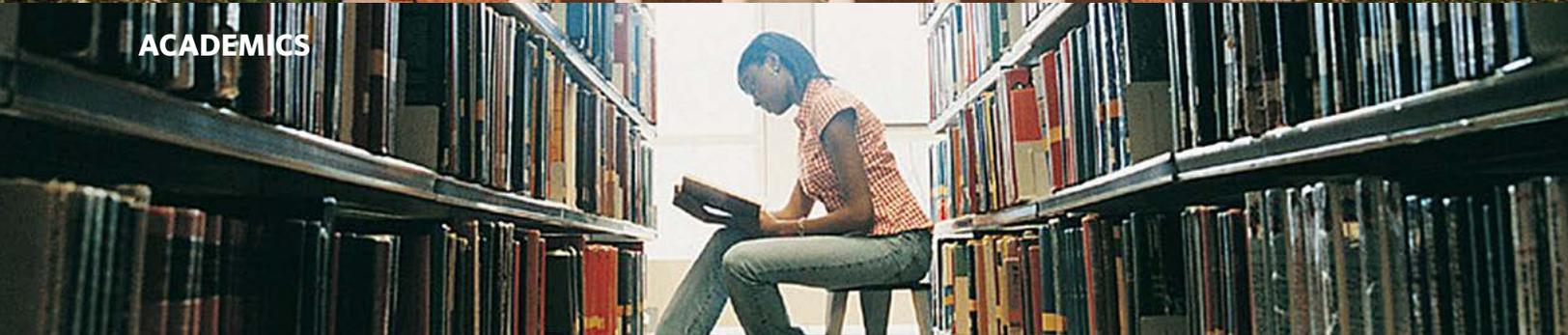
Photos are shot in an editorial style, using little or no camera lighting. Use a short depth of field to draw attention to the subject, so it's dramatic and intimate. Our photography should also contain a element of symmetry, creating balance and structure.

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

## CAMPUS



## ACADEMICS



## STUDENTS

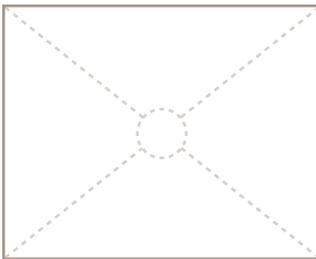


## DETAILS



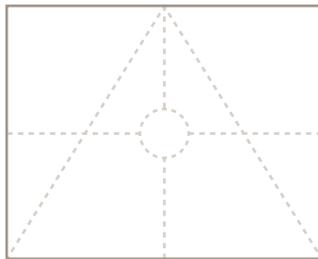
# Photo Composition

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.



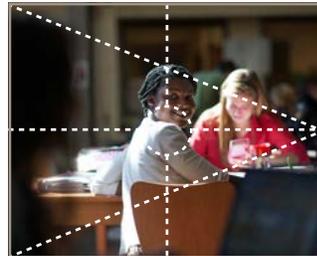
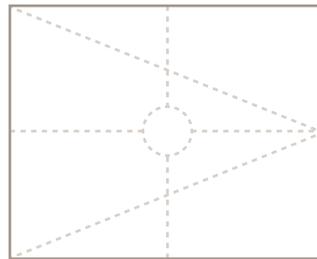
## VANISHING POINT

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.



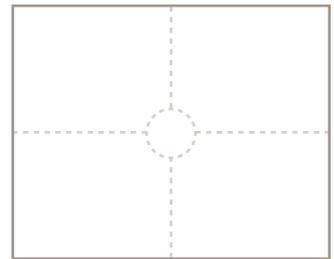
## TRIANGULAR

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.

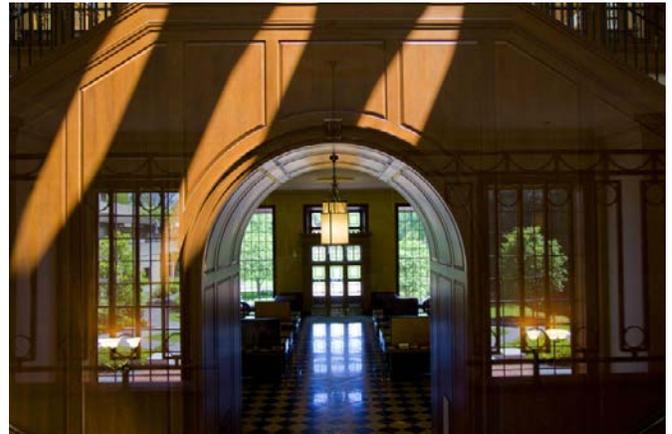


## CENTERED

Clear, straightforward, and symmetrical, this composition style should usually be reserved for detail shots.

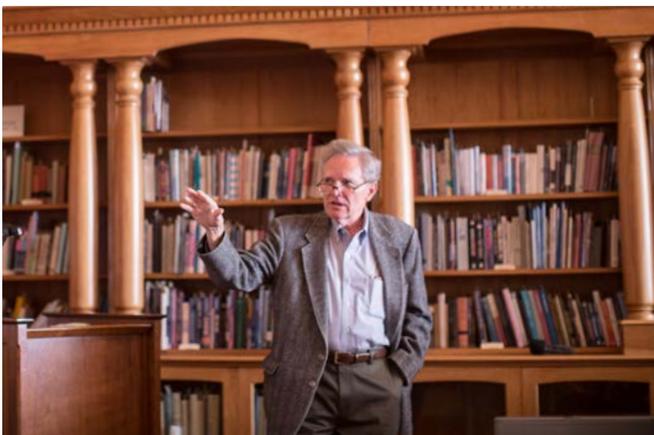
## CAMPUS

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.



