Regnum Christi
Style Guide

Regnum Christi Brand Development

Created September 2017
Updated December 2023 to incorporate
current fonts

A0 Table of contents

For up to date information and resources visit the Marketing & Communications section of RC Mission Support at www.regnumchristi.com/en/marketing-and-communications-mst/ or contact the communications team at communicationsna@regnumchristi.org

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 Regnum Christi. 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 Regnum Christi

Thy Kingdom Come!

The Regnum Christi Federation is a Spiritual Family and an Apostolic body in the Catholic Church. Our mission is to reveal Christ's love, form people, and to launch them in their God-given mission.

We're one one family made up of four vocations: Legionaries of Christ, Consecrated Women of Regnum Christi, Lay Consecrated Men of Regnum Christi, and lay members of Regnum Christi.

Regnum Christi apostles seek to make present the mystery of Christ who goes out to people, reveals the love of his heart to them, gathers them together and forms them as apostles and Christian leaders, sends them out and accompanies them as they collaborate in the evangelization of people and of society. (SRCF 8)

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

A2 Elements of identity:_The shield & logo

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.

Logos can be found on the website regnumchristi.com/en at the link in the footer.
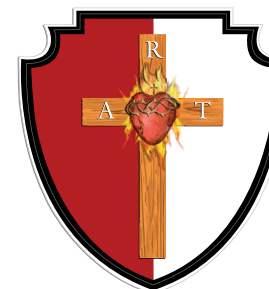
A3 Elements of identity:_Logo typography

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

Logos can be found on the website at the link in the footer.

REGNUM CHRISTI

Versión vertical
con letras en una línea

REGNUM
CHRISTI

Versión vertical
con letras en dos líneas

REGNUM CHRISTI

Versión horizontal

A3 Elements of identity_Institutional logos

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

REGNUM CHRISTI
LEGIONARIES OF CHRIST

REGNUM CHRISTI
LEGIONARIES OF CHRIST

REGNUM CHRISTI
CONSECRATED WOMEN

REGNUM CHRISTI
CONSECRATED WOMEN

REGNUM CHRISTI
CONSECRATED MEN

REGNUM CHRISTI
CONSECRATED MEN

Note::
The lay members of Regnum Christi use the Regnum Christi logo for institutional
identity. Logos can be found on the website at the link in the footer

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.

Logos can be found on the website at the link in the footer.

The logo has two versions:

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

LEGIONARIES OF CHRIST

LEGIONARIES OF CHRIST

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 specfications 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 of any kind representing Regnum Christi is the territorial or international communications and marketing office. If you need a logo please contact your territory's office at communicationsna@regnumchristi.org
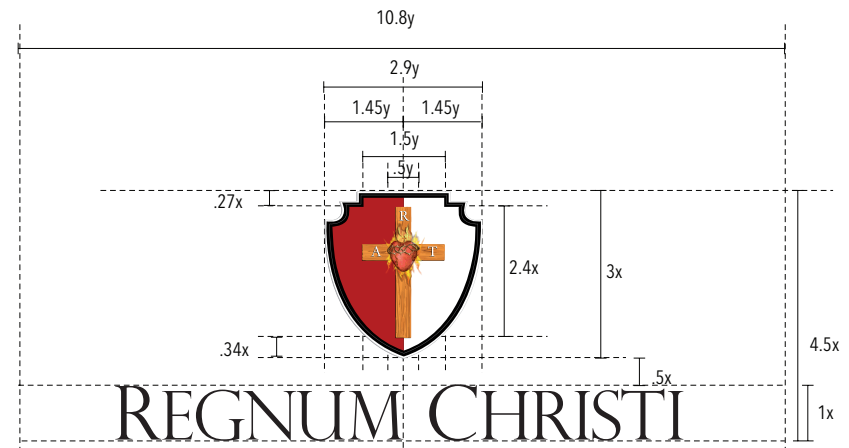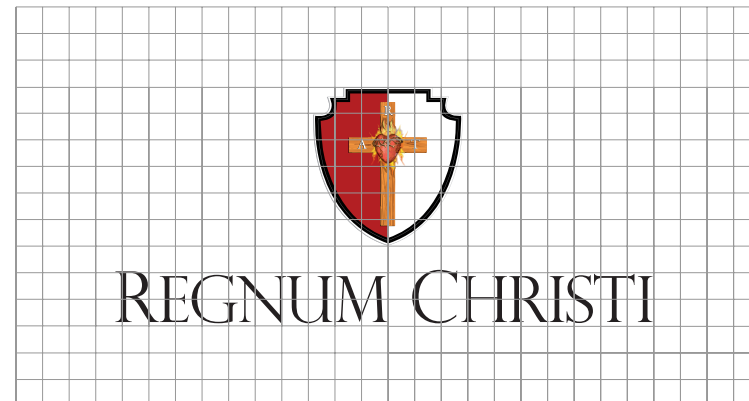
A3 Elements off identity:_Reproduction grid

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.

REGNUM CHRISTI

A3 Elements offidentity:_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.

REGNUM CHRISTI

REGNUM CHRISTI

REGNUM CHRISTI

1 cm

2 cm

A3 EElements 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 Regnum Christi.

Ddistorting the letters

REGNUM CHRISTI

Ddistorting proportions

REGNUM CHRISTI

Ddistorting the distance between elements

REGNUM CHRISTI

REGNUM CHRISTI

squeeze or flatten

REGNUM CHRISTI

Changing colors

REGNUM CHRISTI

Changing alignment

A3 Elements of identity: Logo versions according to the background

On white or light backgrounds   On dark backgrounds

• Color version
When placed on a dark background the
letters should be white to create contrast so
that they are legible.

