Roseman University of Health Sciences

BRAND GUIDELINES

2024 - 2025

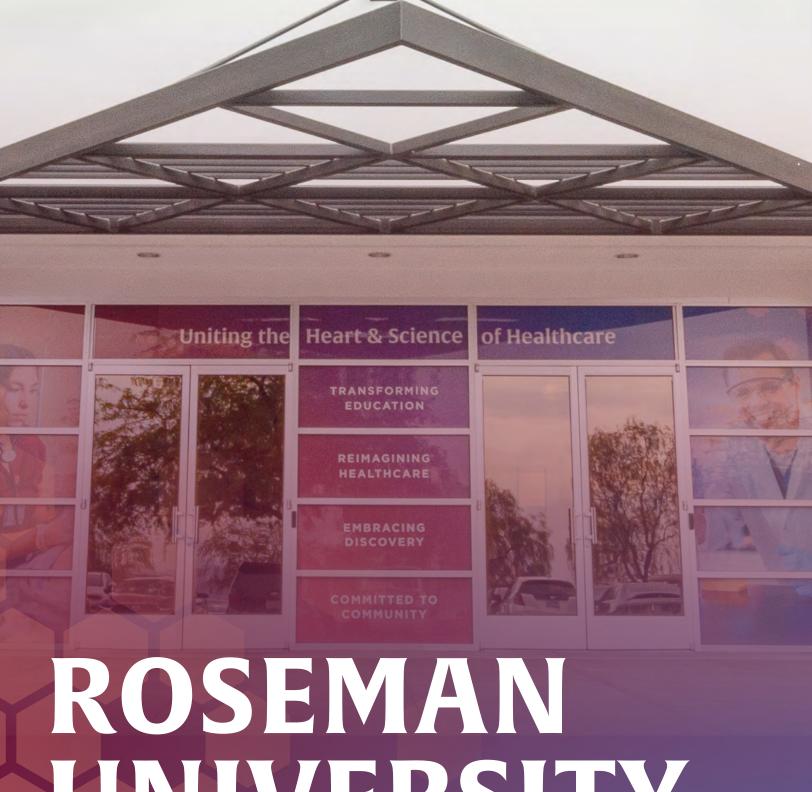
Transforming Education. Reimagining Healthcare. *Embracing* Discovery. *Committed* to Community.

roseman.edu | @rosemanuhs | f | 💆 💥









UNIVERSITY

BRAND EXPRESSION

OUR FOUR PILLARS: TRANSFORMING EDUCATION. REIMAGINING HEALTHCARE. EMBRACING DISCOVERY. COMMITTED TO COMMUNITY.

Everything we do connects back to our mission. While our mission is multifaceted and complex, it can be expressed in 9 simple words. Transforming Education. Reimagining Healthcare. Embracing Discovery. Committed to Community. This brand expression provides a memorable device to expand perceptions about who we are and what we do.

"UNITING THE HEART AND SCIENCE OF HEALTHCARE"

Uniting the Heart & Science of Healthcare. A new way to tell our Roseman story. Your story.

We believe empathy should be part of a cutting-edge curriculum. We believe that clinical skills and compassion go hand in hand.

We believe that our students, employees and patients are at the Heart of everything we do.

We believe that Roseman Unites the Heart and Science of Healthcare.



MISSION, VISION & CORE VALUES

MISSION

Roseman University of Health Sciences advances the health and wellness of the communities we serve by educating current and future generations of health professionals, conducting research and providing patient care. We actively pursue partnerships and affiliations that are aligned with our mission, work to create an environment that fosters both internal and external collaboration to achieve optimal outcomes, and are committed to responsible fiscal management in all endeavors.

VISION

Roseman University of Health Sciences aspires to be the first choice among "best in class" institutions of higher learning, universally recognized as an innovative, transforming force in health care education, and as a vibrant, stimulating place to work and learn.

CORE VALUES

We ascribe to the foundational, cultural, and behavioral norms of all "best in class" institutions of higher learning. That is; professionalism, integrity, diversity, accountability, collegiality, social responsibility, and ethical behavior are all integral to the enduring relationships Roseman University of Health Sciences maintains with the constituencies it serves. In addition to these basic norms, Roseman University of Health Sciences espouses the following core values which are inherent in its unique Mission and Vision:

- Risk-taking We value responsible risk-taking that leads to the sustainable growth of the institution.
- Innovation We value innovations in education, organizational structures, and physical surroundings that create a vibrant, stimulating environment in which to work, to learn, and to grow.
- Individual and Collective Achievement of Excellence We value a culture that fosters and celebrates excellence and achievement for one and all.
- Passion and Commitment We value passion and true commitment as the requisite components of transformational leadership in education and the health professions.
- Empowerment We value the empowerment of individuals through the provision of a collaborative, supportive environment in which to learn and to work.