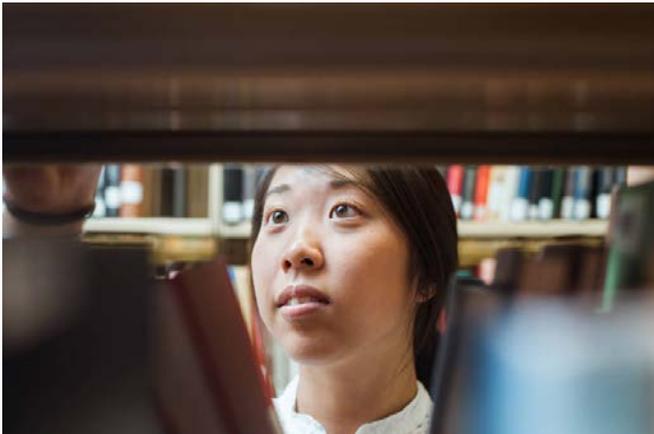
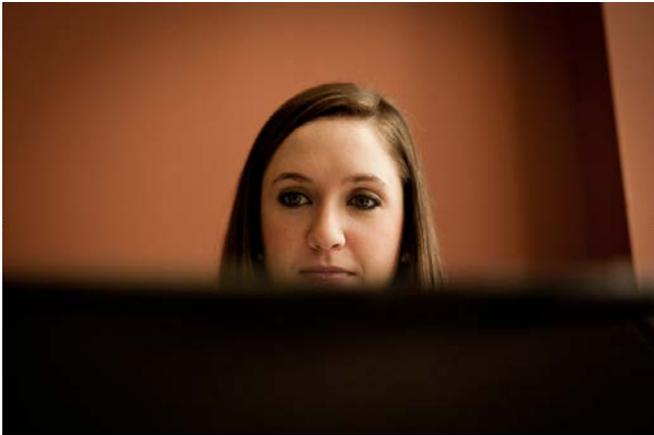
## STUDENTS

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 imagine what the rest of the scene looks like.



# Graphic Elements

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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.

U.S. NEWS & WORLD REPORT, 2013

no. 10

Online Bachelor's  
Program in the U.S.

no. 1

Online MBA Program,  
Faculty Credentials  
and Training, in the U.S.

no. 1

Online Graduate  
Program in Virginia



### 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

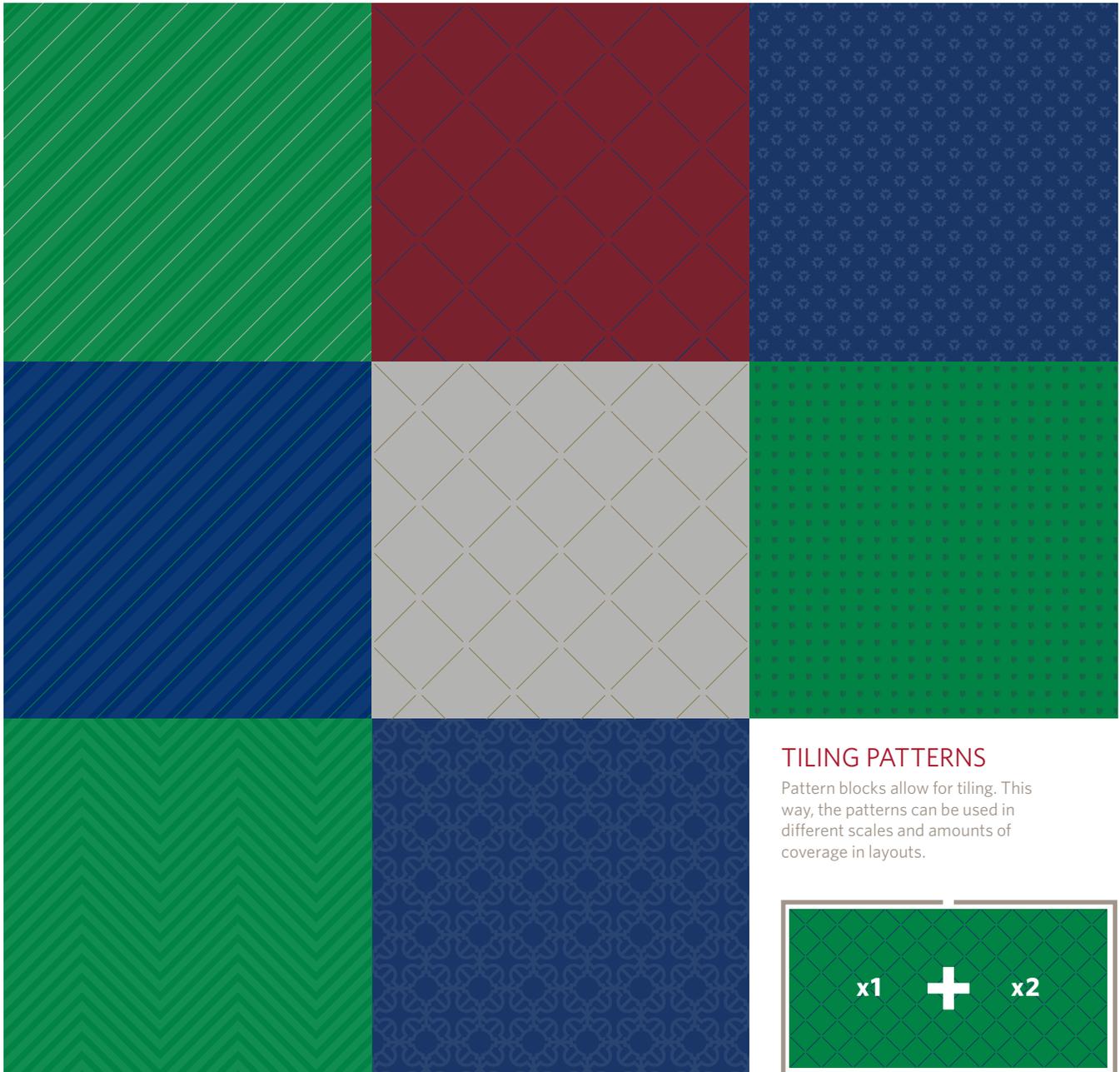
Feel free to try different brand colors, and be sure that new patterns maintain the legibility of copy.

See "Applying the Brand" on page 56 for sample executions.

