

Regnum Christi Style Guide Regnum Christi Brand Development

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C1 Development and use of the brand elements that make up the visual identity of the Movement.

A1 How to use the style guide

Our visual identity is one way that the world discovers and identifies us. This manual is the foundation from which we are all responsible to build on. In another way, it's the blueprint that we must use to ensure we have a sound and stable identity that's easily discoverable, and easy to recognize, no matter where you are in the territory or the world.

Everything we share and communicate must stem from a deep sense of responsibility to help build the identity of Regnum Christi, set forth in this manual. This is an exciting time and we encourage you to be creative. This manual, when used properly, allows for creativity while still participating with your fellow brothers and sisters in Christ to build the identity of the Movement. Something that can only be accomplished if we work together as a team.

From the order established in this manual the beauty of our identity will be known and help us to move the Mission forward. The vast potential is still unknown, but can only be fully realized when we work together in communion toward this common goal.

A2 The Regnum Christi Movement

Thy Kingdom Come!

Regnum Christi is a movement of the Catholic Church. Our missin is to reveal Christ's love, form people and to launch them in their God-given mission.

We're one movement, one family, made up of four branches: legionaries of Christ, consecrated women of Regnum Christi, lay consecrated men and lay members of Regnum Christi.

Regnum Christi apostles are called to: reveal Christ's love to people through meeting them where they're at and accompanying them on their journey toward a deeper relationship with Christ; form people to know and live their faith fully; and to launch them in their God-given mission to impact the world for Christ. Every person has a mission to change the culture around them to build the Kingdom of Christ. Regnum Christi inspires and launches people to live that mission.

Our motto is Thy Kindom Come!, the second request of the Our Father. The motto has been present within the movement from the beginning. It expresses an ardent desire to make the Kingdom of Christ present, and to live as the first Christian communities lived.

A3 Elements of identity_Logo shield

The shield is made up of the following graphic elements:

A large, wooden, cross . At the center is the burning Sacred Heart of Jesus crowned with thorns.

At the end of the three arms of the cross are the letters A, R, T. A, R, T is an acronym for Adveniat Regnum Tuum! (Thy Kingdom Come!)

The Sacred Heart of Jesus, crowned with thorns and burning with love and radiating light in all directions, symbolizes the love of Christ for each person, and the desire to spread it to the whole world. It is the desire of the members of Regnum Christi that the Kingdom of Christ is present.



A3 Elements of identity_Logo typography

The letters in 'Regnum Christi' are made up of the typographic elements that give the institution its name. For this purpose the Trajan Pro typography has been selected, which was modified with the intention of obtaining a custom identity.

REGNUM CHRISTI

A3 Elements of identity_Logo format

The shield can be used on its own when the identity of Regnum Christi is sufficiently recognized (see appendix). However, whenever possible the logo should be used in its complete, full color, format (both the shield and text) as the standard.

The institutional logo is formed with the integration of both the shield and letters.

The logo has three versions:

- vertical, single-line, version
- vertical, two-line, version
- horizontal version



Versión vertical con letras en una línea



Versión vertical con letras en dos líneas



Versión horizontal

Note: The line has been removed from all versions of the logo. A3 Elements of identity_Branch logos

Using the three versions of the logo there are options to integrate branch identity.













Note: The lay branch of Regnum Christi uses the Regnum Christi logo for branch identity.

A3 Elements of identity_Legionaries of Christ logo

The institutional logo of the Legionaries of Christ is formed with the integration of both the shield and the letters.

The shield can be used on its own when the identity of the Legionaries of Christ is sufficiently recognized (see appendix).

However, whenever possible the logo should be used in its complete, full color, format (both the shield and text) as the standard.

The logo has two versions:

- vertical, single-line, version
- horiztonal, single-line, version





A3 Elements of identity_Logo proportions

The logo has been designed to maintain its core characteristics in a wide range of applications; however, when there's a need to reproduce it, the stroke specifications as well as the distances and height proportions given below must be taken into account and not altered for any reason.

The only office with authority to create a logo is the territorial or international communications and marketing office. If you need a logo please contact your territory's office.



A3 Elements of identity_Reproduction grid

The reproduction of the logo versions is based on an x-grid. This grid is the guide for large format logos.

The grid is used to preserve the correct distances and proportions of the logo.