Typography is extremely important when representing the values and tone.

HEADLINE GUIDELINES

- Consider the readability, versatility, and accessibility
- Fonts: Alverata, Gotham, and Brother Home
- Capitalized or uncapitalized

SUBHEADLINE GUIDELINES

- Fonts: Gotham, Minion Pro
- Capitalized or uncapitalized

BODY COPY

- Fonts: Minion Pro or Gotham
- Kerning should be 0
- Leading should be set at least 2pts higher than body copy size
- No smaller than 7pt
- Body copy should line up on the left side (left-justified) or justify all lines

MAIN HEADING: ALVERATA

Alvarata Medium abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Alvarata SemiBold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,) Alvarata Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

SUB-HEADING: GOTHAM

Gotham Book abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Gotham Medium abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Gotham Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Gotham Black abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

ALTERNATIVE HEADING BROTHER HOME

abcdefghijklvnnoparstuvwxyz ABCOEFGHIJFLMNOPQRSTUVWXJZ

1234567890?!*+(,)

BODY COPY: MINION PRO

Minion Pro Regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Minion Pro Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Minion Pro Semibold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(..) Minion Pro Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)

Minion Pro Bold Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(.,)



The following colors are to be used to create strong brand recognition and to leave a lasting impression.

PRIMARY PALETTE

- The primary colors should be used as the main colors.
- Roseman Red is our main color. If the project you're creating has color, maroon should be in it.
- Roseman Gray and Roseman Black are also utilized as Roseman's primary color palette

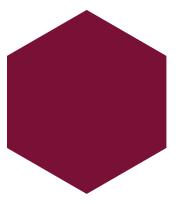
SECONDARY JEWELTONE PALETTE

- The secondary colors should be used to provide visual contrast.
- No logos should use the secondary colors

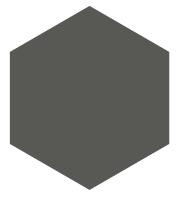
GRADIENT PALETTE

• Roseman Red Gradient may be used in place of Roseman Red color.

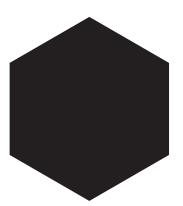
PRIMARY PALETTE



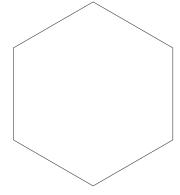
Roseman Red HEX# 791034 C34 M100 Y64 K37 R121 G16 B52



Roseman Gray HEX# 595854 C62 M54 Y58 K30 R89 G89 B84

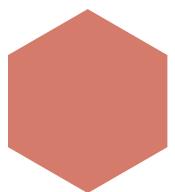


Roseman Black HEX# 000000 C0 M0 Y0 K100 R0 G0 B0

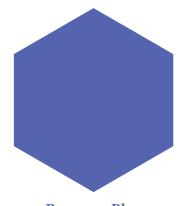


Roseman White HEX# FFFFFF C0 M0 Y0 K0 R255 G255 B255

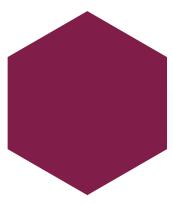
SECONDARY JEWELTONE PALETTE



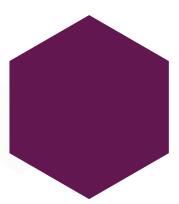
Roseman Peach HEX# D47B6C C14 M61 Y55 K1 R212 G123 B108



Roseman Blue HEX# 5364CB C75 M65 Y0 K0 R83 G100 B203

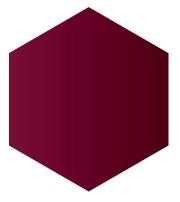


Roseman Ember HEX#7F1F49 C39 M97 Y49 K28 R127 G31 B73



Roseman Plum HEX#631350 C59 M100 Y37 K31 R99 G19 B80

GRADIENT PALETTE



Roseman Red Gradient



ROSEY

Rosey the Roadrunner embodies the visual representation of Roseman, reflecting its history, culture and character – especially what is believed to be the defining characteristics of our students and alumni.