• Transparent version with white cross
When on a dark background the logo turns all
white, the background remains transparent.

• Transparent version with black cross
When on a light background the logo is black,
the background remains transparent.

• Grayscale version
When on a dark backgrounds only use white
letters.

Note:
The remaining versions of the logo, in their
vetical and horizontal formats follow the
same guidelines.

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.

NOTE: In 2023 the fonts used by Regnum Christi were updated to the following:

Lato font is the primary. It can be used in lower and upper case.

Merriweather is the secondary; it is heavier and with serifs to offer a contrasting text. It can be used in upper and lower case. Only use bold in phrases with less than 8 words. For longer phrases use regular weight.

"legible,
simple&
cheerful"
FUNCTIONAL
IN ALL ITS VERSIONS.
LATO!

A4 Typography_Primary

Lato

The corporate typography of Regnum Christi is the Lato family 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 Lato is not supported. It is available as a free font from Google Fonts.

Using italic Lato

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

aQ **Lato Light**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿?¡! # € & : (;)

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

aQ **Lato Semibold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿?¡! # € & : (;)

aQ **Lato Heavy**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿?¡! # € & : (;)

A4 Typography_Secondary

Merriweather

The use of this typography is secondary to the Lato family as the main typography. It is heavier and with serifs to offer a contrasting text. It can be used in upper and lower case.

Only use bold in phrases with less than 8 words. For longer phrases use regular weight.

Merriweather font is used for a secondary or sub title or bullet point, or for a short paragraph of highlighted information.

Using italic Merriweather

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

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

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

Merriweather Black
**ABCDEFGHIJKLMNOPQRSTUVWXY
Z abcdefghijklmnopqrstuvwxyz
0123456789 ¿?¡! # € & : (;)**

Merriweather UltraBold
**ABCDEFGHIJKLMNOPQRSTUVWXY
Z abcdefghijklmnopqrstuvwxyz
0123456789 ¿?¡! # € & : (;)**

A4 Typography_Secondary

For use on digital media that does not, for technical reasons, support the Lato family (i.e. email or other applications...) Calibri or Arial typeface may be used.

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 ¿?¡! # € & : (;)

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

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

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

A5 Color palette_Shield

Shield color palette

The institutional colors of Regnum Christi's shield 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).

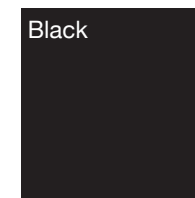| Red 187	White	Black	Cool Gray 11

Pantone 187 C

Four Color - Print
C7 M100 Y82 K26

Four Color - Print
C0 M0 Y0 K0

Four Color - Print
C100 M100 Y100 K100

Pantone Cool Gray 11

Four Color - Print
C15 M0 Y0 K85

Electronic
R166 G25 B46

Electronic
R255 G255 B255

Electronic
R0 G0 B0

Electronic
R71 G75 B80

HTML
#91152b

HTML
#FFFFFF

HTML
#000000

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 feel.

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, blue, white and black.

Except for very infrequent and well chosen exceptions, try not to overuse red as a background.

Pantone 194 C

Four color - print
C27 M99 Y74 K28

Four color - print
C35 M100 Y100 K7

Four color - print
C25 M100 Y100 K26

Electronic
R148 G26 B45

Electronic
R145 G8 B3

Electronic
R32 G54 B46

HTML
#941A2C

HTML
#910803

HTML
#990000

Colores usados en la web institucional

Welcome to Regnum Christi

Our mission is to help people meet Jesus Christ. He calls each person in our world by name and invites them to get to know him. We reach out with him to help people recognize that call and grow in their relationship with him, finding the answers to life's questions and discovering their God-given identity and purpose.

When we experience how much God loves us, together as a community like the first Christians, something powerful happens. We are ignited and we become his apostles, going out into the world with him to change lives and make his kingdom present today, here and now.

Regnum Christi is a spiritual family in the Catholic Church made up of lay members, consecrated men and women, and the priests and brothers of the religious congregation of the Legionaries of Christ. Our motto is "Thy Kingdom Come!" expressing our deep desire to make Christ and his Kingdom present here in our world today.

Encountering Christ

Everything begins with a personal experience of Christ and his love for us.

Our relationship with him is at the center of our lives, and inspired by his love, we want to love others as he loves us while living in constant contact with him through prayer, the Word, and the sacraments.

A Mission Lived in Communion

The Kingdom of Christ is present when we are gathered together in his name. Regnum Christi is a warm and welcoming spiritual family that is firmly dedicated to serving the Church and its mission. Our communities of apostles offer a place where people from all walks of life and different vocations can come together, inspired by the love of Christ and enthusiastic about making a difference by sharing the message of the Gospel with the world.

Accompaniment

Regnum Christi offers a community of apostles who accompany people as they follow Christ in their concrete reality, whatever it may be, on the path to the fullness of their vocation.

We believe in supporting each other as true brothers and sisters, disciples and apostles of Jesus Christ, much like the first Christian communities.

Apostolic Life

As Regnum Christi members, we feel called to live with an apostolic dynamism that comes from our personal experience of Jesus and his love. This encounter with Christ transforms us and moves us to share him with others.