The authorized version with its reproduction grid is shown below.

The only office with authority to create a logo is the territorial or international communications and marketing office. If you need a logo please contact your territory's office.



A3 Elements of identity_Minimum logo dimensions/size

The logo must always be legible. Do not reduce the logo to a size that may distort or alter the quality or legibility of the logo.

If the logo needs to be scaled to a smaller, proportionate, dimension the letters cannot be smaller than 6 pts (or 2cm wide x1cm high) to ensure it remains legible.







A3 Eements of identity_Minimum space around logo

In order too avoid clutter and confusion a required minimum empty space must be provided for around the logo. The space, denoted by the letter "C" in the adjacent image, must remain free of any graphic elements.



A3 Elements of identity_Incorrect uses

So far, the correct versions of the logo have been addressed. However, here are some examples of unauthorized deviations that would not be an appropriate implementation of the identity of the movement.



A3 Elements of identity_Logo versions according to the background



A4 Typography

The typography chosen is elegant with modern lines, it stands out for its neutrality and balance which make it adaptable and very well suited for use in any creative and communication.

To achieve and maintain a clear and efficient style of communication we have chosen fonts that are compatible with the unique needs of our identity. These fonts should be used in all types of graphic and printed material as the standard. "legible, sencillo& alegre" FUNCIONAL EN TODAS SUS VERSIONES Helvetica.

A4 Typography_Primary

Helvetica Neue

The corporate typography of the movement is the Helvetica family or Helvetica Neue in its variations: light, regular, medium and bold. This font family may be replaced by Arial or Calibri for use on digital mediums, such as websites, powerpoint presentations, mobile etc., when Helvetica Neue is not supported.

Using italic Helvetica Neue

The use of italics in graphic design should be used sparingly.

aQ

Helvetica Neue Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

aQ

Helvetica Neue Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

aQ

Helvetica Neue Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ;?;! # € & : (;)



Helvetica Neue Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

A4 Typography_Secondary

For use on digital media that does not, for technical reasons, support the Helvetica family (i.e. web pages, powerpoint, mobile...) Arial or Calibri typeface may be used.

In general, in this situation, paragraphs should always be left-aligned and the paragraph should be formatted for a natural appearance with regards to font size and line spacing.

Arial

Arial is similar in appearance to Helvetica. The use of this typography is secondary to the Helvetica family as the main typography.

Using italic Arial

The use of italics in graphic design should be used sparingly.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

Arial Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

A4 Typography_Secondary

Calibri

This typography is characterized by soft, rounded features and great legibility. The use of this typography is secondary to the Helvetica family as the main typography.

Using italic Calibri

The use of italics in graphic design should be used sparingly.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?j! # € & : (;)

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?¡! # € & : (;)

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?;! # € & : (;)

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ¿?i! # € & : (;)

A5 Color palette_Shield

Shield color palette

The institutional colors of Regnum Christi's coat of arms are red 187, black and white (and intermediate gray ranges).

An institutional environment will have the presence of red 187, but a special vigilance regarding its use is important, because it can easily become overbearing and too harsh.

Please take care when applying this to various materials so that it doesn't become too harsh or eggplant or brownish in color. If a more relaxed red is needed as a complementary color to red 187, we can use pantone 194 (see next page).



Observation: We suggest incorporating the Pantone Cool Gray 11, a color more or less present in the shade of the shield to balance the red 187.

A5 Color_Corporate palette

Red 187 alternatives

Sometimes red 187 isn't going to work for the asset and there may be a need to lower the brightness and intensity to favor a more relaxed perception, as was the case with the Regnum Christi institutional website.

However, for each scenario it's important to use one of the reds identified in this manual. It's also important to use the appropriate color for print or electronic mediums as indicated herein (i.e. CMYK for print assets and RGB for electronic assets).

In any scenario, we should try to integrate red as an accent. However, we must balance it with other 'friendlier' colors like gray, white and black.

Except very well chosen exceptions try not to paint everything in red and do not abuse the use of this color.



