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BRAND POSITION

Roseman University is transforming healthcare education shaping exceptional, compassionate best-in-breed healthcare practitioners that both serve and collaborate in their communities and set new standards of excellence in the ever-changing 21st century world of healthcare.

BRAND ADVOCACY

Roseman’s outstanding faculty, students, employees, friends, alumni, and volunteers are our greatest advocates.

Every member of the University has many opportunities to express the meaning of the brand, in the way that they talk about Roseman and how they use the brand identity.

A consistently told brand story, using a consistent brand identity allows us to leverage and optimize the impact we have on our audiences.

BRAND INTEGRITY

A clear and consistent identity helps maintain the integrity and continuity by reinforcing the use of specific graphics and type. Our visual guide enhances outreach by supporting Roseman University’s ability to recruit outstanding faculty, students and staff; to engage alumni and attract external support. Every member of the University community plays a key role in bringing the cohesive identity to life by applying this visual narrative throughout all University communications, including print, web, broadcast and all other electronic formats.
STANDARDS

This Brand Guide contains the rules and standards for the Roseman University developed and established by the Marketing Office in accordance with the approved University policies and with extensive advice from administration. All Roseman University units and student organizations are required to use the Roseman University name and unified visual identity, including a set of approved marks as outlined in the guidelines contained within this document.

The Marketing Office is empowered with the authority to manage and enforce the proper use of the University’s name and identity and is charged with creating, distributing and maintaining guidelines necessary for the proper use of the Roseman brand; developing tools, training and other incentives that facilitate the proper usage of the Roseman brand by all units of the University; and establishing oversight to maintain the correct use of the Roseman visual identity.

PROCEDURES

The Marketing Office is available to respond to all inquiries regarding usage, including: requests to create materials, guidance in acceptable use of visual identity elements and review/approval of related materials. The Marketing Office is also available to assist units in the designs and production of collateral material, promotional items and other material that includes the Roseman branding and will be distributed internally and externally. To begin a project, submit a Marketing Request Form available on the Roseman Internet in Public Folders under Marketing.

Individual students are not permitted to use the Roseman University corporate identity elements outside the specific standards set forth in this guide. For example, the Roseman University seal may not be used by student group and may only be used by the University in an official capacity. A designated set of informal corporate logos have been developed and designated for use by student groups. The use of Roseman visual identity elements in commercial goods and marketing is permitted for student groups after review and approval by the Marketing Office.

This guide is intended primarily for use by the Roseman University community. Any individuals, groups or companies external to the University requesting further information regarding the use of Roseman University visual elements should contact the Marketing Office.

CONTACTS

Vice President for Communications & Partnerships  |  702.968.1633
Vice President for Strategic Implementation and Engagement  |  702.802.2872
Marketing Communications Specialist (Henderson, NV)  |  702.968.1647
Director of Marketing (South Jordan, UT)  |  801.878.1035
General Inquiries  |  marketing@roseman.edu
LOGO FORMAT USAGE

MINIMUM SIZE
When reproducing the Roseman brand, never present the logo any smaller than the minimum size indicated here.

SAFETY ZONE
To maintain the visual impact of the Roseman University logo, never place any graphic or typographic element closer to the logo than the minimum clear space indicated here.

CORRECT USAGE
There are two acceptable formats to the Roseman University logo. The bottom version can be used for legibility if the logo is being reproduced very small; for example as a sponsor.

INCORRECT USE EXAMPLES
The Roseman logo may not appear in any of the following formats, including using the Roseman typeface by itself.
LOGO COLOR USAGE

When reproducing the Roseman logo never present the logo in any other color than shown here: Pantone Roseman 7421 U and Black 7 C.

PANTONE 7421 U
HEX#780032
C0 M100 Y30 K61
R120 G30 B50

PANTONE 419 U
HEX#595854
C61 M59 Y60 K38
R50 G50 B50

LOGO B/W/NEGATIVE

The logo can also be featured in a Pantone Rich Black, if it is on a solid colored background it can be utilized only in white to maintain legibility.

PANTONE Rich Black
HEX#000000
C0 M0 Y0 K100
R0 G0 B0
The Roseman University logos are to be used when representing the University or a specific college, program or department within the University. These logos allow the University to have a consistent brand identity when communicating internally and externally.

