

A celebratory scene at a graduation ceremony, featuring a woman in a black graduation cap and gown with a tassel, smiling broadly and looking upwards. She is surrounded by other graduates and confetti. The entire image is overlaid with a semi-transparent green filter. The word "Renewed." is written in a large, white, serif font across the center of the image.

# Renewed.

Regent University Brand Identity Guide





*Christian Leadership to Change the World*  
is more than just our motto.

It's the heartbeat of Regent. In pursuit of this mission, we're focusing our branding, making it more easily integrated and for greater effect. Because changing the world is complex, but our branding shouldn't be.



CALL  
MOM  
♡



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This is our *renewed* primary logo.

Better balanced with redrawn Rs for greater legibility, with new secondary treatments for improved school logos.



WHEN USED ALONE, THE POSITIVE OR REVERSE PRIMARY LOGO CAN BE SCALED AS LARGE AS ONE LIKES—WITH AT LEAST A CREST “X” DISTANCE FROM ALL EDGES.



WHEN USED ON LETTERHEAD, BROCHURES, ETC., MAINTAIN THE “X” SPACE WITH LOGOS APPEARING NO LARGER THAN 5% OF THE OVERALL VISUAL AREA.



**REGENT UNIVERSITY**  
COLLEGE OF ARTS AND SCIENCES



**REGENT UNIVERSITY**  
COLLEGE OF ARTS AND SCIENCES

COLOR FOR ALL LOGOS SHOULD BE IN REGENT BLUE + REGENT GREEN, OR REVERSED IN WHITE AGAINST A CONTRASTING BACKGROUND.



**REGENT UNIVERSITY**  
SCHOOL OF LAW



**REGENT UNIVERSITY**  
SCHOOL OF EDUCATION



**REGENT UNIVERSITY**  
SCHOOL OF DIVINITY



**REGENT UNIVERSITY**  
SCHOOL OF COMMUNICATION  
AND THE ARTS



**REGENT UNIVERSITY**  
SCHOOL OF NURSING



**REGENT UNIVERSITY**  
SCHOOL OF PSYCHOLOGY  
AND COUNSELING



**REGENT UNIVERSITY**  
SCHOOL OF BUSINESS AND LEADERSHIP



**REGENT UNIVERSITY**  
COLLEGE OF HEALTHCARE SCIENCES



**REGENT UNIVERSITY**  
ROBERTSON SCHOOL OF GOVERNMENT

SCHOOL LOGOS ABIDE BY THE SAME RULES AS THE PRIMARY LOGO.



THE SHIELD IS ALWAYS USED IN WHITE AGAINST A CONTRASTING COLOR AND IS VERY SMALL—LESS THAN 5% OF THE OVERALL VISUAL AREA.

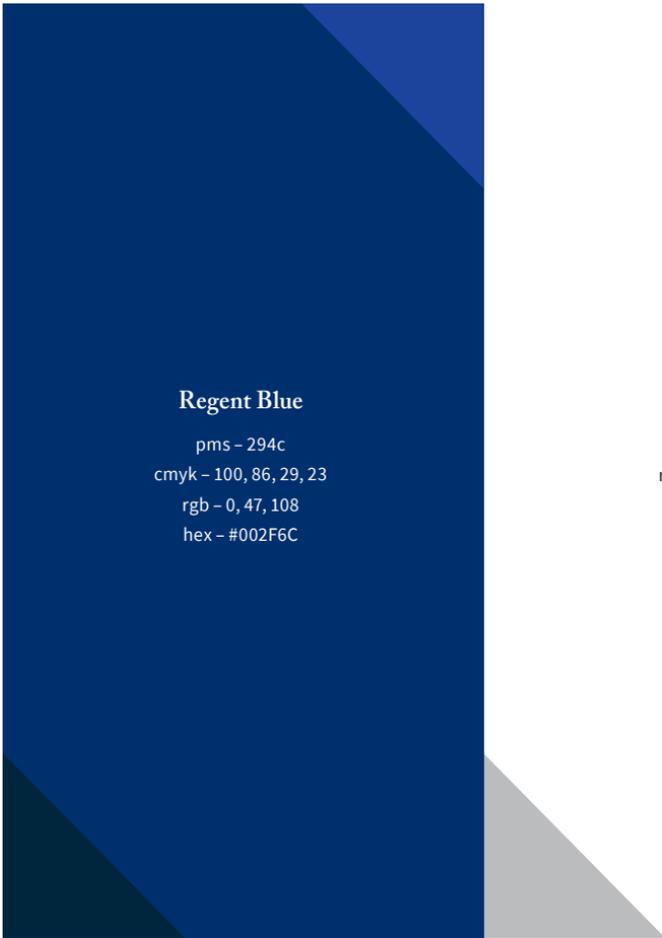
THE SHIELD IS ONLY USED WHEN "REGENT UNIVERSITY" IS TYPESET NEARBY.



