Regis Catholic Schools
Logo & Brand Identity Guidelines
Mission & Vision Identity Guidelines
Icons/Secondary Logos
The proceeding document is a guideline for the usage of all Regis Catholic Schools logos. It is to be used for the promotion, marketing, and communications of the Regis Catholic Schools system. Any use of these logos must adhere to these guidelines unless permission is obtained from the Communications Director.

For RCS logo brand guideline questions or if an electronic copy of a logo is needed please contact:
Meghan Kulig - Communications Director for Regis Catholic Schools.
phone: (715) 830.2273, ext. 1402 or email: mkulig@RegisCatholicSchools.com

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THE RCS BRAND LOGO

There are two orientations of the brand logo 1) vertical and 2) horizontal. The brand logo includes both the logotype and the wordmark. The complete brand logo should not be modified from the versions shown. The preferred usage is the 3-color RCS logo on a white background. The preferred usage is to print 2-color logo with Pantone approved colors. Use one of the approved alternative logos when PMS and four-color process are not available.
THE RCS BRAND LOGO VARIATIONS

There are three color versions of the logo(s) 1) three color 2) two color and 3) black and white. The logo includes both the symbol and the accompanying text. The logo should not be modified from the versions shown.

Only one of the approved RCS brand logo variations should be used for all printing, stationary, and web applications.

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THE RCS SYSTEM SCHOOL LOGOS

There are two color versions of the logo(s) 1) three color and 2) black and white. The logo includes both the symbol and the accompanying text. The logo should not be modified from the versions shown.

Only one of the approved RCS system school logo variations should be used for all printing, stationary, and web applications.
THE RCS SYSTEM CHILD DEVELOPMENT LOGOS

There are two orientations of the logo 1) vertical and 2) horizontal. The logo includes both the symbol and the accompanying text. The logo should not be modified from the versions shown. There are two color versions shown 1) three color and 2) black and white.

Only one of the approved RCS system child development logo variations should be used for all printing, stationary, and web applications.
THE RCS PRACTICES TO AVOID

All RCS brand logos should not be altered in any way from the original files. Practices to avoid pertain to all RCS brand and school logos.

DON’T stretch, bend, condense, or change the logo’s dimensions.

DON’T alter or replace the typefaces of the logo.

DON’T rearrange the logo’s elements.

DON’T add any extra elements to the logo.

DON’T crop the logo in any way.

DON’T use colors other than those specified in this document.

DON’T use visual effects.

DON’T rotate or pivot the logo.
THE RCS BRAND COLOR PALETTE

The logo colors are green, gold and black. Any print or electronic reproduction should use the color values shown below. If the logo is used on special materials, the colors should match as closely as possible to the PMS color value.

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>349 coated / matte / uncoated</td>
<td>100</td>
<td>0</td>
<td>91</td>
<td>42</td>
<td>0</td>
<td>112</td>
<td>60</td>
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<td>10</td>
<td>39</td>
<td>100</td>
<td>0</td>
<td>227</td>
<td>161</td>
<td>36</td>
</tr>
<tr>
<td>Black 6 coated / matte / uncoated</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>35</td>
<td>31</td>
<td>32</td>
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<tr>
<td>Gray</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td>147</td>
<td>149</td>
<td>152</td>
</tr>
</tbody>
</table>

The RCS Brand Typefaces

The official typeface used for the Regis Catholic Schools logo wordmark is ITC Slimbach Bold and ITC Slimbach Medium. The font can be used sparingly throughout documents produced using the logo. For body copy of documents produced using the logo, it is recommended that Gotham Book is used. When recommended fonts are not available a similar sans serif font may be used.

ITC Slimbach Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz

ITC Slimbach Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz
THE RCS TAGLINE AND MISSION STANDARDS

Standards When Used Together

The relationship between the RCS Tagline and Mission Statement is pre-determined and fixed when used together. The elements should not, under any circumstances, be altered in proportion or placement when used together.

1. **Learning Today, Leading Tomorrow**
   Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.