### LINEAR

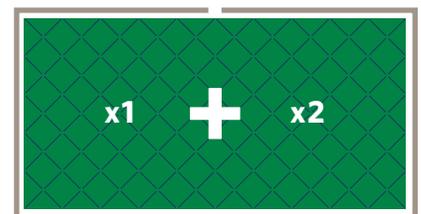
### GRID

### ICONIC



## 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.

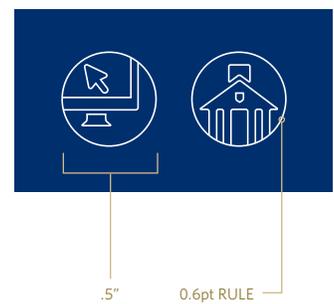
ON-CAMPUS ICON



ONLINE ICON



REVERSED ON COLOR



## 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.

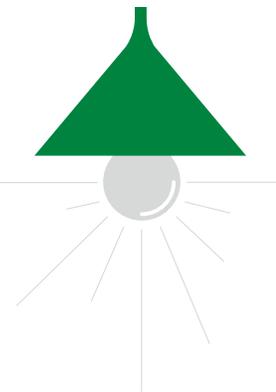
ACADEMICS



DETERMINATION



INSPIRATION



See "Applying the Brand" on page 56 for sample executions.

# Applying the Brand

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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

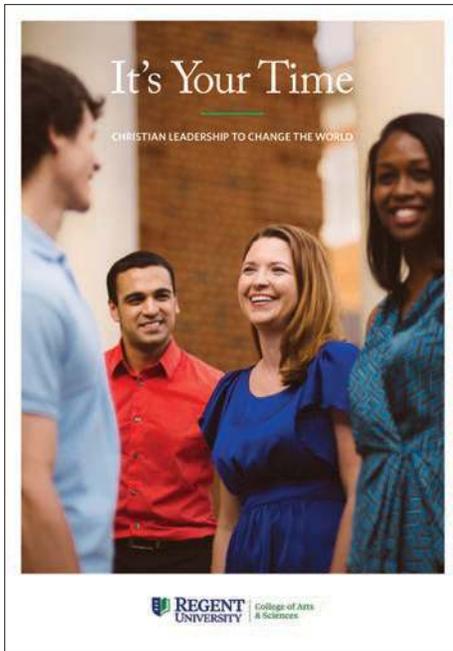
Rule lines

Large and inset photo arrangements

Campus and academic photography

Pattern backgrounds

Core and accent colors



# Undergraduate Prospectus

## Achieve your goals

LEARN NEW SKILLS. INCREASE YOUR MARKETABILITY. DEVELOP INTO THE CHRISTIAN LEADER YOU KNOW YOU'RE MEANT TO BE.

As you engage your mind and increase your knowledge at Regent University, you will also have opportunities to develop your heart through wisdom and understanding. That's a Regent priority that sets us apart and a valuable distinctive that will set you apart.

Whether you're newly launching into your life's work, considering a career change, or looking to increase your earning potential, pursuing your degree from Regent will prepare you to lead a better life. Our alumni are award-winning teachers, counselors, business leaders and entrepreneurs, military personnel, screenwriters, attorneys, legislators, ministers and other experts.

We've prepared over 20,000 graduates from 120 countries to pursue exciting careers and make a positive, lasting difference around the world. Now, you can join them.

Rich history spanning

## 35+

years as an award-winning, fully accredited Christian university

We've prepared over

## 20,000

graduates to change the world as accomplished, principled leaders

Online Bachelor's Programs

## Top 15

U.S. News & World Report, 2015

## Reach your potential

AS A REGENT UNIVERSITY STUDENT, YOU WILL BE SURROUNDED BY PEOPLE WHO WANT TO SEE YOU THRIVE — PERSONALLY, ACADEMICALLY AND SPIRITUALLY.

You'll join our diverse group of students who have found that earning a Regent degree is completely attainable, whether executives working 40+ hours a week, busy moms with school-age children, or military personnel serving our country around the world. Wherever you are in life, our supportive faculty and staff will help you work through your unique challenges so that you can reach your goals.

### STUDENT SUPPORT SERVICES

#### PERSONAL ADMISSIONS COUNSELORS

Once you submit your application, your admissions counselor will let you know about scholarship and financial aid options. With your permission, he or she will request your transcripts from your previous school. We'll even pay the transcript fees. If your previous class credits apply to your Regent degree, you could be closer to a degree than you imagined.

#### KNOWLEDGEABLE ACADEMIC ADVISORS

Once you've enrolled, our dedicated academic advisors will help determine the best degree path, according to your goals. This includes helping you develop your degree plan and choosing classes that best fit your schedule.

#### CONVENIENT STUDENT RESOURCES

Regent has a wide variety of peer resources, including a University Writing Lab, peer mentoring program and the online tutoring center SMARTTALKING, available to both online and on-campus students.

#### PRACTICAL CAREER SERVICES

Stop by our Career Resource Center or visit regent.edu/cr to explore your goals and prepare for your calling. Our expert career coaches can help you develop your résumé, search for an internship or practice your interview skills. For additional support, attend an employee information session and tap into Regent's vast alumni network.