THE UNIVERSITY CREST (THE ORIGINAL LOGO) WILL CONTINUE TO BE USED IN PERMANENT INSTALLATIONS AROUND CAMPUS.



HOWEVER, THE CREST IS STRICTLY LIMITED TO CEREMONIAL DOCUMENTS, AWARDS AND DIPLOMAS, AND ALWAYS APPEARS IN ONE COLOR.



**Regent Blue**

pms - 294c  
cmyk - 100, 86, 29, 23  
rgb - 0, 47, 108  
hex - #002F6C



**White**

cmyk - 0, 0, 0, 0  
rgb - 255, 255, 255  
hex - #FFFFFF

**Regent Green**

pms - 348c  
cmyk - 97, 22, 100, 9  
rgb - 0, 131, 63  
hex - #00833F

**Regent Gold**

pms - 4525c  
cmyk - 0, 10, 48, 22  
rgb - 207, 184, 124  
hex - #CFB87C

# Our *refined* color palette.

Optimized for accuracy and consistency across media, and used in the approximate proportions at left.  
New, common tonal and metallic variations are reserved for special projects.

*Clean* is  
just our type.

SOMETIMES ALL WE HAVE IS A HEADLINE OR A WORD. MAKE THEM STAND OUT.

Headlines are in Adobe Caslon Pro Regular, with 100% line spacing and no hyphenation.

Subheads are set in Source Sans Pro Light, but are half the size of the headlines. With 100% line spacing, avoid hyphenation.

Body copy is set in Source Sans Pro Light or equivalent sans-serif typeface, and is a third the size of the headline.  
No widows.

GET ADOBE CASLON PRO: GET SOURCE SANS PRO:

[fonts.adobe.com/fonts/adobe-caslon](https://fonts.adobe.com/fonts/adobe-caslon) [fonts.google.com/specimen/Source+Sans+Pro](https://fonts.google.com/specimen/Source+Sans+Pro)

Symbols are half the size of the numeral and set vertically in the middle.

#1

The numeral is set in Adobe Caslon Pro Semibold.

Ranking information is set in Source Sans Pro Bold and 1/10 the size of the numeral.

**Best Online Bachelor's Programs in Virginia**

*– U.S. News & World Report, 2021*

Source and year is set in Source Sans Pro Bold Italic and 1/15 the size of the numeral.

SOME THINGS ARE WORTH TOUTING, SUCH AS RANKINGS, AWARDS, AND OTHER ACCOLADES.

#1

**Best College in Virginia**

*– Best Value Schools, 2020*

#1

**Best Accredited Online School**

*– Study.com, 2020*

Top 10

**Military Friendly Schools**

*– Military Friendly®, 2020*

5<sup>Top</sup>%

**Most Affordable Private Christian Universities**

*CCCU Tuition Survey, 2018*

IF NOT CREATED ENTIRELY IN ONE COLOR, SET NUMERALS AND SYMBOLS IN ONE COLOR AND WORDS ANOTHER.

We approve  
this message.

HERE IS SOME TOP-LINE MESSAGING THAT WILL WORK JUST ABOUT ANYWHERE.

## Our *world-changing* distinctions.

We've never had so much to talk about, so start with these and refer back to [regent.edu/about](https://regent.edu/about) as we collect more.

