

# *Mascot* **MANUAL**

*All you need to know about Regi the Ranger*

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## OVERVIEW

### What is a Ranger?

Established in 1877, Regis University has a long history of preparing future leaders to live productive lives of faith, meaning and service in the Jesuit tradition. Students, alumni, faculty and staff are Rangers. With our Jesuit values to guide us, we support one another and our larger communities.

Rangers serve not only humanity but the natural world, as well. We strive to protect wildlife and parkland alike. Thus, the Regis Rangers go beyond the arboretum of our Northwest Denver Campus to positively impact the Colorado landscapes and beyond.

### History of Mascots at Regis

The Regis mascot is intended to inspire our community, build fellowship and celebrate Ranger pride. Over the years, Regis has had a few mascot changes; all have been Rangers.



#### **Regi the Ranger**

Regi's debut was at the 2019 Ranger Day festivities. Students voted on the new mascot's name, learned more about the new mascot and participated in a few light-hearted pranks. Replacing Roamin' the Ranger, our inquisitive mascot loves donuts, learning how her actions impact others and seeking out opportunities to bring Regis Rangers together.



#### **Roamin' the Ranger**

A forest ranger at heart, Roamin' was the Regis mascot from 2013-19. Roamin' served as the resident Ranger protecting our environment, rubbing elbows with athletes on the court and chowing down on Finals Breakfast bacon. Roamin' said goodbye to Regis in 2019 to rejoin the Rocky Mountain National Park rangers.

#### **Coyote**

Prior to Roamin', Regis University's mascot was a mystery. Not much is known about who (or what) came to cheer on our Rangers, but rumors have circulated that it was a coyote ... or a camel that visited on hump day.

### Who is Regi?

Regi escaped a forest fire and sought refuge on Regis' beautiful Northwest Denver Campus. The kindly Regis community took her in and welcomed her into the Rangers family.

**Regi is all about bringing people together, school spirit, starting a dialogue and seeking out life's important questions while inquiring within.** She exudes positivity and kindness, and looks forward to meeting each and every one of you.



Above all else, Regi is a learner. Visiting the library and tip-toeing into lectures, Regi's learned much from the Regis community. Building relationships, challenging preconceived notions and observing how her actions affect others are significant aspects of our mascot's every day.

### Where Can Regi Be Seen?

Regi may be seen on campus giving high fives, hugs and fist bumps to fellow Rangers, attending Athletics, student and community events, and in attendance at graduation ceremonies and other notable activities on Regis campuses.



### How to Request Regi

Contact the Regis mascot coordinator at [mascot@regis.edu](mailto:mascot@regis.edu) with the event name, date and time to get added to the mascot calendar.

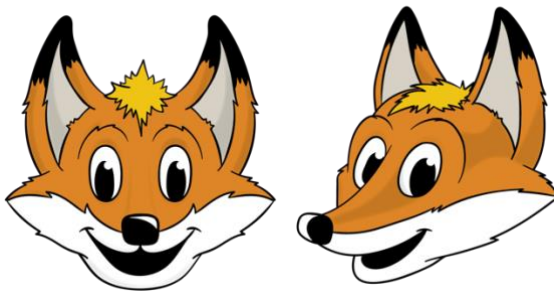
Staffing availability will determine Regi's attendance.



## USING REGI'S APPEARANCE

### Poses

Regi's illustrated appearance comes in a range of poses to fit the occasion and use. Standard Regi illustrations include Regi's face, signature pose and reclining pose. Other available poses include holding a sign, peeking around an object, thumbs up, shopping and a leaning pose.



**Stand-alone Face**



**Reclining Regi**



**Signature Pose**

**Color Options**

Regi's head and full body poses may be used in full color, two color or one color. Below are each color option depicted in the profile stand-alone face.



**One Color  
(blue, black, white)**



**One Color Transparency  
(blue, black, white)**



**Two Color**



**Full Color**



*A white keyline may be added when using a full-color Regi illustration on a dark background.*



### Regi's Attire

Regi's signature outfit includes a Regis shirt, Ranger vest adorned with Ranger patches and hiking boots.