ROSEY BODY

- Rosey must face right
- Rosey's outfit may be altered for special events ONLY with marketing approval

ROSEY HEAD

- Rosey's head must be facing right
- Rosey with Stethoscope may be used in place

ROSEY STETHOSCOPE

• Rosey can wear a stethoscope

ROSEY RETRO

• Rosey Retro can be used when appropriate.

ROSEY BODY









ROSEY HEAD









ROSEY STETHOSCOPE









ROSEY RETRO







Backgrounds can add visual interest to your materials.

COLORFUL JEWELTONES BACKGROUND

- Primary Used
- Purple color can face any direction

RED GRADIENT BACKGROUND

• Red Gradient background may be used

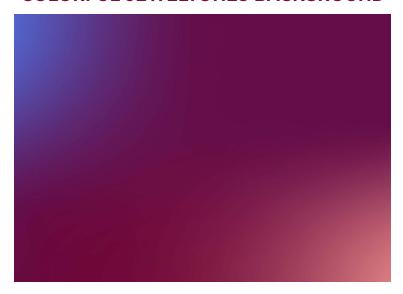
WHITE BACKGROUND

- White Background may be used
- Can be Used for Fillable PDFs

IMAGES

• Only approved images can be used for Marketing Material

COLORFUL JEWELTONES BACKGROUND



RED GRADIENT BACKGROUND



WHITE BACKGROUND



BACKGROUND

Hexagons and Heart

HEXAGONS

- Peach Or Red can be used
- Can be top left, top right, bottom left and bottom right
- Can use 1 or 2 depending on collateral

HEART

• Heart can be used for any promotional piece, at discretion

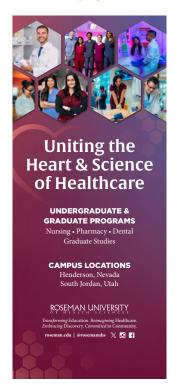
EXAMPLES OF HEXAGONS







EXAMPLES OF HEART









The heart of Roseman University lies in our Logo. It has the most power to be recognizable for the public.

RULES

- The Roseman University General Seal may be used for official use ONLY upon approval from the Marketing Office. Each program carries it's own unique seal that symbolically represents it's scholastic traits and can be used for embroidery and other collateral upon approval from the Marketing Office.
- Never Switch the Colors
- Never Use the Design on Similarly-Colored Backgrounds
- Never Rearrange Elements of the Design
- Never Stretch or Distort the Logo

SIZING AND CORRECT USAGE

- There are two acceptable formats. The right version can be used for legibility if the logo is being reproduced very small; for example as a sponsor.
- Never present the logo any smaller than the minimum size indicated here.

ROSEMAN UNIVERSITY
O F H E A L T H S C I E N C E S

WIDTH: 1"

ROSEMAN UNIVERSITY
OF HEALTH SCIENCES

SAFETY ZONE

• Never place any graphic or typographic element closer to the logo than the minimum clear space indicated here.

HEIGHT OF HEALTH SCIENCES

INCORRECT USE EXAMPLES

• May not appear as any of the following formats, including the Roseman typeface by itself unless approved and reviewed by the Office of Communications.