We want to be true witnesses of Christ's love and to help others experience the joy and peace that comes from a relationship with him.

DISCOVER REGNUM CHRISTI

A5 Color_Corporate palette

Cool gray 11, Secondary Blue, 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.

Secondary Blue can be used in place of the reds in a secondary or less promenant manor.
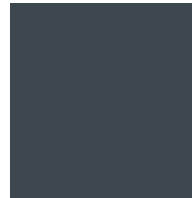
Cool Gray 11

Pantone Cool Gray 11
Four color - print
C15 M0 Y0 K85

Electronic
R71 G75 B80

Secondary Blue
Four color - print
C100 M80 Y30 K33

Electronic
R11 G75 B80

Range of grays

K: 100	K: 85	K: 80	K: 70	K: 50	K: 30	K: 20

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.
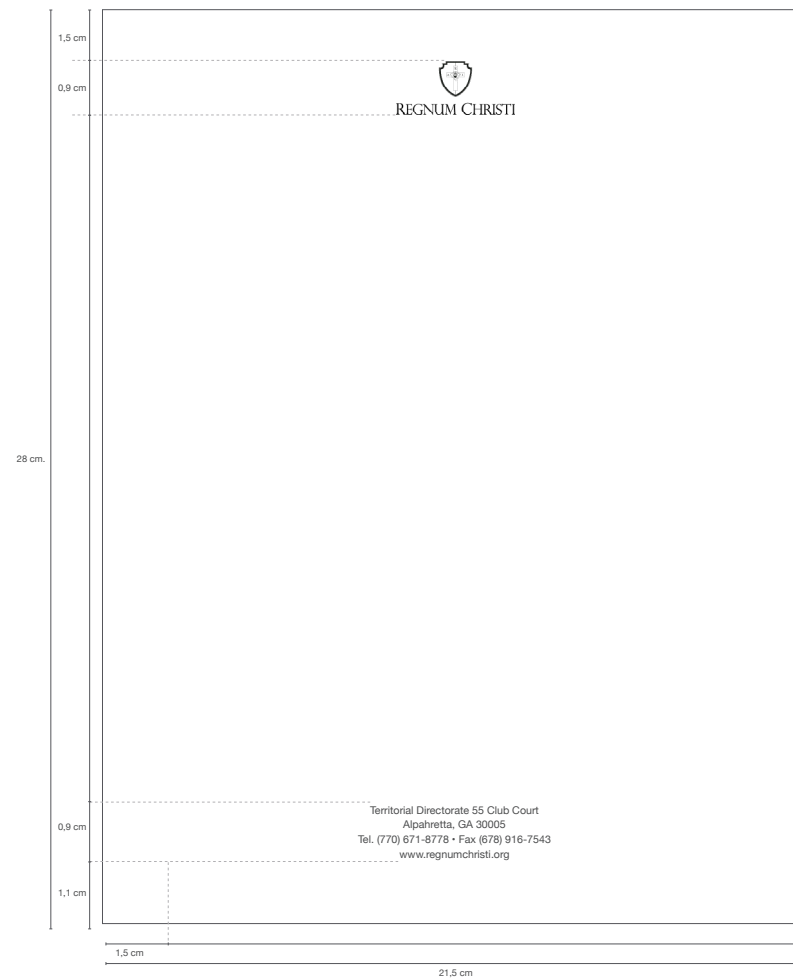

FOTO: P. Nicolás Núñez, LC

Applications_
Corporate Stationery

Applications letterhead

Regnum Christi

• Size: 8x11
• Paper: Matt, 150 g. White.
• Layout: Portrait. In position and size shown in black.
• Logo: Vertical single-line version. In position and size shown at the top
• Typography: Helvetica Neue (or Arial), color 70% of black, size 8.5 pts.

Respect the correct use of the logo and fonts

REGNUM CHRISTI

1,5 cm

0,9 cm

28 cm.

0,9 cm

1,1 cm

1,5 cm

21,5 cm

Territorial Directorate 55 Club Court
Alpahretta, GA 30005
Tel. (770) 671-8778 • Fax (678) 916-7543
www.regnumchristi.org

B2 Application_Stationery letterhead
For the different institutions

• Size: 8x11
• Paper: Matt, 150 g. White.
• Layout: Portrait, in the position and size shown in black.
• Heading: Helvetica Neue Medium or Arial. Size 16 pts, in black.
• Subheading (headquarters of the general directorate, vocation and territory): Helvetica Neue Regular of 11 pts.

Heading at the top is Regnum Christi Federation, followed by the origin of the communication as the subheading below (headquarters of the general director)

Respect the correct use of the logo and fonts.

0,8 cm

1,1 cm

**REGNUM CHRISTI
FEDERATION**
GENERAL DIRECTORATE

28 cm.