# Psychology & Counseling Prospectus

## AUDIENCE

Graduate

## ELEMENTS

Primary logo and school name

Mixed typefaces

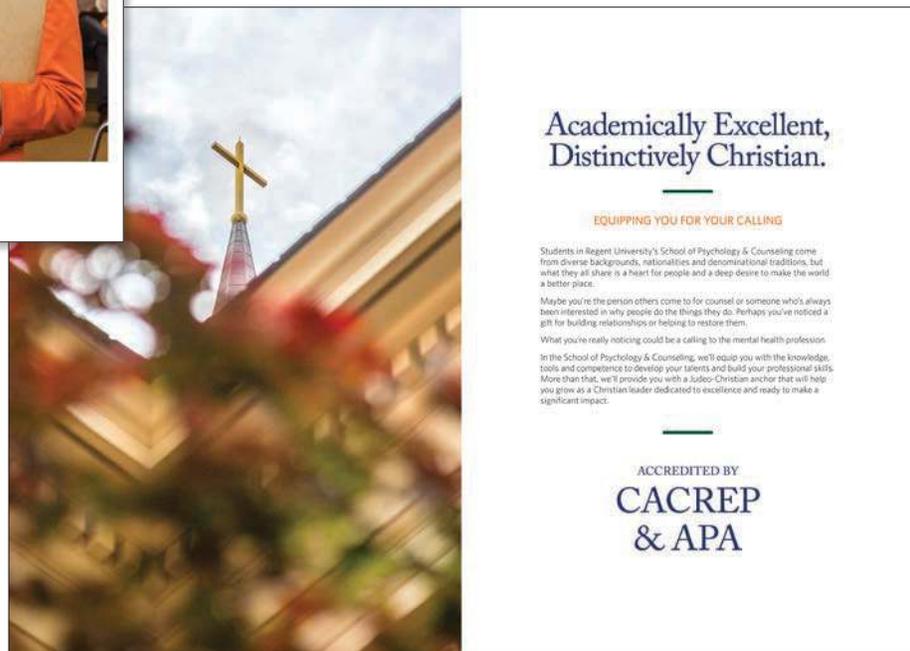
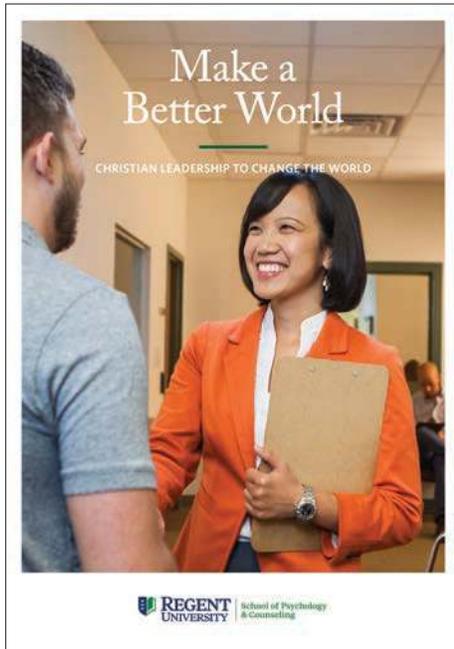
Rule lines

Large and inset photo arrangements

Campus and academic photography

Core and accent colors

Accreditation graphic



# Communications & the Arts Prospectus

## AUDIENCE

Undergraduate

## ELEMENTS

Primary logo and school name

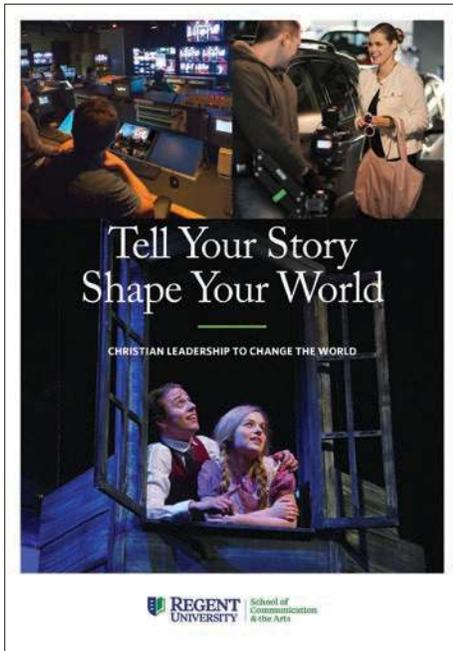
Mixed typefaces

Rule lines

Large and inset photo arrangements

Campus and academic photography

Core and accent colors



### M.A. IN PRODUCTION

Provides students with a broad palette of skills which are prized on any set. You will learn the tools and techniques needed to bring a film from script to screen with coursework in script writing, producing, directing and editing. This program can be completed in one year of full-time study.

### M.A. IN PRODUCING\*

Provides students with the knowledge needed to conduct the "business side" of producing film and television projects. Coursework focuses on the development process, production management, legal issues, financing, marketing and distribution. This program can be completed in one year of full-time study.

### M.A. IN SCRIPT WRITING\*

Provides students who want to write for film or television with the skills needed to become excellent storytellers. Coursework covers story structure, dialogue, rewriting and promoting your work. This program can be completed in one year of full-time study.

### MFA IN DIRECTING

The terminal degree for film and television directors. Coursework teaches film aesthetics, directing for single and multi-camera, editing, lighting and cinematography, script analysis, directing actors and distribution. This program can be completed in two years of full-time study.

### MFA IN PRODUCING

The terminal degree for film and television producers. Coursework equips you with the skills needed to manage the studio system and to produce projects of any size. You will learn the art of negotiation, casting, budgeting, scheduling and marketing and distribution. This program can be completed in two years of full-time study.

### MFA IN SCRIPT & SCREENWRITING\*

The terminal degree for professional writers. Coursework teaches entertainment writers to write for film, television or the stage. You will learn to remedy script problems, bring characters to life, and master plot and pacing. This program can be completed in two years of full-time study.

\*Available online.