ROSEMAN UNIVERSITY

ROSEMAN UNIVERSITY

ROSEMAN

ROSEMAN UNIVERSITY
O F H E A L T H
S C I E N C E S

ROSEMAN UNIVERSITY



GENERAL UNIVERSITY LOGO/SEAL

ROSEMAN UNIVERSITY

ROSEMAN UNIVERSITY OFHEALTH SCIENCES

ROSEMAN UNIVERSITY OF HEALTH SCIENCES

ROSEMAN UNIVERSITY of health sciences











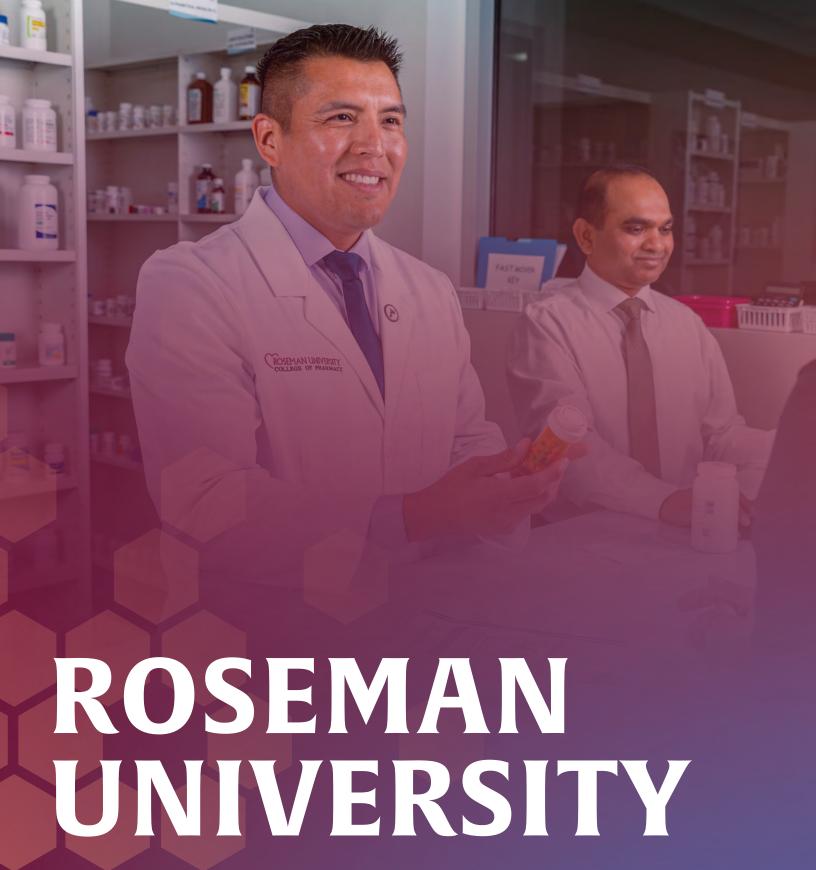








^{*}The Roseman University seal is for official use only.



