



# Regis Catholic Schools

## Logo & Brand Identity Guidelines





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](mailto:mkulig@RegisCatholicSchools.com)*

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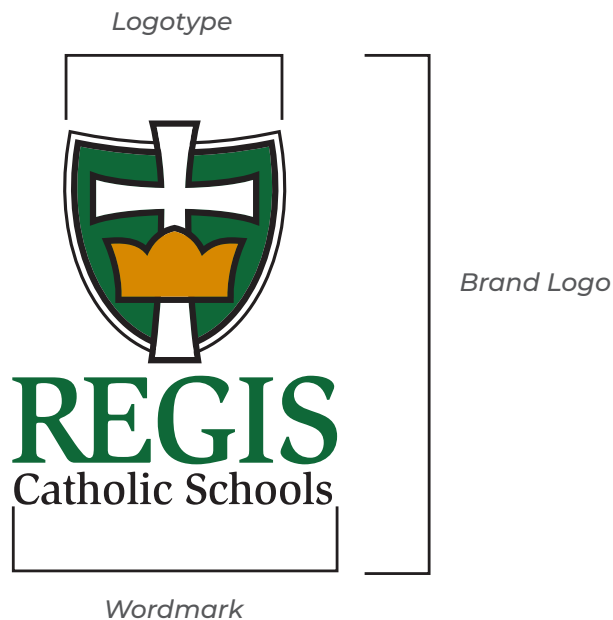
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## THE RCS BRAND LOGO

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.



Horizontal



Vertical



## 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.



## 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.


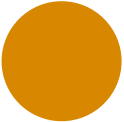




**DON'T** rotate or pivot the logo.



## 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.

	PANTONE	C	M	Y	K	R	G	B
	349 coated / matte / uncoated	100	0	91	42	0	112	60
	131 coated / matte / uncoated	10	39	100	0	227	161	36
	Black 6 coated / matte / uncoated	0	0	0	100	35	31	32
	Gray	0	0	0	50	147	149	152

## 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 is only used in the the official RCS logos.

For headlines and sub-headlines, it is recommended that Montserrat Bold or Montserrat Medium are used. They may be used interchangeably dependant on the design approach.

For body copy of documents, it is recommended that Montserrat Book is used. When recommended fonts are not available a similar san serif font may be used such as Arial.

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

Montserrat Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

Montserrat Regular

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**

2. **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*.**

**1. RCS Tagline** The RCS Tagline is created artwork. It may be scaled up or down, but always in proportion with the Mission Statement when used together. The RCS Tagline will always be represented using the Regis gold or white.

**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*.

RCS Tagline and Mission (Regis green 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 (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*.

### 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 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*.



# 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**

**A.** ..... **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.***

**B.** ..... **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.***

**C.** ..... **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](mailto: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

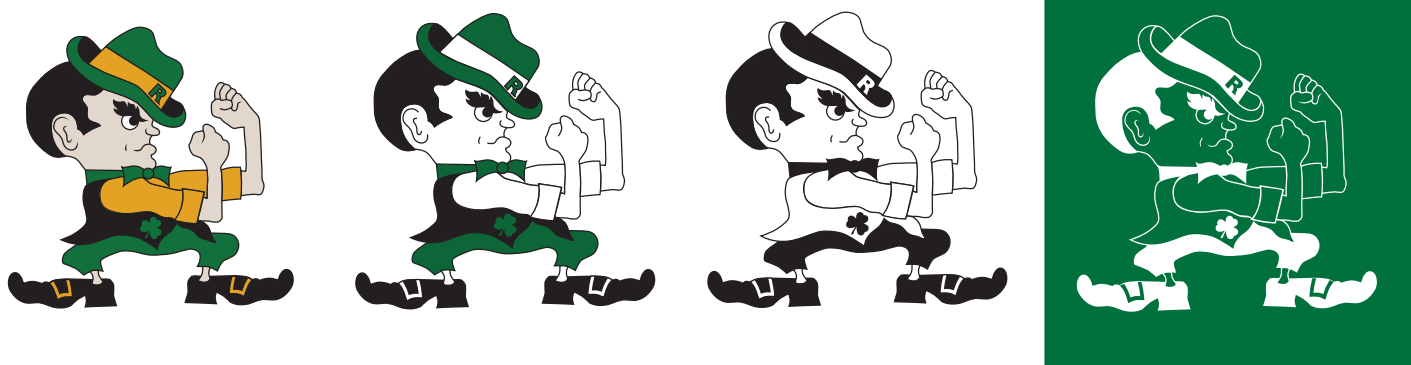
The Rambler consists of a stand alone mascot logo.

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.

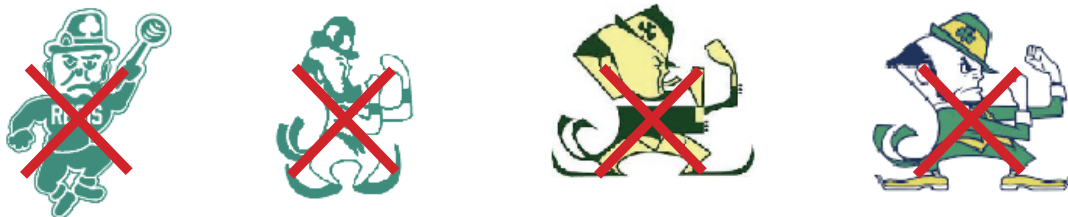
*Please note, ALL apparel orders for Regis Catholic Schools-affiliated sports teams must be approved by the Regis High School Athletic Director and the Regis Catholic Schools Communications Director before being printed.*



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.



## 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.



*Art Back-  
ground*



## STAFF EMAIL SIGNATURE GUIDELINES

The use of a standard, consistent, and clean email signature presents a unified, professional appearance for our system. The following are recommended guidelines for email signatures for our Regis Catholic Schools faculty and staff.

### DO

- Keep it simple. Use common fonts, sized 12-14 points.
- Use a single color, such as black.
- Use the Regis Catholic Schools logo at the bottom of your email signature.
- Include simple URLs (without "http://www").
- Include social media links in plain text without icons.

### DON'T

- Use special colors/fonts.
- Add other images or videos.
- Use any quotes or added personal text. They may be perceived as an official statement from the system.
- Include your location address, unless you frequently host visitors.

## Standard Email Signature Format (Minimal + Links)

### MINIMAL

#### Name (BOLD)

Title

Location/School

Office or Cell Phone Number

### WITH LINKS

#### Name (BOLD)

Title

Location/School

Office Phone Number

Cell Phone Number (If Applicable)

Email Address | [RegisCatholicSchools.com](mailto:RegisCatholicSchools.com)

Individual Teacher Website (If Applicable)

Social Media Link (Optional)

{RCS Horizontal Logo}

### EXAMPLE

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**Meghan Kulig**

Communications Director

Regis Catholic Schools Central Office

Office | (715) 830-2273, ext. 1402

Cell | (715) 579-4684

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