



Brand *Guidelines*

Regina Catholic Schools

2025



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About *Us*

Regina Catholic Schools is a PK–12 private, Roman Catholic co-educational school in Iowa City, Iowa, United States. It is located in the Roman Catholic Diocese of Davenport.

Mission & Values

Regina is committed to preparing tomorrow's leaders through a comprehensive educational experience focused on excellence and anchored in the teachings of the Roman Catholic Church.

2 0 2 5



Core Values:

- Reliability - be the person others can count on
- Effort - give 100% effort and embrace challenges
- God-Centered - dedicate words and actions to Christ
- Attitude - act positively and professionally at all times
- Leadership - empower and serve others

Our purpose is to develop students in a faith-filled community for their journey at Regina and beyond.



Logo *Design*

The Regina Catholic Schools
R Cross logo MUST, wherever
possible, be used in some
format on all printed pieces.
The logo consists of a gold
cross with a navy R.



Our Logo

Do not *Do This*



Regina Catholic Schools

**DO NOT CROP
THE LOGO**



Regina Catholic Schools

**DO NOT ADD
EFFECTS**



Regina Catholic Schools

**DO NOT CHANGE
LOGO COLOR**



Regina Catholic Schools

**DO NOT ANGLE
LOGO**



Regina Catholic Schools

**DO NOT
STRETCH LOGO**

Our Logo

Do Not *Do This Continued*

- **DO NOT** use unapproved type styles
- **DO NOT** use unapproved colors
- **DO NOT** use distorted versions of the logo or outdated versions not seen in this guide
- **DO NOT** use drop shadows with either logo
- **DO NOT** use foil or metallic inks. NOTE: Gold is the preferred foil, to be used only as a border, seal or other approved graphic treatment.
- The logo should never be compromised.
- **DO NOT** R Cross to replace the R in any word other than “Regals” or “Regina.”



Apparel & *Uniforms*

The following guidelines should be followed when designing official Regina Catholic Schools game uniforms, band/choral attire, or clothing:

- Letters, number, symbols, and logos must be printed in hex code: #00325B or #F0B323, or white.
- Uniform colors can be white, gray, navy, or gold. Attempt to match the hex code color if possible.
- Flexibility with font use and clothing colors will be given for practice attire, team shirts, and club/organization t-shirts/memorabilia. You may print “Regina Catholic Schools” (or another approved version of the school’s name) in any font and orientation (i.e. arch). ***However, only the following colors are approved for printing the school’s name: silver, gray, white, navy, or gold.***

As a courtesy, please send a proof to the Communication Director’s office prior to printing.
Send emails to: jaecee.hall@regina.org



Color *Palette*

Primary

HEX CODE: 1235 C



#00325B

HEX CODE: 534 C



#F0B323

Secondary



#0055B8

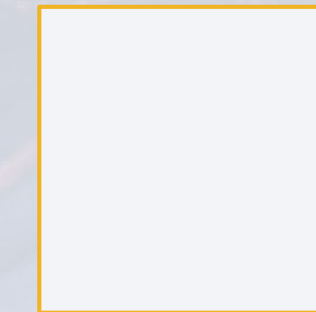


#FFC52F

Tertiary



#EDF3FA



#F3F4F7

Typography

Aa Georgia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
1234567890

Aa Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz1234567890

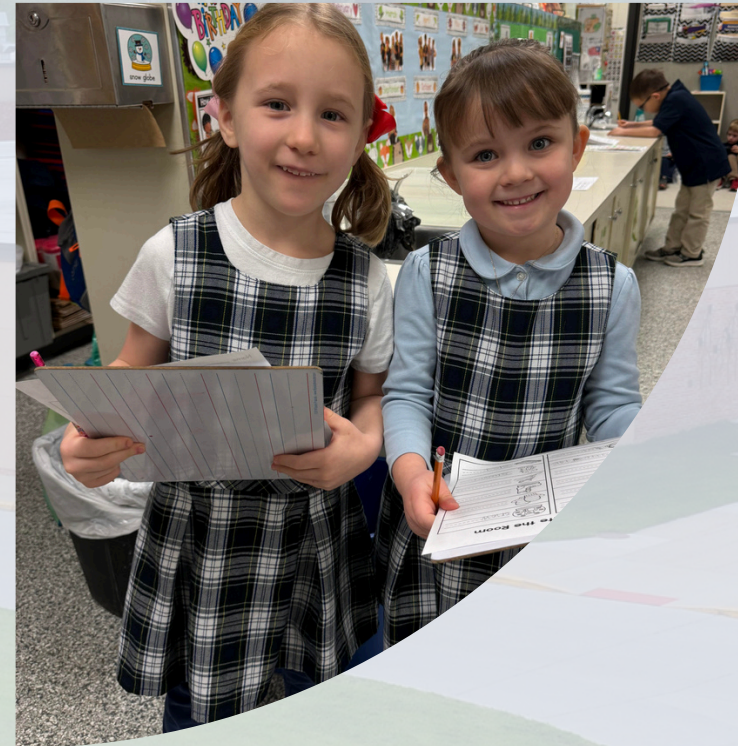


Name *Use*

When referencing the school, you may use any of the following:

- Regina Catholic Schools
- Regina
- Regina Regals
- Regals
- Regina Catholic

Only the following colors are approved for printing the school's name:
silver, gray, white, navy, or gold.



