



**REGAL**  

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**ENTERTAINMENT**  

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**G R O U P®**

*Corporate Identity Style Guide*

## 1.0 Purpose

This Corporate Identity Style Guide is designed as a tool to assist you in the use and application of Regal Entertainment Group's brand identities. Our goal is to promote proper and consistent use of our trademarks and company name. Our logos are more than just symbols of our company. They are ***valuable and protected assets***, and as such, we must ensure that our logos and brand names are represented clearly and consistently. We strive to preserve the integrity of these brands through uniformity and proper usage.

Every employee is a Regal Entertainment Group brand ambassador. As such we should all be proactive in following the Corporate Identity Style Guide as well as correcting and replacing old or incorrect logos. We thank you for your anticipated cooperation. Please feel free to contact Regal's Marketing Department with any questions or for further clarification.

## 1.1 About The Use Of Digital Files

The logo artwork seen in this Style Guide are for demonstration purposes only. Do not scan or copy this or any other document to reproduce any Regal Entertainment Group artwork. Use only original digital files for printing or display. Those files are available to download from the "Corporate Logos" page of the company's web site:

<http://www.regmovies.com/About-Regal/Logos>

If there is a format or use needed for which there is no file posted, please contact Marketing to acquire a digital file for your particular use.

## 2.0 Regal Entertainment Group (REG) Logo

Our primary REG logo is made of three distinct components:

1. our Crown Symbol
2. the distinct “REGAL ENTERTAINMENT GROUP” text
3. the ® which indicates the artwork is a registered trademark



*Crown Symbol is always rotated 16° clockwise from vertical. That's approximately the 12:30 position on the face of a clock.*

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These elements form the cornerstone of our corporate identity. Although mentioned above as distinct components, it's important to realize that they come together to form a complete trademark and are not to be used separately or rearranged in a new format.

## 2.1 Update

This REG logo has been updated from its original iteration. The purposes of this subtle update are:

- to improve legibility at small sizes
- to balance the weight of the various text sizes
- to brighten the corporate colors

*Prior version, now obsolete:  
mixed thick & thin letters,  
darker colors:*



*New, updated logo:  
balanced weight lettering,  
more saturated colors:*



Please assist by replacing any old artwork with the new logo as much as possible and practical.

## 2.2 Alternate Orientations

Orientation refers to the size and space relationships between the logo components themselves. The three-line “stacked” orientation of the REG logo is always preferred, but a single-line horizontal version is available and may be used where necessary or appropriate.

*Primary preferred orientation, the three line “stacked” version:*



*Our only allowed alternate, the horizontal orientation:*



- *Question: What about other logo variations and orientations that have been used in the past?*

With an increased emphasis on consistency and quality, it is our goal to minimize the number of variations of our logo and eventually eliminate other logo orientations from frequent use. Exceptions to these guidelines are understandable, but please make all reasonable attempts to use the preferred orientations when possible.

*Logo variations to be phased out:*



## 2.3 Reversed Colors Versions for Dark Backgrounds

The REG logo should always be easy to distinguish from its background. Two alternate versions are available for use when backgrounds are dark enough to provide a strong visual contrast.

*Primary choice for dark backgrounds:*

*Crown Symbol in full color, surrounded by white ring and white text.*

*Notice that the ring around the Crown Symbol and the lettering are always the same color. Either solid white or solid black.*



*Secondary choice for dark background when color inks are not available:  
All artwork in solid white.*



## 2.4 Solid Black Version

The REG logo should never be simply converted to grayscale. The result is undesirable low contrast areas of gray within the Crown Symbol. To solve this problem, a customized solid black version is available with no quadrants within the Crown Symbol. In unusual circumstances involving one single color of ink, it is only acceptable to convert the solid black version to an alternate color. Please choose spot color inks from the Regal corporate colors on page 11.

*Solid black version*

*Unacceptable grayscale conversion*



*Acceptable single color usage (such as only one color of spot ink)*



## 2.5 Minimum Clear Space

To protect the visual impact and integrity of the Regal Entertainment Group brand, a minimum clear space should be observed in all possible applications. This clear space is proportional to the size of the logo, and therefore applies regardless of what size the logo appears.



### 3.0 REG Logo with Theatre Brands

As the parent company of three distinct theatre brands, Regal Entertainment Group faces unique challenges in the arrangement, balance, and display of these logos.

It is important that these symbols remain constant and are used correctly without manipulation or distortion. These examples show the correct usage and variations of the Regal Cinemas, United Artists, and Edwards Theatres in conjunction with the REG logo.