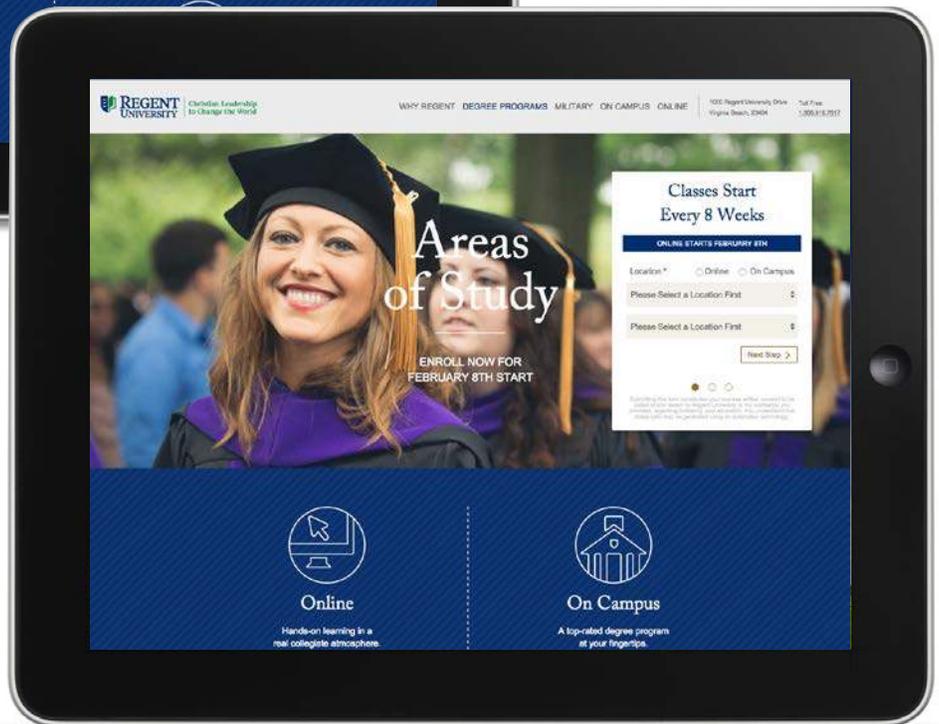
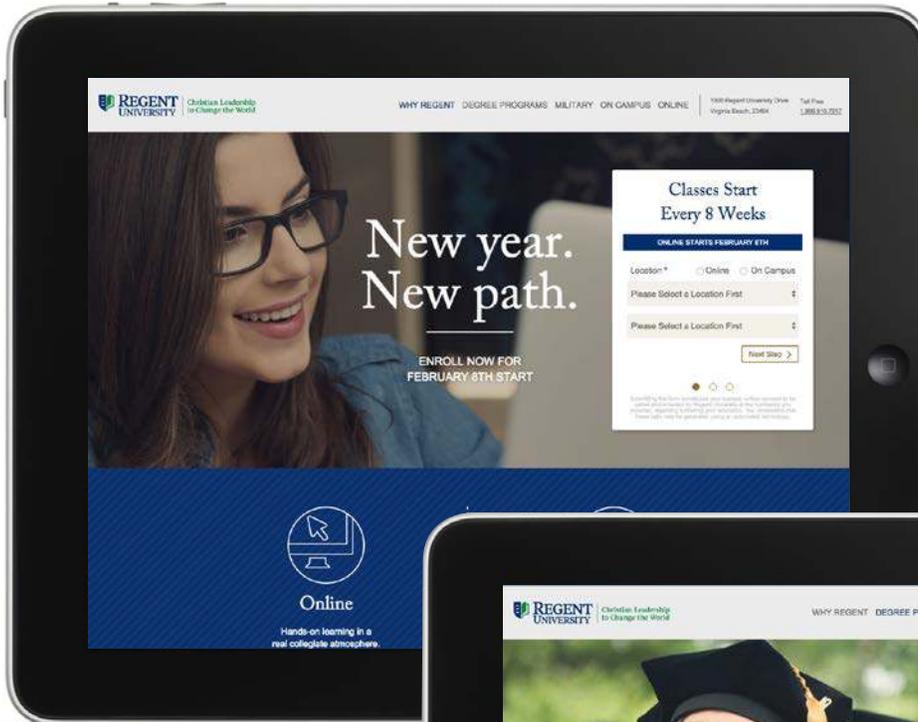
# Campaign Microsite

## AUDIENCE

Undergraduate  
Graduate  
Continuing education

## ELEMENTS

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



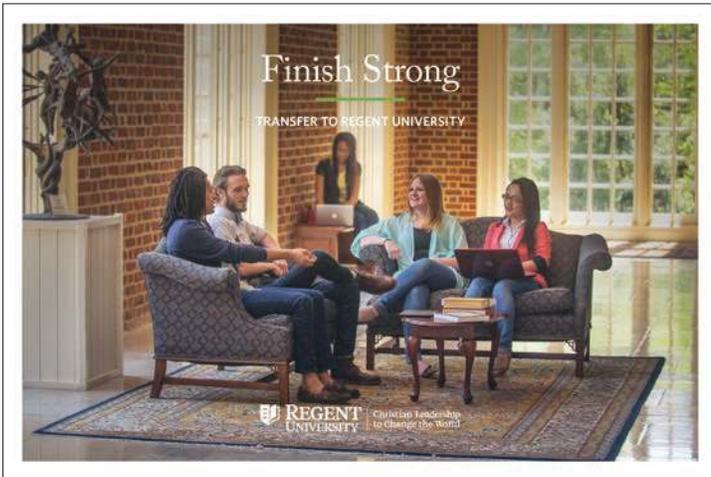
# Direct Mail

## AUDIENCE

Undergraduate  
Graduate  
Continuing education

## ELEMENTS

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



### Transfer Up to 90 Credit Hours

Finish your degree at a top-ranked Christian university. Regent University offers a generous transfer-credit policy to help you reach your goals. Our admissions counselors are ready to address your unique needs as a transfer student. Once you're enrolled, you'll also enjoy a specialized orientation process. Benefits include:

- Rolling admissions decisions and multiple start dates throughout the year
- Free transcript request services from previously attended colleges or universities
- Acceptance of up to 90 transfer credits towards your Regent bachelor's degree
- Financial aid opportunities (Up to \$7,000 annually available to on-campus students through Phi Theta Kappa and merit scholarships)
- Flexible 8-week online or 15-week on-campus class sessions
- The convenience of accelerating your degree completion if you choose
- Acceptance of AP/IB and ACE credits, and CLEP and DANTE'S exams
- Up to 15 credits given for prior work experience through our Prior Learning Assessment
- Apartment-style campus housing offered (limited availability)
- Reduced tuition rates for online students

Check your transfer equivalencies online at [regent.edu/transferinfo](http://regent.edu/transferinfo).



### Save Time & Money

#### COMMUNITY COLLEGE TRANSFER-STUDENT BENEFITS

If you hold an associate degree from any accredited institution, you may be eligible to receive:

- Application-fee waiver (\$50 savings) and an immediate admissions decision.
- Guaranteed admission to Regent University.
- Discounted tuition rates and up to \$750 annual award for students in good academic standing.
- Recognition of completion of all general education requirements for most majors — up to 63 credit hours. Not applicable for applied science degrees.
- Scholarships, corporate partnership discounts and church match awards.

Students who have graduated with an A.A., A.S. or A.A.S. from a Virginia or North Carolina community college (VCCS and NCCCS) may be eligible for an additional \$500 scholarship.

Learn about financial aid at [regent.edu/finaid](http://regent.edu/finaid).

"Making the switch from community college to Regent was a flawless process and the best decision ever. I'm so proud I'll have 'Regent Graduate' connected to my story!"