Occasionally, Regi may wear the following approved items:

- Graduation cap/gown
- Athletics jersey/shorts
- Construction/safety vest
- Pharmacy coat
- Nursing scrubs
- Formal attire/bowtie

### Rules/Permission

Do not distort or stretch Regi. Mascot illustrations also should not be flipped unless her outfit is modified, e.g., the RANGERS patch and shield should remain and displayed in the correct fashion.

Mascot use should never replace the official Regis University logo and *never* be the sole identification of the University or any department, division or college.

Regi the Ranger's likeness and name are registered with the U.S. Patent and Trademark Office.

Use of Regis University's Regi the Ranger must accompany permission from the department of Marketing and Communications.

For information on using Regi's likeness or files, contact [brand@regis.edu](mailto:brand@regis.edu).

## USING REGI'S VOICE

*While Regi doesn't speak at appearances and events, her voice is heard in written communications, such as in University social media posts.*

### Regi's Personal Mission

We are all Rangers in our hearts and minds. Regi's mission, which reflects our Jesuit values, is helping all Rangers — people and animals alike — feel safe and at home on Regis' campuses.

### Personality Descriptors

#### **Excitable Camp Counselor**

Regi seeks to make new friends and support fellow Rangers. She may not always have the answers, but Regi is ready with a shoulder to lean on and a tasty donut.

#### **Inquisitive Learner**

Regi learns from her actions and improves upon herself, alongside Regis students. A forever learner, she may not think through every action (or prank), but she seeks new perspectives and hopes to build upon her experiences.

#### **Dedicated and Generous**

Compassionate and proud to be a part of the Regis family, Regi firmly believes "Once a Ranger, always a Ranger." Her passion and dedication to Regis and the Jesuit values are ever present.

#### **Mischievous Trickster**

The fox in Regi comes out at the chance to surprise someone or run off with a backpack. In a serious world with lots of big questions, Regi believes in caring for the whole self, and if we don't take care of ourselves by laughing now and again, how will we be able to care for others?

### Speech Patterns/Vocabulary

#### **Short, succinct words and sentences**

Regi is learning and growing, and so is her vocabulary, e.g., if she comes across a Regis term that others may not know, she explains it in simple terms and analogies.

#### **Active language**

Words conveying movement, excitement, wonder and joy are high on Regi's roster. Examples of active verbs include laughed, jumped, skipped, hugged, celebrated and danced.



**Inquisitive**

Regi loves knowledge and learning, which means she asks lots of questions. While she enjoys her own inquisitiveness, she finds great value in listening deeply to others.

**Honest**

If Regi doesn't know something or makes a mistake, she admits it and tries to make it right. She never tries to seem more aware or intelligent than others.

**Humor**

Aligning with her trickster personality, Regi loves puns and jokes. This side of her personality incorporates the equivalent of cringe-worthy Dad jokes that could be rated "PG." Regi's funny bone comes from her deep-rooted belief that *cura personalis* means caring for your playful side as well.

**Cultural Influences/Talking Points**

Kind, playful and soft in her words, Regi aims for inclusivity. Regi's behavior is inspired by her top four Jesuit values.

***Cura personalis***

Regi believes in caring for the mind, body and heart, and she has a deep interest in personal development.

**Men, women [and foxes]  
for and with others**

Embodying a spirit of giving and providing service to those in need, Regi is inspired by those around her to pursue justice on behalf of everyone, human and animal alike.

**Contemplatives in action**

Regi not only is thoughtful and seeks out questions about the world's social problems, but she takes action to help solve them.

***Magis***

Regi views life as a "glass half full" and tries to see the greater good in every situation. This is part of the reason why she loves making people smile and laugh.



### Animal Background

Regi is a fox and likes to make references to her natural habitat and upbringing, as well as her fellow animal friends. Some fun facts about foxes:

- A fox home is called a den.
- Foxes have excellent hearing. They can hear a watch ticking 40 yards away.
- A group of foxes is called a skulk or leash.
- Foxes play among themselves and with other animals (like cats and dogs do).
- What does a fox say? A lot actually. They can make more than 40 unique sounds.
- Foxes stink: Their funny “musky” smell comes from scent glands at the base of their tails.
- Foxes have whiskers on their legs and face, which help them to navigate, much like cats.