**College of Dental Medicine**

**College of Graduate Studies**

**College of Nursing**

**College of Pharmacy**

**College of Medicine**

**MBA Program**
The Roseman University General Seal may be used for official use ONLY upon approval from the Marketing Office. Each program carries its own unique seal that symbolically represents its scholastic traits and can be used for embroidery and other collateral upon approval from the Marketing Office.

**USAGE**

**Program Seals**

- Roseman University General Seal
- College of Dental Medicine
- College of Nursing
- College of Pharmacy
- College of Nursing – VBSN
PRIMARY PALETTE

Maroon is Roseman’s main color. If the project you’re creating has color, maroon should be in it. Cool Gray 6 and Black are also utilized as Roseman’s primary color palette.

SECONDARY PALETTE

If the project you are working on requires a splash of color to make things “pop,” the colors shown below are part of the secondary palette and may be used in small doses as accent colors. *Although it is not listed, white is also a secondary color.*
Gotham (sans-serif print font)

Gotham is used as a primary sans serif font for print.

Gotham Thin
The quick brown fox jumps over the lazy dog.

Gotham Thin Italic
The quick brown fox jumps over the lazy dog.

Gotham Light
The quick brown fox jumps over the lazy dog.

Gotham Light Italic
The quick brown fox jumps over the lazy dog.

Gotham Regular
The quick brown fox jumps over the lazy dog.

Gotham Regular Italic
The quick brown fox jumps over the lazy dog.

Gotham Medium
The quick brown fox jumps over the lazy dog.

Gotham Medium Italic
The quick brown fox jumps over the lazy dog.

Gotham Bold
The quick brown fox jumps over the lazy dog.

Gotham Bold Italic
The quick brown fox jumps over the lazy dog.

Gotham Black
The quick brown fox jumps over the lazy dog.

Gotham Black Italic
The quick brown fox jumps over the lazy dog.
Minion (serif print font)

Minion is used as a secondary serif font for print.

Minion Regular
The quick brown fox jumps over the lazy dog.

Minion Italic
The quick brown fox jumps over the lazy dog.

Minion Medium
The quick brown fox jumps over the lazy dog.

Minion Medium Italic
The quick brown fox jumps over the lazy dog.

Minion Semibold
The quick brown fox jumps over the lazy dog.

Minion Semibold Italic
The quick brown fox jumps over the lazy dog.

Minion Bold
The quick brown fox jumps over the lazy dog.

Minion Bold Italic
The quick brown fox jumps over the lazy dog.
Roboto (Web font)

Roboto can be used as a Gotham alternate san-serif font for web.

Roboto Thin
The quick brown fox jumps over the lazy dog.

Roboto Thin Italic
The quick brown fox jumps over the lazy dog.

Roboto Light
The quick brown fox jumps over the lazy dog.

Roboto Light Italic
The quick brown fox jumps over the lazy dog.

Roboto Regular
The quick brown fox jumps over the lazy dog.

Roboto Regular Italic
The quick brown fox jumps over the lazy dog.

Roboto Medium
The quick brown fox jumps over the lazy dog.

Roboto Medium Italic
The quick brown fox jumps over the lazy dog.

Roboto Bold
The quick brown fox jumps over the lazy dog.

Roboto Bold Italic
The quick brown fox jumps over the lazy dog.

Roboto Black
The quick brown fox jumps over the lazy dog.

Roboto Black Italic
The quick brown fox jumps over the lazy dog.
Crimson (Web font)

Crimson can be used as a Minion alternate serif font safe for web.

Crimson Regular
The quick brown fox jumps over the lazy dog.

Crimson Italic
The quick brown fox jumps over the lazy dog.

Crimson Semibold
The quick brown fox jumps over the lazy dog.

Crimson Semibold Italic
The quick brown fox jumps over the lazy dog.

Crimson Bold
The quick brown fox jumps over the lazy dog.

Crimson Bold Italic
The quick brown fox jumps over the lazy dog.
H1 Heading

H2 Heading

H3 HEADING

Bold, Italic, Strikethrough, [Link]


The use of the hexagon in Roseman University’s imagery is an visual icon that binds print, web and corporate design. At its core it represents the Six-Point Mastery Learning Model and it encompasses our values and is a key differentiator among other educational institutions. Examples of use: framing of objects, background patterns and design accents.