*REG + 3 Brands, Stacked Orientation:*



*REG + 3 Brands, Single Row Orientation:*

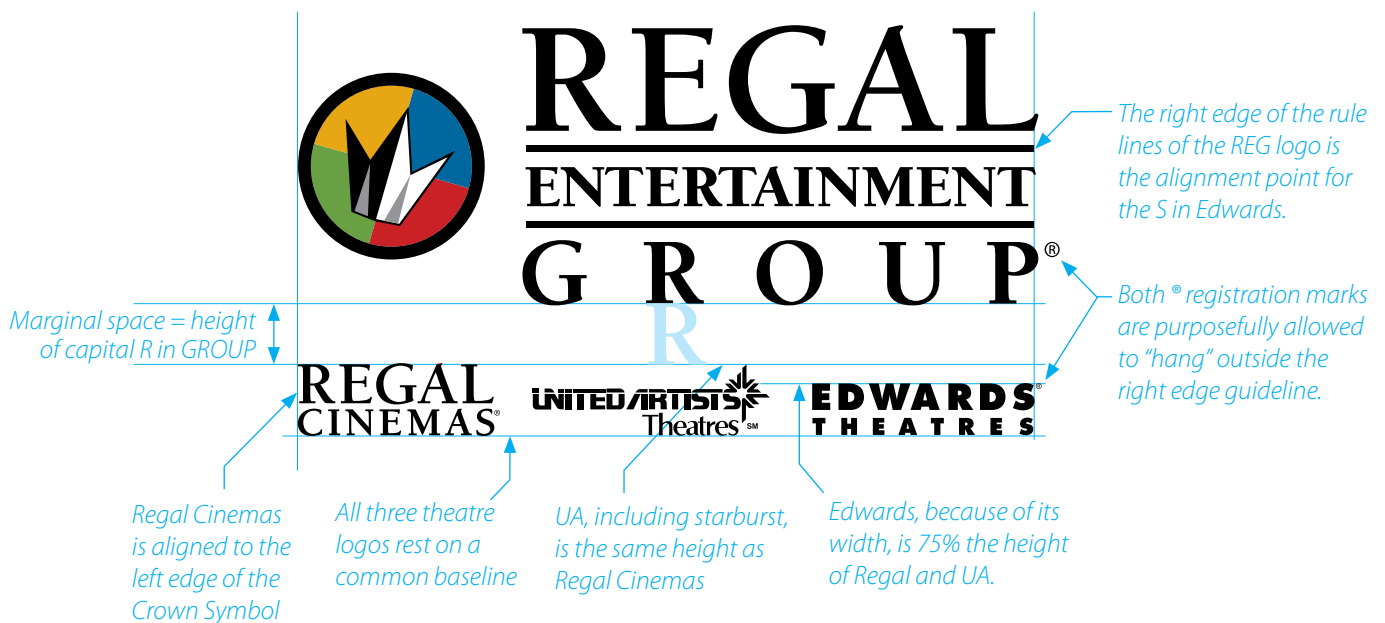
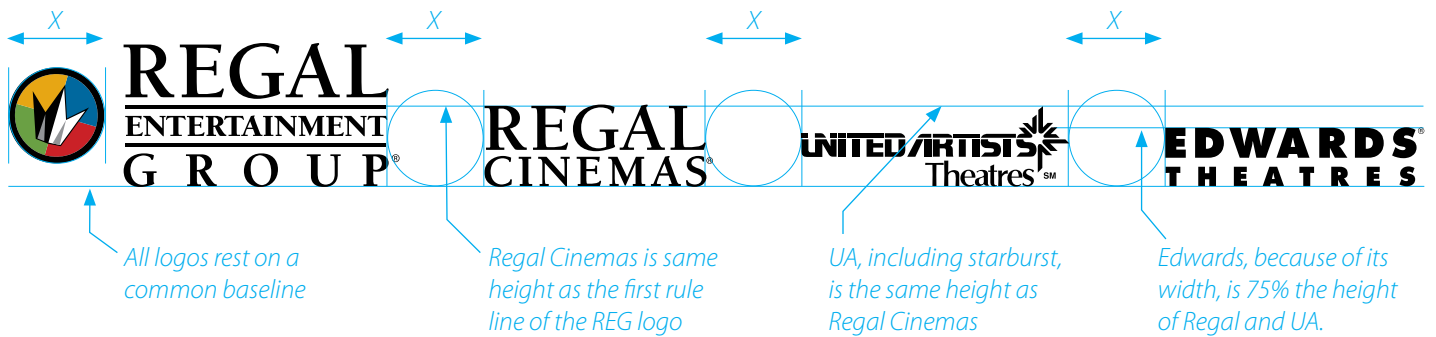


### 3.1 Spacing and Arrangement

To protect the visual impact and balance of the brands, careful attention has been paid to the relative sizes and arrangement of the four logos.

Please observe the following guidelines:

*X = a clear space equal to the diameter of the Crown Symbol.*





### 3.2 Crown Symbol Guidelines

As demonstrated previously, when placed alongside or underneath the main Regal Entertainment Group logo, the Regal Cinemas logo **does not** carry a Crown Symbol.

When Regal Cinemas is displayed alone, or in a group with our other theatre brands, but without the Regal Entertainment Group logo, it **does** carry a Crown Symbol.