Identity Consistent *Use of our Standards*

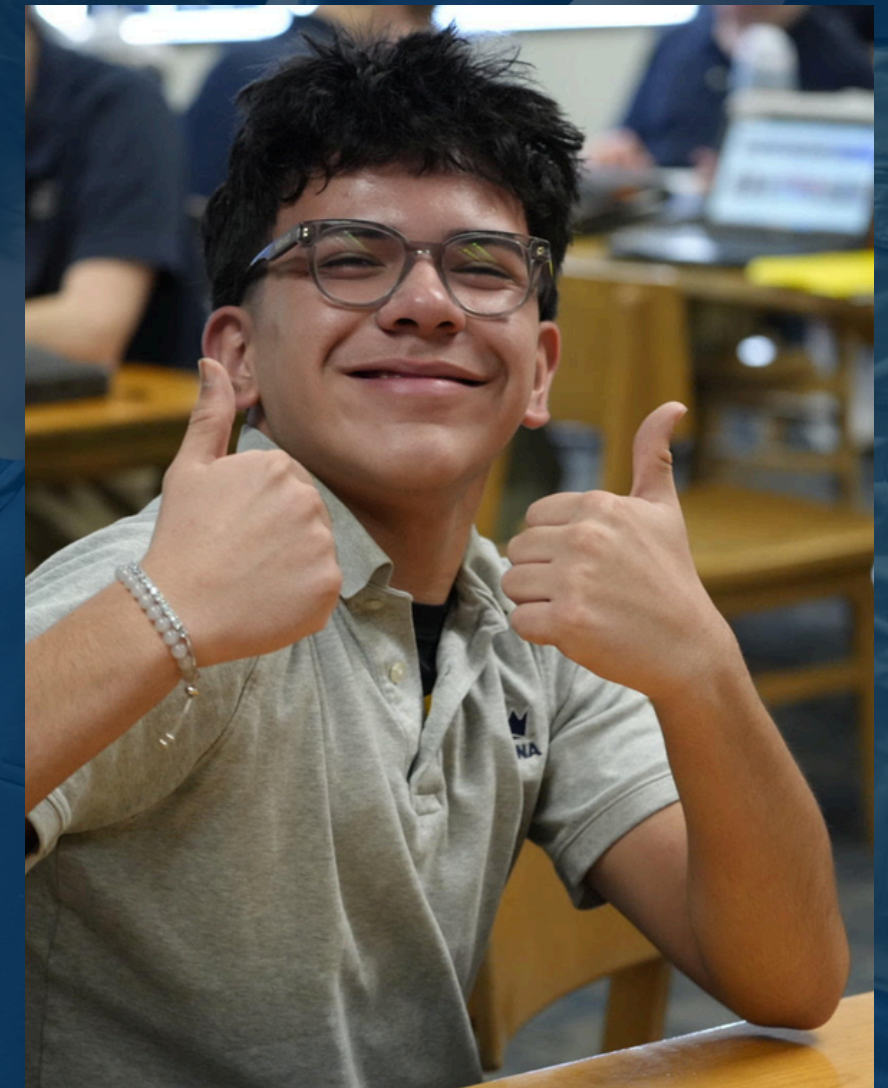
Consistent use of our identity standards with all Regina Catholic Schools to:

- Create recognition
- Provide differentiation
- Shape messages and images
- Link all communication by readily identifying their source as being from Regina Catholic Schools

Components of our visual identity include:

- Our full name: Regina Catholic Schools
- The logo and layout: Both in color and black-and-white
- Use of color: Hex Code: 1235 C and 534 C

Together, these components will strengthen people's connection to the school. Our brand helps develop our identity, increases awareness, and creates emotional connections.



Guidelines Summary

Consistent, uniform usage of the Regina Catholic Schools identity will create recognition, provide differentiation, shape our messages and images, and link all communications by readily identifying their source as being from Regina Catholic Schools.

It not only offers us the ability to establish appropriate quality standards for our institution and our materials, it also allows efficiencies, which will reduce unnecessary expensive customization.

2 0 2 5



As a member of the Regina Catholic Schools community preferred vendor, you play a very important role in our marketing efforts and in helping strengthen our brand.

Follow these Branding & Graphic Standards Guidelines when using the Regina Catholic Schools name, logo, or likeness.

- Some form of the logo must appear on everything you distribute/print externally (follow guidelines).
- You may print “Regina Catholic Schools” (or another approved version of the school’s name) in any font and orientation (arch). However, only the following colors are approved for printing the school’s name: silver, gray, white, gold, or navy.
- Use only the following colors for the logo: 2-color (#00325B and #F0B323) or one-color (#00325B or #F0B323)
- Logo slicks (b/w) must be given to vendors with specs sheet when printing our logo on anything.
- Logo files may be obtained at www.regina.org

Get in *Touch*

If you have any questions, we
would love to hear from you.

✉ jaecee.hall@regina.org

🌐 www.regina.org