CLUSTERS

The use of the hexagon cluster focuses on the edges of the specific piece, preferably in the corners and can be mirrored based on the composition. Details: 60-80% opacity / Screen, Multiply or no blending mode depending on the background / -145º or 145º gradient feather. The gradient swatch featured on the right can be used in place of the linked image for the gradient color fill.

LOGO + HEXAGON

This version of the wordmark logo is intended for use on apparel such an embroidery on shirts and hats.

FADED RU SEAL

The Roseman University seal is used in print collateral and is limited to a watermark. The screened back seal logo is also generally used at the bottom as a design element. Details: 15% opacity / Multiply blending mode / -90º gradient feather.
THE SIX-POINT MASTERY LEARNING MODEL

The Roseman University Six-Point Mastery Learning Model is used to showcase the six key tenets of the model.

- **Classroom as Teacher**: Classroom design and layout assume that every student is in close proximity to the instructor, to facilitate learning and encourage student participation.
- **Block Curriculum**: Students focus on one academic subject at a time, and must demonstrate competency at 90% or higher to pass.
- **Early Experiential Learning**: Early exposure to clinical experiences enhances and supports learning in the classroom by providing students the opportunity to see, feel and understand what is taught in the classroom in an actual healthcare setting.
- **Active & Collaborative Learning**: Class time incorporates a variety of activities to encourage participation and foster student interest, including discussions, case presentations, simulations, debates, group projects, role-playing, seminars, workshops and more.
- **Assessment Learning**: Learning, assessment, feedback and re-assessment are ongoing and continuous, allowing students to gauge their learning and detect areas of misunderstanding early.
- **Competency-Based Education**: Students are measured on criterion-referenced test achievement, not against the performance of others.

ALTERNATE LOGO + HEXAGONS

This version of the logo is limited to specific usages and must be approved by the art director and/or the marketing team. Examples of usage: social media, presentations and certain print opportunities.
The background is of our print ads features a layered PSD file with multitle filters, channels and masks. These files are not to be edited by anyone outside of the marketing team.

The overlaid design elements are broken apart and provided below. **Details:**
the font for the headline is Edo SZ with our gradient at 50-80% opacity.
The Gotham sub-headline is slightly overlaid on top of the headline in all caps with a kerning level of 50-500.
All elements including the headline, copy and corporate information has a Multiply blending mode. The CMYK color breakdown for all copy and corporate information is 61/55/58/31.
BACKGROUND
The background is generally utilized on print collateral, including but not limited to: programs, general ads, internal documents and occasionally as a separate design element.  
The Roseman logo is always featured at the bottom of our ads.

The screened back seal logo is also generally used at the bottom as a design element. **Details:** 15% opacity / Multiply blending mode / -90° gradient feather.

BANNER
The banner is used for headlines, but can also be utilized to highlight talking points or other important aspects. The headline font is Trajan Pro but can also be replaced by Perpetua Tilting. **It consists of the Roseman maroon overlaying a grunge texture with a Multiply blending mode.** The font is Trajan Pro Bold for the headline and Regular for the subheading. **This format should only be used for general information Roseman ads.**
WEB/UI

BUTTONS

BUTTON 1

BUTTON 2

ALT. BUTTON

ROLLOVER

ROLLOVER 1

ROLLOVER 2

ICONS

CLASSROOM

GROUP

SCHEDULE

GRADES

GRADUATION

LAB WORK

EDUCATION

CLINIC

CURRICULUM

CLASS TIME

TEXTBOOK

LAPTOP

TESTING

HEXAGON
FULL BODY LOGO USAGE

Roseman University’s mascot is a roadrunner, the full body version featured below is the primary logo. He can be utilized in 1-color as well as 4-color depending on the media utilized. Below are examples of how the logo can be used. For additional design & uses of the mascot please contact the Marketing Office.
HEAD LOGO USAGE

The head version featured below is the secondary logo. He can only be utilized in 1-color. Below are examples of how the logo can be used. *For additional design & uses of the mascot please contact the Marketing Office.*