



# Appendix Examples

Document associated with the Regnum Christi Style Guide  
September 2017

# C1 Appendix\_ Application of style guide elements

Example 1. Logo + key messages

## Use of the logo in its color and line version\_

### Example 1: Closing and footers

Use of the logo in both full color and line, supported by the hashtag #RCfamily, examples are to the right. Taking advantage of the reflection process of Regnum Christi, we have tried to integrate this hashtag in the communication material layouts for flyers, posters, promotional materials, memes etc., to convey that we are a family.

It also may be appropriate to use #IAmRC or #WeAreRC depending on the asset.

To the right, three of the uses that have been used in Spain and are for layout sample purposes only.

To be effective we must be consistent over a long period of time on the same medium with the same #hashtag.



## #WeAreRC

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Legionary Priests • Consecrated Women  
Consecrated Men • RC Lay Members



## #WeAreRC

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Legionary Priests • Consecrated Women  
Consecrated Men • RC Lay Members



## #WeAreRC

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Legionary Priests • Consecrated Women  
Consecrated Men • RC Lay Members

C1 Appendix\_ Application of style guide elements  
Example 1. Applied to design



**C1** Appendix\_Applications of some elements of identity  
Example 2. Skirts, closures, footers with institutional branding

\_Footer with transparent shield and white cross

REGNUM CHRISTI  #WeAreRC | Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

\_Footer with transparent shield and black cross

REGNUM CHRISTI  #WeAreRC | Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

\_Footer with transparent shield and cross in white

REGNUM CHRISTI  #WeAreRC | Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

# C1 Appendix\_Applications of some elements of identity

Example 2. Skirts, closures, footers with institutional branding


\_Footer with transparent shield and white cross

REGNUM CHRISTI  #WeAreRC | Mission • Discovery • Purpose

\_Footer with transparent shield and black cross


REGNUM CHRISTI  #WeAreRC | Mission • Discovery • Purpose

\_Footer with transparent shield and cross in white

REGNUM CHRISTI  #WeAreRC | Mission • Discovery • Purpose

# C1 Appendix\_ Application of style guide elements

Example 2. Applied to design




Una experiencia viva,  
un encuentro con Jesucristo...


DESCUBRE  
EL  
**RC**  
QUE HAY  
EN TI

ASUNTA

Cuando fui colaboradora, en la misa de acción de gracias al final de una semana de misiones, al ver gente agotada y con alegría que traspasa los límites, me hablaba de ese RC que tengo dentro, ese ir por todo el mundo y predicar el Evangelio. Sonríe el RC que hay en ti.



[elregnumchristiquehayenti.es](http://elregnumchristiquehayenti.es)

REGNUM CHRISTI  #familiaRC | legionarios de Cristo • consagradas • laicos consagrados • laicos

**C1** Appendix\_Applications of some elements of identity  
Example 3. Skirts, closures, footers with institutional branding

\_Footer with transparent shield and white cross

REGNUM CHRISTI  #WeAreRC  
Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

\_Footer with transparent shield and black cross on light background

REGNUM CHRISTI  #WeAreRC  
Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

\_Footer with transparent shield and white cross on dark

REGNUM CHRISTI  #WeAreRC  
Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

C1 Appendix\_ Application of style guide elements  
Example 3. Applied to design





# C1 Appendix\_Applications of some elements of identity

Example 4. Use of the Regnum Christi logo in its vertical two-line version



## Using the logo inside a tab

Requirements:

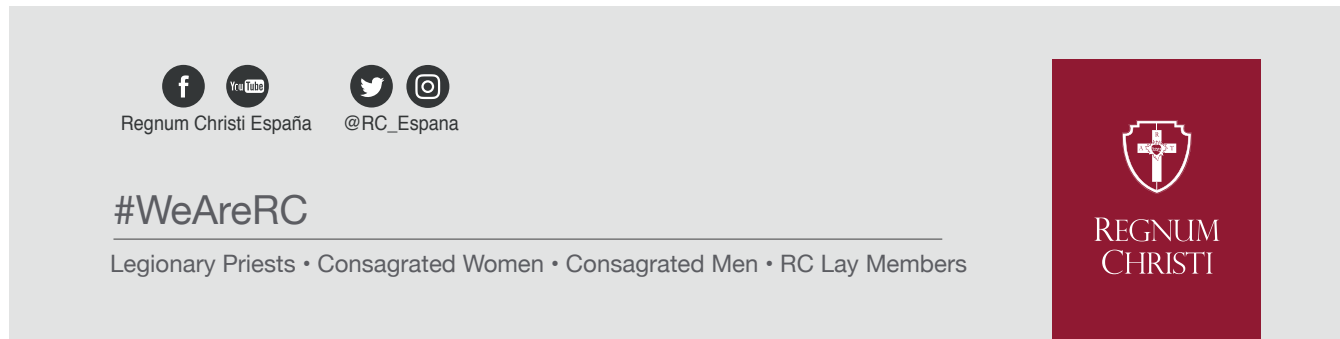
- A) The tab cannot distort proportions
- B) The color of the tab can only be: the pantone 194 (or its alternatives), white (opaque or in some degree of transparency)
- C) The versions of this logo approved for use are to the right.
- D) This option is only developed for the Regnum Christi logo, but not for the versions of the branches.



