

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, sunto tores is qui tem sinum rem la cuptat adit, quias apelitiaerum fugiae veritenimus.

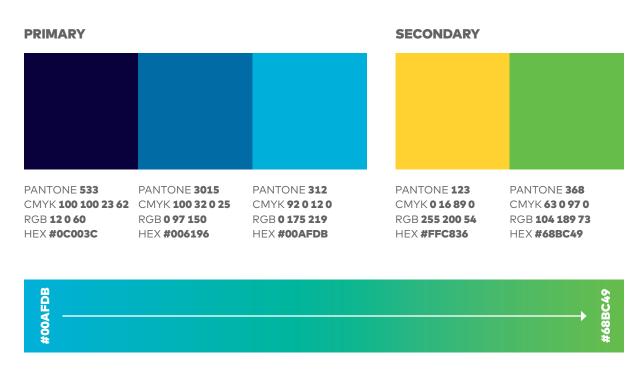
MARK PRO BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO BOLD abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO REGULAR abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARK PRO LIGHT abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ 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.



HEADLINE



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



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.





PLACEMENT

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