
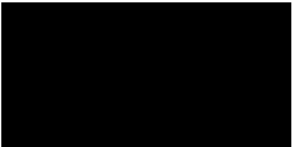



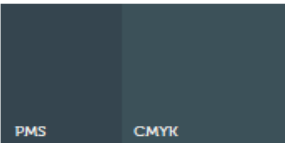
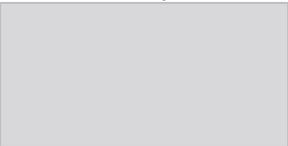




MARK/LOGO	GENERAL USAGE								
REGIS JESUIT ®	The name Regis Jesuit is the official and preferred reference to the school and a federally registered trademark owned by Regis Jesuit High School.								
LOGO FONTS	<p>The official Regis Jesuit High School is based on the Baker Signet font; campus signage utilizes this font.</p> <p>The school motto <i>Men and Women with and for Others</i> uses Zapfino.</p>								
APPROVED COLORS PRIMARY PALETTE Raider Red  100% Black  100% White (outlined) 	<p>There are only three approved colors used for logos for Regis Jesuit High School: red, black and white. Care should be taken when reproducing the two-color version of any approved logos to ensure proper registration (alignment) and density.</p> <p>RAIDER RED COLOR FORMULAS</p> <table> <tr> <td>Pantone</td><td>187 C</td></tr> <tr> <td>CMYK</td><td>0/100/79/20</td></tr> <tr> <td>RGB</td><td>179/27/52</td></tr> <tr> <td>Hex</td><td>#C41130</td></tr> </table>	Pantone	187 C	CMYK	0/100/79/20	RGB	179/27/52	Hex	#C41130
Pantone	187 C								
CMYK	0/100/79/20								
RGB	179/27/52								
Hex	#C41130								

If you have questions about our colors or logos or wish to request a logo for use, please contact Charisse Broderick King at cbroderickking@regisjesuit.com or 303.269.8058.

APPROVED COLORS	<p>These colors can be used as accent colors only for print and digital publications and platforms. Except for the black and gray, they are not currently approved for use on uniforms or other school apparel or gear. Please note that colors may reproduce with some variation depending on the type of paper selected and the printer quality and ink density used.</p>
SECONDARY PALETTE	
<p>Jet</p> 	
<p>Red Accent</p> 	
<p>Charcoal Blue</p> 	
<p>Gray</p> 	<p>JET BLACK - Used on website</p> <p>CMYK 0/0/0/79</p> <p>RGB 54/54/54</p> <p>Hex #363636</p> <p>RED ACCENT</p> <p>Pantone 188 C</p> <p>CMYK 30/98/82/36</p> <p>RGB 119/35/48</p> <p>Hex #772330</p> <p>CHARCOAL BLUE</p> <p>Pantone 7546 C</p> <p>CMYK 36/17/0/65</p> <p>RGB 15/22/27</p> <p>Hex 394A59</p> <p>GRAY</p> <p>Pantone 427 C</p> <p>CMYK 12/9/8/6</p> <p>RGB 209/209/212</p> <p>Hex D1D1D4</p>

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<p>APPROVED COLORS</p> <p>SECONDARY PALETTE <i>continued</i></p> <p>Gold</p>  <p>Yellow</p> 	<p>These colors can be used as accent colors only for print and digital publications and platforms. They are not currently approved for use on uniforms or other school apparel or gear. Please note that colors may reproduce with some variation depending on the type of paper selected and the printer quality and ink density used.</p> <p>GOLD</p> <p>Pantone 7562 C CMYK 27/37/66/2 RGB 187/155/106 Hex #BB9B6A</p> <p>YELLOW</p> <p>Pantone 143 C CMYK 4/34/96/0 RGB 242/175/38 Hex #F2AF26</p>
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OFFICIAL LOGO



**OFFICIAL LOGO W/O
CREST**



USAGE

This is the official logo of the school and can be used with essentially no restrictions. The font this logo is based on is called Baker Signet. This logo should appear on all documents where the intended message is meant to carry the official stamp of the school. More specifically, here are accepted uses of this logo:

- School stationery including logoed envelopes, business cards, note cards and general forms
- Academic materials including transcripts
- Signage
- Website
- Clothing, including athletic uniforms, club apparel and spirit wear
- Merchandise
- All ads and promotional materials

This version of the logo may be used without the crest, but not on any official documents or printed materials. It is acceptable to use the crest and the logo type separately from the logo as long as all the elements are together. In other words, do not pull graphic elements out of the crest to use as art, and do not separate any part of the Regis Jesuit High School name, its descriptor or identifier.