- America's Premier Christian University
- High-Quality, Christ-Centered Education
- Online & On Campus in Virginia Beach, VA
- Flexible 8-Week & 15-Week Courses
- Generous Transfer Policy—Transfer Up to 90 Credit Hours
- Learn from Award-Winning Faculty
- Top Military Friendly School
- Ranked Among Top National Universities (U.S. News & World Report)
- #1 Best Online Bachelor's Program in Virginia (U.S. News & World Report)
- #1 Best College in Virginia (Best Value Schools)
- #1 Accredited Online School (Study.com)



#### VISION

Our vision is to be the most influential, Christian, transformational university in the world.

#### 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.

#### ABOUT

Founded in 1978, Regent University is America's premier Christian university with over 11,000 students online and on campus in Virginia Beach, VA. The university offers associate, bachelor's, master's, and doctoral degrees in more than 150 areas of study, including business, communication and the arts, cybersecurity and technology, divinity, education, government, law, leadership, nursing and healthcare, and psychology. Regent University tops the list of Best Online Bachelor's Programs in Virginia and is ranked among top national universities by U.S. News & World Report. Along with a commitment to academic excellence, what sets Regent apart is our mission to prepare men and women to excel both in mind and spirit.

Our students, faculty and administrators share a calling, founded on biblical principles, to make a significant difference in our world.

#### ABOUT REGENT UNIVERSITY

*Christian Leadership to Change the World* is more than just our motto—it's the heartbeat of Regent.

Whether you're just starting college, completing your degree, or ready to pursue graduate studies, at Regent University, you'll gain the knowledge, character and skills to change the world. You'll be supported by a robust student-success team ready to help you at every step of your academic journey. Best of all, you'll be challenged to grow as a principled leader whose character stands out in any industry.

For more than 40 years, Regent has developed men and women who are living examples of our steadfast commitment to excellence, innovation and integrity.

Now it's your time. The world needs remarkable Christian leaders. The world needs you.

Let's change the world.



#### MESSAGING & POSITIONING



REGENT RANKS AMONG THE MOST BEAUTIFUL COLLEGE CAMPUSES (ONLINE CHRISTIAN COLLEGES, 2021)—REASON ENOUGH TO SHOW IT OFF!

## Our *vibrant* photo opportunities.

We like to capture timeless yet contemporary images that showcase our beautiful 70-acre campus, diverse student population and surrounding coastal community.



INCLUDING PEOPLE IN CAMPUS PHOTOGRAPHY ESTABLISHES THE SCALE AND QUALITY OF OUR CAMPUS—THE HOME BASE FOR WORLD CHANGERS.