1,5 cm

21,5 cm
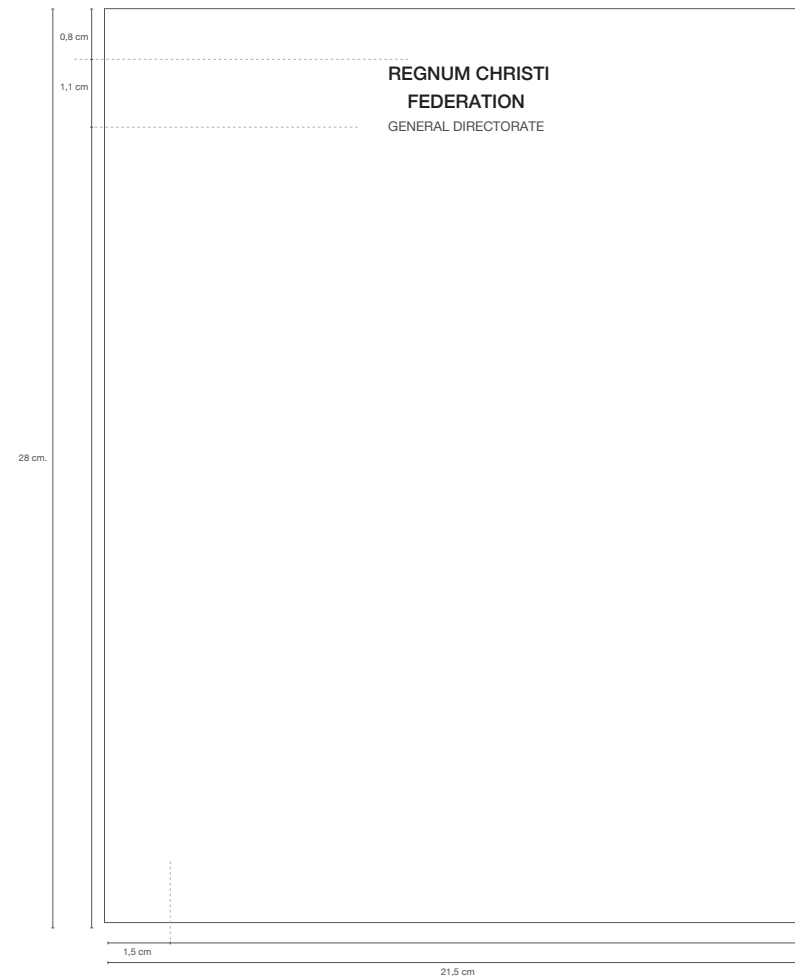
B2 Application_Stationery letterhead
For internal communication from the territory

• Size: 8x11
• Paper: Matt, 150 g. White.
• Layout: Portrait, Lato or Arial in position and size shown in black.
• Heading: Helvetica Medium or Arial of 16 pts. in black.
• Subheading (headquarters of the general directorate, vocation and territory): Helvetica Neue Regular, 11 pts.

The heading is Regnum Christi, the origin of communication as the subheading below (North American Territory)

0,8 cm

1,1 cm

REGNUM CHRISTI
NORTH AMERICAN TERRITORY

28 cm.

1,5 cm

21,5 cm
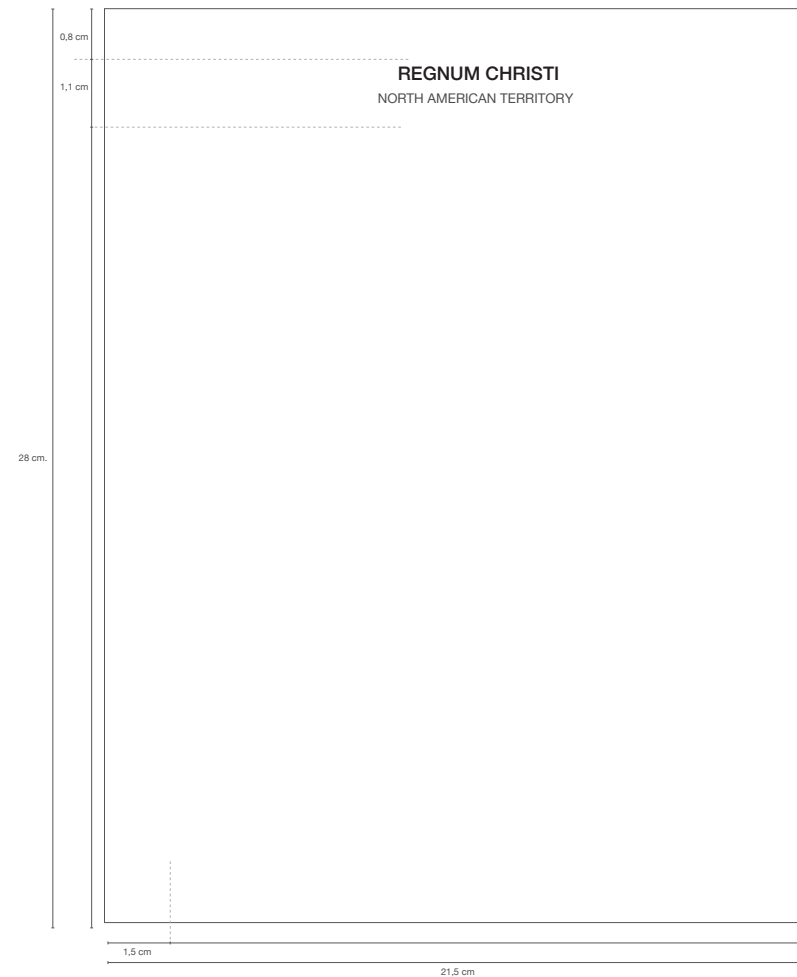
B3 Application_Stationery
Envelopes