Hanna Bishop, '16

#### TAKE THE NEXT STEP

Visit [regent.edu/discover](http://regent.edu/discover) to register for an upcoming admissions event or to set up an appointment with an admissions counselor.

You may also apply today at [regent.edu/apply](http://regent.edu/apply) or by calling 866.718.1222.

# Direct Mail

## AUDIENCE

Undergraduate

## ELEMENTS

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



You've worked hard to get here. Just a few steps remain — like making deposits, completing financial aid forms, and securing your housing. Then you'll be well on your way to one of the best adventures of your life.

Still deciding? Let us help! Students tell us time and again that making a visit to campus was critical to their decision. Attend our Admitted Student Open House to experience life as a Regent student, or schedule a personalized Visit!

Contact your enrollment counselor today to get started or visit [regent.edu/accepted](http://regent.edu/accepted)

#RegentBound

<p><b>1</b></p>  <p><b>MAKE YOUR DEPOSIT</b> Make your enrollment and housing deposit to officially accept your offer of admission.</p>	<p><b>2</b></p>  <p><b>CELEBRATE</b> (Happy dance!) You are officially a Regent Student.</p>	<p><b>3</b></p>  <p><b>CONNECT WITH US!</b> Follow our social media channels for latest news, events and community conversations.</p>
<p><b>4</b></p>  <p><b>ATTEND ORIENTATION</b> Join us in June for S.O.A.R. (Summer Orientation, Advising and Registration — parents welcome.)</p>	<p><b>5</b></p>  <p><b>COMPLETE YOUR FAFSA</b> Complete your FAFSA (Free Application for Federal Student Aid) to see what financial aid you may qualify for, and explore types of aid like grants and scholarships.</p>	<p><b>6</b></p>  <p><b>SELECT HOUSING</b> Fill out your housing application and check out floor plans, and the various amenities (like free laundry) included in the cost.</p>

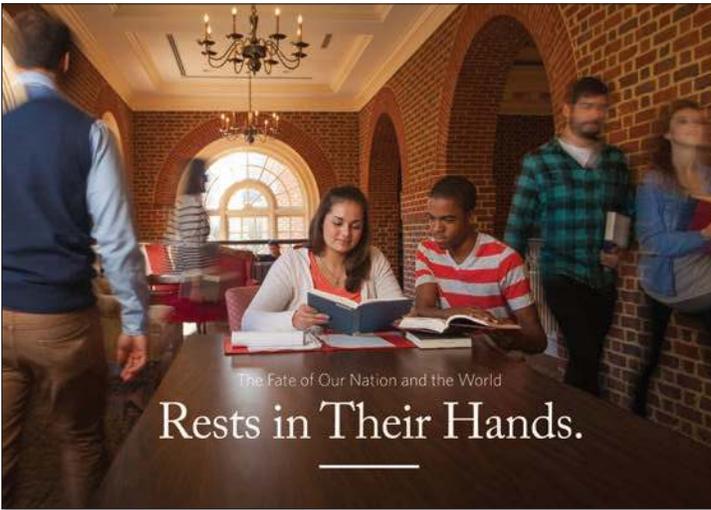
# Direct Mail

## AUDIENCE

Alumni and donors

## ELEMENTS

- Mixed typefaces
- Rule lines
- Student and detail photography
- Framed boxes
- Core and dark colors
- Primary logo



**Take a Stand for Faith and Freedom:  
Invest in Christian Leaders Today**

**Dear Friends,**

The time has come to raise up a new generation of leader-activist leaders, committed to the restoration of Biblical morality and personal freedom who are engaged in the one true battle for Christ and who can inspire and lead others in the path of true freedom.

At Regent University we need to make quality Christian education available to all who seek it. That's where we stand now today. Each year millions of students make higher education goals for a bright, bold, and better future. In fact, recent reports indicate that students have never topped \$1 million. To realize this dream, each year Regent provides millions of dollars in tuition discounts to students like Da'qwone, Sarah and Rebecca.

If you are blessed by the state of our nation and wondering what you can do to address the growing crisis of leadership, I challenge you to become a World Changer Sponsor. As a World Changer Sponsor, you will be partnering with Regent as a permanent global Christian community to sustain and expand these vital financial aid programs, ensuring that quality students like Da'qwone, Sarah and Rebecca can have access to life-changing education.

Please prayerfully consider becoming a World Changer Sponsor through a financial gift today. Your prayer and financial gifts will make it possible for Regent University to continue training Christian leaders for the revitalization of culture and nation in the name of Jesus Christ.

In Christ,  
*Pat Johnson*  
Dr. M.G. "Pat" Johnson  
Chairman/CEO

**Da'qwone**  
College of Arts & Sciences | Psychology

**Against All Odds.**

"My mother was a single parent with two children, and one father was absent in my life." Da'qwone III explains. His mother's heart was broken because her involvement in Da'qwone's life was small. Not an ideal Da'qwone because student president, graduated with honors, and served in the church and community.

From the moment he set foot on campus, Da'qwone fell in love with Regent University. He broke down in tears during a meeting with a financial aid counselor when he realized he didn't have enough funds to attend.

After hearing his story the committee determined to help Da'qwone explore new financial aid options. Da'qwone immediately called his family friends and community-making them so proud.

The next day he received the call telling him that he received a Department scholarship. This assistance, along with the financial aid that he had already received, not only covered his tuition, but also his room and board. Da'qwone will be the first person in his family to attend college.

**Mission Statement:**  
To be the best of the world but be of the world.

**Sarah**  
School of Law | Human Rights and Int'l Law

**Defending Human Rights.**

Sarah Derry was shocked when she read a press bulletin describing the brutal prison system in North Korea. "When I learned about the gross human rights abuses, I felt I was calling to do something about it," she explains.

Now a third-year law student, Sarah is well on her way to pursuing this calling, but it hasn't been an easy road. "My family was unable to provide significant financial support for college," Sarah explains. "So I worked my way through school and received scholarships."

When Sarah applied to Regent University School of Law, she knew that the availability of financial aid would ultimately determine whether she could attend. "Human rights and international law is one of my favorite fields, and I had to find a way to pursue my degree without leaving my family."

**Mission Statement:**  
To glorify God through equipping the human rights law focus in North Korea who do what is right.

