

TYPOGRAPHY

The font used in the EDR Place Brand is Mark Pro. This typeface is to be used for all the EDR Place Brand communications.

Headlines should be set in Mark Pro Black while body copy should be in Mark Pro Regular.

MARK PRO

BLACK, BOLD, REGULAR, LIGHT



HEADLINE

SUBTITLE

Lorem Ipsum ipsaect otaecab inciatio berios as alit fugiamus, nus, sunt tores is qui tem sinum rem la cuptat adit, quias apelitiaerum fugiae veritenimus.

MARK PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO BOLD
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO REGULAR
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO LIGHT
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOURS

The EDR Place Brand colour palette uses colours from EDR's and Tourism Regina's brand guides for brand recognition.

The gradient from light blue to green is of primary use in the Place Brand communications.

PRIMARY



PANTONE **533**
CMYK **100 100 23 62**
RGB **12 0 60**
HEX **#0C003C**

PANTONE **3015**
CMYK **100 32 0 25**
RGB **0 97 150**
HEX **#006196**

PANTONE **312**
CMYK **92 0 12 0**
RGB **0 175 219**
HEX **#00AFDB**

SECONDARY



PANTONE **123**
CMYK **0 16 89 0**
RGB **255 200 54**
HEX **#FFC836**

PANTONE **368**
CMYK **63 0 97 0**
RGB **104 189 73**
HEX **#68BC49**

#00AFDB



#68BC49

HEADLINE

WORDMARKS

INSIDE THE CITY: HOMEGROWN REGINA

Intended to capture the spirit and drive of Regina's people, the Homegrown Regina wordmark will be used for applications inside the Greater Regina Area when celebrating civic pride among citizens

2-Line (preferred)

**HOMEGROWN
REGINA™**

**HOMEGROWN
REGINA™** **HOMEGROWN
REGINA™**

1-Line

HOMEGROWN REGINA™

HOMEGROWN REGINA™

HOMEGROWN REGINA™

EXTERNAL MARKETING: GROW YOUR WORLD REGINA

Intended to express the opportunity Regina has to offer all people, and to reflect the Brand Promise, the Grow Your World Regina wordmark will be used in investment, event or talent attraction activities outside the Greater Regina Area.

**GROW YOUR WORLD
REGINA™**

**GROW YOUR WORLD
REGINA™** **GROW YOUR WORLD
REGINA™**

PLACEMENT

In either case, Regina's Place Brand wordmarks may be placed prominently in a layout as needed. During a partnered activity when other corporate identities are present, they will be placed on the lower right-hand corner of a layout with partner identities to the left.