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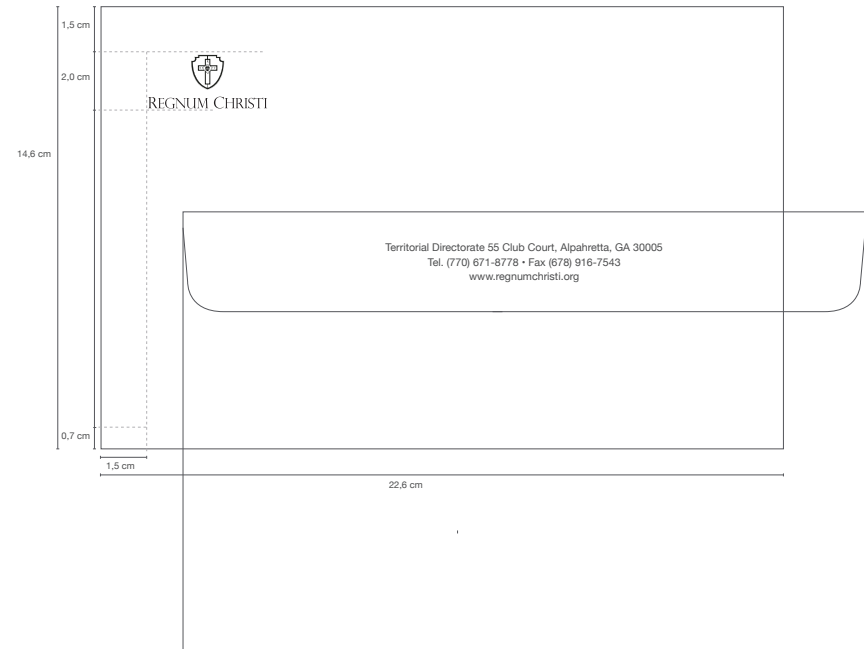
The use of this envelope size is relative to territory and needs, see appropriate format according to standard measures in each territory. Respect correct use of logo and fonts.

1,5 cm

2,0 cm

14,6 cm

REGNUM CHRISTI

Territorial Directorate 55 Club Court, Alpahretta, GA 30005
Tel. (770) 671-8778 • Fax (678) 916-7543
www.regnumchristi.org

0,7 cm

1,5 cm

22,6 cm

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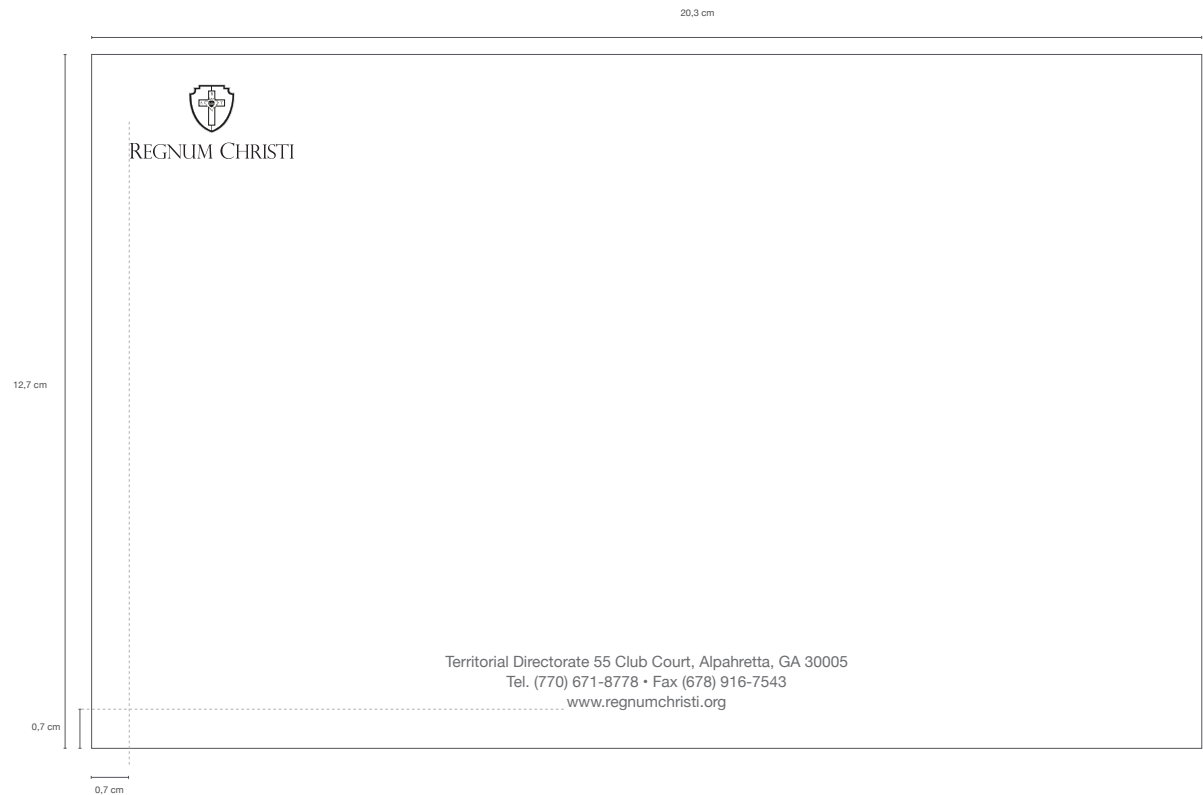
The use of this size of the thank-you card is indicative, see appropriate format according to standard measures in each territory. Respect correct use of logo and fonts.

20,3 cm

12,7 cm

REGNUM CHRISTI

Territorial Directorate 55 Club Court, Alpahretta, GA 30005
Tel. (770) 671-8778 • Fax (678) 916-7543
www.regnumchristi.org

0,7 cm

0,7 cm

B5 Application_Stationery
Business cards

• 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.