**Rebecca**  
College of Arts & Sciences | Business

**Inspired by Faith and Leadership.**

An Indiana Clark approached her senior year she considered if college would be her future. Because of her family financial situation, Rebecca knew that her only hope was to qualify for scholarships. She applied the summer through a special program at her school, and when asked what she wanted to attend school, she contacted Regent University. "I love the Christian spirit at Regent and that was a huge reason why I wanted to attend," she shares.

Much to her surprise, Rebecca was notified for her school program. She felt that she would receive a scholarship covering her full tuition to Regent. "I could hardly believe it. Not only was I going to attend the college of my dreams, but I was going to attend on a full scholarship!" she says.

Rebecca is continuing to blossom with a career in marketing. "The people I've met at Regent have been amazing," she says. "I have been surrounded by Christian who inspire me each day to continue growing in my faith and to live a life of purpose."

**Mission Statement:**  
To make God the most important thing in my life and use my talents to serve others.

**\$17 M**  
Student discounts provided each year by Regent

**80%**  
Students receiving some form of financial aid

**\$1 TRILLION**  
Spent from 2014-2018

**Become a World Changer Sponsor Today!**  
regent.edu/worldchangers | 800.335.4400

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# Print Ads

## AUDIENCE

Undergraduate  
Graduate  
Continuing education

## ELEMENTS

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

**We don't talk politics. We teach it.**

Working for a U.S. Congresswoman, Clarin Griffith wanted to broaden her perspective on politics. At Regent University, she found more than exceptional online courses — she found confidence. You can, too. "With core classes like American Political Thought, you realize issues in law, ethics, philosophy and worldview will come up again and again in your career. You gain a stance you can defend," she says. Ready to advance in how you analyze, communicate, and problem solve with a principled foundation? Our expert faculty will prepare you for the next steps in your public service career.

Master of Arts in Government (M.A.)  
Master of Public Administration (MPA)

Over a dozen concentrations, including: International Relations, Healthcare Policy & Ethics, Emergency Management & Homeland Security.

ON CAMPUS | ONLINE

**APPLY TODAY.**  
success.regent.edu | 888.800.7735

**REGENT UNIVERSITY** Robertson School of Government  
Christian Leadership to Change the World

FULL PAGE AD

**We'll Equip You to Transform Lives as Well as Classrooms**

Successful businessman Randy Brunk pursued his Master's degree in education at Regent University — recognized for its high-quality, accredited online programs and focus on leadership development. As head of a prestigious private academy, Randy is living a life of purpose. You can, too. We'll help you advance in your career — and in your calling to transform lives.

Master's | Doctoral

Regent University Preview  
November 14, 2015  
Virginia Beach Campus

**REGENT UNIVERSITY** School of Education

QUARTER-PAGE AD

**Our Lesson Plans Include You**

As a first-grade teacher, Heather Wald needed a high-quality, affordable and flexible graduate school. She chose Regent University for its leading-edge, values-based teaching and top online program — as recognized by U.S. News & World Report 2016. With convenient eight-week sessions, Regent helps you earn your degree at your own pace. Let our expert faculty prepare you for the next step in your teaching career.

M.Ed. Reading Specialist  
M.Ed. Special Education  
Ed.D./Ph.D. Special Education  
Autism Certificate

**APPLY TODAY.**  
Success.regent.edu  
888.713.1595

**REGENT UNIVERSITY** School of Education  
Christian Leadership to Change the World

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

Discover Your Purpose

Discover Regent

Change the World

Since our beginning in 1978, Christian leadership has influenced everything we do at Regent University. We equip award-winning, principled graduates with knowledge and faith — together — so that they can excel in their careers and live significant lives. You can too. Enjoy top-quality, affordable academics led by recognized scholars and industry experts eager to prepare you for your world-changing calling.

LEARN MORE | On Campus & Online  
success.regent.edu | 800.373.5504

**REGENT UNIVERSITY** Christian Leadership to Change the World

FULL-PAGE AD: OPTION 1

Develop Your Influence Nationally & Globally

Ready to bring innovative, effective solutions to your career in government or public administration? Regent University programs blend principled theory and real-world practice. Our faculty include a former U.S. Attorney General and a member of the Joint Chiefs of Staff. You can become a transformational leader within city hall, our nation's capital, nonprofit organizations, military, think tanks, politics, media and more. We'll prepare you.

Master of Arts in Government (M.A.J.) | Master of Public Administration (MPA)