Pantone 194 C

| Four color - print | Four color - print | Four color - print |
|--------------------|--------------------|--------------------------|
| C27 M99 Y74 K28 | C35 M100 Y100 K7 | C25 M100 Y100 K26 |
| Electronic | Electronic | Electronic |
| R148 G26 B45 | R145 G8 B3 | R32 G54 B46 |
| HTML | HTML | HTML |
| #941A2C | #910803 | #990000 |

Colores usados en la web institucional



A5 Color_Corporate palette

Cool gray 11 and range of grays

Like the previous colors, these grays are the corporate grays. The color Cool Gray 11 should be used for headlines, text paragraphs and legal text. The range of grays help us to have a variant of the dark color for backgrounds, the gray shield and text in the footer of layouts.

These colors should be used in a balanced proportion and for text.



Pantone Cool Gray 11 Four color - print C15 M0 Y0 K85 Electronic R71 G75 B80

Range of grays



A5 Color_Negative space

Importance of negative space

The use of negative space (also known as white space) is essential. All the pieces have to convey simplicity, purity, transparency and elegance.

Negative space is the space around objects and text that are left untouched. It contributes to balance, the balance of the different components of a design. It serves to enhance elements through defining boundaries and creating contrast, harmony and rhythm.

Think about your negative space first (the largest space of your asset), add in gray and enhance with red.



A6 Images_

Images are an element of great importance in any promotional material, as they are an impactful element that attracts and helps to convey a part of what you want to communicate: they are a meeting place that illustrates who we are and what we do.

The use of images of everyday realities generates a sense of familiarity, trust, and credibility. People want to know the face of reality, to see people and situations that are similar to the experiences we live daily. We also like images of realities to which we aspire, which embody values that move us to act, which convey and are consistent with our identity.

We should look for bright images, with nice colors, relevant to the context, size and dimensions of our asset. Interesting frames to highlight the emotion of the moment, but being careful not to be too artificial, but rather credible, and that reinforce the attributes of the Regnum Christi identity.



FOTO: P. Nicolás Núñez, LC



Applications_ Corporate Stationery

B1 Applications_Stationery letterhead letter



Respect the correct use of the logo and fonts

B1 Applications_ Stationery letterhead For the different branches



B1 Applications_ Stationery letterhead For the different branches



B1 Applications_Stationery letterhead For the different branches



B2 Application_Stationery letterhead For the different branches



Respect the correct use of the logo and fonts.

B2 Application_Stationery letterhead

For internal communication from branches



B2 Application_Stationery letterhead

For internal communication from branches



B2 Application_Stationery letterhead

For internal communication from the territory



B2 Application_Stationery letterhead For internal communication



B2 Application_Stationery letterhead For internal communication



B2 Application_Stationery letterhead For internal communication




- Size: Standard business envelope
- Paper: Matt, 150 g. White.
- Layout: In position and size shown in black.
- Shield: Vertical single-line version. In position and size shown.

• Typography: Helvetica Neue or Arial, 70% black, 8.5 pts and line spacing 11 pts.



The use of this envelope size is relative to territory and needs, see appropriate format according to standard measures in each territory. Respect correct use of logo and fonts.

B3 Application_ Stationery Envelopes for each branch

Legionaries of Christ

- Size: Standard business envelope
- Paper: Matt, 150 g. White.
- Layout: In position and size shown in black.
- Shield: Vertical single-line version. In position and size shown.
- Typography: Helvetica Neue or Arial, 70% black, 8.5 pts and line spacing 11 pts.



B3 Application_Stationery Envelopes for each branch

Consecrated Women of Regnum Christi

- Size: Standard business envelope
- Paper: Matt, 150 g. White.
- Layout: In position and size shown in black.
- Shield: Vertical single-line version. In position and size shown.
- Typography: Helvetica Neue or Arial, 70% black, 8.5 pts and line spacing 11 pts.



B3 Application_Stationery Envelopes for each branch

Lay Consecrated Men

- Size: Standard business envelope
- Paper: Matt, 150 g. White.
- Layout: In position and size shown in black.
- Shield: Vertical single-line version. In position and size shown.
- Typography: Helvetica Neue or Arial, 70% black, 8.5 pts and line spacing 11 pts.



B4 Application_Stationery Thank you cards

• Size: 5x7 or 5x8

• Paper: White card stock.

- Layout: Single-sided, landscape in position and size shown in black.
- Shield: Vertical single-line version. In position and size shown.
- Typography: Helvetica Neue or Arial, 70% black at 8.5 pts and line spacing 11 pts.