# C1 Appendix\_ Regnum Christi logo application

Example 4. Applied to the design

\_Footer with vertical two-line white Regnum Christi logo on a red tab with light background.



## C1 Appendix\_ Applications of some elements of identity

Example 4. Example in a design of the Regnum Christi vertical two-line white logo on a tab over a light background

\_Footer with vertical two-line, white logo on a red tab



«Así, Dios es Dios-con-nosotros, Dios que nos ama,  
Dios que camina con nosotros. Éste es el mensaje de Navidad:  
el Verbo se hizo carne»

Papa Francisco, 5 enero 2014

La Administración territorial del Regnum Christi de España  
les desea una Feliz Navidad y un próspero año nuevo  
lleno de bendiciones del Señor

#familiaRC

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# C1 Appendix\_ Applications of some elements of identity

Example 4. Example in a design of the use of the Regnum Christi vertical two-line white logo

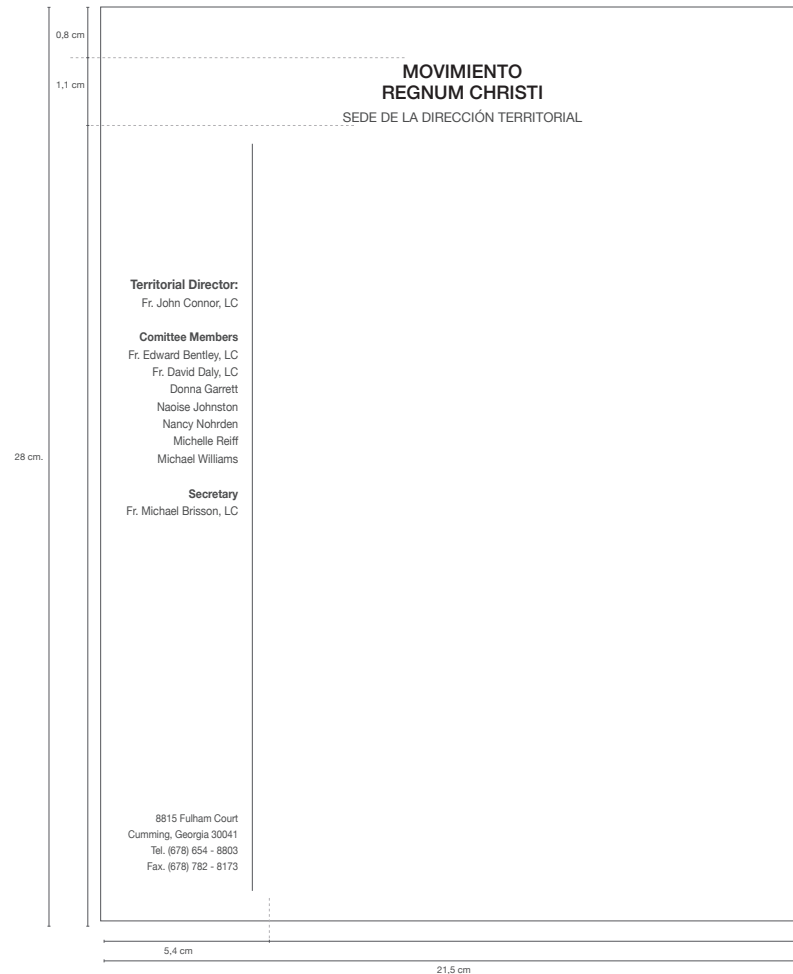
\_Footer with vertical two-line, white logo on a red tab



