



Brand Guide

Student Led Organizations

NON-ATHLETIC STUDENT ORGANIZATIONS

NATIONALLY-AFFILIATED STUDENT ORGANIZATIONS

Updated April 2021

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

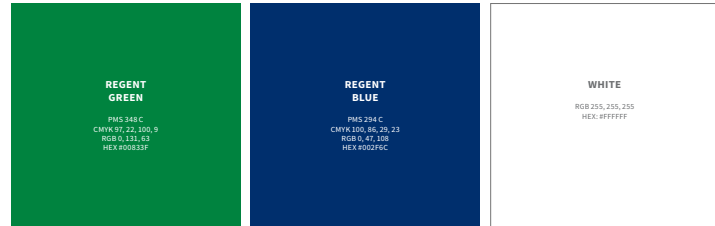
Brand Elements at a Glance

Our Shield, Typography and Color

The Composite Mark



Color Palette



Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO REGULAR

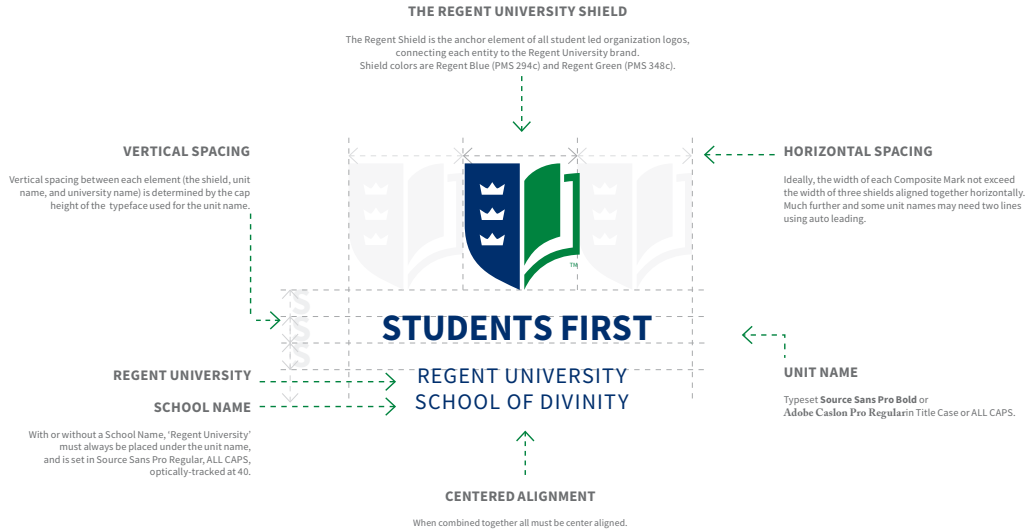
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO BOLD

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 BACK-
GROUNDS, ALL ELEMENTS
SHOULD APPEAR IN WHITE.

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 Source Sans Pro Regular, 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 Source Sans Pro 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 Source Sans Pro Regular, 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

