**TYPOGRAPHY**

**Gotham** | primary typeface
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Gotham is a modern and clean typeface that is ideal for use across all printed material for the university. Gotham is used for headlines, body copy and subheads. This typeface is comprised of text and display options with each containing multiple weights.

Gotham as a tagline should be capitalized and kerned at a value of 80. When used for body copy, Gotham should be kerned at 0.

- **Gotham thin**
- **Gotham light**
- **Gotham book**
- **Gotham medium**
- **Gotham bold**
- **Gotham black**

**COLOR**

Our primary color is our most significant identifier. It must be present throughout all brand collateral but does not always have to be the dominant color. Utilize the Regis University Blue, even if it’s a small amount, to help visually tie back to Regis University as a brand.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue - Primary</strong></td>
<td>PMS 7463</td>
<td>C-100, M-80, Y-43, K-45</td>
<td>#002b49</td>
</tr>
<tr>
<td></td>
<td>R-5, G-44, B-73</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gold - Secondary</strong></td>
<td>PMS 7406</td>
<td>C-5, M-20, Y-100, K-0</td>
<td>#e7dba9</td>
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<tr>
<td></td>
<td>R-225, G-210, B-0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Parchment - Secondary</strong></td>
<td>PMS 468</td>
<td>C-9, M-11, Y-23, K-0</td>
<td>#e7dba9</td>
</tr>
<tr>
<td></td>
<td>R-231, G-219, B-196</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PHOTOGRAPHY**

Only approved Regis University photos are permitted.

**Color Photos**

Always treat photos with a tone on tone gradient map, making sure to prevent highlights and shadows from becoming too harsh. Never multiply blue over the photo to achieve the same effect; the use of a gradient map is crucial.

**Brand Campaign Photos**

Always treat photos with a tone on tone gradient map, making sure to prevent highlights and shadows from becoming too harsh. Never multiply blue over the photo to achieve the same effect; the use of a gradient map is crucial.