ON CAMPUS | ONLINE

APPLY TODAY.  
success.regent.edu | 888.800.7735

**REGENT UNIVERSITY** Robertson School of Government  
Christian Leadership to Change the World

FULL-PAGE AD: OPTION 2

# Signage

## AUDIENCE

All audiences

## ELEMENTS

Primary and horizontal logos

Core colors

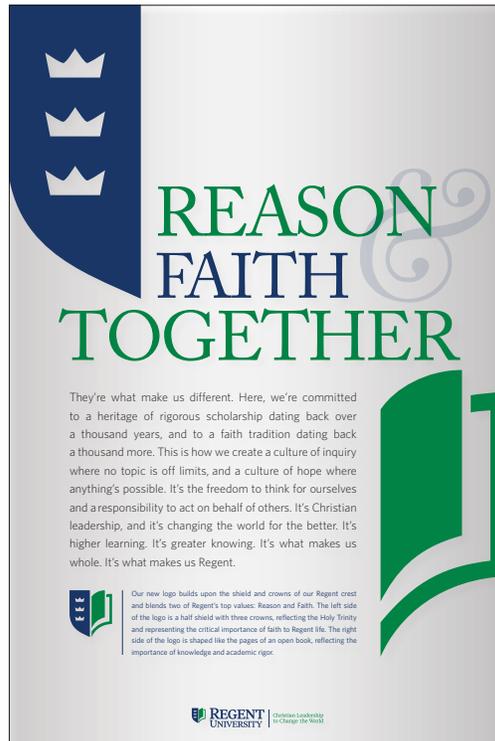
Mixed brand typefaces



BANNERS



POSTERS



# Signage

## AUDIENCE

All audiences

## ELEMENTS

Horizontal logo

Core colors

Student photography

### MESSAGING



### ACCOLADES



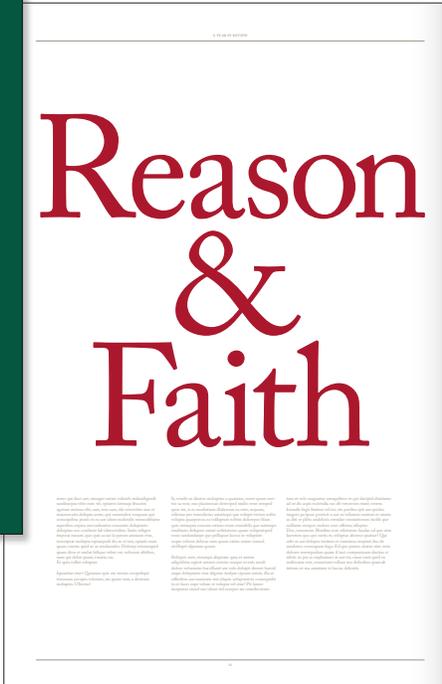
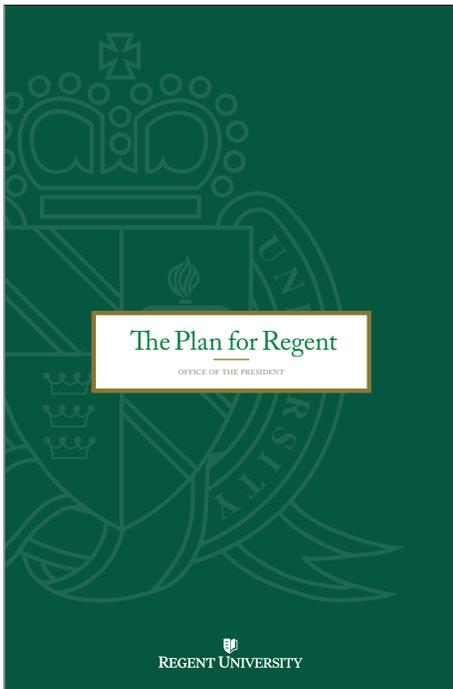
# Office of the President

## AUDIENCE

All audiences

## ELEMENTS

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



# Invitation

## AUDIENCE

Alumni and donors

## ELEMENTS

Rule lines

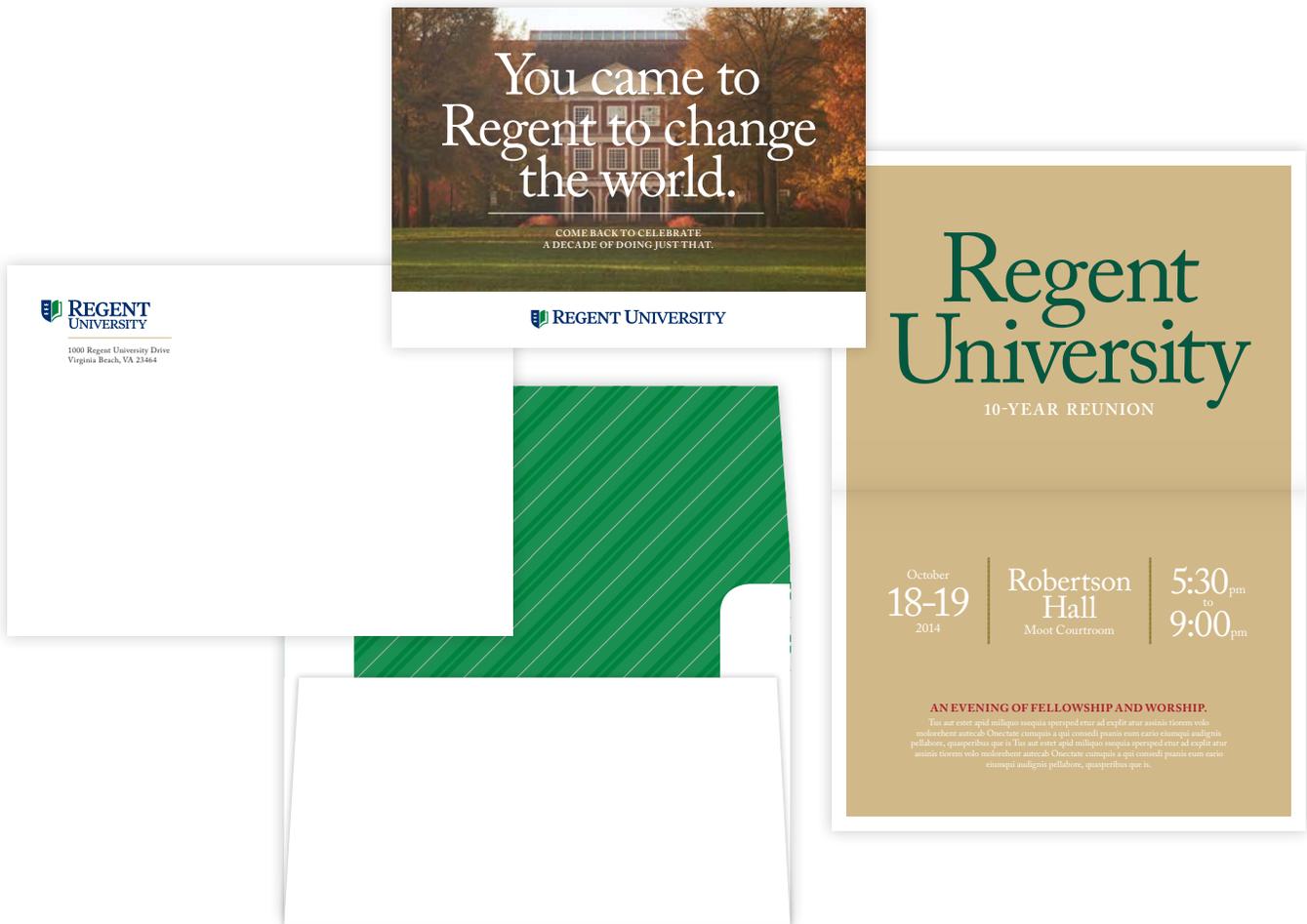
Pattern graphic

Framed boxes

Large photography

Core and dark colors

Primary and horizontal logo



# Contact Information

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