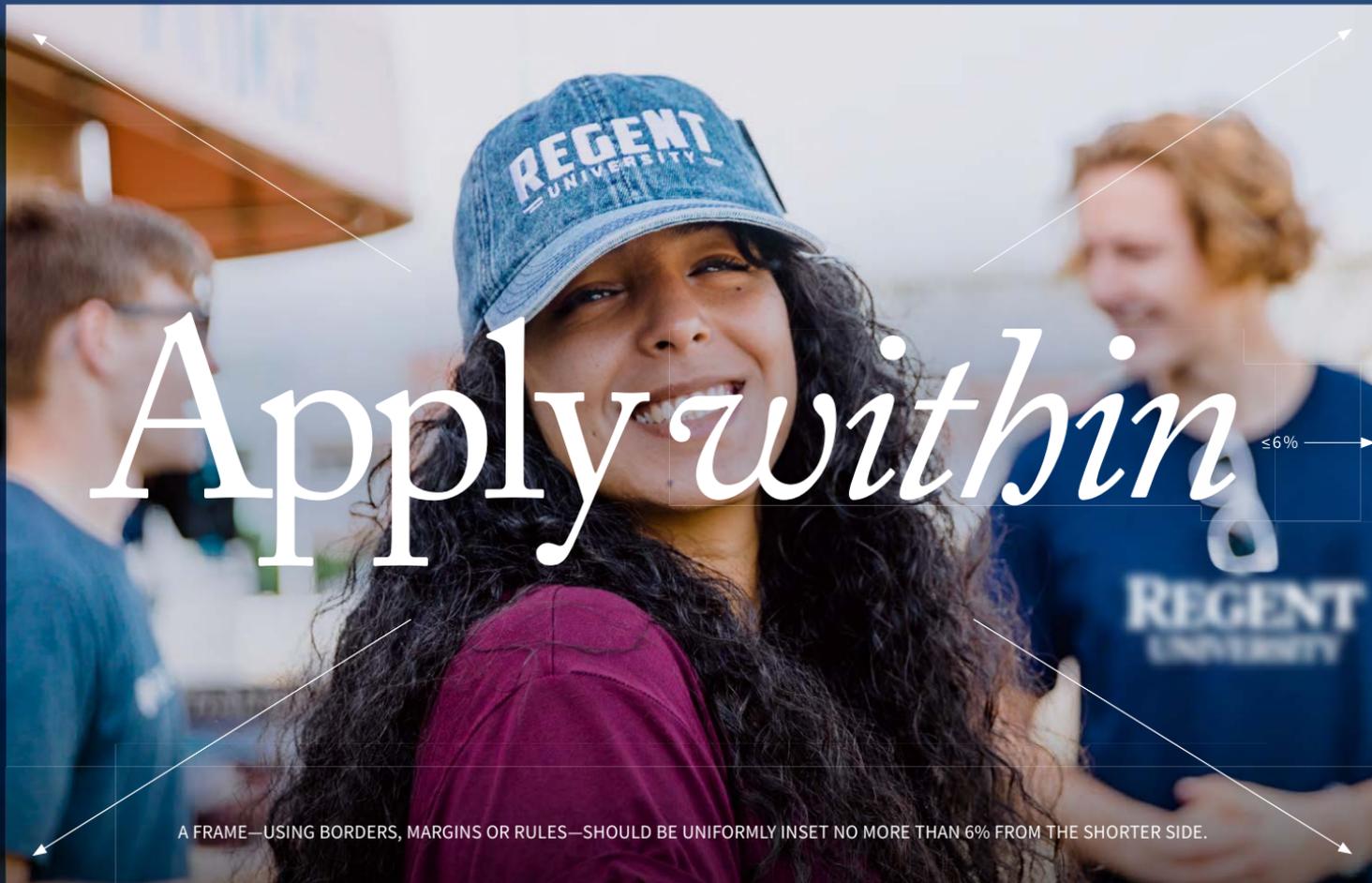
DEDICATED, HOPEFUL AND ENGAGED—OUR STUDENTS AND FACULTY MAKE CAPTURING CANDID ACADEMIC PHOTOGRAPHY EASY.



AN EXPLOSION OF COLOR AND JOY ... STUDENT SPIRIT PHOTOGRAPHY FINDS MOMENTS WORTH CELEBRATING.



BOTH ON AND OFF CAMPUS, STUDENT LIFE PHOTOGRAPHY IS CAPTURED NATURALLY, AND ALWAYS BETTER TOGETHER.



A FRAME—USING BORDERS, MARGINS OR RULES—SHOULD BE UNIFORMLY INSET NO MORE THAN 6% FROM THE SHORTER SIDE.

## Our frame for amazing subjects.

Focus on a viewer's attention to help establish brand continuity across a diverse array of media.