# C1 Appendix\_ Applications of some elements of identity New Example\_ Letterhead for internal communication

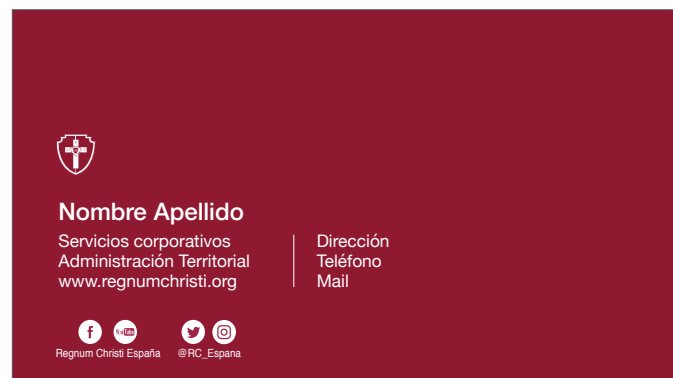
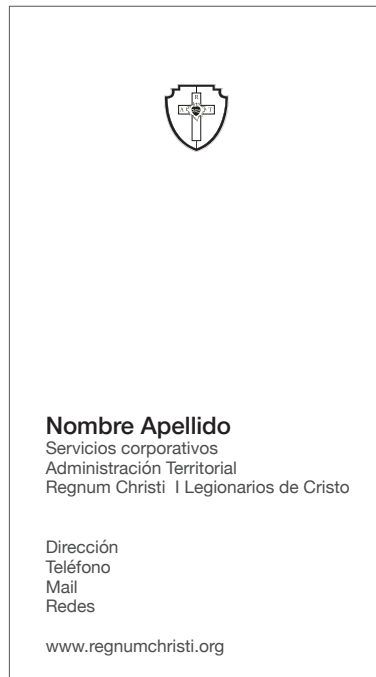
- Size: Standard sheet
- Paper: Matt, 150 g. White.
- Layout: Helvetica or Arial in position and size shown in black.
- Header: Helvetica Neue Medium or Arial of 16 pts. in black.
- Subheader (headquarters of the general direction, vocation and territory): Helvetica Neue Regular of 11 pts.

Top center is Regnum Christi movement as the header, the origin of communication as well as the subheader below (headquarters of general director, vocation and territory)



# C1 Appendix\_ Applications of some elements of identity

## New Example\_ Business card



# C1 Appendix\_ Applications of some elements of identity

## New Example\_ Electronic signature



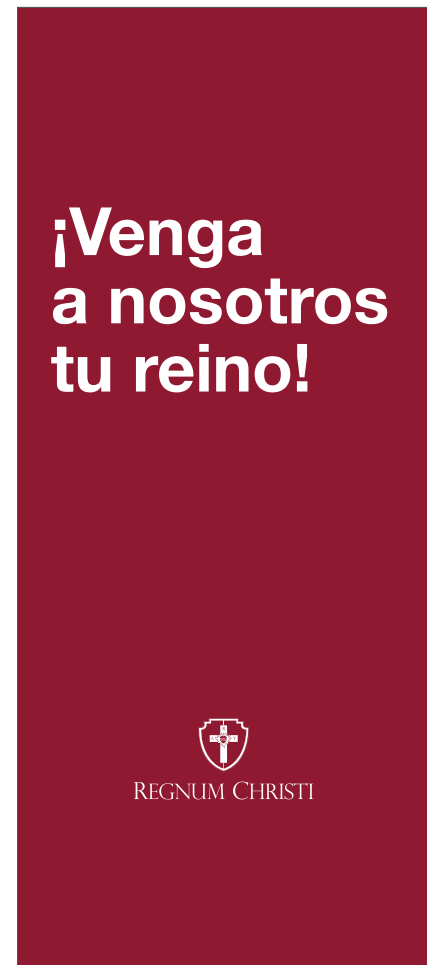
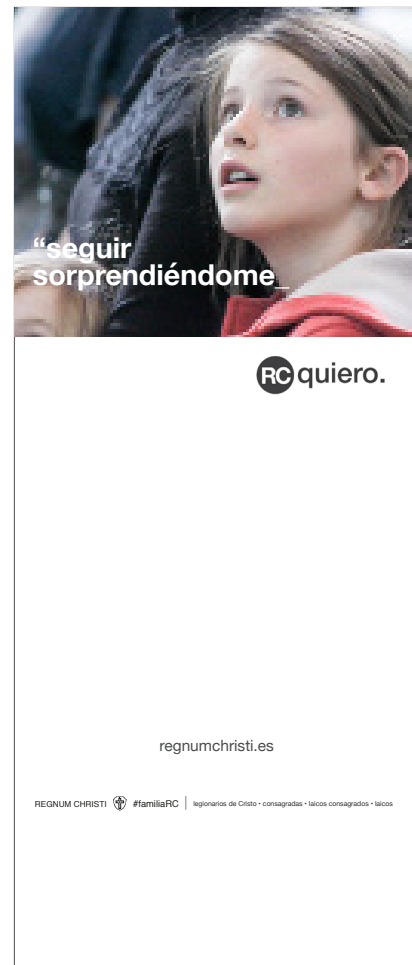
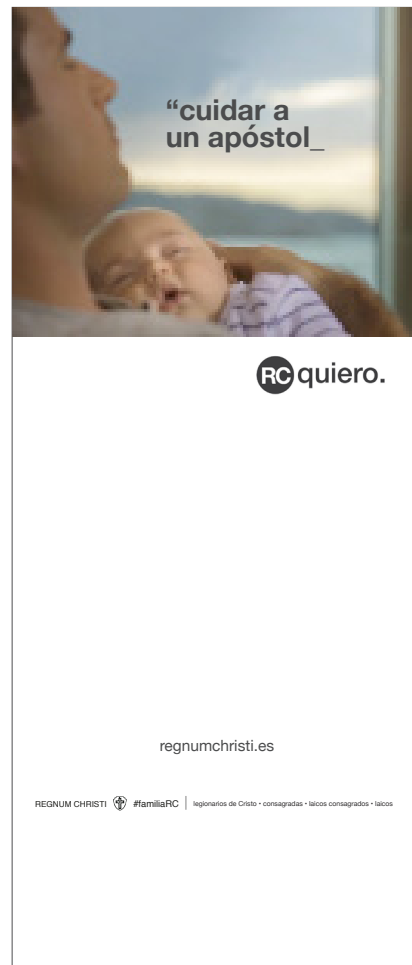
### Joaquín García

