Identity environment

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

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
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.
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 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.
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.
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.
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.
A3 Elements of identity_Institutional logos

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

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
• horizontal, 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 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
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 x 1cm high) to ensure it remains legible.
Elements of identity: Minimum space around logo

In order to 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.
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.
A3 Elements of identity: Logo versions according to the background

• 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 vertical and horizontal formats follow the same guidelines.
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!**
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.
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
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¡?¡! # € & : ( ; )

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

Merriweather Black
ABCDEFGHIJKLMNOPQRSTUVWX
Z abcdefghijklmnopqrstuvwxyz
0123456789 ¡?¡! # € & : ( ; )

Merriweather UltraBold
ABCDEFGHIJKLMNOPQRSTUVWX
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 ¡?¡! # € & : ( ; )
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).

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.
**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 prominent manor.
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.
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.
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
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.
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)
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.
• 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.
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.
Application: Electronic signature

- Tamaño: 60 x 190 píxeles
- Logo: Vertical, línea de un solo trazo, color completo
- Caligrafía: Nombre en Lato Regular o Arial en negro de 10 pts. Detalles: Lato Regular o Arial a 70% de negro en 7 pts. Datos en Lato Regular o Arial a 70% de negro en 7 pts.

regulares de Cristo | mujeres consagradas de Regnum Christi | hombres consagrados de Regnum Christi | miembros laicos
Appendix

Examples

Document associated with the Regnum Christi Style Guide
September 2017
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.
Appendix: Application of style guide elements

Example 1. Applied to design
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
Cuando fui colaboradora, en la misa de acción de gracias al final de una semana de misiones, en ver gente agotada y con alegría que festejaba los lunes, me hablaban de ese RC que tengo dentro, ese que por todo el mundo y predicar el Evangelio. Sonríe el RC que hay en ti.

Una experiencia viva, un encuentro con Jesucristo...
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
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._

#WeAreRC
Legionaries of Christ • Consecrated Women • Lay Consecrated Men • Lay Members
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;
Dáanos hoy nuestro pan de cada día;
perdonen nuestras ofensas,
como también nosotros perdonamos
a los que nos ofenden;
nosotros no les caigan en la tentación,
y libranos del mal. Amén.

¡Venga tu Reino!

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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)
Appendix_ Applications of some elements of identity

Example_ Business card

Name
Role
Regnum Christi

Address
Phone
Email
Redes
www.regnumchristi.com
Appendix_ Applications of some elements of identity

Example_ Electronic signature
Appendix_ Applications of some elements of identity

Example: thank you note cards

"cuidar a un apóstol"

"seguir sorprendiéndome"

¡Venga a nosotros tu reino!

regnumchristi.es

regnumchristi.es

regnumchristi.es

regnumchristi.es
Appendix_ Applications of some elements of identity
Examples_ Powerpoint presentations (templates)
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 | 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 website at www.regumchristi.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 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 director of marketing & communications in your territory before using.