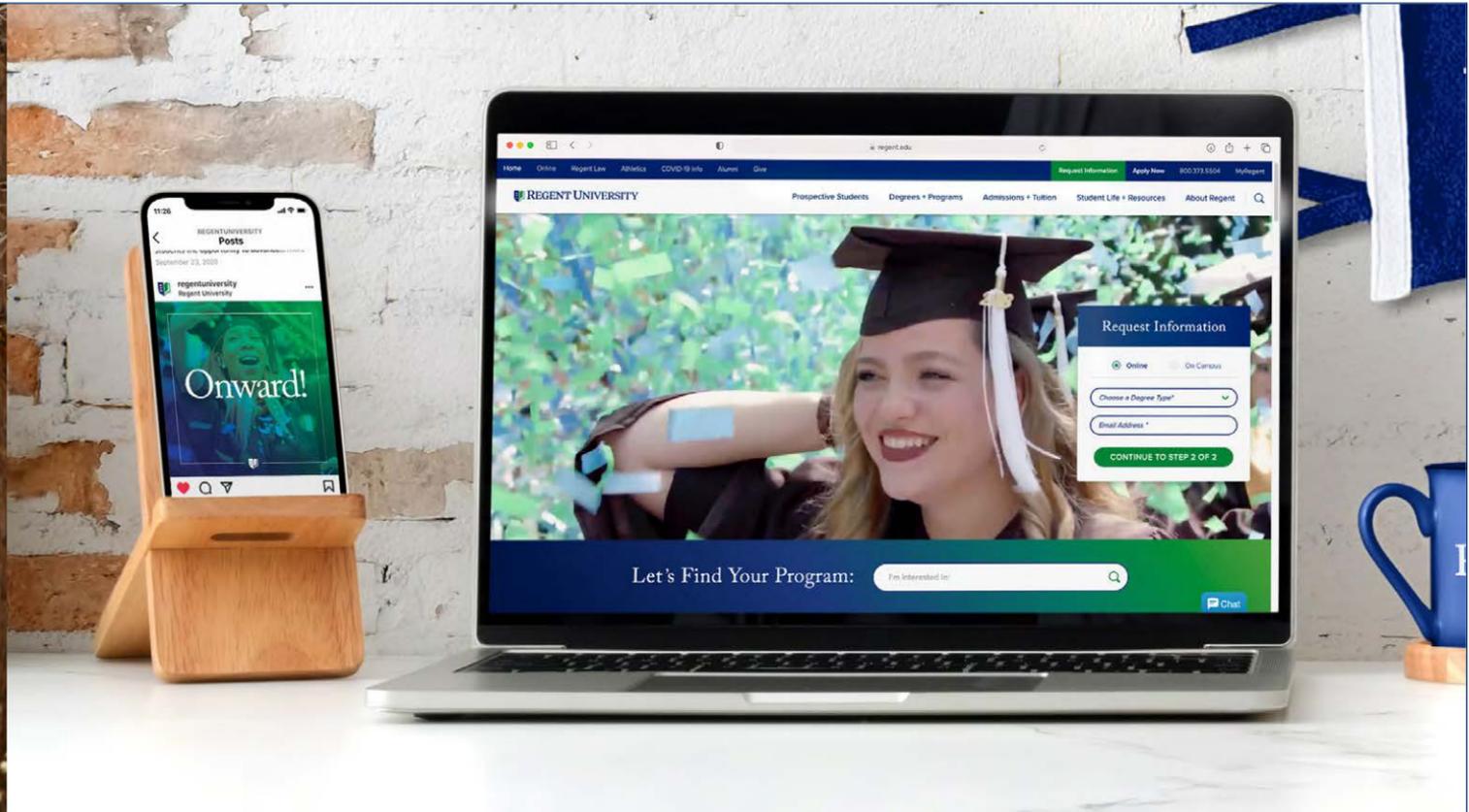
To begin, inset them by:

Letter, Legal & Tabloid: 27 points or 3/8 inches

Letter-half: 18 points or 1/4 inches

1080 x 1080 Social: 60 pixels





AROUND CAMPUS

ONLINE

# Which logo should I use?



	FILE TYPE	PRIMARY	SCHOOL LOGO	SHIELD	CREST
Stationery	.eps	•	•		
Newsletters, Flyers	.eps	•	•	•	
Official Documents	.eps	•			•
Website	.png	•	•		
Merchandise	.eps	•	•	•	
Permanent Installations	.eps				•
Signage	.eps	•			
Social Media	.png	•		•	

FOR QUICK REFERENCE, USE LOGOS IN THE RECOMMENDED FORMATS, ACCORDING TO THEIR INDIVIDUAL RULES.

## We're thrilled that you represent our university.

With every piece you create for Regent, whether campaigns, merchandise or collateral materials—you get to model excellence, innovation and integrity for us all.

This is as much an invitation as it is a guide ... an excuse to work together, for God's glory.  
Please reach out if you need help, information, or encouragement.

Let's change the world!

*Regent University Marketing*  
brand@regent.edu



*And whatever you do, whether in word or deed,  
do it all in the name of the Lord Jesus, giving thanks  
to God the Father through Him.*

Colossians 3:17



Christian Leadership to Change the World