REGENCY
ENTERPRISES SERVICES

Logo
Style Guide

<u>We advise you to reference this Style Guide before using the Regency logo to ensure proper usage from a visual standpoint.</u>

Additionally, please note that all use of Regency logos is subject to the terms of the Regency Logo Usage Policy. Your use of any Regency logo implies acceptance of, and agreement with, the terms of the Usage Policy.

Color Palette

Our core colors are "Regency yellow," "white," and "black" as defined below.

Color Guide – Yellow ("Regency Yellow"):

PANTONE 123 C

Hex: #fec329

RGB (254,195,41)

Color Guide – "Black":

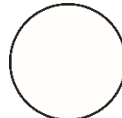**PANTONE Neutral Black C**

Hex: #272324

RGB (39,35,36)

Color Guide – White:

Hex: #FFFFFF

RGB (255,255,255)

Standard and Reversed Logos

Our standard logo is our "black" logo and the only acceptable alternative is our reversed "white" logo as approved here. We advise the use of the "black" logo on white or light backgrounds and advise the use of our "white" logo on black or other dark backgrounds where use of our standard logo is not visually defined.

See "Standard and Reversed Logo Usage Examples" below in the next section.

Standard

Without tagline:

With tagline:

- Logo 1 – Tagline with yellow
- Logo 2 – Tagline with yellow and drop shadow
- Logo 3 – Tagline without yellow and without drop shadow

1 Tagline with yellow

REGENCY

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We Solve Problems

2 Tagline with yellow and drop shadow

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We Solve Problems

3 Tagline without yellow and without drop shadow

<u>Reversed</u>

Without tagline:

With tagline:

- Logo 1 – Tagline (shown)
- Logo 2 – Tagline with drop shadow

Standard and Reversed Logo Usage Examples