REGNUM CHRISTI

Name
Section Director

Address
Telephone
EMail

www.regnumchristi.org

0,4 cm
1,40 cm
0,9 cm
5 cm
1,2 cm
0,7 cm
0,4 cm
0,4 cm
9 cm
0,4 cm

B6 Application_Electronic signature

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

REGNUM CHRISTI

Name
Section Director
Section Name Locality

Tel. 555 55 55
Email: name@regnumchristi.org

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

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.

REGNUM CHRISTI

#WeAreRC

Legionaries of Christ • Consecrated Women
Lay Consecrated Men • Lay Members

REGNUM CHRISTI

#WeAreRC

Legionaries of Christ • Consecrated Women
Lay Consecrated Men • Lay Members

REGNUM CHRISTI

#WeAreRC

Legionaries of Christ • Consecrated Women
Lay Consecrated Men • 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 | Legionaries of Christ • Consecrated Women • Consecrated Men • Lay Members

_Footer with transparent shield and black cross

REGNUM CHRISTI #WeAreRC | Legionaries of Christ • Consecrated Women • Lay Consecrated Men • Lay Members

_Footer with transparent shield and cross in white

REGNUM CHRISTI #WeAreRC | Legionaries of Christ • Consecrated Women • Lay Consecrated Men • RC Lay Members

Una experiencia viva,
un encuentro con Jesucristo...

DESCUBRE
EL
RC
QUE HAY
EN TI

ASUNTA

Cuando f ui colaboradora, en la misa de acci—nde gracias al¯ final de una semana de misiones, el ver gente agotada y con alegr'a que traspasa los l'mites, me hablaba de ese RC que tengo dentro, ese ir por todo el mundo y predicar el Evangelio. Sonr'e el RC que hay en ti.

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

Legionaries of Christ• Consecrated Women • Lay Consecrated Men • Lay Members

_Footer with transparent shield and black cross on light background

REGNUM CHRISTI #WeAreRC

Legionaries of Christ • Consecrated Women • Lay Consecrated Men • Lay Members

_Footer with transparent shield and white cross on dark

REGNUM CHRISTI #WeAreRC

Legionaries of Christ• Consecrated Women • Lay Consecrated Men • Lay Members

C1 Appendix_ Application of style guide elements
Example 3. Applied to design

Youth Eucharistic Hour

Pray to the Lord

RCquiero.

REGNUM CHRISTI ✠ #WeAreRC

Legionary Priests • Consagrated Women • Consagrated Men • RC Lay Members

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

Using the logo inside a tab

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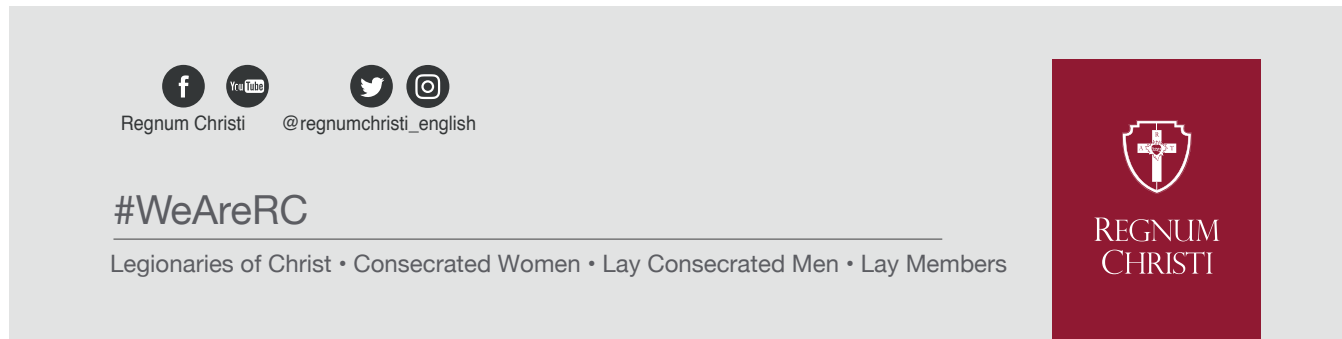A) The tab cannot distort proportions
B) The color of the tab can only be:
the pantone 194 (or its alternatives),
white (opaque or in some degree of
transparency)
C) The versions of this logo approved for
use are to the right.
D) This option is only developed for the
Regnum Christi logo, but not for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

Regnum Christi   @regnumchristi_english

#WeAreRC

Legionaries of Christ • Consecrated Women • Lay Consecrated Men • Lay Members

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
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
legionarios de Cristo · consagradas · laicos consagrados · laicos

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

" Padre nuestro,
 que estás en el cielo,
santificado sea tu Nombre;
venga a nosotros
tu Reino;
hágase tu voluntad
en la tierra como en el cielo.
Danos hoy nuestro pan de cada día;
perdona nuestras ofensas,
como también nosotros perdonamos
a los que nos ofenden;
no nos dejes caer en la tentación,
y líbranos del mal. Amén_

¡Venga tu Reino!

RC

Regnum Christi España   @RC_Espana

elregnumchristiquehayenti.es

#familiaRC
laicos · legionarios de Cristo · consagradas · laicos consagrados

REGNUM
CHRISTI

C1 Appendix_ Applications of some elements of identity
Example_ Letterhead for internal communication

• Size: Standard sheet
• Paper: Matt, 150 g. White.
• Layout: Lato or Arial in position and size shown in black.
• Header: Lato Medium or Arial of 16 pts. in black.
• Subheader (office and territory): Lato Regular or Arial 11 pts.