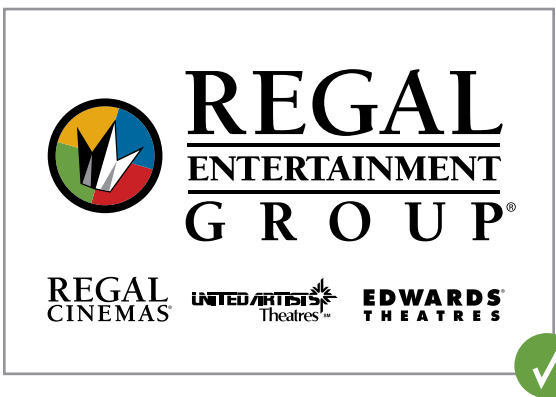
*Three theatre brands together, without REG logo:*



Keep this rule in mind: **always one but only one** Crown Symbol in a group of logos.



*Incorrect. More than one Crown Symbol in the group.*



*Correct. Crown Symbol not repeated beside the Regal Cinemas circuit name.*

### 3.3 Use of Crown Symbol Alone

Our Crown Symbol is the prominent visual icon for the Regal and it is certainly acceptable that it be used alone to represent the company.

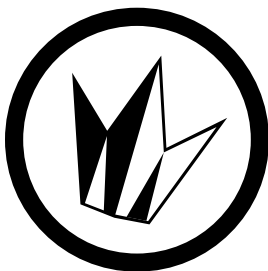
Caution should be used in such placements, as the reader or viewer must clearly understand that the Crown Symbol stands for Regal Entertainment Group and/or Regal Cinemas. Examples of when such context would be clear include: uses inside our theatre buildings, on our own website, and within Regal's clearly-branded social media channels and mobile app.

If there's chance of confusion or misrepresentation, such as being grouped with other brands or logos, then a better choice is the "full" REG logo, including the text.

Please refer to the following section (4.0) for proper logo usage. All the guidelines shown there also apply to usage of the Crown Symbol alone.

*Crown Symbol, in full color:*

*Crown Symbol, in single color:*



*Crown Symbol is always rotated 16° clockwise from vertical. That's approximately the 12:30 position on the face of a clock.*

*For special circumstances for small printing (less than 1/2 inch in diameter) or embroidery, a bolder version is available in single color.*



*Intended for problematic uses, especially those less than 1/2 inch in diameter.*

*The fine lines around the right side and bottom of the Crown are bolder. Only available in single color.*

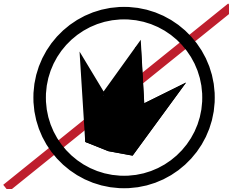
*Improper Crown Symbol uses. See Section 4.0 for complete guidelines.*



*No grayscale conversion.*



*No cross hairs.*



*No solid fills.*

## 4.0 Improper Logo Usage

Misuse or misrepresentation of our logo or brands negatively affects our identity assets. We must ask that you refrain from any attempt to modify the logo or brand symbols. Here are some guidelines to follow as well as a few examples of what not to do with the Regal logos. These guidelines apply to both the complete REG logo and to the Crown Symbol when used alone.

1. Always observe the minimum clear space.



2. Never stretch or scale the logo in a way that changes its proportions.



3. Don't rearrange, resize or rotate any logo components. The Crown Symbol must always be tilted 16° clockwise.



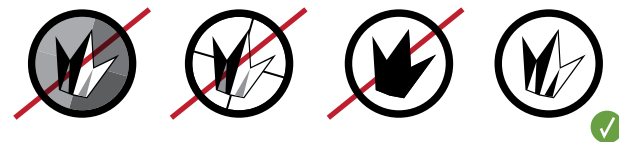
4. Never change any colors, nor add gradients, textures or internal drop shadows.



5. The color of the REG letters should always be the same color as the ring around the Crown Symbol — and only either black or white.



6. In black & white usage: Do not convert the logo to grayscale. The Crown Symbol should never appear with crosshair lines. Do not fill in the crown with solid color.



7. Don't add stroke lines around the logo to make it contrast against a background. Use a CMYK+ White version instead.



8. Do not change the words inside the logo. Never use different fonts.



5.0 REG Corporate Logo Colors

In the complicated environment of today’s inkjet printers, color copiers, computer monitors and offset printing, color consistency can be tough to manage. In order to maintain quality and consistency in Regal Entertainment Groups logos and brand logos, the following “definitions” of our colors have been created.

	<div>Regal Gold</div>	<div>Regal Green</div>	<div>Regal Blue</div>	<div>Regal Red</div>	<div>Regal Rich Black</div>	<div>Regal Crown 50% Gray</div>
CMYK process inks:	0-32-100-5	66-0-100-15	100-58-18-0	10-100-100-0	30-30-30-100	0-0-0-50
RGB monitor colors:	239-172-20	81-163-61	0-104-157	218-33-40	0-0-0	150-150-150
Spot color ink:	Pantone 130	Pantone 362	Pantone 3015	Pantone 186	Pantone Black	Pantone Cool Gray 7

# 6.0 Summary of Acceptable Logos

**Color Modes:**

*CMYK with black lettering*

*CMYK with white lettering*

*Solid Black or One Spot Color*

*Solid White*



*No color versions  
of United Artists or  
Edwards. Black or  
white only.*