COLOR

The official logo for Regis Jesuit High can be used in the color combination listed below only. The crest and flame should always have white backgrounds (fill) when used against a colored background.

- Red crest and flame; black words
- Red crest and flame; white (reversed) words
- Black crest; red flame; black words
- White (reversed) crest; red flame; white (reversed) words
- All black with or without the crest
- All red with or without the crest
- All white (reversed) with or without the crest
- Red flame; black words; no crest
- Red flame; white (reversed) words; no crest

Please see below for usage standards for the full color version of the official logo.

SIZE

The Regis Jesuit logo can be enlarged to meet the needs of the design in which it is being utilized. However, it must not be used smaller than 1.0" in width or 0.5" in height as this ensures readability and recognizability. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

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OFFICIAL LOGO WITH DELIMITERS



GENERAL USAGE

Usage of any delimited version of the logo is restricted in the following manner:

- For printed materials **ONLY**
- Not for use on clothing or other merchandise
- Cannot be used without the crest
- Use only when delineation from other areas of the school is needed for clarity
- See specific usage standards for each below
- These logos are not available on the Teresa picture server; you must request them from Charisse Broderick King if they are needed.

COLOR

The delimited logos can either be used in all black or black and red where the crest, flame and line below High School are all Raider Red (PMS187). Reverse and all red versions of the delimited logos should **not** be used.

SIZE

Any of the delimited logos can be enlarged to meet the needs of the design in which it is being utilized. Since their use is restricted to print materials only, they generally should not need to exceed approximately 10" in width or 6" in height. They must not be used smaller than 1.00" in width or 0.5" in height as this ensures readability. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

CURRENT DELIMITED LOGOS SPECIFIC USAGE

- Logoed envelopes – for that office's mailings only
- Return address block – for special mailings
- Document headers for forms and other information specific to that office

If you have questions about our colors or logos or wish to request a logo for use, please contact Charisse Broderick King at cbroderickking@regisjesuit.com or 303.269.8058.

**SCHOOL LOGO – VERTICAL
ORIENTATION**

Crest Above Words



**REGIS
JESUIT**
HIGH SCHOOL

Crest Below Words

**REGIS
JESUIT**
HIGH SCHOOL



USAGE

This is the logo of the school in a vertical orientation and can be used with few restrictions. Here are accepted uses of this logo:

- Signs and banners
- Website
- Clothing, including athletic uniforms, club apparel and spirit wear
- Merchandise
- Ads and promotional or marketing materials where a vertical orientation lends itself better to the design or format

This version **SHOULD NEVER** be used in place the official logo on official materials even though it has all the same elements.

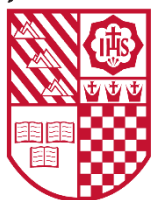
COLOR

The school logo - vertical orientation for Regis Jesuit High can be used in the colors combination listed below only. The crest and flame should always have white backgrounds (fill) when used against a colored background.

- Red crest and flame; black words [shown]
- Red crest and flame; white (reversed) words
- Black crest; red flame; black words
- White (reversed) crest; red flame; white (reversed) words
- All black [shown]
- All red
- All white (reversed)

SIZE

This logo can be enlarged to meet the needs of the design in which it is being utilized. However, it must not be used smaller than 0.5” in width or 1.0” in height as this ensures readability and recognizability. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

REGIS JESUIT ONLY

**REGIS JESUIT ONLY
W/O CREST**

USAGE

This is a version of the school's logo without the words High School intended for usage on items where the full logo is impractical or not required.

There are two orientations to this logo – horizontal and vertical. Usage standards here apply to all versions. None of the versions of this logo should be used on printed materials. They can be used with or without the crest on the following:

- Clothing, including athletic uniforms
- Merchandise
- Non-print promotional items (e.g. pins, pens, mugs, flash drives)

COLOR

The Regis Jesuit Only logo can be used in either orientation with the following color combinations:

- Red crest and flame; black words
- Red crest and flame; white (reversed) words
- Black crest; red flame; black words
- White (reversed) crest; red flame; white (reversed) words
- All black with or without the crest
- All red with or without the crest
- All white (reversed) with or without the crest
- Red flame; black words; no crest
- Red flame; white (reversed) words; no crest

The crest and flame should always have white backgrounds (fill) when used against a colored background.