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Administración Territorial España  
Regnum Christi | Legionarios de Cristo

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[www.regnumchristi.es](http://www.regnumchristi.es) | [www.legionariosdecristo.org](http://www.legionariosdecristo.org) | @RC\_Espana

**C1** Appendix\_ Applications of some elements of identity  
New Example\_thank you note cards





# C1 Appendix\_ Applications of some elements of identity New Examples\_ Powerpoint presentations (templates)

REGNUM CHRISTI

## Web Regnum Christi España

www.regnumchristi.es

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FEBRERO-2017









REGNUM CHRISTI  #familiaRC | legionarios de Cristo • consagradas • laicos consagrados • laicos


www.regnumchristi.es

» 5. IMAGEN HOME\_ Te acompañamos

### TE ACOMPAÑAMOS

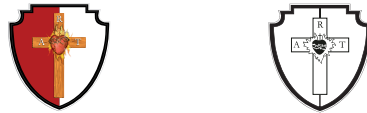
Si quieres ir más a fondo en tu relación con Dios, descubrir y vivir tu misión en la vida, hacer algo por los demás o encontrar una comunidad en la que compartir la fe... te presentamos a algunas personas que pueden acompañarte en este camino. ¡Contacta con quien creas que puede ayudarte!

			
<b>Inelén</b> Seglar / Valencia	<b>P. Mark</b> Sacerdote LC / Barcelona	<b>Nieves</b> Seglar / Madrid	<b>Amparo</b> Consagrada / Valencia
		Con casi media vida vivide conocí Regnum Christi por el colegio de mis hijas. Cambió todo: ¡conocí al Señor! Y me enseñó a servir a los demás. Ahora soy viuda y abuela también. ¿Te puedo ayudar? Estoy a tu disposición. 	Vivo con mi madre para cuidarla. Me gusta profundizar en las Sagradas Escrituras, y trabajo en Cumbres School como formadora de jóvenes. Un lema: "Permaneced en mí". 

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## C1 Appendix\_ Applications of some elements of identity

New Example\_use of the logo (shield) for social media profile photos on social networks



### Facebook

Official 180px x 180px | JPG, PNG | Note that the image is only displayed in 160px x 160px

### Twitter

Official 400px x 400px | JPG, PNG, GIF | Size 2 Mb | Min. 200px x 200px | Max 2560px x 2560px

### YouTube

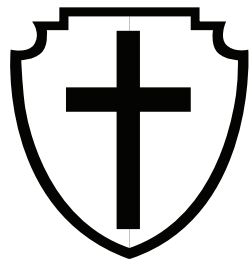
Official 250px x 250px | JPG, GIF , PNG | Size 20 Mb | Min. 120px x 120px | Max. 1000px x 1000px

### Instagram

Official 110px x 110px | JPG, GIF , PNG | Max. 180px x 180px

Dimensions of images for profiles on social networks are constantly changing. On the web [www.regnumchristi.org/brandcenterrc.com](http://www.regnumchristi.org/brandcenterrc.com) you can find up to date information as it becomes available.

## C1 Appendix\_Applications of some elements of identity New Examples\_Use of logo shield for etching or engraving



Observation:

Stop. Call the marketing & communication territorial office before using.  
This is to be used for engraving on merchandise only. For use engraving or etching on materials like glass, wood, metal etc., Consult with the head of communication and marketing in your territory before using.