COLLEGE OF PHARMACY LOGO/SEAL

ROSEMAN UNIVERSITY COLLEGE OF PHARMACY

ROSEMAN UNIVERSITY COLLEGE OF PHARMACY

ROSEMAN UNIVERSITY COLLEGE OF PHARMACY

ROSEMAN UNIVERSITY COLLEGE OF PHARMACY



Full Color Seal



















ROSEMAN UNIVERSITY

COLLEGE OF NURSING LOGO/SEAL

ROSEMAN UNIVERSITY COLLEGE OF NURSING

ROSEMAN UNIVERSITY
COLLEGE OF NURSING

ROSEMAN UNIVERSITY
COLLEGE OF NURSING

ROSEMAN UNIVERSITY college of nursing



Full Color Seal



















ROSEMAN UNIVERSITY

COLLEGE OF GRADUATE STUDIES
LOGO

ROSEMAN UNIVERSITY COLLEGE OF GRADUATE STUDIES

ROSEMAN UNIVERSITY COLLEGE OF GRADUATE STUDIES

ROSEMAN UNIVERSITY COLLEGE OF GRADUATE STUDIES





COLLEGE OF DENTAL MEDICINE LOGO/SEAL

ROSEMAN UNIVERSITY COLLEGE OF DENTAL MEDICINE

OSEMAN UNIVERSI COLLEGE OF DENTAL MEDICINE

OSEMAN UNIVERSI COLLEGE OF DENTAL MEDICINE

OSEMAN UNIVERSIT















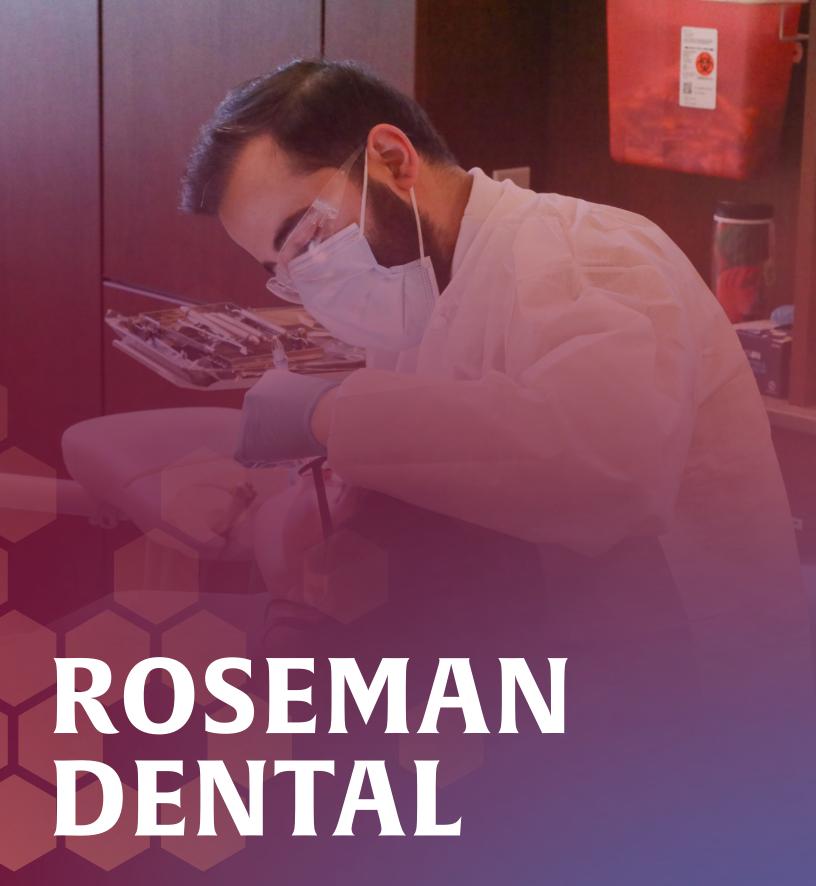












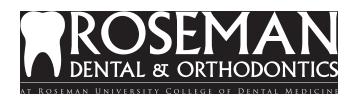
HENDERSON • SOUTH JORDAN • SUMMERLIN LOGO

HENDERSON ONLY









SOUTH JORDAN ONLY





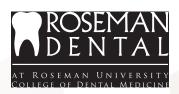












SUMMERLIN ONLY











ROSEMAN UNIVERSITY

COLLEGE OF DENTAL MEDICINE
MISC LOGOS- PATIENT ASSISTANCE FUND

PATIENT ASSISTANCE FUND



















COLLEGE OF MEDICINE LOGO/SEAL

ROSEMAN UNIVERSITY COLLEGE OF MEDICINE

ROSEMAN UNIVERSITY
COLLEGE OF MEDICINE

ROSEMAN UNIVERSITY COLLEGE OF MEDICINE

ROSEMAN UNIVERSITY



















COLLEGE OF MEDICINE ASPIRE

ASPIRE aligns students, educators, and the community in designing and delivering an inclusive and collaborative environment for innovative learning, healthcare and research.

ASPIRE LOGO

- Can be used with or without Heart
- Can be used with or without Roseman University College of Medicine Logo

ASPIRE LOGO WITH HEART



Full Color Logo









ASPIRE LOGO WITHOUT HEART



ASPIRE
ROSEMAN UNIVERSITY COLLEGE OF MEDICINE

ASPIRE
ROSEMAN UNIVERSITY COLLEGE OF MEDICINE





COLLEGE OF MEDICINE GENESIS

A household-centered approach aligning healthcare, public health, and social services to help vulnerable households achieve resiliency.

RULES

- Can be used with or without Roseman University Logo
- GREENSTREETS "Green" is hex color: #57833d (C70 M29 Y98 K13 / R87 G131 B61)

GENESIS LOGO WITHOUT ROSEMAN UNIVERSITY LOGO





















GENESIS LOGO WITH ROSEMAN UNIVERSITY LOGO





























GENESIS G









GREENSTREETS LOGO AND G







COLLEGE OF MEDICINE ROSEMAN MEDICAL GROUP

Roseman Medical Group, the medical practice of Roseman University of Health Sciences. Our physicians, nurses and medical staff provide empathic, patient-centered, evidence-based medicine and are among the best in their fields.

RULES

• Can be used with or without Roseman University

RMG LOGO WITHOUT ROSEMAN UNIVERSITY LOGO

















RMG LOGO WITH ROSEMAN UNIVERSITY LOGO



















COLLEGE OF MEDICINE EMPOWERED

The EMPOWERED program supports pregnant and postpartum individuals who use or have used opioids or stimulants for any reason. It is designed to empower individuals to be prepared for the birth of their babies, and to thrive as a caregiver.

RULES

• Can be used with or without Roseman University Logo

EMPOWERED LOGO WITH ROSEMAN UNIVERSITY **COLLEGE OF MEDICINE LOGO**

EMPOWERED LOGO WITHOUT ROSEMAN UNIVERSITY COLLEGE OF MEDICINE LOGO

EMPOWERED VOICES





LOGO































EMPOWERED SYMBOL GRADIENT



For questions please contact Marketing and Communications directly at MarComm@roseman.edu

Transforming Education. Reimagining Healthcare. *Embracing* Discovery. *Committed* to Community.

roseman.edu | @rosemanuhs | f | 💆 💥