2. **Mission Statement**
   The Mission Statement is created artwork. It may be scaled up or down, but always in proportion with the RCS Tagline when used together. The Mission Statement will always be represented in 100% black, Regis green, or white.

**Two or More Color Printing Examples**
RCS Tagline and Mission printed on a dark background

**Learning Today, Leading Tomorrow**
Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.

**One Color Printing Examples**
RCS Tagline and Mission printed on a dark background

**Learning Today, Leading Tomorrow**
Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.

RCS Tagline and Mission (black text) printed on a light background

**Learning Today, Leading Tomorrow**
Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.

RCS Tagline and Mission printed on a light background

**Learning Today, Leading Tomorrow**
Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.

RCS Tagline and Mission printed on a dark background
THE RCS CORRESPONDENCE & MISSION STANDARDS
Standards When Used For Correspondence

The proceeding document is a guideline for correspondence consistency and the usage of the Regis Catholic Schools Mission Statement in correspondence that represents the school system via promotional and marketing materials, letter, or electronic email.

The Mission Statement is pre-determined. The content of the Mission Statement should not, under any circumstances, be altered.

Correspondences representing Regis Catholic Schools should be consistent and uniform. The standard fonts to be used when representing Regis Catholic Schools Mission Statement via promotional and marketing materials, letter or electronic email should be created using the fonts and style guidelines as explained below. When including the Mission Statement within the content of the correspondence, the statement should be represented as follows:

A. **Statement introduction**: Arial Bold

B. **Verb**: Slimbach Medium-Italic

C. **Value**: Arial Black

Regis Catholic Schools is dedicated to educating students of all faiths in a Catholic, Christ-centered environment. We are united by Our Core Values of Living Faith, Accepting Responsibility, Promoting Teamwork, Achieving Excellence, and Inspiring Leadership.
RCS ICONS/SECONDARY LOGOS
Regis Catholic Schools Foundation Logos

In addition to our system and facility logos, several other icons and logos have been created to help promote the Regis Catholic Schools Foundation, our athletics teams and various Regis Catholic Schools programs.

The complete icon/logo should not be modified from the versions shown. If you have any questions, please contact Meghan Kulig at (715) 830-2273, ext. 1402 or mkulig@RegisCatholicSchools.com.

Regis Catholic Schools Foundation
There are two orientations of the logo 1) vertical and 2) horizontal. The logo includes both the symbol and the accompanying text. The logo should not be modified from the versions shown. There are two color versions shown 1) three color and 2) green and white.

Regis Fund, Regis Legacy Society, Regis Scholarships.
There is one logo for each supporting entity.
RCS ICONS/SECONDARY LOGOS
THE RCS RAMBLER MASCOT

The Rambler consists of a stand alone mascot logo. The mascot logo should not be modified from the versions shown. There are four color versions shown 1) three color 2) two color 3) one color and 4) black and white. Only the approved RCS Rambler mascot should be used for RCS booster promotions in all printing, stationary and web applications. All previous versions of the RCS Rambler should be retired from usage.

*Please note, ALL apparel orders for Regis Catholic Schools-affiliated sports teams must be approved by the Regis High School Athletic Director and the Regis Catholic Schools Communications Director before being printed.*

All previous versions of the RCS Rambler should be retired from usage.

Approved Rambler

Retired Ramblers - Not Approved
RCS ICONS/SECONDARY LOGOS
COMBINED SCHOOL ATHLETIC PROGRAMS & REGIS RAMBLERS BLOCK “R”

Combined School Athletic Programs

Regis Ramblers Block “R”

There are four color versions available 1) black only 2) green and black
3) green only 4) white and black.
RCS ICONS/SECONDARY LOGOS CONT.
Regis Catholic Schools Clubs, Events, and Programs

The logos should not be modified from the versions shown.

The WFV logo is updated yearly.
RCS ICONS/SECONDARY LOGOS CONT.
Regis Catholic Schools Clubs, Sports, Events, and Programs

Regis Catholic Schools Auction

The logo should not be modified from the version shown.