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

0,8 cm

1,1 cm

REGNUM CHRISTI
TERRITORIAL DIRECTIVE COLLEGE
NORTH AMERICAN TERRITORY

28 cm.

5,4 cm

21,5 cm
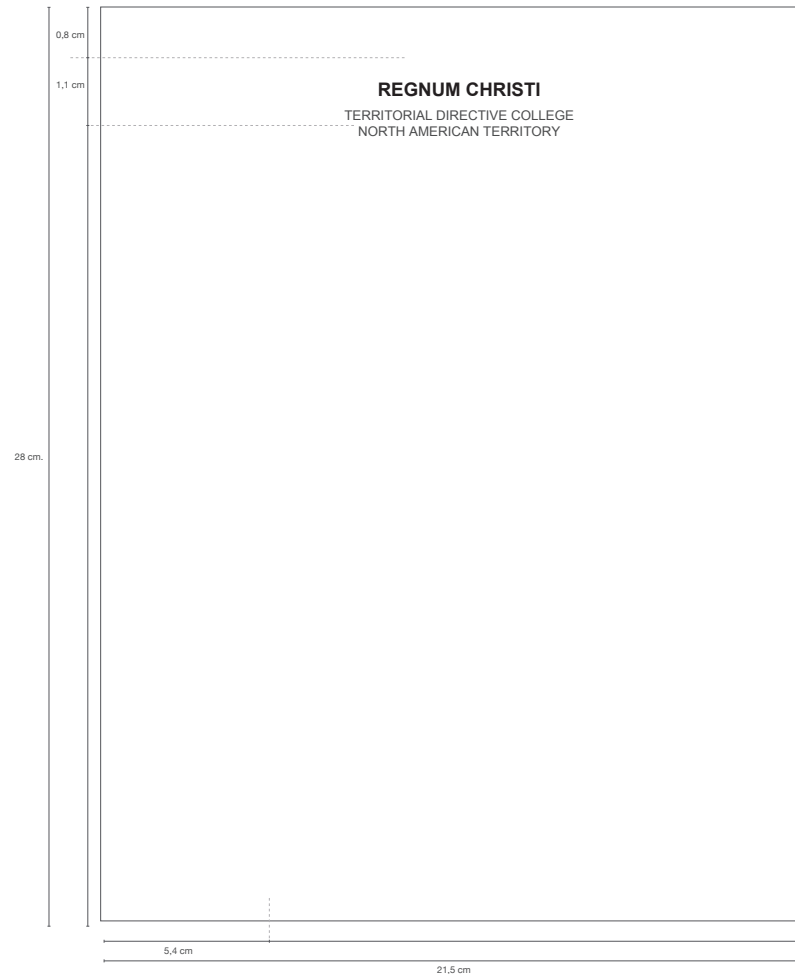
C1 Appendix_ Applications of some elements of identity
Example_ Business card

Name
Role
Regnum Christi

Address
Phone
Email
Redes

www.regnumchristi.com

REGNUM CHRISTI

Name
Role
www.regnumchristi.com

Address
Telephone
Email

Name
Role
Regnum Christi

Address
Phone
Email
www.regnumchristi.com
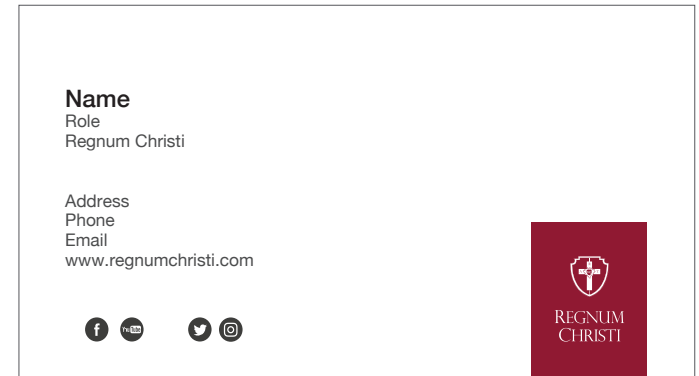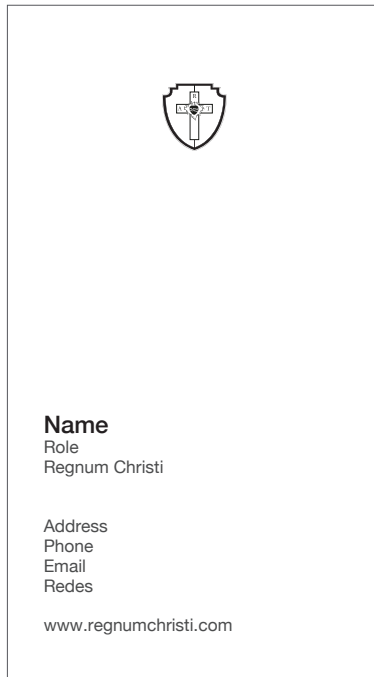
REGNUM CHRISTI

C1 Appendix_ Applications of some elements of identity
Example_ Electronic signature

Joaquín García
Sistemas & TIC I Servicios Corporativos
Administración Territorial España
Regnum Christi

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Telf: +34 910005881 I Móvil: 606106882
www. regnumchristi.es I www.legionariosdecristo.org I @RC_Espana