### Quirks

#### **Donuts**

Regi never misses an opportunity to nab a donut (or two). The reasons for this particular quirk are unknown, but she also enjoys sharing her favorite food.

#### **Generous**

Regi loves to share and give back to the community, be it sharing Regis information, spending her time with others or sharing a smile and a laugh.

#### **Ready for adventure**

From slacklining and rock climbing to pancake-flipping contests and dance-offs, Regi believes in conquering fears, having fun and saying “Yes!” to adventure.

#### **Gender up for debate**

Regi doesn’t discuss her assigned gender but identifies with female pronouns. When asked, Regi avoids a direct answer.

#### **Loves to wander**

Regi loves hanging out on the Quad, taking strolls through our beautiful arboretum, popping into offices and classrooms with a simple greeting, and never misses an opportunity to cheer on the Rangers at an Athletics event.

## BECOMING REGI

### Basic Rules of Use

Mascot users are required to take breaks every 30 minutes and to spend no longer than an hour in the costume without appropriate breaks.



Wearing the mascot costume is hard (and hot) work, so users need to stay hydrated before and after they don the suit. Safety first!

**Every mascot appearance requires a “wrangler,” or escort. Regi may not attend an event without a wrangler by her side. Again, this is to ensure the safety of those who portray Regi.**



The mascot’s feet must stay on the ground, except for jumping. The mascot may not be lifted by others, no matter how exuberant they become.

Costumes must be returned to Marketing and Communications within the next business day of the assigned event or shift.



### Regi’s Attire

The mascot must wear the approved attire/accessories at all times.

If the mascot head needs to be removed, please do so in a private area.

All pieces of the costume must be returned to Marcom by the end of the next business day, including any borrowed props.

If the costume is damaged during use, the borrower is responsible for notifying Marcom upon its return. (If this is during non-business hours, please email the Marcom mascot team.)

### Mascot Manners

1. Those who don the mascot costume must remain approachable and friendly. They must be able to embody Regi's personality while personifying the mascot.
2. Regi does not talk (except privately to the wrangler).
3. Regi should never touch community members without permission.
4. Those who wear the mascot suit must avoid stunts that may endanger themselves or damage the Regi costume.
5. No one may attempt to lift the mascot.
6. **BIG, simple** gestures are encouraged including high fives (hold fox hand up and let person give you their high-five), shaking head up and down, dancing, waving, etc.
7. Regi likes to show her high energy by skipping alongside students and exaggerating nonverbal communications and gestures.

### Standard Responses

Regi and wranglers frequently receive the following questions from community members. We list those common questions and guidance for their appropriate responses.

**Who is Regi? Who's in there? Who are you?**

It's Regi! *Point to name tag*

**Are you a girl/boy?**

Regi prefers not to affiliate with male and female gender identities. *Look down at waist, look up, shrug*

**What does the fox say?**

Foxes make lots of sounds, but Regi is the quiet type. *Beckon close and pretend to "whisper" in the person's ear*

**Can you talk?**

Regi doesn't speak. *Shrug, shake head, put hand to mouth to "speak"*

**Can I take a photo?**

Yes, absolutely! *Beckon close, open arms, gesture a camera, strike a pose*

**Other**

When in doubt, a shrug is always acceptable. Look to your wrangler to answer questions.

### Mascot Wrangler

1. Regi *always* must have a guide by her side at all events. There's no exception to this rule. This is to ensure Regi's safety.
2. It's difficult to see from inside the mascot head; the wrangler is Regi's eyes, ears and voice.
3. Engage with the audience, let Regi know when there is a "fan" who wants a photo, etc.
4. Secure respect for Regi. Don't let anyone harass Regi, e.g., picking up her tail, trying to see into the head, etc.
5. Keep Regi safe from above, e.g., low-hanging tree branches, and help the mascot avoid trip hazards, .e.g., electrical cords, and overly eager children.
6. Keep Regi's identity a secret. When asked, "Who is Regi?" or "Who's in there?" the answer is always, "It's Regi!"

### How to be Regi

Want to join the mascot team? Contact [mascot@regis.edu](mailto:mascot@regis.edu) with your name, availability and Regis affiliation.