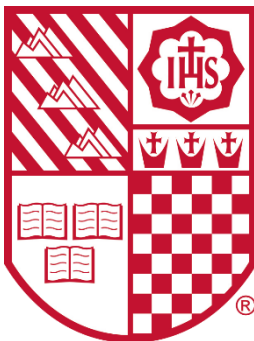
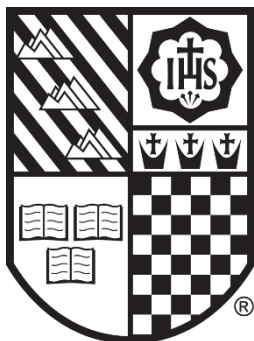
SIZE

The RJ Only logo can be enlarged to meet the needs of the design in which it is being utilized. In the horizontal orientation the height of the words must not exceed the height of the crest, with the exception of the tip of the flame. The horizontal orientation must not be used smaller than 1.0" in width or 0.5" in height.

In the vertical orientations, the width of the words should not exceed the width of the crest. Neither of the vertical orientations should be used smaller than 0.75" in width or 1.5" in height.

These size parameters ensure the detail of the logo won't get lost. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

THE CREST



The Crest is a federally registered trademark owned by Regis Jesuit High School.

USAGE

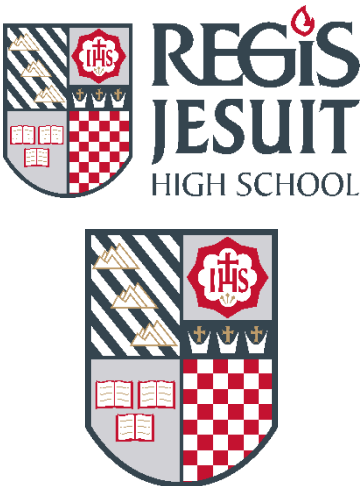

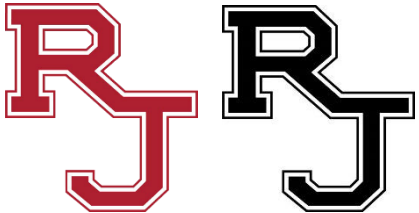
The crest can be used on any Regis Jesuit identity items including printed materials, uniforms, athletic gear, club apparel and spirit wear and merchandise. *It is preferred that the version with the registration mark ® is used wherever possible, but it is not required.* Elements of the crest (e.g. the mountains, crowns, books, checkerboard) should not be separated for use as standalone images on any identity items.

COLOR

The crest may only be used a Raider Red or black against light backgrounds or reversed out as white on dark backgrounds including black. Black and red, gold and red and/or black, red and gold versions are not approved for use any longer. **Please see below for usage standards for the full color version of the crest.**

SIZE

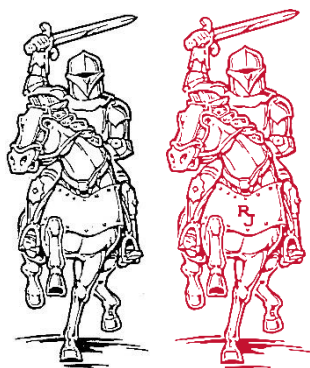
The crest can be enlarged to meet the needs of the design in which it is being utilized. It must not be used smaller than 0.5" in width or 0.75" in height as this ensures the detail won't get lost. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

	<p>FULL COLOR LOGO AND CREST</p> <p>The full color logo and full color crest are reserved for specific usage only.</p> <p>Please request permission from the Communications or Marketing Offices prior to using either of these logos.</p>
<p>THE HANGING RJ</p>  <p>ATHLETIC/CLUB HANGING RJ</p> 	<p>The standard hanging RJ is a federally registered trademark owned by Regis Jesuit High School.</p> <p>USAGE</p> <p>This logo can be used in place of the official logo for collateral pieces (print, apparel, merchandise) not considered to be official in nature. <i>It is preferred that the version with the registration mark ® is used wherever possible, but it is not required.</i></p> <p>In general, the Hanging RJ that is outlined is reserved for use with athletic teams and other school clubs. The Hanging RJ must be incorporated to the uniform design of all athletic teams.</p> <p>COLOR</p> <p>The Hanging RJ logo can be used in the following color combinations:</p> <ul style="list-style-type: none"> • All red • All black • All white (reverse) <p>SIZE</p> <p>The Hanging RJ logo can be enlarged to meet the needs of the design in which it is being utilized. It must not be used smaller than 0.25” in width. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.</p>

