

# Visual Identity Guidelines

The Regina 25



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The background is a solid light green color. It features several geometric elements: a large, faint, light green circle centered in the upper half; a thick, dark green curved line that starts from the top center and curves down towards the right; a thick, dark green curved line that starts from the bottom center and curves up towards the right; and two dark green squares, one on the left and one on the right, each with a diagonal line from the top-left to the bottom-right corner. The word "Logo" is written in a bold, white, sans-serif font, centered horizontally and slightly below the vertical center.

**Logo**

# Logo

The Regina 25 logo is the primary element of our visual identity and should appear on all communications.

Please ensure the logo is reproduced at a legible size.

Do not attempt to reset the wordmark or build another configuration.

Always use digital files supplied by The Regina 25.

## Clear Space

Proper use of clear space ensures the visual impact and legibility of the logo. When calculating the minimum amount of clear space, please follow the guidelines provided. Additional clear space is preferred whenever possible.

## Minimum Size

To maintain legibility, the minimum size requirements for the horizontal logo is 1.75" wide and 0.65" for the vertical version.





# Logo Usage

## Horizontal / Vertical Logo

The choice to use a vertical or horizontal logo depends on the situation and where the logo will be used. Use the logo best suited for your design area.

### Horizontal Logo



### Vertical Logo



# Incorrect Logo Usage

## Don't

1. Angle the logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevels and embossing, lighting effects, and drop shadows.
3. Place the logo over busy photography.
4. Change the logo colours.
5. Modify the letters in any way.
6. Scale the logo disproportionately.
7. Skew or transform the logo.
8. Remove any part of the logo.
9. Adjust the proportion of any of the logo elements.



# Award Category

The Regina 25 recognizes people who have transformed Regina's community and economy, making our city a place where people and businesses thrive. There are five categories to recognize and celebrate the spirit and ambition that have made Regina such a special place for so many people.

Each of the five award categories is distinguished by its own colour.

## **Growers**

Entrepreneurs whose businesses truly reflect Regina's passionate get-it-done spirit and have made an impact in Regina and beyond.

## **Change-Changers**

Upstarts whose innovative ideas are making a difference here and potentially around the world.

## **Mentors**

Business leaders who have contributed to the growth of Regina's economy and the career paths of citizens.

## **Grassroots**

Business and community leaders who have brought people together in typical Regina fashion and made our community better.

## **Quick Studies**

People who are new to the city and have quickly grown their world and made Regina a better place.

# Award Category Logos



# Logo Colourways

## Black Version

The black version is for use on black-and-white applications.

## Reverse Version

The reverse version is for use on black-and-white applications or dark-coloured backgrounds. The logo may be printed on any solid colour, texture, or photographic background that provides sufficient contrast for clarity and legibility.

## The Number 25

In order to accommodate the shapes in the 25 in the reverse logo, two of the shapes are at a 50% opacity to allow the shapes to remain visible.



The background is a solid light orange color. Overlaid on this are several geometric elements: a large, faint, light orange 'X' shape that spans most of the frame; two smaller, darker orange squares positioned on the left and right sides, each with a diagonal line from the top-left to the bottom-right corner; and a thick, dark orange curved line that starts at the top center, curves down and outwards to the right, then turns and curves back down and inwards towards the bottom center.

# Colour Palette

## The Colour Palette

The colour palette consists of the primary and secondary colours of the Economic Development Regina brand with the addition of a vibrant orange. Orange adds warmth to the palette and acts as a complementary colour to the existing blues within the palette.

### Pantone 533 C

CMYK 100 100 23 62  
RGB 12 0 60  
HEX #0C003C

### Pantone 7683 C

CMYK 79 64 0 0  
RGB 74 102 175  
HEX #4A66AF

### Pantone 367 C

CMYK 43 2 100 0  
RGB 160 199 59  
HEX #A0C73B

### Pantone 158 C

CMYK 2 62 100 0  
RGB 238 125 34  
HEX #EE7D22

### Pantone 7417 C

CMYK 2 88 88 0  
RGB 234 70 51  
HEX #EA4633

### Pantone 7690 C

CMYK 89 55 0 0  
RGB 4 111 183  
HEX #046FB7

### Pantone 310 C

CMYK 57 0 15 0  
RGB 93 200 217  
HEX #5DC8D9

The background is a solid medium blue. Overlaid on this are several geometric elements: a large, light blue stylized letter 'A' that spans most of the frame; two smaller, darker blue squares, one in the top-left and one in the top-right, each with a diagonal line from the top-left corner to the bottom-right corner; and a thick, dark blue curved line that starts at the top center, curves down and to the left, and then curves back up towards the right, passing behind the 'A' and the central text.

# Typography

## External Fonts

The primary font of the brand is Stevie Sans. Stevie Sans is a unique yet professional sans serif font. It comes with a wide range of weights and variations that can be used to enhance design.

## Stevie Sans

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWw  
XxYyZz1234567890

## Internal Fonts

The internal fonts are accessible counterparts that can be used across Microsoft programs internally. Avenir Next is to be used in place of Stevie Sans.

## Avenir Next

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWw  
XxYyZz1234567890

