# Visual Identity Guidelines

The Regina 25

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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.

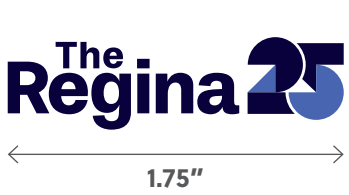
Always use digital files supplied by The Regina 25.

## 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.

# 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

# 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