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THE RAIDER

Legacy Version



USAGE

The Raider is the representation of the school mascot and can be used on any Regis Jesuit identity items including printed materials, uniforms, athletic gear, club apparel and spirit wear and merchandise. **The version of the Raider with solely the Old English R on the horse's armor is NO LONGER APPROVED for use.** The armor must either be blank or have the Hanging RJ in this spot. This version of the mascot logo is also referred to as the Legacy Raider.


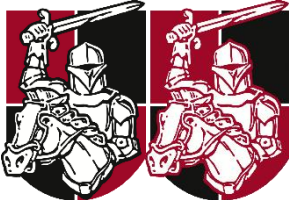
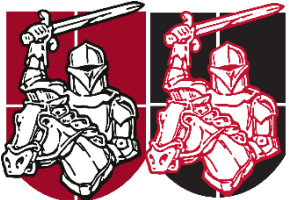
COLOR

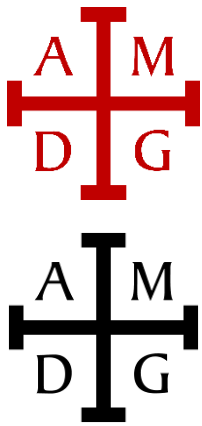
The Raider logo can be used in the following color combinations:

- All red with or without the Hanging RJ
- All black with or without the Hanging RJ
- All white (reverse) with or without the Hanging RJ [not shown]

SIZE

The Raider logo can be enlarged to meet the needs of the design in which it is being utilized. It must not be used smaller than 0.75" in width. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.

<p>THE RAIDER</p> <p>Transposed over Crest</p>   	<p>USAGE</p> <p>This version of the Raider logo retains elements of legacy version and has been transposed over the shape of the school crest to provide an alternative version of the mascot. This logo can be used on any Regis Jesuit identity items including printed materials, uniforms, athletic gear, club apparel and spirit wear and merchandise.</p> <p>COLOR</p> <p>The Raider logo can be used in the following color combinations:</p> <ul style="list-style-type: none"> • All red • All black • All white (reverse – shown in outline) • All red or all black Raider over black and red combination crest – the red quadrants of the crest must be the upper left and lower right; the black quadrants must be the upper right and lower left • All black Raider over red crest • All red Raider over black crest <p>SIZE</p> <p>This logo can be enlarged to meet the needs of the design in which it is being utilized. It must not be used smaller than 0.75” in width or 1.0” in height. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.</p>
<p>THE RAIDER</p> <p>Artistic Interpretation</p>	<p>Artist interpretations, especially those created by students, of the Raider mascot may be used for spirit wear, club t-shirts, etc. but only with approval given ahead of production by the Director of Communications.</p>

<p>AMDG</p> <p>Regis Jesuit Version</p> 	<p>USAGE</p> <p>This version of the AMDG logo has been created to use the same font as the official school logo. It can be used on any Regis Jesuit identity items including printed materials, uniforms, athletic gear, club apparel and spirit wear and merchandise. It should be used in lieu of any other versions of a stylized AMDG image.</p> <p>COLOR</p> <p>The AMDG logo can be used in the following color combinations:</p> <ul style="list-style-type: none"> • All red • All black • All white (reverse) <p>SIZE</p> <p>This logo can be enlarged to meet the needs of the design in which it is being utilized. It must not be used smaller than 0.25” in width or height. Care must be exercised to maintain the horizontal and vertical proportions of the logo whenever it is resized from the original configuration so that it does not appear distorted.</p>
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For high resolution and/or vector files of logos and further usage information or any other questions on visual identity standards (branding), please contact:

Charisse Broderick King | Director of Communications | cbroderickking@regisjesuit.com | 303.269.8058

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