

Logo and Color **Guidelines**

Regency®
Centers.

Our **Logo**

Approachable, friendly, steady, and direct. Our logo reflects our voice and culture and is the building block of our brand. Please follow these guidelines for use on color backgrounds, size, and clear space as indicated here and on the following page.

The image shows the Regency Centers logo centered on a solid dark blue rectangular background. The word "Regency" is in a light orange color, and "Centers." is in a yellow-gold color. Both words are in a serif typeface. A registered trademark symbol (®) is located at the top right of the word "Regency".

Regency[®]
Centers.

Regency[®]
Centers.

WHITE LOGO | ORANGE BACKGROUND

Regency[®]
Centers.

WHITE LOGO | GRASS BACKGROUND

Regency[®]
Centers.

COLOR LOGO | GRAPE BACKGROUND

Regency[®]
Centers.

WHITE LOGO | MUSTARD BACKGROUND

Regency[®]
Centers.

WHITE LOGO | BRICK BACKGROUND

Regency[®]
Centers.

COLOR LOGO | CLAY BACKGROUND

Regency[®]
Centers.

WHITE LOGO | SKY BACKGROUND

Regency[®]
Centers.

WHITE LOGO | TEAL BACKGROUND

Regency[®]
Centers.

COLOR LOGO | NAVY BACKGROUND

Our **Logo**

Never stretch, skew, apply effects,
or distort the logo in any way.
Observe clear space requirement to
ensure logo is not crowded.

For branded center collateral, use the minimum
reproduction size logo with the appropriate
identifying verbiage. Verbiage may be used
with/without the center name.

[Center Name] is a Regency Centers Development

[Center Name] is a Regency Centers Property



CLEAR SPACE IS EQUAL TO THE HEIGHT OF THE "C" IN OUR LOGO



MINIMUM REPRODUCTION SIZE: 1 INCH

**Regency[®]
Centers.**

A Regency Centers Development

**Regency[®]
Centers.**

Center Name is a
Regency Centers Property

IDENTIFYING VERBIAGE

MAY BE USED WITH/WITHOUT THE CENTER NAME

MINIMUM REPRODUCTION SIZE LOGO WITH GOTHAM MEDIUM 6PT/FLUSH LEFT



Brand Colors

Our color palette offers an extensive selection of warm and cool colors in primary, secondary, tertiary, and neutral options.

To determine accessibility contrast, use a color contrast analyzer such as:

Webaim.org

Coolors.co

ORANGE

PANTONE 7579 U, 7579 C
C5 M77 Y95 K0
R229 G109 B61
HEX # E56D3D

PRIMARY

GOLD

PANTONE 124 U, 131 C
C1 M36 Y100 K11
R220 G149 B41
HEX # DC9529

PRIMARY

SKY

PANTONE 2985 U, 298 C
C64 M9 Y1 K0
R96 G169 B203
HEX # 60A9CB

PRIMARY

BRICK

PANTONE 492 U, 492 C
C11 M85 Y60 K48
R143 G50 B55
HEX # 8F3237

SECONDARY

GRAPE

PANTONE 2765 U, 7673 C
C92 M78 Y23 K14
R55 G47 B14
HEX # 372F41

TERTIARY

DARK GRAY

PANTONE COOL GRAY 11 U, COOL GRAY 9 C
C37 M28 Y29 K38
R106 G110 B38
HEX # 6A6E6F

NEUTRALS

GRASS

PANTONE 349 U, 349 C
C85 M7 Y87 K46
R54 G81 B41
HEX # 365129

SECONDARY

CLAY

PANTONE 7533 U, 405 C
C43 M39 Y44 K45
R58 G52 B48
HEX # 4B3C30

TERTIARY

MEDIUM GRAY

PANTONE COOL GRAY 7 U, COOL GRAY 7 C
C42 M33 Y32 K1
R154 G157 B159
HEX # 9A9D9F

NEUTRALS

TEAL

PANTONE 3145 U, 315 C
C100 M2 Y17 K48
R0 G85 B104
HEX # 005568

SECONDARY

NAVY

PANTONE 302 U, 7700 C
C83 M22 Y0 K61
R0 G48 B75
HEX # 00304B

TERTIARY

LIGHT GRAY

PANTONE COOL GRAY 4 U, COOL GRAY 4 C
C0 M0 Y0 K27
R197 G196 B198
HEX # C5C4C6

NEUTRALS

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Centers.

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