C1 Appendix_ Applications of some elements of identity
Example_thank you note cards

REGNUM CHRISTI

"cuidar a
un apóstol_

RC quiero.

regnumchristi.es

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

"seguir
sorprendiéndome_

RC quiero.

regnumchristi.es

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

¡Venga
a nosotros
tu reino!
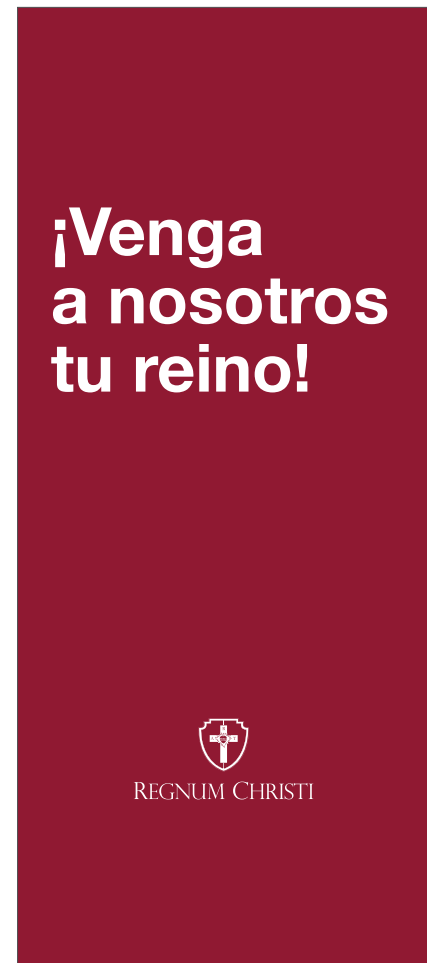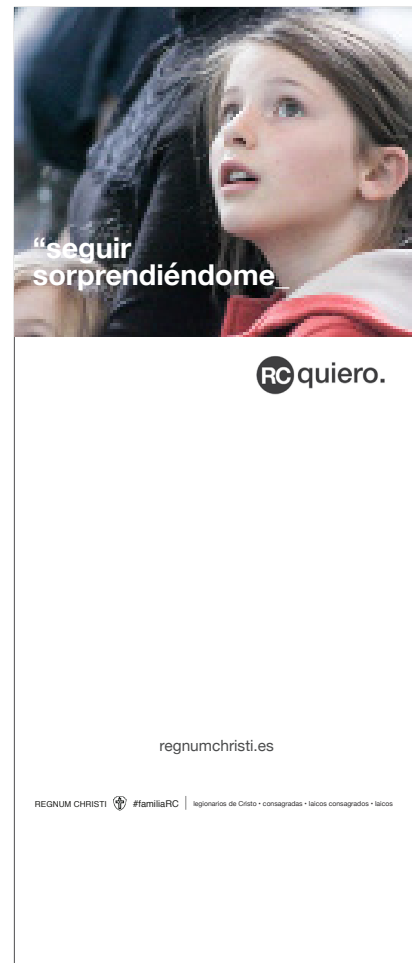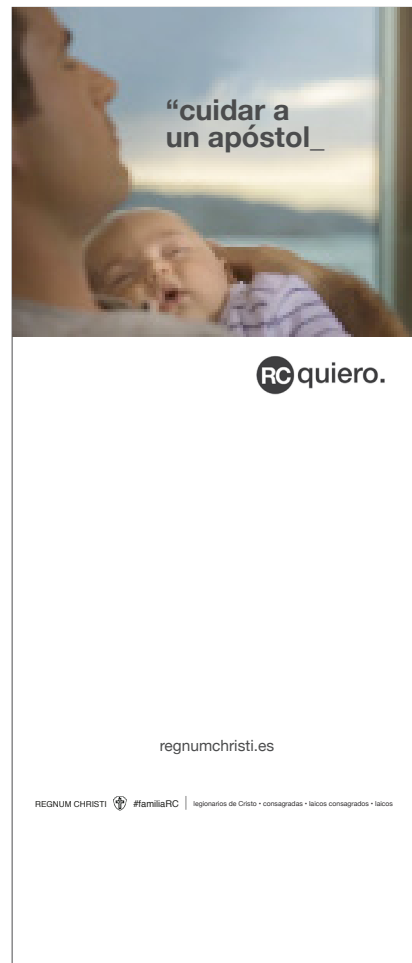
REGNUM CHRISTI

C1 Appendix_ Applications of some elements of identity
Examples_ Powerpoint presentations (templates)

C1 Appendix_ Applications of some elements of identity
Example_use of the logo (shield) for social media profile photos on social networks

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

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

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

Instagram
O icial 110px x 110px I JPG, GIF , PNG I Max. 180px x 180px

Dimensions of images for profiles on social networks a e constantly changing. On the website at www.regnumchristi.com/en/marketing-and-communications-mst/ you can find up to date information as it becomes available.

C1 Appendix_Applications of some elements of identity
Examples_Use of logo shield for etching or engraving
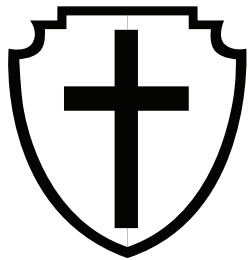
Observation:
Stop. Call the marketing & communication territorial office bef   e using.
This is to be used for engraving on merchandise only. For use engraving
or etching on materials like glass, wood, metal etc., Consult with the
director of marketing & communications in your territory before using.