The use of this size of the thank-you card is indicative, see appropriate format according to standard measures in each territory. Respect correct use of logo and fonts.

B4 Applications_Stationery

Thank you notes for the different branches

Legionaries of Christ

- Size: 5x7 or 5x8
- Paper: White card stock.

• Layout: Single-sided, landscape in position and size shown in black.

• Shield: Vertical double-line version. In position and size shown.

• Typography: Helvetica Neue or Arial, 70% black at 8.5 pts and line spacing 11 pts.



20,3 cm

B4 Application_Stationery

Thank you notes for the different branches

Consecrated Women of Regnum Christi

- Size: 5x7 or 5x8
- Paper: White card stock.

• Layout: Single-sided, landscape in position and size shown in black.

• Shield: Vertical double-line version. In position and size shown.

• Typography: Helvetica Neue or Arial, 70% black at 8.5 pts and line spacing 11 pts.



B4 Application_Stationery

Thank you notes for the different branches

Lay Consecrated Men

- Size: 5x7 or 5x8
- Paper: White card stock.

• Layout: Single-sided, landscape in position and size shown in black.

• Shield: Vertical double-line version. In position and size shown.

• Typography: Helvetica Neue or Arial, 70% black at 8.5 pts and line spacing 11 pts.





- Size: Standard landscape size
- Paper: White card stock
- Layout: Landscape, in position and size shown in black.
- Logo: Vertical single-line, full color version
- Typography: Name in Helvetica Neue Regular or Arial in black, 9 pts.
 Additional Details: Helvetica Neue Regular or Arial, 70% black, 6.5 pts.

NOTE:

They can be used in color or black line with transparent background version as used with the letterhead and envelopes.



B5 Applications_Stationery Business cards for the different branches

Legionaries of Christ

- Size: Standard landscape size
- Paper: White card stock

• Layout: Landscape, in position and size shown in black.

• Logo: Vertical double-line, full color branch version

• Typography: Name in Helvetica Neue Regular or Arial in black, 9 pts. Additional Details: Helvetica Neue Regular or Arial, 70% black, 6.5 pts.

NOTE:

They can be used in color or black line with transparent background version as used with the letterhead and envelopes.



B5 Application_Stationery

Business cards for the different branches

Consecrated Women of Regnum Christi

- Size: Standard landscape size
- Paper: White card stock

• Layout: Landscape, in position and size shown in black.

• Logo: Vertical double-line, full color version for the branches

• Typography: Name in Helvetica Neue Regular or Arial in black, 9 pts. Additional Details: Helvetica Neue Regular or Arial, 70% black, 6.5 pts.

NOTE:

They can be used in color or black line with transparent background version as used with the letterhead and envelopes.



B5 Application_Stationery Business cards for the different branches

Lay Consecrated Men

- Size: Standard landscape size
- Paper: White card stock

• Layout: Landscape, in position and size shown in black.

• Logo: Vertical double-line, full color version for the branch

• Typography: Name in Helvetica Neue Regular or Arial in black, 9 pts. Additional Details: Helvetica Neue Regular or Arial, 70% black, 6.5 pts.

NOTE:

They can be used in color or black line with transparent background version as used with the letterhead and envelopes.



B6 Application_Electronic signature

- Size: 60 x 190 pixels
- Logo: Vertical, single-line, full color
 Typography: Name in Helvetica Neue Regular or Arial in black of 10 pts.
 Details: Helvetica Neue Regular or Arial to 70% black on 7 pts.
 Data in Helvetica Neue Regular or Arial to 70% black on 7 pts.



Nombre Apellido Director de Sección Sección de Señores Localidad

Tel. 555 55 55 Móvil 55 555 55 Mail: nombre@regnumchristi.org

legionaries of Christ | consecrated women of Regnum Christi | lay consecrated men



Nombre Apellido Cargo Localidad

Tel. 555 55 55 Móvil 55 555 55 55 Mail: nombre@regnumchristi.org



Nombre Apellido Cargo Localidad

Tel. 555 55 55 Móvil 55 555 55 55 Mail: nombre@regnumchristi.org



M CHRISTI Tel. 555 55

Tel. 555 55 55 Móvil 55 555 55 55 Mail: nombre@regnumchristi.org

Nombre Apellido

Cargo

